

BRANDing
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ANALYTICS

We install Google Analytics and customize it for reporting and analysis of your mobile site.

We track higher level items such as visits, pageviews, conversion and revenue but also go much more in-depth to give you data and analysis on over 30+ custom events.

We can also install other 3rd party analytics code and tags for providers such as Omniture and Coremetrics.



We'll give you access to your Analytics and report to you on a weekly basis.

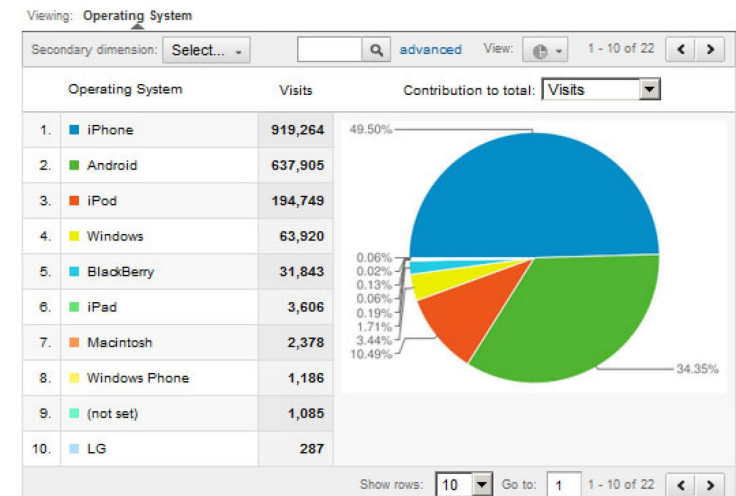
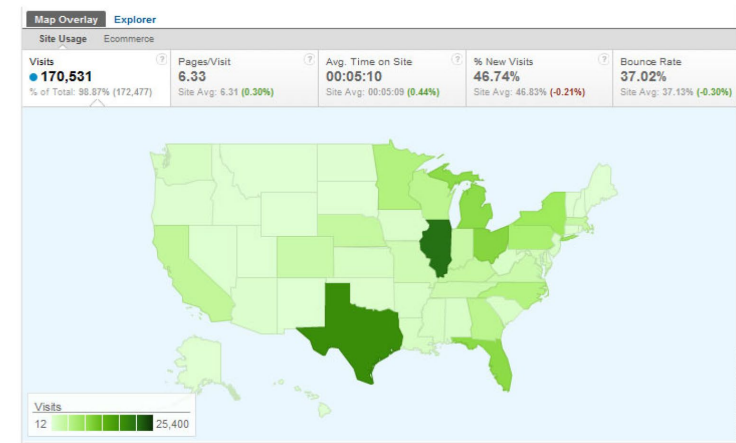
High-Level Reporting Includes:

- Visits, Pageviews, Pages/Visit, Time on Site
- Per Page Bounce & Exit Rates
- Orders, Revenue, AOV, Conversion Rate
- Traffic Sources

In-Depth Reporting Includes:

- Device / OS usage and conversion
- Email traffic usage and conversion
- Home page usage
- Search bar terms and conversion
- Product performance
- Shopping cart funnel visualization
- Page speed
- Over 30+ custom events

PLEASE NOTE: We will install analytics and all event tracking during UAT. If there are other events you would like reported on a weekly basis, please inform your Account Manager.



We'll analyze your data and compare it to aggregate data of over 1,000 mobile sites. We then make suggestions to improve conversion.

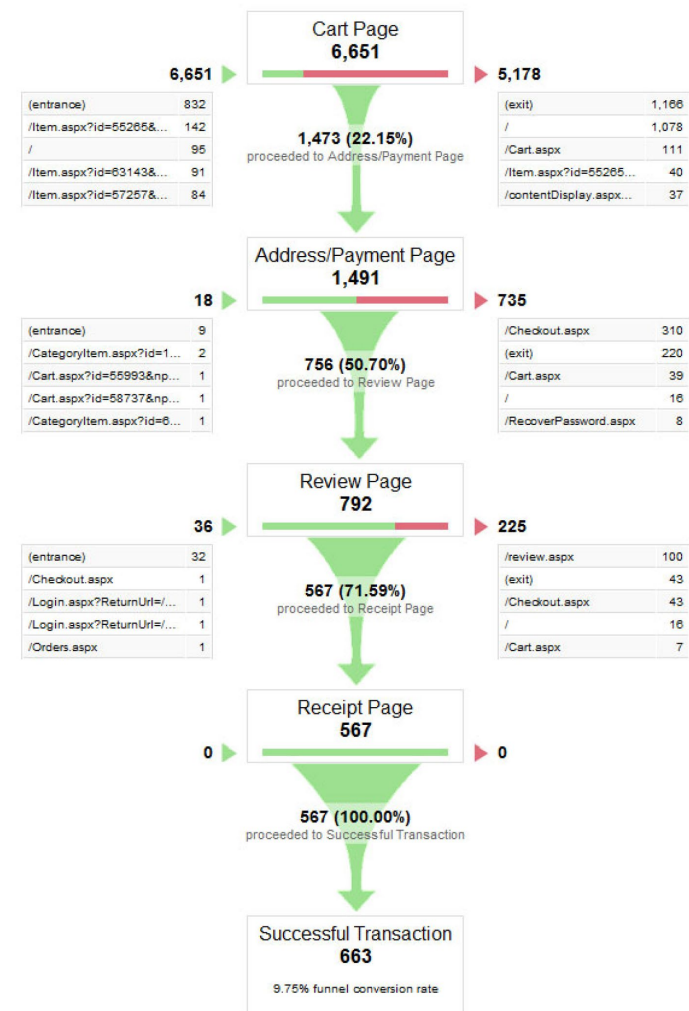
Typical Analysis Includes:

- Home & product page usage
- Results & category page usage
- Checkout funnel visualization
- New device usability

Recommendations may include:

- Redesign/restructure pages
- Redesign & QA checkout process
- QA site on new devices, fix bugs
- Add new functionality such as paypal, email share, facebook like, tweet, etc.

PLEASE NOTE: Because mobile usage is strongly correlated to the full site experience, we'll need access to your full site's analytics in order to provide you with the most accurate mobile website enhancements.



An improvement to your mobile site can come in the form of a bug fix or enhancement.

Bug Fixes

If a bug is found during analysis, we will report it and have it resolved within 48-72 hours. If the bug is a blocker (something that prevents checkout), it will be fixed within 24 hours.

Enhancements

Enhancements to your mobile site are proposed to you for approval. Enhancements go through design, development and QA. They can take up to two weeks to implement, depending on the work involved.

Tracking Success

Whenever a bug is fixed or an enhancement is made, we will track when the change is made to production in order to create a “before and after report” to track success.