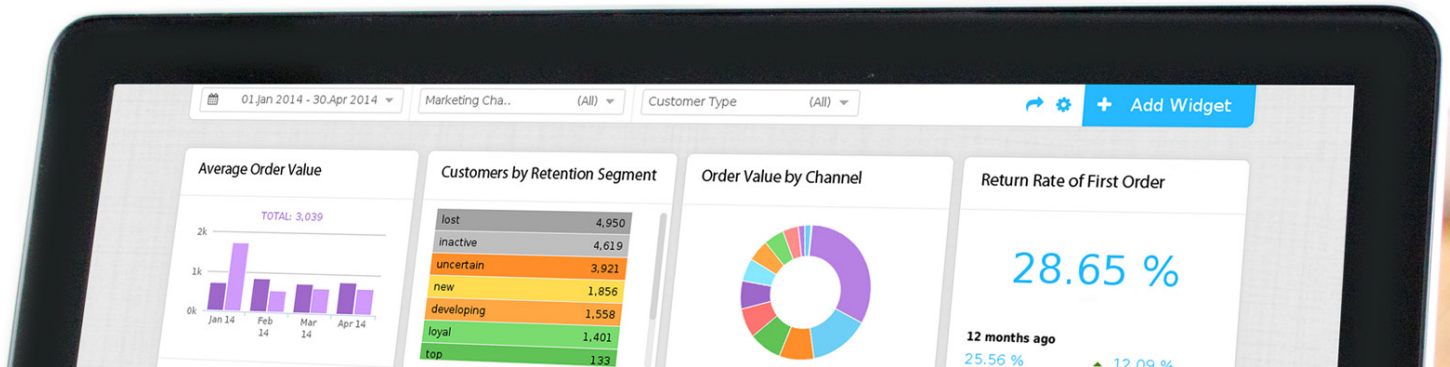


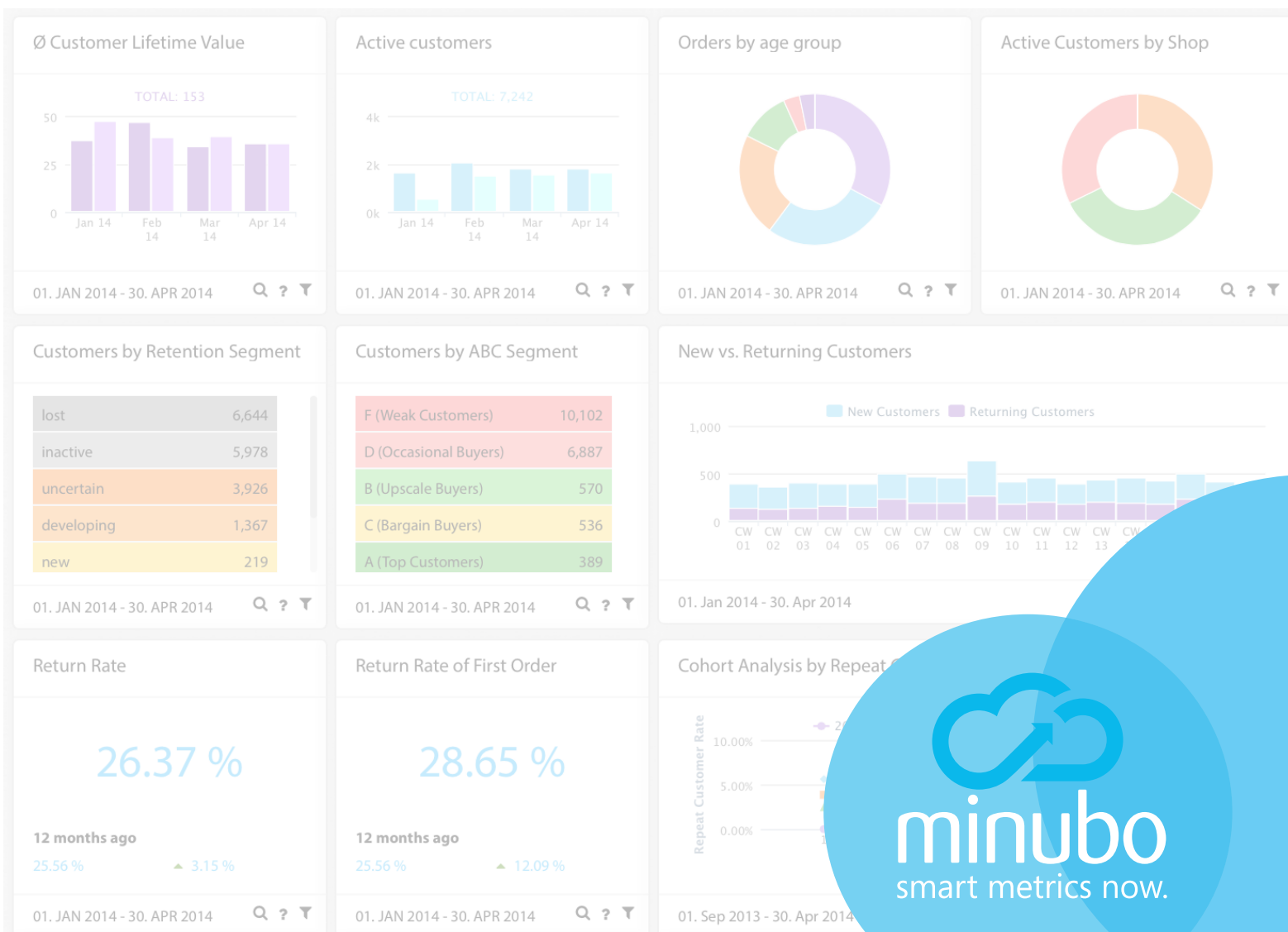
SUCCESSFULLY MANAGING ONLINE SHOPS – HOW DO I KEEP AN OVERVIEW? TRANSPARENCY THROUGH BEST PRACTICE ECOMMERCE REPORTING



Successfully managing online shops – how do I keep an overview? Transparency through Best Practice eCommerce Reporting

In today's highly competitive online market, it's key to know how to gain the crucial competitive advantage. But whatever the "next big thing" is going to be: The targeted work of **optimizing your metrics and processes** will always be decisive for your success. In short: **Data-driven work down to the last detail is required!**

This SmartPaper shows you how to retain the overview of your business processes by using a **systematical reporting** – to take the right strategic and operative decisions.




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Successfully managing online shops – how do I keep an overview? Transparency through Best Practice eCommerce Reporting

The discussion over how online retailers fight to keep a competitive advantage in the market today has not yet ended. More and more retailers are no longer satisfied with quick fixes to increase their chances of easy success. For example, the proverbial low hanging fruits or the search for the next big thing, which only have to be spotted and seized. So – what is to be done instead?

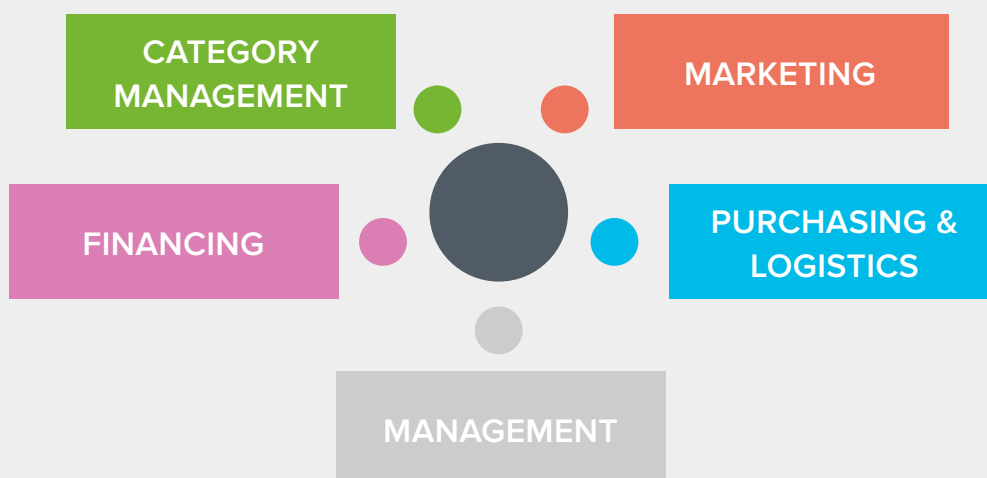
It's quite simple – handiwork. To survive the competition, the work needs to be completed with precision. Measuring, evaluating, optimizing, controlling, readjusting, in short: managing business processes through data-based information. We will show you how you can keep an overview with systematical reporting, to be able to make the right strategical as well as operational decisions. On a monthly, weekly or daily basis.



The monthly reporting: comprehensive business

When checking the numbers monthly, it is important not to become overwhelmed by the data. The objective is an overview of the business processes as a whole, so that decisions can be strategically made and adapted on this basis. Therefore, the information must be gathered through a comprehensive business observation. The key to maintaining a knowledge objective in a clear and concise manner is a central question that can help close the links between the business segments marketing, purchasing & logistics, category management and financing: Which campaigns have monetized the inventories of which product categories? Important operating figures for the monthly reporting are (amongst others):

- itemized revenues (respectively before and after cancellations, returns and cost of sales) as well as aggregated margins and contribution margins
- an overview of the performance of different customer segments and product segments (also interrelated with one another)
- order, return and top seller metrics on an aggregated level



Which **CAMPAIGNS** have **MONETIZED** the **INVENTORIES** of which **PRODUCT CATEGORIES**?

The weekly reporting: on the business sector level

Compared to the monthly reporting, the weekly reporting is on the business sector level, where the strategic goals are transformed into operational weekly plans. It is important for every team to be informed about the specific development of their department and to know on which operating figures to work on, based on performance. The following key questions are examples of what could be found in the weekly reports of the marketing department:

How are my campaigns running?

How many new customers have I gained, how many customers was I able to stimulate to buy again?
How high are my returns and profits per campaign?

How are my channels running?

Where are my CPCs (costs per click) and CLVs (customer lifetime values)? How high is my rate of repeat purchases and my average cart size? Where are my return rates, margins and contribution margin per channel? What did the typical journeys of my customers look like, which touch points were important?

How are my customers behaving?

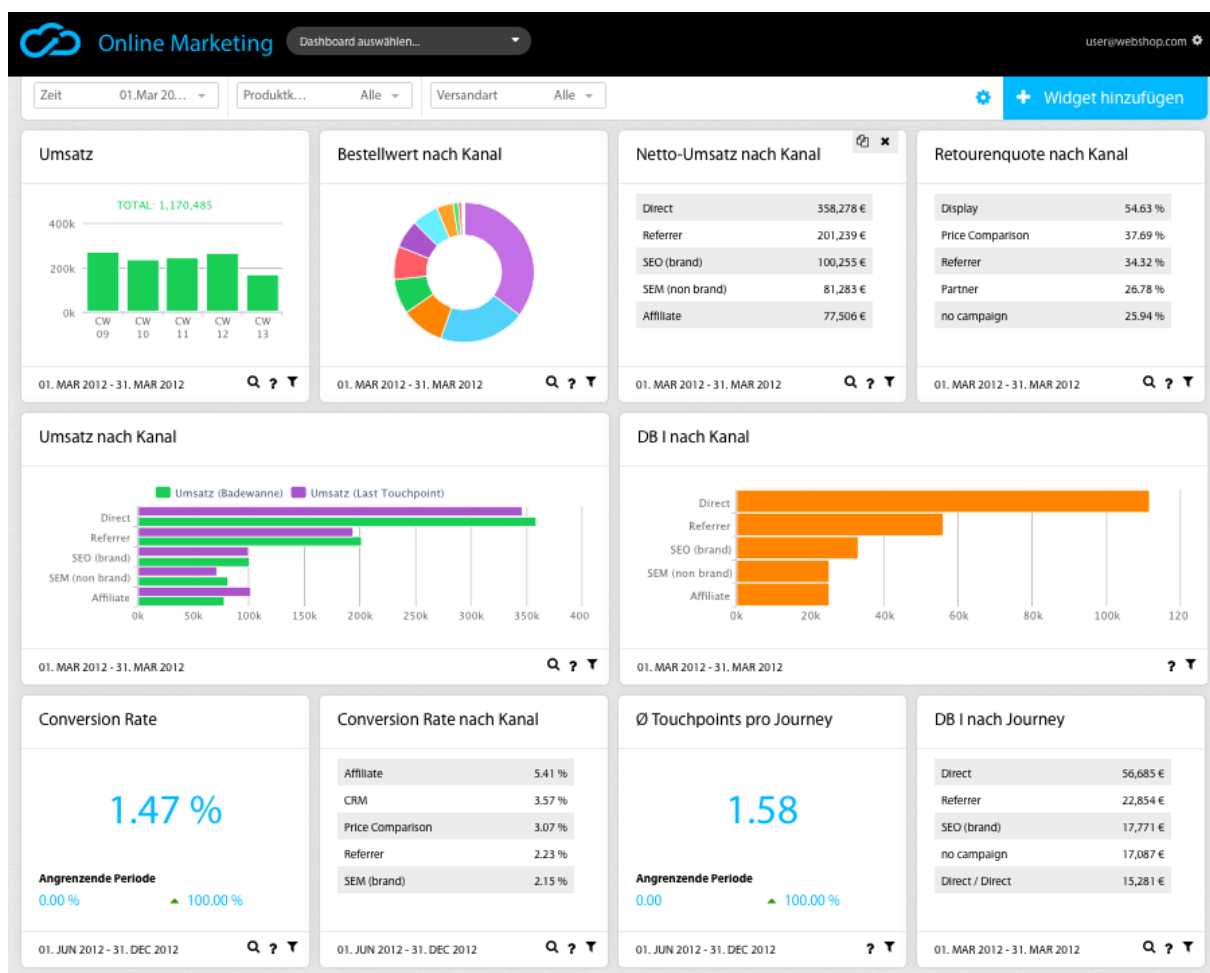
Where are my cross-channel and combined purchases functioning? How long is the average time of repeat purchases and what does the social media behavior say about my customer? What conclusions can be drawn from my cohort analysis, which marketing measure worked well with which cohort?

PURCHASING & LOGISTICS	CATEGORY MANAGEMENT	MARKETING	FINANCING
<ul style="list-style-type: none">· Sell-through reporting· Inventory· Inventory turnover rate· Returns· Demand for goods planning	<ul style="list-style-type: none">· New products· Assortment permeability· Combined purchases· Assortment gaps	<ul style="list-style-type: none">· Campaign analysis· Channel performance· New and existing customers· Marketing	<ul style="list-style-type: none">· Order revenue· Lost cancellation revenue· Lost return revenue· Cost of sales revenue· Contribution marketing calculation· Cash-Flow

The daily reporting: business segments in detail

To be able to continuously readjust their work and make the right decisions at the right moment in the operational day-to-day work, it is important for employees to keep track of relevant operating figures in their department on a daily basis. How are the figures changing after taking the correct measures? Where can significant, unmotivated changes be seen which should be dealt with immediately to prevent slumps in sales or to unlock potential profits?

To answer those questions, there are not necessarily other operating figures needed than in the weekly reporting, but here, the figures are examined through key questions on a more fine-tuned, detailed level. Depending on the current operative topic, the daily check-up on the figures can be seen as more of review and supervision, rather than exhausting analysis work. A powerful, easy-to-use analysis tool with automated reports is even more important for the daily reporting rather than for the weekly or monthly reporting: To keep an eye on daily figures, it is key to have them at hand quickly, easily and – in the best case – presented appealingly. A tool that isn't capable of this costs too much time and effort and, in worst case scenario, doesn't get used anymore after only a short period of time.



Conclusion: don't be afraid of analyzing!

Does this all sound like a lot of tedious manual labor? Not necessarily, with the right tool, a better part of the analysis process is not only automated, but will also become an everyday process in the operational procedure. And although time will always have to be invested for the interpretation of the figures: with it, you will achieve the foundation for efficiently and effectively optimized work – and will realize a higher ROI.

Are you interested in learning more about our solution?

Let us know by sending an e-mail or call us.

We are looking forward to hearing from you!

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