



## 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.

## HOW

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

Heartbeat &gt; Current

Today

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.

View details

03:16 AM

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.

View details

03:16 AM

Data Import

Yesterday

Landing Page Alerts (1)

Low on Stock (2)

Reactivation Opportunities (2)

Revenue

€ 385.99

Order value including cancellations and discounts

+3.51%

Orders

21

Amount of orders before cancellations

+1.74%

Returned revenue

€ 127.78

Returned revenue after discounts

+2.78%

Days without order

36

Change from the average customer

+5 d

Heartbeat shows the user which customers have a high buying probability – and allows a 360° single customer view.

## Product Impressions

20

Heartbeat

Dashboards

Analyses

Segments

Reporting

Feeds

More

Help

Account

Heartbeat > Current

Today

Low on Stock (2)

2 topseller variants are low on stock

Prom Dress „Jenny“

1 core variants of 36192061 are low on stock

Hide details

NUMBER	VARIATION	DAYS OF INVENTORY	DISCOUNT RATE
36192061	Deep Red	M 36 Women 3	21.00 %

Stone-Washed Jeans

Hide details

NUMBER	VARIATION
36192061	Black

384 currently in stock.

In approx 8 days out of stock

All time return rate is 45.12 %

Product Name

Product Number

Product Creation Date

Product Category

Supplier name

Gross Order Quantity (Yesterday)

46

Last 7 Days: 236

Last 30 Days: 940

Gross Order Value (Yesterday)

€6,144

Last 7 Days: €31,465

Last 30 Days: €125,330

Inventory Quantity (historical) (Yesterday)

384

Last 7 Days: 384

Last 30 Days: 384

Variations

Variation Distribution

PRODUCT NAME	PRODUCT CATEGORY	VARIATION 1	VARIATION 2	VARIATION 3	VARIATION 4	GROSS ORDER QUANTITY	GROSS ORDER VALUE	INVENTORY QUANTITY (HISTORICAL)
Women	Yellow	L	36	0	0	0	€0.00	0
Women	Green	L	36	3	0	3	€398.79	32
Women	Light Blue	L	36	3	0	3	€398.79	16
Women	Navy	L	36	0	0	0	€0.00	4
Women	Royal Blue	L	36	2	0	2	€266.60	9
Women	Pink	L	36	0	0	0	€0.00	18
Women	Yellow	M	36	0	0	0	€0.00	0
Women	Green	M	36	3	0	3	€399.89	38
Women	Light Blue	M	36	6	0	6	€806.46	15
Women	Navy	M	36	0	0	0	€0.00	0

Heartbeat shows the user which products to reorder – and provides a 360° view for every product and its variations.

Questions or Feedback?  
Contact us!

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