

5 steps to drive e-commerce success

The e-commerce landscape has become more competitive — and more complicated — than ever before. Brands and suppliers are pulled in every direction by online sales portals. Consumers want it all: faster delivery times and bigger choice, while racking up returns along the way. Add a rapidly evolving market to the equation, and daily performance, operations, and sales optimization pose an even bigger challenge.

Good news! Sometimes the easiest way is also the most effective. Here is a tried-and-true formula for e-commerce success, according to GoodData customers.

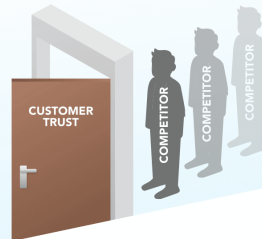


Why GoodData?

- ☒ Automate insights on products, sales, and customer behavior.
- ☒ Deliver powerful insights directly to your brands and suppliers.
- ☒ Maintain the highest standards of data privacy and security.

1 Earn loyalty and trust

Boost customer loyalty by maximizing their performance — and deliver it with data. Close the door on your competitors.



2 Streamline processes

Brands need daily actionable insights to react to new trends or changes in demand. And by automating the flow of data, you maximize wins with less time and money spent.

3 Take out the guesswork

Data-driven decision making moves businesses forward based on logic, rather than instinct. With access to real-time reports and dashboards, your brands can pinpoint weak spots, boost efficiency, and lower operational costs with precision and accuracy.



4 Attract new brands and suppliers

Data analytics are your shiny new competitive advantage. Why not shout it from the rooftops?

5 Monetize your data

By offering tiered access to insights, you can allow customers to select — and pay — for what they need.



Tier 1
operational insights



Tier 2
in-depth sales analysis and
customer behavior insights



Fun fact: After building or rebuilding their business analytics, GoodData customers report earning an average of \$4 for every dollar invested in the first three years.

Ready to take your e-commerce business to the next level?

Request your free proof of concept or demo at
gooddata.com/demo