

# Analytics: What Type Of Analytics Are Provided In The Dashboard?

Analysis Is Key To Your Mobile Success!

mShopper knows that metrics are the primary driver of your mobile commerce efficacy and should constantly reviewed in order to make strategic changes/optimizations. It's important to learn more about your mobile shopper/customer behaviors within the applications from which a merchant can optimize marketing, merchandising and/or data feed. mShopper puts you in control of your Dashboard and enables you to review a range of analytic reports with graphical representations and make strategic configuration changes.

The screenshot shows the mShopper dashboard with a sidebar menu on the left and a main content area. The sidebar menu includes: Dashboard, Design & Layout, Products, Store Settings, Merchandising, mPower Marketing Tools, Order Processing, Conversion Features, Analytics, Google Enhanced E-commerce Analytics, mStore Analytics, SMS Analytics, Search Analytics, Abandoned Cart Report, View mStore, Account, and Reports. The main content area is titled 'Analytics' and contains several report cards:

- Google Enhanced E-commerce Analytics:** mShopper is delighted to have been invited as a launch partner for Google's Enhanced Ecommerce Analytics. It's a complete revamp of Google's ecommerce analytics, designed to provide richer insights into pre-purchase shopping behaviour and into product performance. Enhanced Ecommerce is built into your mStore. You don't have to do a thing. We did all the work for you. Now, mShopper clients can get exclusive, deeper insights into:
  1. How far mobile shoppers get in the shopping funnel and where they drop off.
  2. Understand which products are viewed most, which are frequently abandoned in cart and which ones convert well.
  3. Upload rich product metadata to slice and dice your data.
  4. Create rich segments to delve deeper into your user's shopping behaviour and the products they interact with.
  5. Create product lists for onsite merchandising rules and product landing pages to see which lists and products are best at driving customer engagement.
  6. Analyze how internal promotions impact sales, and act immediately on the results.
  7. Import user segments, based on ecommerce activity, for targeting in your remarketing campaigns.Watch the mHelp video's to discover useful reporting and analysis techniques to help grow your mCommerce business. Learn how to make informed decisions using Google Analytics data. You can learn how to:
  - \* Use the new Enhanced Ecommerce reports in Google Analytics.
  - \* Use segmentation to compare different groups of data.
  - \* Choose meaningful reports that align with your measurement plan.
  - \* Conduct in-dept analysis with your data.
- mStore analytics:** View details on mStore visitation by page and trends in pageviews, orders, and conversions. Contact mShopper to learn some of the ways you can easily increase your mStore traffic and conversion rate. (Examples: adding more fields to your datafeed, adding alternative payment gateways, syncing your consumer database, and sending out weekly SMS campaigns).
- SMS Analytics:** View metrics for all SMS marketing campaigns, including messages sent, clickthroughs, and campaign ROI. Monitor this data frequently to learn which campaigns were the most successful.
- Abandoned Cart report:** View a list of shoppers who began to check-out and then abandoned their shopping cart. Improve your conversion rates by sending them reminders by email or SMS to encourage them to return to your mStore and complete their purchase.
- Search Analytics:** Analyze your search engines effectiveness and view keywords used by your shoppers (helpful for merchandising and creating SMS campaigns).

## a) Google Enhanced E-commerce Analytics:

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## b) mStore Analytics:

mStore analytics provide you the traffic trends on your mobile store. This includes page view statistics, monthly orders statistics, monthly view statistics, monthly conversion report etc. [Click Here](#)

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for more details.

## c) SMS (Also known as Get First Dibs) text messaging Analytics:

SMS analytic reports make you aware about the returns you attained by spending money on an SMS marketing campaign. These analytics includes reports on messages sent, click troughs, direct and indirect sales, average ROI, new subscribers and more. [Click Here](#) for more details.

## d) SMS (Also known as Get First Dibs) text message campaign report:

Here you can directly export an XLS file on which you get the details for (1) latest # of regular subscriber opt-ins and (2) those subscribers who signed up via your Sign Up & Save feature (if you had ever turned it on). You can even generate this report by a customized date period to analyze any specific campaign efforts and their results for sign ups. [Click Here](#) for more details.

## e) MRR Report:

MRR report analyzes how well your search engine returns results by tracking and scoring which search results your shoppers click (MRR = Mean Reciprocal Rank, a common search engine analytic tool). The goal is to have an MRR above .6 because that means most shoppers click on the top 1 or 2 products when conducting a search. [Click Here](#) for more details.

## f) Product Sale Report:

You can view the product sales report of your mStore by following the below navigation in the Mobile Commerce Dashboard. [Click Here](#) for more details.

## g) SMS (also known as Get First Dibs) Analytics Summary:

A summary report about the SMS subscribers count, Messages sent count, and Click through count via SMS messages should be reviewed often. For best SMS campaign results be sure you offer a good product sale, coupon code and have a time bomb to create urgency. [Click Here](#) for more details.

## h) Abandoned Cart Report:

Abandoned cart generates the data of the customers (Buyers) who added products to their mobile shopping cart but did convert. From this report you can obtain nuyer ID, name, email, phone #, total cart quantity, total cost, and a tool to send notifications to the buyer (SMS or email). [Click Here](#) for more details.

## i) Third Party Tracking

Manually add into your mshopper Dashboard your Google or Mercent tracking codes with a click of a button. Click [here](#) for more details.

Unique solution ID: #1040

Author: mShopper

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