



minubo Product Overview: The Commerce Intelligence Suite for Omni-Channel Brands and Retailers

Our Value Proposition

Our Value Proposition

Build a Major Competitive Edge With a Data-Driven Work Culture



minubo enables brands and retailers to act data-driven on both strategic & operational levels. For three main reasons, this is no longer optional, but mandatory to keep pace with the market:

Digital Transformation

Every digital transformation must be built on transparency and measurability to allow sustainable decision-making and smooth operations.

Omni-Channel

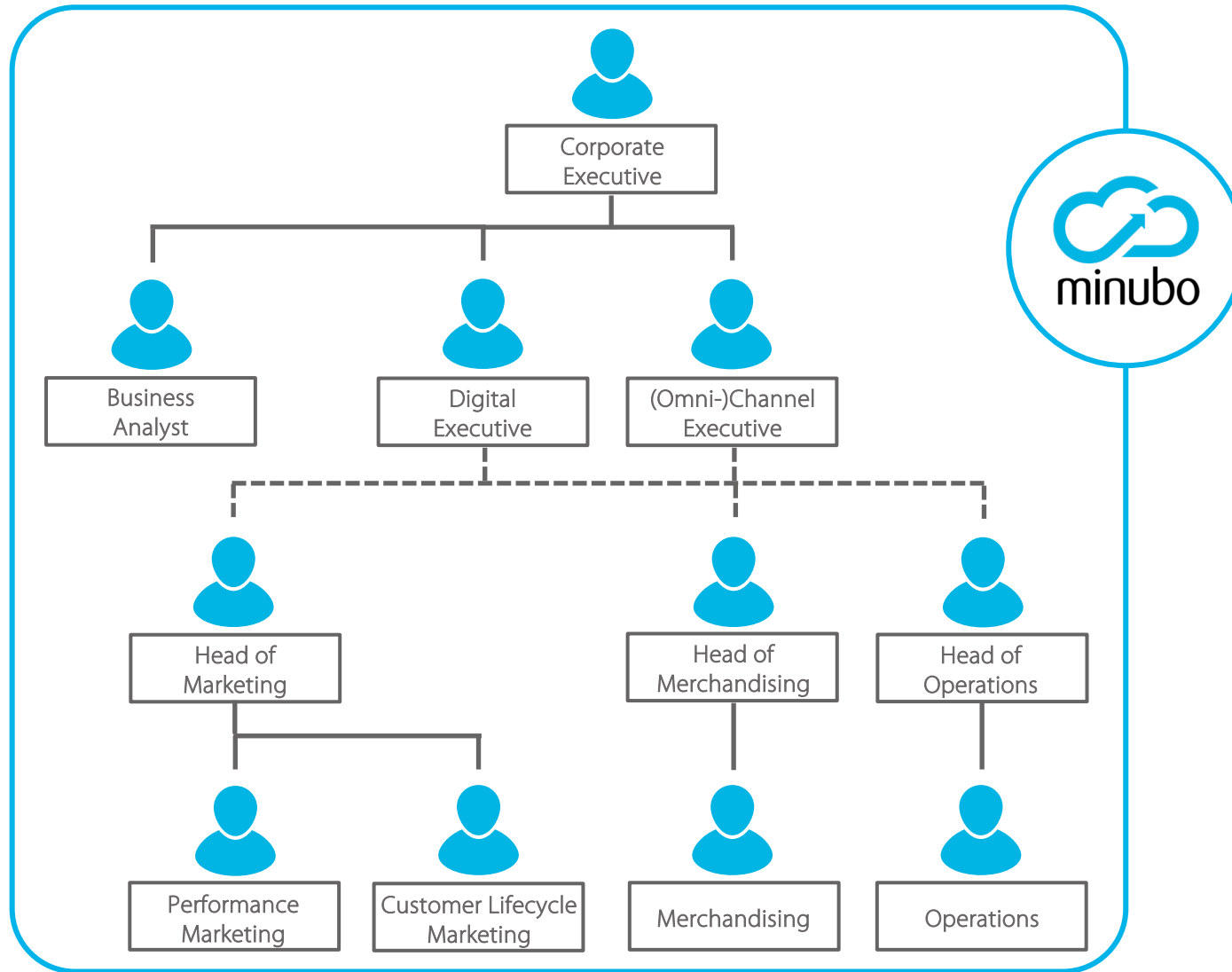
Omni-channel commerce can only work with a cross-channel data infrastructure (transparency, process efficiency, people enabling, automation).

Operational Excellence

A competitive edge does not only require informed strategic decisions, but operational excellence on all levels – and that requires data insights.

Data Insights for Every Role

minubo Ensures Good Decision-Making on all Levels



minubo brings your organization together:

Data insights for both strategic and operational roles create true transparency and drive results.

The Label

Commerce Intelligence

Definition

Commerce Intelligence is the technological infrastructure and tool set that retailers need to establish a data-driven work culture throughout their entire organization – across all channels.

Three main manifestations of data insights applications:

Commerce Intelligence covers them all



Data Democratization

- Proactive Insights / Alerts
- Action Recommendations
- Segmentation
- Out-of-the-box Reporting
- Collaboration Tools
- APIs to 3rd Party Systems



Central Reporting Engine

- Comprehensive Aggregation
- Automated Reporting
- Data Visualization
- Sharing/Scheduling/Printing Functionalities

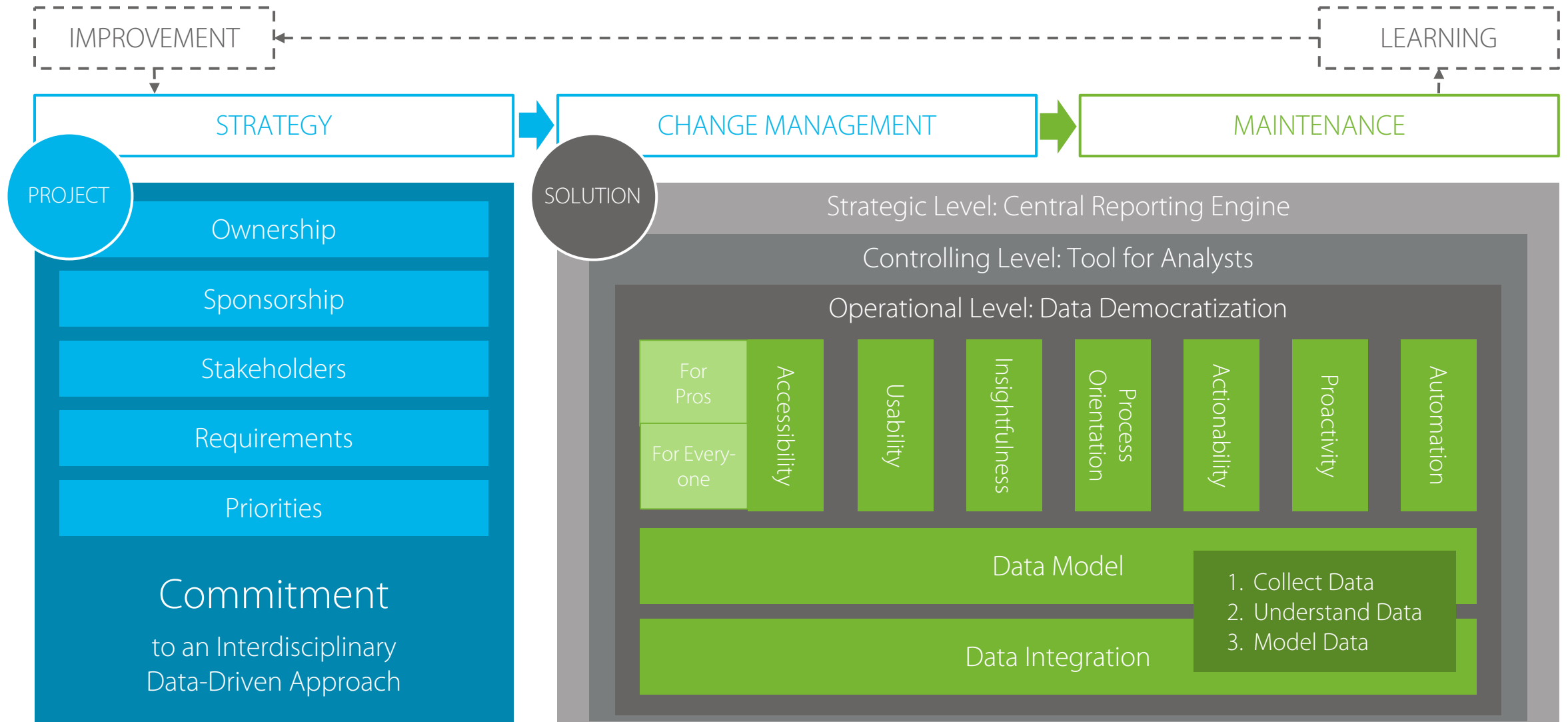


Tool for Analysts

- Ad-Hoc Analysis
- Raw Data Access
- Flexibility
- Excel API
- Sharing Functionalities

Our Commerce Intelligence Blueprint

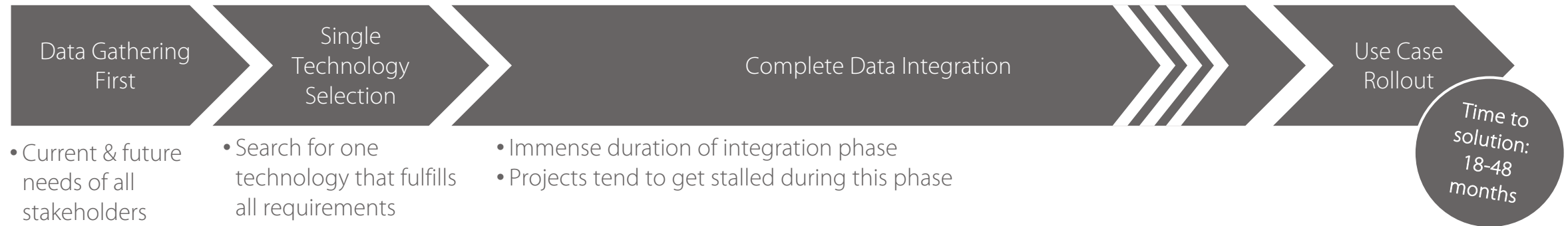
How to Build a Data-Driven Organization



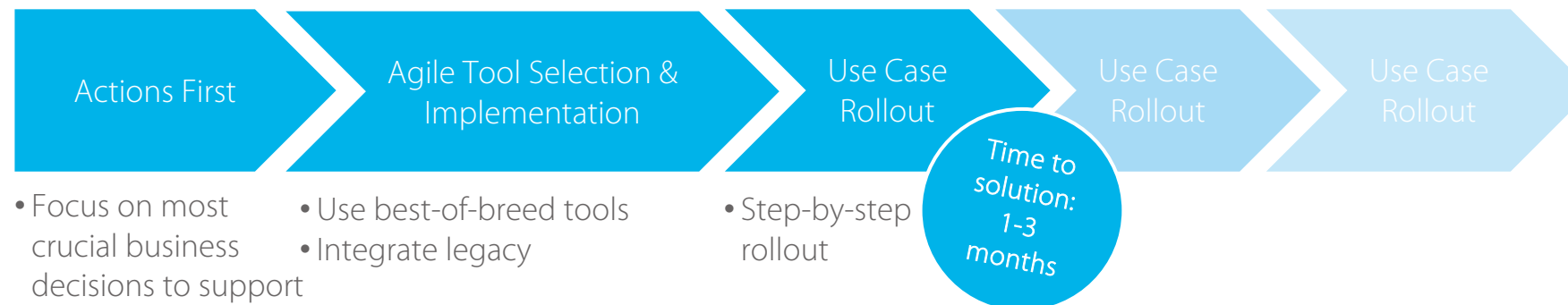
A Question of Strategy

Traditional vs. Agile Approach

The traditional BI approach aims to connect all data sources and cover all use cases within one step. Such an „all or nothing“ strategy often gets stalled during the data integration phase, so the value is realized late – if ever.



The agile CI approach reduces the risk of a data project by successively implementing solutions for relevant business processes. It follows a best-of-breed selection of suitable solutions, integrates legacy systems and ensures a fast, step-by-step rollout.



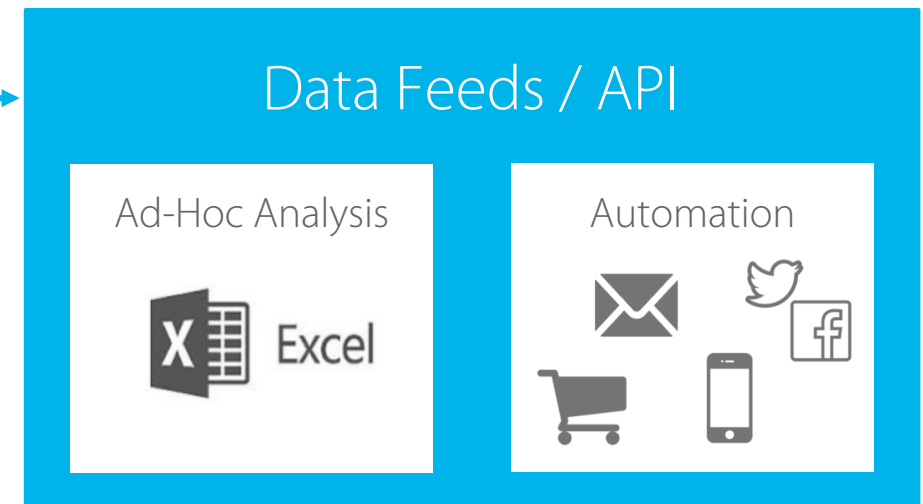
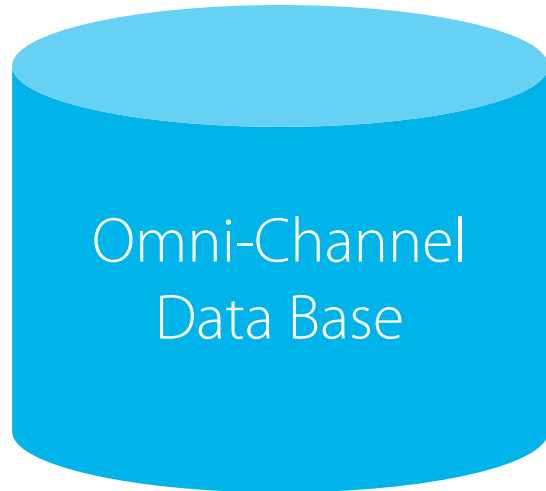
The Product

The Commerce Intelligence Suite

Best-Practice-Based Solution for Easy Enabling of Data-Driven Retail



Grow faster across channels –
with data insights for every role!



Channels

- Store
- Mobile
- eCommerce
- Marketplace

Data Points

- Customer Data
- Journey Data
- Campaign Data
- Product Data
- Transaction Data
- Fulfilment Data
- Budget Data

Three main manifestations of data insights applications:

1 – Central Reporting Engine



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What are you looking for?



Overview - All Sales Channels

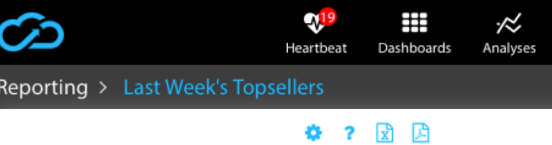
		▼ JULY 2017				► STD (AUTUMN)		
		ACTUAL	BUDGET	LY	LM	VS BUDGET	VS LY	VS LM
Visits	?	18,745	-	17,921	14,126	-	▲ 4.60 %	▲ 32.70 %
Conversion Rate (Web)	?	4.09 %	-	4.21 %	4.57 %	-	▼ -2.87 %	▼ -10.64 %
Number Of Orders (Web)	?	766	705	754	646	▲ 8.62 %		
Gross Order Number	?	1,619	1,216	1,585	1,318	▲ 33.19 %		
Average Order Value after Discount	?	€ 71.21	€ 61.95	€ 73.86	€ 74.11	▲ 14.96 %		
Gross Order Value after Discount	?	€ 115,296.96	€ 75,300.02	€ 117,068.25	€ 97,670.86	▲ 53.12 %		
Gross Order Discount Rate	?	0.00 %	-	0.00 %	0.00 %	-		
Fulfillment Rate	?	98.86 %	94.68 %	98.94 %	99.30 %	▲ 4.42 %		
Gross Sales Value after Discount	?	€ 113,984.69	-	€ 115,832.45	€ 96,989.54	-		
Gross Sales Value after Discount FD	?	€ 113,984.69	€ 71,290.46	€ 112,992.06	€ 96,989.54	▲ 59.89 %		
Return Sales Value After Discounts RD	?	€ 10,234.07	€ 7,129.05	€ 9,801.34	€ 9,578.05	▲ 43.55 %		
Return Rate FD RD	?	8.98 %	10.00 %	8.67 %	9.88 %	▼ -10.2 %		
Net Sales Value after Discounts FD RD	?	€ 103,750.62	€ 64,161.42	€ 103,190.71	€ 87,411.49	▲ 61.70 %		

Best Practice Reporting


- Ready-to-use reports for key use cases
- Built-in commerce knowledge from 100+ customer projects
- Broad portfolio from management reporting to operational overviews
- Export to Excel and PDF

Gross Sales Value after Discount FD per Top 5 Sales Channels

	▼ JULY 2017				
	ACTUAL	BUDGET	LY	LM	VS BUDGET
shop.minubo.de	€ 32,620.27	€ 25,887.50	€ 32,815.31	€ 33,745.08	▲ 26.01 %
App	€ 15,239.32	€ 7,185.21	€ 16,550.13	€ 14,115.01	▲ 112.09 %
shop.minubo.at	€ 13,371.35	€ 8,537.06	€ 11,344.82	€ 8,570.64	▲ 56.63 %
Store Hamburg	€ 10,903.71	€ 5,951.15	€ 12,018.04	€ 8,826.77	▲ 83.22 %



1



00012

minubo Sneakers

Shoes > Sneakers

49

Gross Sales Quantity FD

€ 4,117.24

Gross Sales Value after Discount FD

6.12 %

Return Rate FD RD

55.82 %

Gross Sales Margin Rate after Disc...

0.00 %

Gross Sales Discount Rate FD

2



00010

minubo Sweatpants

Apparel > Sweatpants

57

Gross Sales Quantity FD

€ 2,394.48

Gross Sales Value after Discount FD

8.77 %

Return Rate FD RD

44.73 %

Gross Sales Margin Rate after Disc...

0.00 %

Gross Sales Discount Rate FD

3



00004

minubo T-Shirt

89

Gross Sales Quantity FD

€ 1,616.90

Gross Sales Value after Discount FD

8.05 %

Return Rate FD RD

Reporting > Breakeven Analysis By Channel

Jan 01, 2017 - Jul 31, 2017

⚙️ ?

MARKETING CHANNEL									
GROUP	METRIC	SEA	DIRECT	SEO	SOCIAL	NEWSLETTER	AFFILIATE	REFERRER	TOTAL
Traffic	Marketing Impressions	964,799	0	0	50,767				
	Marketing Click-Through-Rate	5.69 %	0.00 %	0.00 %	21.10 %				
	Clicks	54,901	0	0	10,712				
	Visits	54,901	18,812	18,804	10,712				
	Number of Unique Visitors	27,531	14,121	14,064	9,017				
Orders	Conversion Rate (Web)	4.92 %	4.74 %	4.87 %	4.79 %				
	Gross Order Number	2,702	891	916	513				
	Average Orders per Customer	1.16	1.05	1.05	1.03				
	Number of Customers	2,335	852	873	497				
	Number of New Customers	1,314	439	443	246				
	Average Order Quantity	2.36	2.36	2.34	2.41				
	Gross Order Quantity	6,373	2,101	2,140	1,237				
Revenue	Average Order Value after Discount	€ 72.78	€ 74.52	€ 71.87	€ 81.12				
	Gross Order Discount Rate	0.00 %	0.00 %	0.00 %	0.00 %				
	Gross Order Value after Discount	€ 196,645.61	€ 66,394.11	€ 65,829.92	€ 41,613.13				
	Cancellation Rate (Value)	0.00 %	0.00 %	0.00 %	0.00 %				
	Fulfillment Rate	99.25 %	99.61 %	99.53 %	99.18 %				
	Gross Sales Value after Discount	€ 195,164.61	€ 66,137.08	€ 65,519.10	€ 41,272.89				
	Gross Sales Value after Discount FD	€ 195,164.61	€ 66,137.08	€ 65,519.10	€ 41,272.89				
Returns	Gross Sales Fees FD	€ 0.00	€ 0.00	€ 0.00	€ 0.00				
	Gross Sales Value incl. Fees FD	€ 195,164.61	€ 66,137.08	€ 65,519.10	€ 41,272.89				
	Return Rate FD RD	8.90 %	9.67 %	9.34 %	9.34 %				
	Return Sales Quantity RD	606	202	211	111				
Cost of Goods Sold	Return Sales Value incl. Fees RD	€ 17,368.86	€ 6,394.10	€ 6,118.39	€ 3,856.21				
	Net Sales Value incl. Fees FD RD	€ 177,795.76	€ 59,742.98	€ 59,400.71	€ 37,416.68				
	Net Sales Cost FD RD	€ 84,140.45	€ 28,036.54	€ 28,261.83	€ 17,765.45				
Marketing Costs	Contribution Margin I Rate FD RD	52.68 %	53.07 %	52.42 %	52.52 %				
	Contribution Margin I FD RD	€ 93,655.31	€ 31,706.44	€ 31,138.88	€ 19,651.23				
	Marketing Cost-Per-Click (variable)	€ 0.12	€ 0.00	€ 0.00	€ 0.14				
	Marketing Costs (variable) (assigned) FD	€ 6,314.61	€ 0.00	€ 0.00	€ 1,384.61				
	Marketing costs (fixed) FD	€ 0.00	€ 0.00	€ 0.00	€ 0.00				
	Marketing costs (assigned) FD	€ 6,314.61	€ 0.00	€ 0.00	€ 1,384.61				
	Marketing CPO (assigned)	€ 2.35	€ 0.00	€ 0.00	€ 3.02				

PRODUCT LINE								
GROUP	METRIC	APPAREL	SHOES	CAPS	BICYCLES	ACCESSORIES	SPORT	TOTAL
Orders	Gross Order Number	6,478	2,661	894	74	2,475	923	9,766
	Average Orders per Customer	1.43	1.17	1.05	1.00	1.15	1.07	1.65
	Number of Customers	4,537	2,275	850	74	2,151	865	5,906
	Number of New Customers	2,982	1,199	448	40	1,158	433	4,509
	Average Order Quantity	1.87	1.58	1.54	1.36	1.61	1.52	2.37
	Gross Order Quantity	12,113	4,205	1,375	101	3,987	1,399	23,180
	Average Order Value after Discount	€ 50.95	€ 104.55	€ 51.69	€ 573.46	€ 8.19	€ 10.77	€ 74.46
Revenue	Gross Order Discount Rate	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %
	Gross Order Value after Discount	€ 330,070.48	€ 278,199.96	€ 46,206.93	€ 42,436.13	€ 20,271.54	€ 9,944.55	€ 727,129.58
	Cancellation Rate (Value)	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %
	Fulfillment Rate	99.21 %	99.00 %	99.05 %	100.00 %	99.18 %	98.78 %	99.16 %
	Gross Sales Value after Discount	€ 327,449.45	€ 275,427.20	€ 45,770.07	€ 42,436.13	€ 20,105.45	€ 9,823.69	€ 721,011.99
	Gross Sales Value after Discount FD	€ 327,449.45	€ 275,427.20	€ 45,770.07	€ 42,436.13	€ 20,105.45	€ 9,823.69	€ 721,011.99
	Gross Sales Fees FD	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Returns	Gross Sales Value incl. Fees FD	€ 327,449.45	€ 275,427.20	€ 45,770.07	€ 42,436.13	€ 20,105.45	€ 9,823.69	€ 721,011.99
	Return Rate FD RD	9.79 %	9.76 %	9.91 %	6.93 %	10.46 %	8.92 %	9.62 %
	Return Sales Quantity RD	1,179	402	135	7	389	120	2,232
	Return Sales Value incl. Fees RD	€ 32,053.12	€ 26,870.57	€ 4,536.68	€ 2,941.12	€ 2,103.45	€ 876.30	€ 69,381.24
Cost of Goods Sold	Net Sales Value incl. Fees FD RD	€ 295,396.34	€ 248,556.63	€ 41,233.39	€ 39,495.01	€ 18,002.00	€ 8,947.39	€ 651,630.75
	Net Sales Cost FD RD	€ 141,954.23	€ 119,524.94	€ 21,167.44	€ 14,088.77	€ 7,606.56	€ 3,700.45	€ 308,042.39
	Contribution Margin I Rate FD RD	51.94 %	51.91 %	48.66 %	64.33 %	57.75 %	58.64 %	52.73 %
Marketing Costs	Contribution Margin I FD RD	€ 153,442.11	€ 129,031.69	€ 20,065.95	€ 25,406.24	€ 10,395.44	€ 5,246.94	€ 343,588.36
	Marketing costs (assigned) FD	€ 3,425.71	€ 1,183.41	€ 370.77	€ 29.97	€ 1,177.48	€ 359.57	€ 6,546.90
	Marketing CPO (assigned)	€ 0.53	€ 0.45	€ 0.42	€ 0.40	€ 0.48	€ 0.39	€ 0.71
Marketing Costs	Contribution Margin II Rate FD RD	50.78 %	51.44 %	47.77 %	64.25 %	51.21 %	54.62 %	51.72 %
	Contribution Margin II FD RD	€ 150,016.40	€ 127,848.28	€ 19,695.18	€ 25,376.27	€ 9,217.96	€ 4,887.37	€ 337,041.46

Best Practice Reporting

Three main manifestations of data insights applications:

2 – Tool for Analysts



Data Democratization

- Proactive Insights / Alerts
- Action Recommendations
- Segmentation
- Out-of-the-box Reporting
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Central Reporting Engine

- Comprehensive Aggregation
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- Sharing/Scheduling/Printing Functionalities



Tool for Analysts

- Ad-Hoc Analysis
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Time

Last 7 Days

May 23, 2017

May 29, 2017

Rows

Product Category

Columns

Country

Values

Gross Order Value

Type to add attribute



Type to add attribute



Type to add measure

Attribute Filters

Product Group

equals

Accessories

Start typing to add an attribute filter



Web Pivot

Load Web Pivot

GROSS ORDER VALUE	COUNTRY						TOTAL
PRODUCT CATEGORY	AUSTRALIA	CANADA	FRANCE	GERMANY	UNITED KINGDOM	UNITED STATES	
BIKE RACKS	€120.00	€240.00	€120.00	€240.00	€120.00	€120.00	€960.00
BIKE STANDS	€318.00	€159.00	-	-	-	€159.00	€636.00
BOTTLES AND CAGES	€34.94	€143.81	€19.97	€24.96	€4.99	€189.72	€418.39
CLEANERS	€31.80	€31.80	-	€7.95	-	€47.70	€119.25
FENDERS	€65.94	€175.84	€87.92	€21.98	€43.96	€285.74	€681.38

Web Pivot

- Flexible ad-hoc analysis tool to find answers immediately
- Query huge amounts of data in no time
- Access all 600 metrics and 200 attributes
- Comprehensive filter possibilities
- Drill-down to raw data level
- Direct access to single view pages (e.g. single customer, single product, single order, single country...)

Reset

Transform to Webpivot

Download

Preview Changes

Cancel

Saved

Category Performance GER, AT

☐ Hide Feed from other users

Feed Options

% New Visits

ABC Activity Segment

ABC Days Of Inventory Segment

ABC Profitability Segment

ABC Return Segment

ABC Segment (Produkt)

ABC Segment Cluster

ABC-Segment (Customer)

Account Owner

accountReference

Acquisition Campaign Level 1 (Customer)

Acquisition Campaign Level 2 (Customer)

Edit Feed

Custom Dates

2017-07-31

2017-08-10

ATTRIBUTES

ROWS: ~ 50

Product Category

Product Name

Visit country

MEASURES

Gross Order Value

Net Sales Value

Return Rate by Value

Attribute Filters

Country

equals

Austria

Germany

US

Add filter value

Not in feed: Country

Feed Preview

PRODUCT CATEGORY	PRODUCT NAME	VISIT COUNTRY	GROSS ORDER VALUE	NET SALES VALUE	RETURN RATE BY VALUE
Flipflops	minubo Flipflops	(empty)	€ 1,276.99	€ 1,176.18	7.89 %
Flipflops	minubo Flipflops	Austria	€ 201.63	€ 201.63	0.00 %
Flipflops	minubo Flipflops	Germany	€ 1,041.76	€ 940.94	6.67 %

Data Feeds

- Feed data into 3rd party systems via URL (e.g. Excel, visualization tools, email providers, recommendation engines)
- Use various formats like csv, html, json, xml
- Automated feed updates from minubo's data warehouse
- Define custom feeds with access to all metrics and attributes and flexible filters
- Provide single feeds to suppliers without granting access to the application

Three main manifestations of data insights applications:

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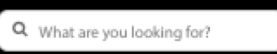
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Segmentations > [Reactivation M – online – GER](#)

[Download CSV](#)

[Edit](#)

Reactivation M – online – GER

Rules

Filter by Customer Attributes

Gender equals [M](#).

AND

Country equals [Germany](#).

OR

Days Without Order Cluster equals [31-90, 91-180, 181+](#).

Filter by Transaction History

Time: Between [Aug 22, 2016](#) and [Aug 21, 2017](#) (Last 365 Days).

Transaction Attributes

Channel equals [Webshop, Amazon](#).

Transaction Measures

Gross Order Value is greater than or equal to [300](#).

AND

Return Rate by Value is less than or equal to [0.3](#).

AND

Time: Between [May 24, 2017](#) and [Aug 21, 2017](#) (Last 90 Days).

Transaction Attributes

Product Category does not equal [Hoodies, T-Shirts](#).

Summary (Projection)

Number of Customers
208

Avg Order Value (incl VAT, ex Discounts) ▼
€ 105.83

Return Rate by Quantity ▼
8.04 %

Preview

[Meier, Max](#)

e Mail: 112994@testdata.com

Avg Order Value (incl VAT, ex Discounts): € 78.20

Return Rate by Quantity: 2.86 %



[Maier, Carolin](#)

e Mail: 114497@testdata.com

Avg Order Value (incl VAT, ex Discounts): € 104.54

Return Rate by Quantity: 0.00 %

Avg Order Value (incl VAT, ex Discounts): € 72.01

Return Rate by Quantity: 5.56 %

[Richter, Lara](#)

e Mail: 115828@testdata.com

Avg Order Value (incl VAT, ex Discounts): € 139.55

Return Rate by Quantity: 7.14 %



[Koch, Alexandra](#)

e Mail: 115935@testdata.com

Avg Order Value (incl VAT, ex Discounts): € 268.32

Return Rate by Quantity: 13.04 %

[Bauer, Kevin](#)

e Mail: 116369@testdata.com

Avg Order Value (incl VAT, ex Discounts): € 48.65

Return Rate by Quantity: 0.00 %



Customer Segmentation

- Easy-to-use, yet fully flexible segmentation criteria
- Integration of all relevant data points: demographics, transactions, journeys
- Segment export via csv or direct integration to e.g. email service providers
- Instant overview of segment's key metrics
- Compact preview with direct access to single customer pages



Analyses > Customers > 110436



e Mail
110436@testdata.com

First name
Emma

Last name
Fischer

Country
Germany

Gender
F

Company Number
-

Company
-

Customer Group
-



First Order (Date) :
Feb 19, 2015



Days without Order
(Customer) : 606



ABC-Segment
(Customer) : A (Top
Customers)

Gross Order Quantity

30

Gross Order Value after Discount

€ 963.61

Return Sales Value Rate after Discount

8.59 %

Net Sales Value After Discount

€ 803.99



Analyses > Products > 00010



Product Name
minubo Sweatpants

Product Number
00010

Product Category
Sweatpants



432 currently in stock.



In approx 28 days out of stock



All time return rate is 9.05 %



508

Sum of last 30 days

Gross Order Value



€ 21,340.27

Sum of last 30 days

Gross Order Value
Order value before cancellations and discounts



5.18 %
Change from the adjoining period



678

Avg. of last 30 days

Inventory Quantity (historical)



-42.50 %
Change from the adjoining period

Orders

Customer Journeys

ORDER NUMBER
118071

ORDER DATE
Feb 19, 2015

PRODUCT NUMBER	PRODUCT NAME	VARIATION	GROSS ORDER QUANTITY
00001	minubo Cup	standard / white / DE / -	1
			1

ORDER NUMBER
119822

ORDER DATE
Mar 20, 2015

PRODUCT NUMBER	PRODUCT NAME	VARIATION	GROSS ORDER QUANTITY
00013	minubo Cap	small / blue / Flexfit / -	2
00006	minubo Frisbee	small / blue / - / -	1
00004	minubo T-Shirt	L / blue / print-logo / -	3
			6

Variations

Variation Distribution

Returns

☐ Yesterday ☐ Last 7 Days ☒ Last 30 Days

PRODUCT NAME	VARIATION 1	VARIATION 2	VARIATION 3	VARIATION 4	GROSS ORDER QUANTITY	GROSS ORDER VALUE	INVENTORY QUANTITY (HISTORICAL)
minubo Sweatpants	L	black	tight		57	€ 2,394.48	28
minubo Sweatpants	S	blue	baggy		54	€ 2,268.45	30
minubo Sweatpants	S	black	baggy		49	€ 2,058.41	0
minubo Sweatpants	L	blue	baggy		45	€ 1,890.38	16

Single View Pages

- Detail pages on single objects – e.g. customers, products, categories, orders or countries
- Compact data insights like key metrics, development figures, overview charts or background information
- Direct access to further single view pages

Aug 21, 2016

Out of Stock (3)	8 topseller variants are out of stock		
Reactivation Opportunities (2)	199 customers show irregular buying behavior and should be targeted now		
70 existing customers have just crossed the time threshold in which they usually come back to make another purchase. They should be targeted so they do not slip away.		03:16 AM	
View details			
The majority of new customers come back for a 2nd purchase within 77 days of their 1st purchase. 129 customers have just crossed this threshold and should be targeted so they do not slip away.		03:16 AM	
View details			
Data Import	Your data has been imported successfully by 03:15 AM		

Aug 20, 2016

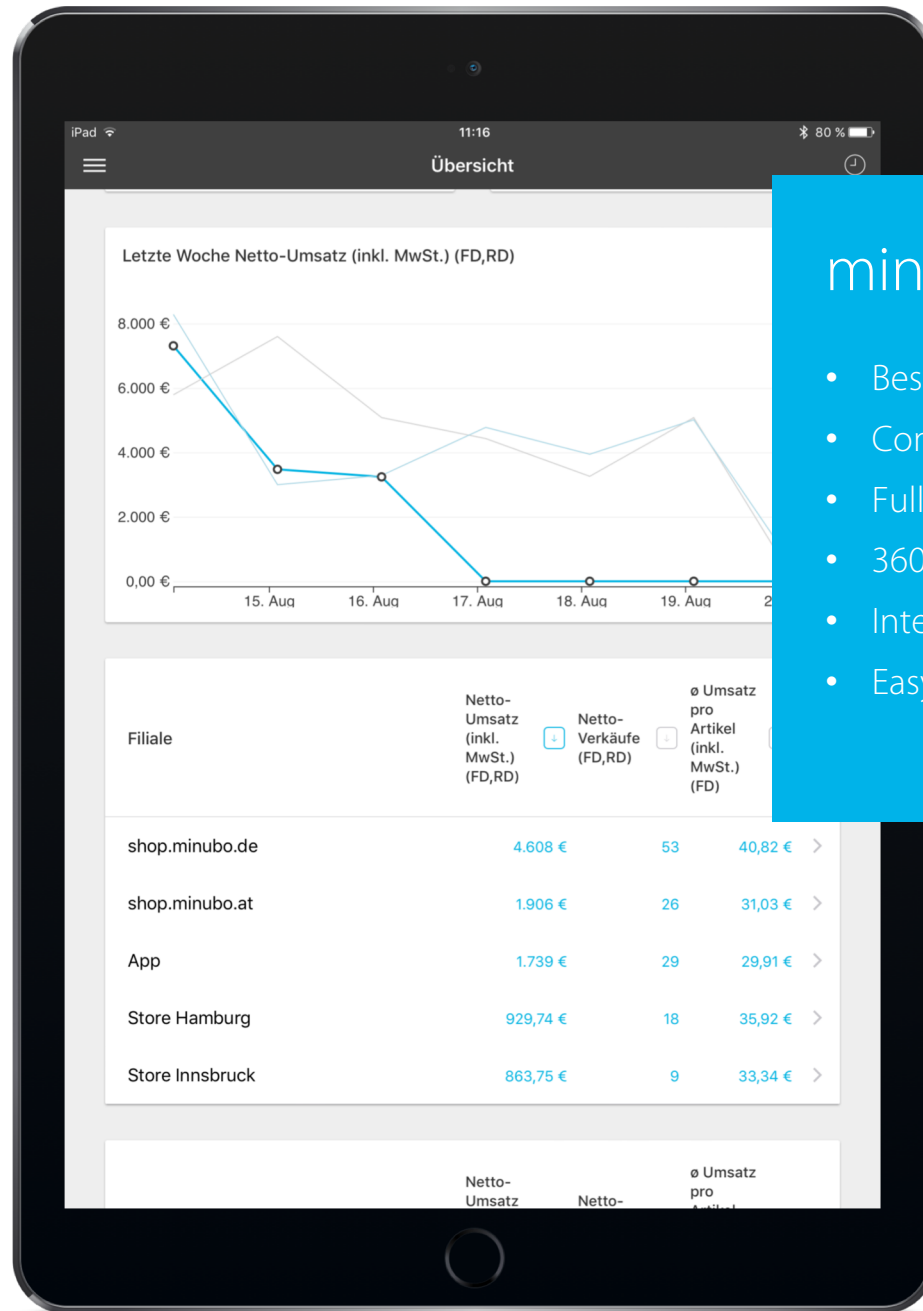
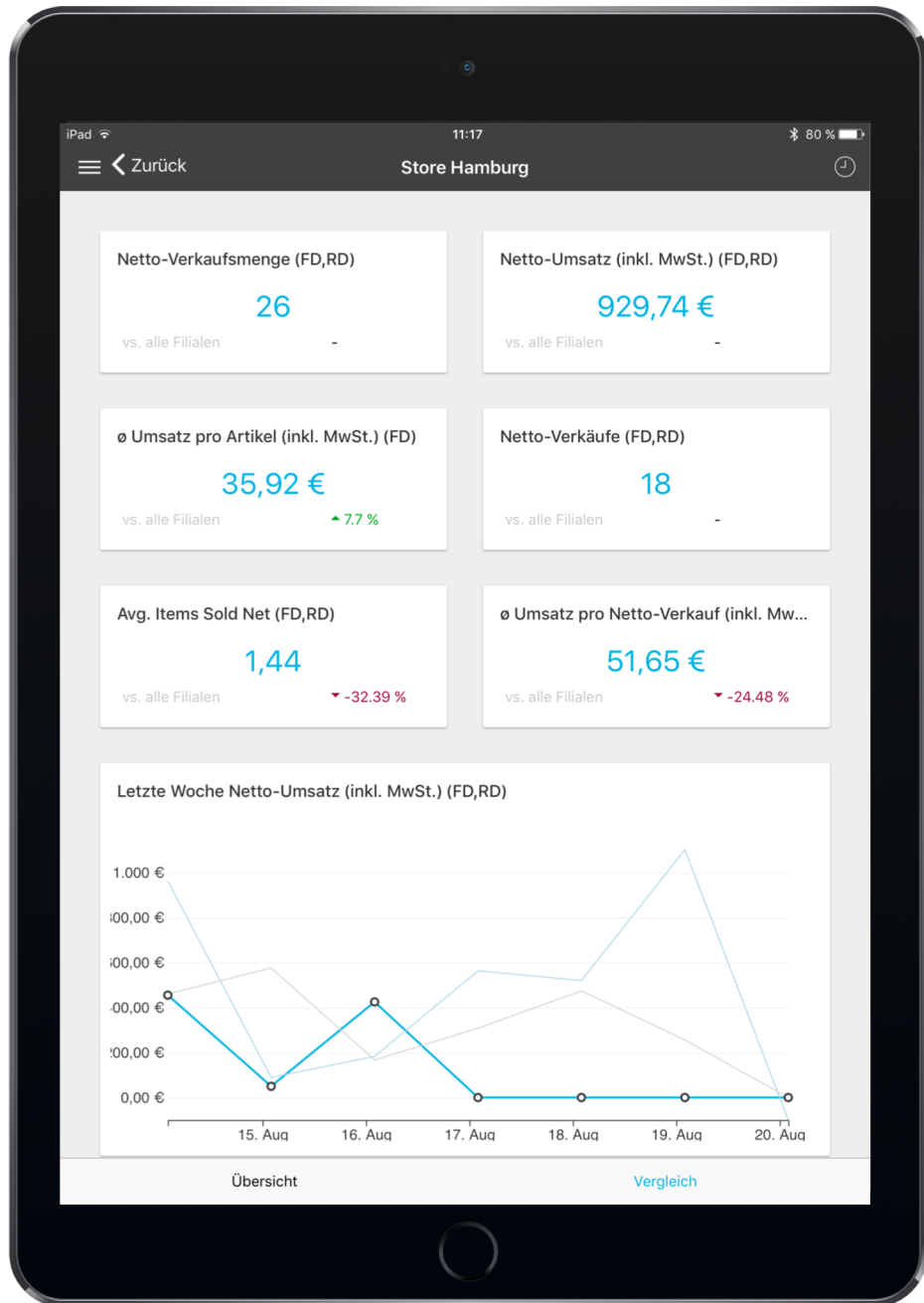
Out of Stock (11)	19 topseller variants are out of stock		
Low on Stock (1)	1 topseller variants are low on stock		
Reactivation Opportunities (2)	181 customers show irregular buying behavior and should be targeted now		
Data Import	Your data has been imported successfully by 03:16 AM		

Aug 19, 2016

Out of Stock (10)	24 topseller variants are out of stock			
Low on Stock (2)	2 topseller variants are low on stock			
Reactivation Opportunities (2)	190 customers show irregular buying behavior and should be targeted now			
Data Import	Your data has been imported successfully by 03:11 AM			

Proactive Insights

- Alerts on business risks like topsellers going out of stock
- Alerts on business opportunities like unused reactivation potential within customer base
- Built-in intelligent algorithms
- Direct access to single view pages for more detailed information
- Sharing and workflow functionalities



minubo Store Monitor

- Best Practice POS reporting
- Company-internal benchmarking
- Full insights into product performance
- 360° customer profiles
- Integrated eCommerce data
- Easy access from any mobile device

“With minubo, my team can act on data insights in the blink of an eye.

Thus, they work in a far more focussed and productive way.”



Andreas Bindhammer, CEO
eXXpozed – Outdoor Sports & Fashion



Complementary Offering

The Commerce Intelligence Center

Our Complementary Service Offering



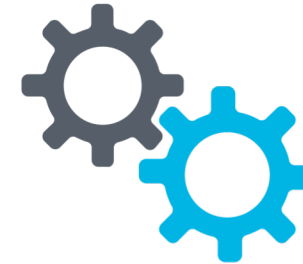
Consultancy

- BI/Omni-Channel Data Strategy
- Use Case Definition
- BI/CRM/ESP Vendor Selection & Project Management



Enablement

- Implementation Services
- User Profiles Training & Mentoring
- Change Management
- On-Going Support



Managed Services

- Technology Maintenance
- Analytics as a Service
- Day-to-Day Operations in CRM, Procurement & Category Management

GoProactive
Become a Data Leader. Today.

We help you build a data-driven company.

The Commerce Reporting Standard

Our Complementary Best Practice Offering



By bundling commerce reporting best practices into one comprehensive model, we want to provide commerce companies with a shortcut to a data-driven decision culture – and enable easier industry benchmarking.

- Interactive web platform at commerce-reporting.com
- Regularly published blog posts & newsletters on commerce reporting topics
- On-site partner workshops with in-depth discussions
- Publication of defined results

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Thank you!

Don't hesitate to contact us with any questions:

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