


An Ignitio Metrics Cloud™ Solution

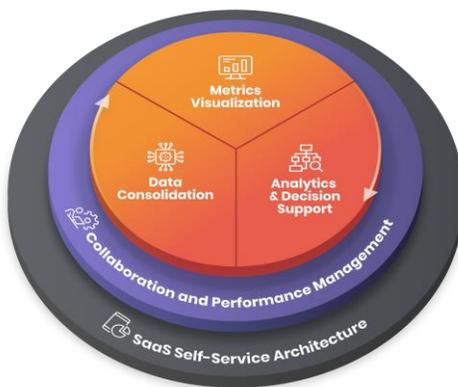
Key digital commerce metrics and powerful decision support for the teams who market, sell, & service your products.

Consolidate Shopify, Magento, & other eCommerce data with metrics from Google, Facebook, & Instagram for real-time insight into:

- **Customer Lifetime Value** - cross-product, omnichannel
- **Product Performance** - gross and net values
- **Return on Ad Spend** - per channel and blended topline ROAS
- **Refund Analysis** - by product and channel
- **Campaign Management** - CPC/CPM/RPC performance
- **KPM Reporting Conflicts** - vendor-based metric variance comparisons

SELF-SERVICE CLOUD PLATFORM

Globally available and highly secure, Ignitio aligns your people around the key metrics they need to make faster, fully informed decisions, drive results, and outcompete. Built for commerce leaders to run the business at speed, Ignitio empowers teams to work smarter, freed from IT & Analytics reporting delays and dependencies.


EASY METRICS CONSOLIDATION

Easily collect and curate data from your key commerce systems and services in one reliable system of record. Ignitio lets you keep all your performance data, forever. Pre-built Metric Collectors and an extensive Metrics Library make setup fast, flexible, and hassle-free.

INTUITIVE DATA VISUALIZATION

Ignitio's learning sciences-based UI instantly communicates an intuitive, real-time picture of performance drawn from your key systems. Interactive multidimensional graphs and charts reveal things spreadsheets just can't, for faster insight, deeper understanding, and more useful information for decision-making.

POWERFUL DECISION SUPPORT

When everyone has the power to ask and answer their own business questions, amazing things can happen. Ignitio helps you create custom multisource metrics, analysis screens, KPM-based triggers & alerts, even intelligent reporting to guide planning and day-to-day activity.

METRICS-DRIVEN COLLABORATION & PERFORMANCE MANAGEMENT

Ignitio helps you build a resilient, results-focused culture regardless of where your people are working. Set KPM-linked goals, assign teams, work collaboratively, and socialize progress to continually renew the business improvement cycle.

Packaged Commerce Metrics

- **Revenue & Margin KPMs**
- **Customer Analytics KPMs**
- **Channel Activity KPMs**
- **Conversion & Campaign KPMs**
- **Inventory & Cost KPMs**
- **Loyalty & Retention KPMs**
- **Product & Merchandising KPMs**
- **App & Service Usage KPMs**
- **Multisource Calculated Metrics**
- **Unlimited User-Defined Metrics**

Selected Customers & Use Cases

APERÇU Influencer-driven DTC retail management

GOLF Content-driven commerce

MRM Digital marketing analytics & optimization

FULTON FISH market B2C-to-DTC sales & marketing transformation