

WHAT

The minubo Heartbeat is an in-app insights stream that analyses your data and, based on intelligent algorithms, proactively informs you about business risks and opportunities.

WHY

The minubo Heartbeat takes the pain out of data analysis – even if businesses might have no time or resources for extensive analytical work and lack dedicated analyst capabilities.

By proactively providing the user with business insights and action recommendations, Heartbeat enables whole commerce organizations to work in a data-driven way and significantly increase productivity.

WHO

Every business user in every key commerce role can use Heartbeat and thus make better, data-driven decisions.



#### Heartbeat proactively delivers various kinds of alerts that drive results:

### **Business Insights** for Maximum Results

### Channel Performance

- Significant deviations in visits, conversions or orders
- · Eliminate or strengthen the detected effects

#### **Keyword Budgets**

- Extra-high or -low keyword performance
- Increase or decrease budgets to maximize marketing ROI

## Action Recommendations to Leverage Hidden Potential

#### **Customer Reactivation**

- Current customer reactivation opportunities
- Export customer lists and target with customized campaigns

#### **Product Promotions**

- · Products that have great conversions, but are not actively promoted
- Adapt promotions to cater to channel-specific requirements

### Incident Management for Effective Problem Solving

#### **Topseller Stock**

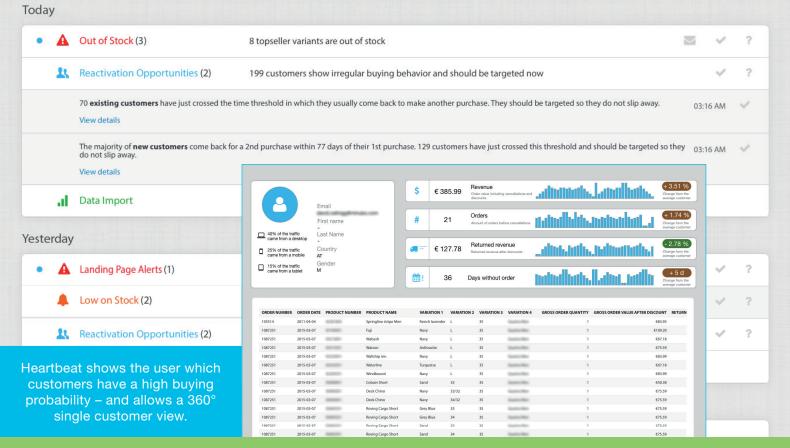
- Topsellers that are out of stock (or will be in a couple of days)
- Reorder the right amounts based on calculated reorder suggestions

#### Landing Pages

- Landing pages that have strikingly high bounce rates
- Fix issues based on action recommendations







# **Product Impressions**

