



Listen to Your Heartbeat!

Proactive Insights & Action Recommendations for a Healthy Business

The Revolution in Commerce Analytics!

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



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. 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. 03:16 AM

Data Import

Yesterday

- Landing Page Alerts (1)**
- Low on Stock (2)**
- Reactivation Opportunities (2)**

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

Customer Profile

Email: [redacted]
 First name: [redacted]
 Last Name: [redacted]
 Country: AT
 Gender: M

40% of the traffic came from a desktop
 25% of the traffic came from a mobile
 15% of the traffic came from a tablet

Revenue € 385.99 +3.51%

Orders 21 +1.74%

Returned revenue € 127.78 +2.78%

Days without order 36 +5 d

ORDER NUMBER	ORDER DATE	PRODUCT NUMBER	PRODUCT NAME	VARIATION 1	VARIATION 2	VARIATION 3	VARIATION 4	GROSS ORDER QUANTITY	GROSS ORDER VALUE AFTER DISCOUNT	RETURN
105514	2011-04-04	[redacted]	Springline-stripe Men	french lavender	L	35	[redacted]	1	€83.95	
1087251	2015-03-07	[redacted]	Fuji	Navy	L	35	[redacted]	3	€109.20	
1087251	2015-03-07	[redacted]	Wabash	Navy	L	35	[redacted]	1	€67.18	
1087251	2015-03-07	[redacted]	Watson	Anthracite	L	35	[redacted]	1	€75.59	
1087251	2015-03-07	[redacted]	Wallship mn	Navy	L	35	[redacted]	1	€83.99	
1087251	2015-03-07	[redacted]	Waterline	Turquoise	L	35	[redacted]	1	€67.18	
1087251	2015-03-07	[redacted]	Windbound	Navy	L	35	[redacted]	1	€83.99	
1087251	2015-03-07	[redacted]	Cobain Short	Sand	33	35	[redacted]	1	€50.38	
1087251	2015-03-07	[redacted]	Deck Chino	Navy	33/32	35	[redacted]	1	€75.59	
1087251	2015-03-07	[redacted]	Deck Chino	Navy	34/32	35	[redacted]	1	€75.59	
1087251	2015-03-07	[redacted]	Roving Cargo Short	Grey Blue	33	35	[redacted]	1	€75.59	
1087251	2015-03-07	[redacted]	Roving Cargo Short	Grey Blue	34	35	[redacted]	1	€75.59	
1087251	2015-03-07	[redacted]	Roving Cargo Short	Sand	33	35	[redacted]	1	€75.59	
1087251	2015-03-07	[redacted]	Roving Cargo Short	Sand	34	35	[redacted]	1	€75.59	

Product Impressions



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

Product Profile

Product Name: [redacted]
 Product Number: 36192061
 Product Creation Date: [redacted]
 Product Category: Women
 Supplier name: [redacted]

384 currently in stock
 In approx 8 days out of stock
 All time return rate is 45.12 %

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

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

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