

HOW TO USE THE SUPPLIER INSIGHT REPORT (SIR)

Who this guide is for: Customers who have a basic listing or Premium Profile on ShipServ Pages.

1. INTRODUCTION

The Supplier Insight Report (SIR) shows you how your Profile (and banner advertising, if you have it) on ShipServ Pages has performed for you.

It gives you metrics on the 4 main benefits of having a Premium profile:

- ⬆ Your profile will get **Profile views**
- ⬆ Your profile's **Contact tab** (with your email and telephone number) will get viewed (a user needs to be logged on to see this)
- ⬆ You will receive new **RFQs**.
- ⬆ Banner adverts can also be purchased and this is also shown in the report.

We also show a benchmark (in the report it's called 'Market') for comparison showing the average performance of all suppliers on Pages.

The report is updated once a day and can be viewed as frequently as you wish, on the Analyse tab in Pages, when you are logged in. Help on how to improve your Premium Profile in order to improve your results, is available on the website at:

<http://www.shipserv.com/help/premium>

Here's the main features (AAA Supplier and its data is not real):



2. FURTHER HELP AND FEEDBACK

A video run through of the Supplier Insight Report is available on the website at: <http://www.shipserv.com/help/sir>

Your account manager can help you with any aspect of the SIR.

If you have any **feedback** on any aspects of the Report or Help sections or requests for further additions to the SIR please speak with your account manager, or email: marketing@shipserv.com

3. THE BAR GRAPH DEFAULT VIEW

Every time you log in you will see your up to date Report, showing the default view of your data. The default view shows:

- ⤴ Data from the last 12 months back from today
- ⤴ Both Pages RFQs and TradeNet RFQs are shown in the bar tab
- ⤴ The Market graphs are the average of all suppliers (basic and premium).
- ⤴ The summary bar graphs. To view the more detailed line graphs, see below.

You can change many of these settings as you wish, please see sections 4 and 5, below.
Here is a definition of the 5 main data shown:

BANNER IMPRESSIONS: Banner adverts for your company which appear on ShipServ Pages. Every time the banner is shown to a visitor then this is counted as 1 impression. Note this is impressions not clicks. If you have not purchased banner advertising on ShipServ then this will show as 0 [zero].

SEARCH IMPRESSIONS: This is the total number of searches users made on Pages for all the brands and all the categories that you have selected in your Profile. So your company will have been included in the Pages search results for each one of these searches.

PROFILE VIEWS: The total number of times your company's profile was viewed.

CONTACT VIEWS: This is the number of times users of Pages clicked on the Contact tab on your profile and so saw your contact information.

PAGES RFQs: This is the total number of times you were sent an RFQ via Pages from a potential buyer. Note that TradeNet activity (where appropriate) is NOT yet counted in this number.

You can see fuller definitions by clicking the  icon where you see it on the online Report.

You can switch back to bar graph view whenever you want by clicking this icon:

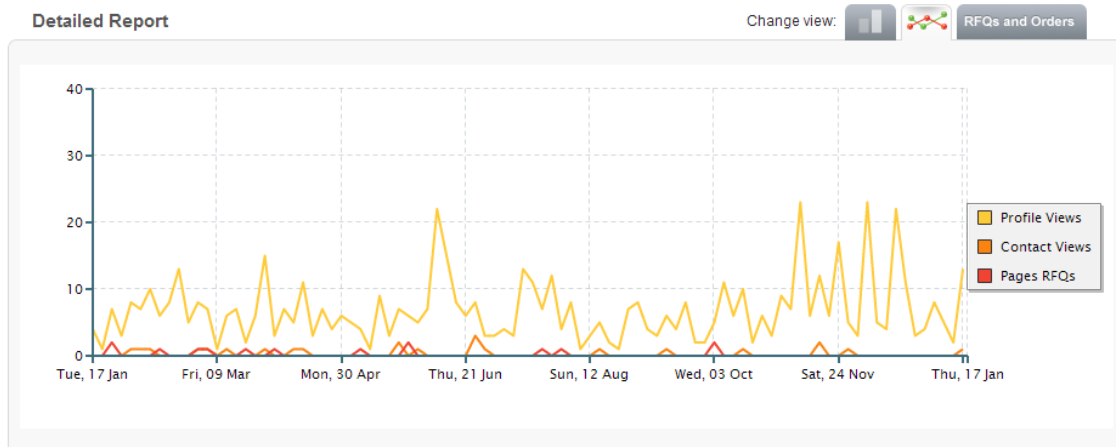



4. THE LINE GRAPH VIEW

You can switch from the bar graph summary to the more detailed line graph view by clicking this icon on the top right of the report:



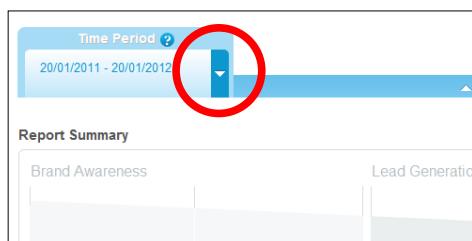
This opens up a timeline so you can see when the RFQs, profile views and contact views happened.



Scroll down the webpage, below this line graph, and you will find further breakdowns of your data. To see definitions of each of the reports on this page, click the  icon by each section.

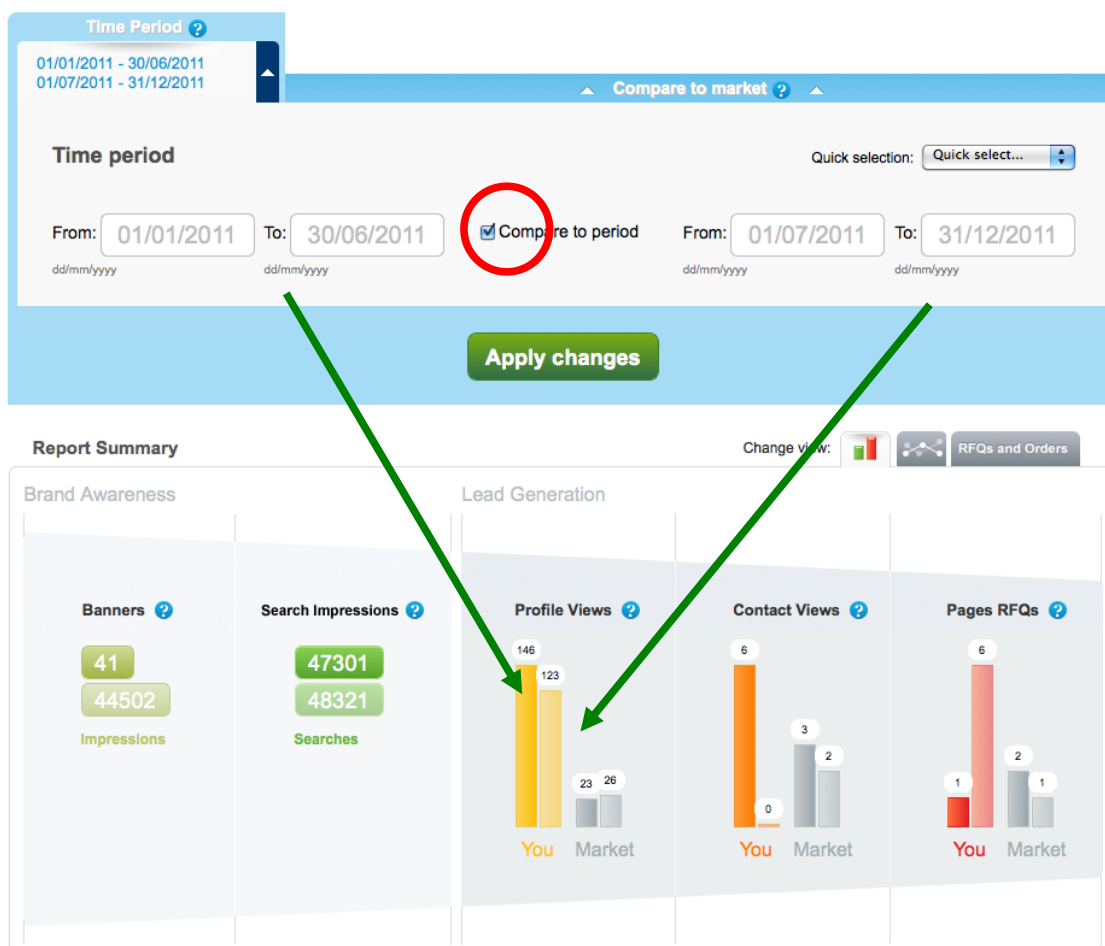
5. CHANGING THE TIME PERIOD

Click on the tab underneath Time Period to change the default view to any time period you wish.



Note that there is also a feature to compare two time periods. For example, you can compare 12 months when you had a basic listing with 12 months when you had Premium to see how the performance compared.

Here's how the results of a 'Compare to Period' are displayed



The first, darker bars show the first period you selected.
The second, lighter bars show the second period.

6. CHANGING 'COMPARE TO MARKET'

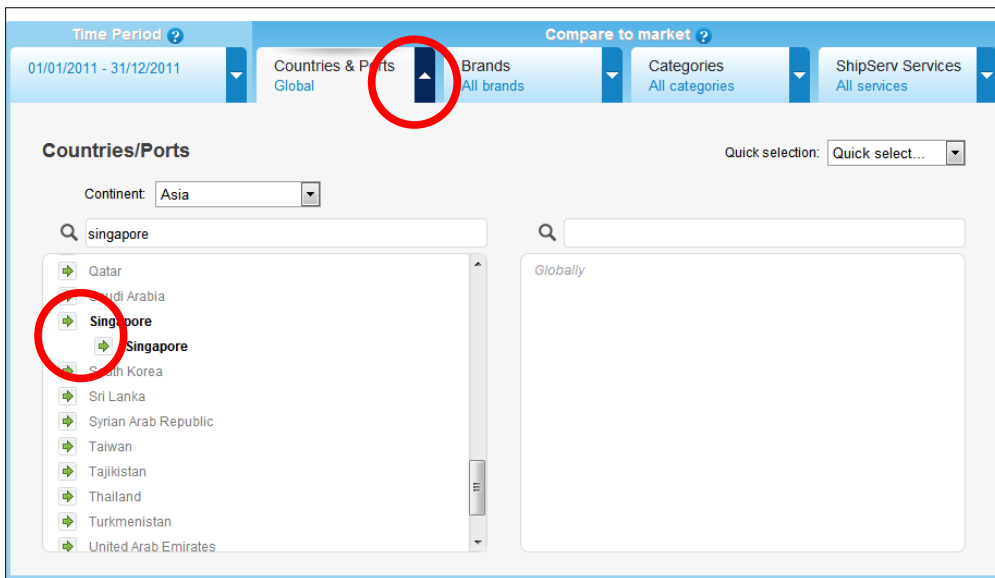
Compare to Market enables you to change the benchmark or comparison data (i.e. the grey Market bars that appear to the right of You).

Note that only the Market data changes – all the 'You' data and bar graphs do not change.
You can change the Market for 4 separate criteria:

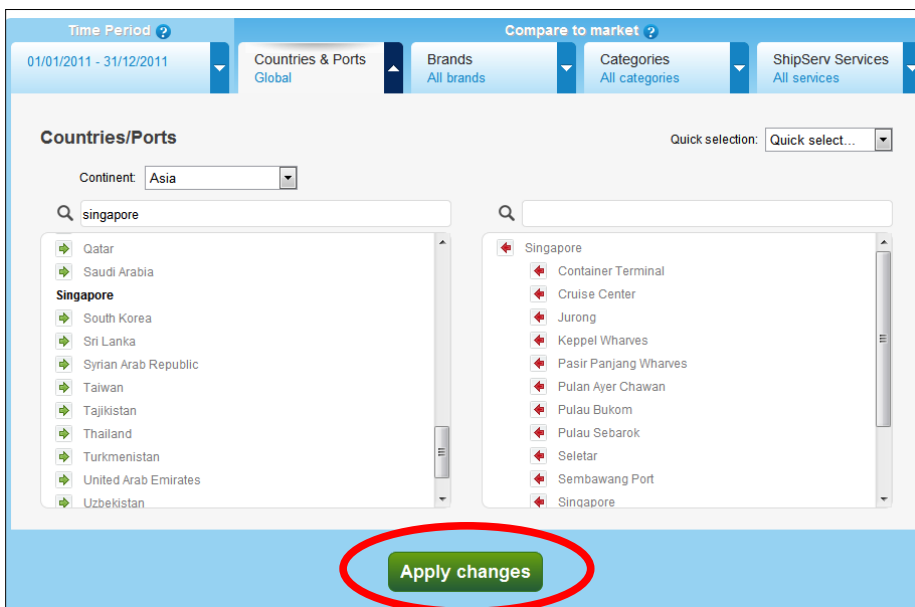
- ⤴ Countries and Ports
- ⤴ Brands
- ⤴ Categories
- ⤴ ShipServ services.

For example, if I wanted to see just the Market data for Singapore then I would do this:

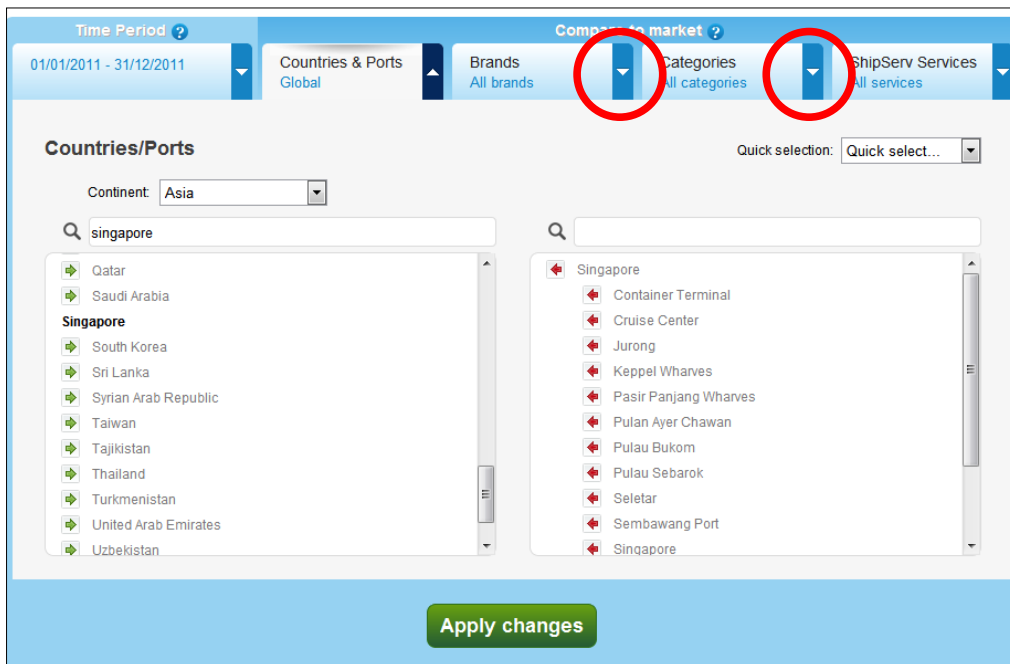
- ⤴ Click on Countries and Ports drop down



- ✈ Find Singapore in the list and click on the green arrow
- ✈ By clicking on the green arrow you select Singapore to the right hand pane. Whichever ports or countries are in the right hand pane are the ones which will be included in the Market data.
- ✈ Click Apply Data and the new graphs will then display only data from Singapore.



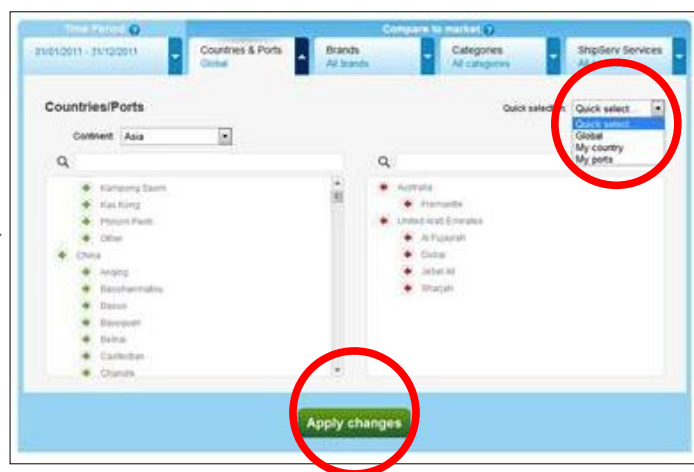
Remember that I have not changed Brands or Categories yet. So as a result the Market data will be displaying the following: all the profile views, contact views and RFQs for all suppliers who, in their profile, say they supply all brands and all categories to Singapore. If you wanted to see particular brands and/or categories in Singapore then you would need to make those further selections in the brand and categories drop downs.



A quick way to select just your ports, brands and categories

If you want to make the Market only the ports, brands and categories that you have selected in your Profile then there is an easy way to do this.

- ⤴ Click on Countries and Ports
- ⤴ On the right hand side, there is a 'Quick Select' dropdown. Click on that and select 'My ports'.
- ⤴ This will automatically bring the ports you have selected in your profile into the search window.
- ⤴ Remember to do the same for Your brands and Your categories (if you wish).
- ⤴ Then click on Apply Changes to see the updated graphs and data



7. EXPORTING

At any point you can export the data from the report. Clicking the Export button (top right) will download the data to an excel spreadsheet (please note the different tabs in the Excel).

8. WHERE TO FIND THE REPORT

It's the Analyse tab on ShipServ Pages: <http://www.shipserv.com/search/>

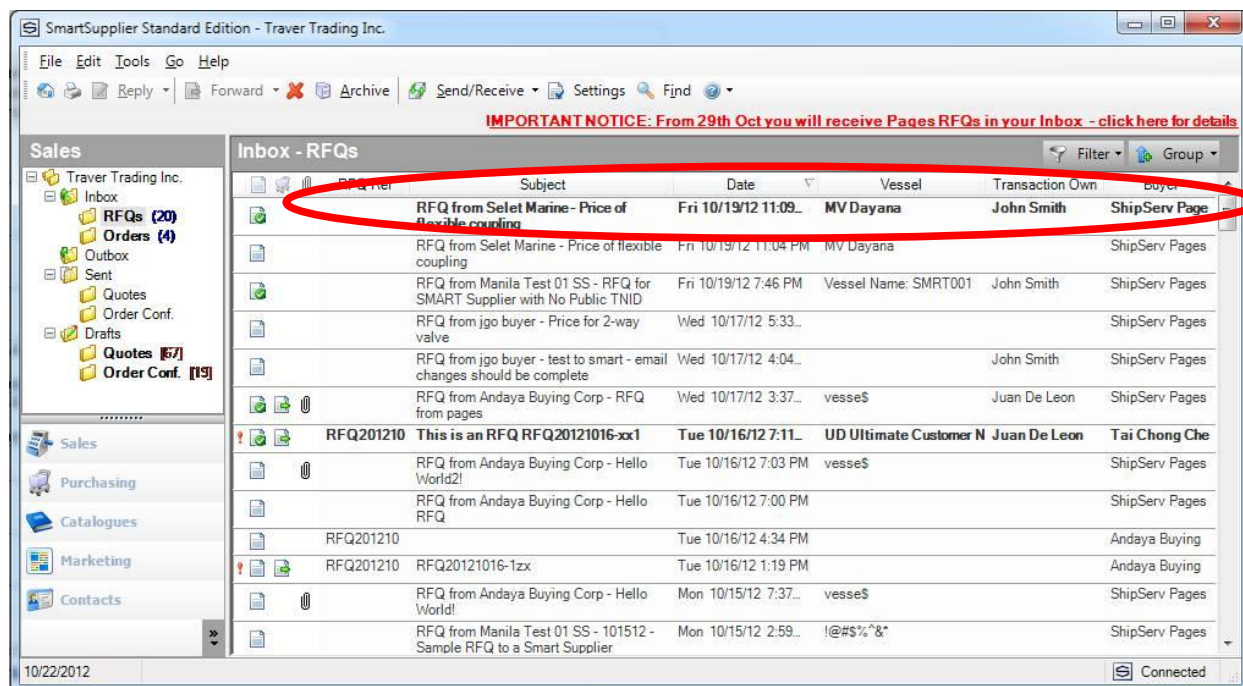
As the data is confidential you need to be logged in (and associated with your account) to view it. No other company can view your data.

9. Help

I don't remember getting all those RFQs.

You did! We sent all RFQs to 1 email address within your company.

Starting with 29th October 2012, we are sending all your Pages RFQs to your StartSupplier or SmartSupplier inbox! Everybody in the office who has access will be able to see the new RFQs, clearly marked like below:



See the FAQ for more information.

<http://www.shipserv.com/help>

Can you give me a list of these RFQs?

Your RFQs are still available on Pages, under the 'Profile' tab. You will find there all RFQs sent to you in the last year.

I thought I got a lot more RFQs than that.

We're only currently showing the Pages RFQs that your company received and not any you might have got from our TradeNet platform. This will be added to this report in a subsequent release.


How do I get more profile views, contact view and RFQs?

We have shown there is a strong correlation between how complete your Profile is and views and RFQs. Very few companies have a perfect Profile and almost everyone could benefit from an update or greater detail.

It is your (the supplier's) responsibility to complete and update your profile – ShipServ cannot do it for you.

For more information on Updating a Premium Profile please click here.
<http://www.shipserv.com/help/premium>

10. FULL LIST OF DEFINITIONS

On the online Supplier Insight Report, clicking this  icon will bring up the definitions related to the section you are looking at.

TIME PERIOD

You can select any time period for which to display all the data in the report. Click on the light blue tab underneath 'Time Period' to open the drop down menu.

Optionally, you may specify a second period of time in order to compare data between two periods. You do this by checking the 'compare to period' tick box in the Time Period drop down menu.

You can also click on the 'line graph' icon to the right of 'Change View' to see when, during your chosen period, the views or RFQs happened.



COMPARE TO MARKET

The Market benchmarks are the three grey graphs to the right of the You bar graphs. Clicking on the words 'Compare to market' opens a drop down with 4 options (such as 'Countries & Ports') which you can click into and change in any way you wish. So, for example, you may wish to see the Market benchmarks for only your categories and ports. (If you wish to change the time period, click the Time Period tab.)

Once you have made your changes to the default settings and clicked 'Apply Changes' all the Market data will be re-calculated. So you will then see revised bar graphs for the three Market graphs - the You graphs do not change. Please note that if you change more than 1 of the 4 settings (say, you change Brands and then Categories) then you will need to Apply Changes after every change (in this example, once after you change the Brands and once again after you change Categories). If you don't then only your first changes (to Brands, in this example) will be re-calculated.

The default view on log in shows a 12 month timeframe and the Market bar graphs show the average for all the Premium suppliers that we have on ShipServ Pages. You are able to change all these defaults, as described above. We set the Market benchmark as Premium suppliers only so you can see the opportunity for basic suppliers such as yourself.

BANNER IMPRESSIONS

Banner adverts for your company which appear on ShipServ Pages. Every time the banner appears to a visitor then this is counted as 1 impression. The user then decides if they want to click on the banner.

You will have previously consented to take or buy banner adverts. The nature of the targeting will determine on which pages your banner appears would have been agreed between us when they were first set up.

If this is shown as '0' [zero] then this means you have not taken any banner advertising on ShipServ.

SEARCH IMPRESSIONS

This is the total number of searches users made on Pages for all the brands and all the categories that you have selected in your Profile (during the time period shown). You can see which brand and categories you appear for in your Profile. So your company will have been included in the Pages search results for each one of these searches. You can change and add your brands and categories in the online Self Service tool – click here for more information on how to do this.

PROFILE VIEWS

The total number of times your company's profile was viewed during the selected time period.

The Market bar graphs are benchmarks to help you to compare your performance. Every time you log in the Market data will show the default view. The default view is the average number of Profile Views all the 40,000 companies on Pages got in the time period shown.

You can change this default view, and so the values in the Market bar graphs, by going into 'Compare to Market' and changing the settings. Note that the 'You' bar graphs will not change, only the Market data.

CONTACT VIEWS

This is the number of times users of Pages clicked on the Contact tab on your profile and so saw your contact information, in the time period selected for your report.

The Market bar graphs are benchmarks to help you to compare your performance. Every time you log in the Market data will show the default view. The default view is the average number of Contact Views all the 40,000 companies on Pages got in the time period shown.

You can change this default view, and so the values in the Market bar graphs, by going into 'Compare to Market' and changing the settings. Note that the 'You' bar graphs will not change, only the Market data.

PAGES RFQs

This is the total number of times you were sent an RFQ from Pages from a potential buyer (during the time period you specified).

Note that TradeNet activity (where appropriate) is NOT yet counted in this number.

The Market bar graphs are benchmarks to help you to compare your performance. Every time you log in the Market data will show the default view. The default view is the average number of RFQs all the 40,000 companies on Pages got in the time period shown.

You can change this default view, and so the values in the Market bar graphs, by going into 'Compare to Market' and changing the settings. Note that the 'You' bar graphs will not change, only the Market data.

Starting with 29th October 2012, we are sending all your Pages RFQs to your StartSupplier or SmartSupplier inbox!

DEFINITIONS ON THE LINE GRAPH PAGE

TOTAL AND UNIQUE

This shows the profile views and contact views broken down by number and unique number.

It often happens that the same user is views your profile several times in the time period you have selected, so unique views shows the number of different people that have viewed your profile and contact details.

CATEGORY SEARCHES/CLICKS

Searches show the number of times your company was shown in search results after a search for one of your categories. The categories shown here will be those you selected in your Profile. These can be changed in the online self-service Profile tool.

This is a breakdown of the Search Impressions number in the summary Bar graph view. If you add all the category searches to all the brand searches, the total will be the number of Search Impressions shown in the summary Bar graph view.

The number of **clicks** shows the number of times Pages users clicked on your company in the search results (after doing a search for a category which you stated in your profile you supply). As a result of clicking on your company in the search results, this click will have resulted in the user viewing your profile.

(The total profile view number for You on the summary bar graph page will not equal the total number of clicks – it is likely to be higher. This is because there are other searches other than brand and category searches which will ultimately result in your profile being viewed – for example, someone searching on Pages for your brand name).

BRAND SEARCHES/CLICKS

Searches show the number of times your company was shown in search results after a search for one of your brands. The brands shown here will be those you selected in your Profile. These can be changed in the online self-service Profile tool.

This is a breakdown of the Search Impressions number in the summary Bar graph view. If you add all the category searches to all the brand searches, the total will be the number of Search Impressions shown in the summary Bar graph view.

The number of **clicks** shows the number of times Pages users clicked on your company in the search results (after doing a search for a brand which you stated in your profile you supply). As a result of clicking on your company in the search

results, this click will have resulted in the user viewing your profile.

(The total Profile View number for You on the summary bar graph page will not equal the total number of clicks – it is likely to be higher. This is because there are other searches other than brand and category searches which will ultimately result in your profile being viewed – for example, someone searching on Pages for your brand name).

TOP SEARCHES THAT RESULTED IN PROFILE VIEWS

These are the top exact search words that Pages Users input which then resulted in your profile being viewed by those users.

TYPES OF USERS WHO VIEWED YOUR PROFILE

You don't have to be logged in for users to view Profiles on ShipServ Pages. In fact, most users are not logged in and so browse and search anonymously. However, where a user IS logged in, and then visits your Profile page, we can share with you their job function. This section of the Report shows the job function they provided for themselves, from a pre-defined list, when they registered as a Pages user.

TOP SEARCHES THAT RESULTED IN SENDING OF RFQs

These are the top exact search words that Pages Users input which then resulted in those Users sending you an RFQ.

TYPES OF USERS WHO SENT YOU AN RFQ

This shows the job function they provided for themselves, from a pre-defined list, when they registered as a Pages user.