



Best Practices for Killer E-tailing

What do you really know about your ecommerce customers? Who buys what? Who leaves your site before they buy, what they were looking for and why did they do this? Can you see all of the relevant information about each customer in one place? And what about tracking your up-sells for each customer based on that customer's sales history — can you target who is most likely to make the next purchase from you? Today's top e-tailers can view their customers' financial data, purchase history, support questions, marketing campaign history and scheduled activities all in one place.

DO YOU KNOW WHAT YOU NEED TO KNOW?

Companies who sell on the web need instant access to customer analytics to get the data they need to close sales and add value to the customer life cycle.

Top e-tailers also use search engine and affiliate marketing reports to learn exactly how much traffic they are getting from each source, and the actual unit sales and revenue being produced by each traffic source.

And they can also tell you exactly what each of their store visitors have done on their site — what pages they've seen, what items they've added to their cart, and what paths they've taken through the site. They know what web store visitors are searching for, and whether they found what they are looking for. Your cart abandonment data should tell you exactly who abandoned their shopping carts, at what point during their visit they left your site, and what was in the carts when they decided to leave — allowing you to then close that sale later and improve your web site for future prospective customers.

REACHING NIRVANA FOR ECOMMERCE BUSINESSES

Key best practices for selling more over the Web include the ability to:

- Have a great-looking, customizable storefront. Set your web store apart by creating your own individual look and an easily navigate-able store layout. Layouts and order forms should be easy to change and customize.
- Make payment easy. Use integrated real-time credit card processing with payment card industry data security standards (PCI DSS) compliance and multi-level fraud protection for your customers' safety.
- Enter information only once. Avoid the hassles of juggling multiple systems, re-keying information (from your web store to accounting to inventory and vice-versa), manually importing and exporting data between separate applications, or toggling between systems by using one integrated business-management system.
- Maintain one view of the customer — regardless of which channel he or she has purchased through — retail, catalog, telesales, or the web.
- Track keyword marketing and affiliate relationships, including commissions, revenue by lead source, returns by lead source, upsells and cross-sells, and return on investment (ROI) analysis.
- Ensure that your email marketing capabilities include targeted customer segmentation, mail merge, campaign tracking and data analysis and that you don't need to waste time merging data from one email system with data in your other CRM systems.
- Centralize returns management through an automated RMA program that manages returns, handles customer repayment, and restocks the items to inventory.

ABOUT NETSUITE

More than ever, web-store businesses need to deliver an "Amazon.com-like" experience for customers as they face increasing competition and savvy buyers. To achieve and maintain the holy grail of a 360° view of your customers, get ahead of the pack with NetSuite. NetSuite allows you to better manage and grow your entire business with a single web-based system, including CRM, ecommerce, accounting, and Inventory.

Only NetSuite gives ecommerce companies total integration of their back-office and front-office business processes combined with superior web sales, site creation, marketing, and reporting capabilities. And only NetSuite offers all of these capabilities online — accessible anytime, anywhere, with all the business benefits of Software as a Service (SaaS).

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Contact Trajectory Inc. today at 1-877-738-1656 or visit www.trajectoryinc.com