# iii eZanalytics

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eZdia

6 and 1 is Free, or Bury 3 and Save \$20

### User Guide



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# Introduction



### iii eZanalytics

eZanalytics is a tool designed to supplement Google Analytics and help organize the data based on an eCommerce site's product taxonomy (breadcrumbs). eZanalytics consists of three distinct components.

#### eZ Query

See your eCommerce analytics data organized by product and category. Use this data to test and optimize the site for higher sales.

#### eZ Browse

Access to your Google Analytics while you browse your eCommerce site. Access to eCommerce analytics for every product and mouseover any breadcrumb to see the total analytics for that category.

#### eZ Alert

Easily monitor and track thousands of products by watching for significant key analytics changes as a means of identifying actionable competitive threats.

By now you should have already installed the eZanalytics chrome extension. If not, you might want to see the **eZanalytics setup and configuration instructions**. It's also important to make sure that you've allowed the eZdia team to fully configure your account on its CrewMachine platform. CrewMachine is reached from the eZanalytics Chrome extension. It can take a few days to fully crawl the eCommerce site and establish the full Google Analytics connection. Once complete you should have received an email letting you know the process is complete.

In this manual we'll step through each of the different parts of the product with step by step instructions on how to use this tool. But that doesn't mean we've addressed every possible question. If for some reason this guide doesn't answer your question, please contact us and we'll do our best to quickly get your questions answered.

Thanks for using eZanalytics.





### eZ Browse



#### **Getting Started with eZ Browse**

Once the eZanalytics chrome extension has been installed, browse to your website and click on the icon at the top of the browser. Follow any log in instructions and you are ready to use eZanalytics.

#### 1.1 Enabling & Disabling of the Chrome Extension

 Click on the Chrome extension (as highlighted below) to toggle on the eZanalytics dashboard. This dashboard provides data specific to the page displayed. On the home page it should display site level statistics and as you drill down to the product-level the results become product specific.

ist					
Date Range		Acquisiti	on Source		
Last 30 days	~	Total	on source	Ŷ	
Pages With Sessions: 136 Categories / 8 Pi		53 Others	D		
8M 14.3% -	155K 10.45%		\$28.99M	7.9%	
Total Sessions	Total	Total Orders		Total Revenue	
2.05% 28.89% -	\$187.52	\$187.52 4.59% -		.8% -	
Total Avg. Conversion Rate		ig. Order lue	Total Avg. F Per Sess		
Page Performance ①					
8M ())	155) Total Or		\$28.99M Total Reven		
Total Sessions					

2. Click on **"Active"** as shown in the toggle button screenshot above and the Chrome Extension will become inactive as shown below:





#### 1.2 Add to List/Tag Function

1. A list or tagging function is important if you want to track a group of products and monitor them as a whole. You might want to do a side-by-side comparison or simply compare the grouping to other categories on the site.

Open any page of your website in the browser & Click on eZanalytics Chrome Extensionin the <u>address</u> address bar and you will see the **"List"** section on the Chrome Extension as shown below.

	Q &	
iii eZanalytics		(Active
Home / Category	eZ Query	eZ Alerts
List		•

2. Click the down arrow sign at the right hand side and it will get open as shown below:





3. Enter the List Name you want to create in the text field & click **"Add"** or you can select the list name from the drop down and tag that page with that list.

	Ω ☆	6
iii eZanalytics		(Active
Home / Category	eZ C	Query eZ Alerts
List		
Add to List 🕕		View List
Home		▼ ADD

#### 1.3 Navigate through eZ Query

1. Open any page of your website in the Chrome browser & Click on eZanalytics Chrome Extension and it will get open. In the Chrome Extension, you will see the "eZ Query" section as shown in the below screenshot.



2. Once you click on **"eZ Query"**, it will take you to the Crewmachine where you will find more details for this section as shown below.

	eZ Alerte								
📾 Last 30 da	nys 🔹 🗏 Tota	u -							2
N Filters No.5	iters applied + Pro	e Type =   1.879	Company	Own AF					
Select all 17	152 nems								Reload Choose Cos
D URL	Prope Type	Lete	Cabrgory	Services	Orders	Revenue	Conversion Rate	Average Order Value	Revenue Pet Session
1 https://w	Product		Home/All Products	1K 144% =	4 33%	\$226.42 66% a	0.29% 49% -	\$56 61 24% a	50.16 32% -



#### 1.4 Navigate through eZ Alerts

 Open any page of your website in the Chrome browser & Click on eZanalytics Plugin 
 in the address bar and it will get open. In the Chrome Extension, you will see the "eZ Alert" section as shown in the below screenshot.



2. Once you click on **"eZ Alert"**, it will take you to the Crewmachine where you will find all relevant details for which these alerts got triggered as shown below.

Z Query eZ Aleris									
resterday +									
ez Analytics									
Alen ID	URL	Notification Type	Page Type	(Channe)	Alert Count	Lists	Cutegory	Alert Date	Comments
365689	https://w	Tiame	Category	Cpc	1	Test A	Home/Medical Ex	2020-08-16	
365691	https://w	line	Category	Cpc	2	Test B	Home/Physical Th	2020-08-16	
	https://w.	Trame	Category	Cpc. Total	3	Test C	Home/Exercise &	2020-08-16	
365719			Category	Cpc.Total	4	Test D	Home/Physical Th	2020-08-16	

**Note:** If you open the eZanalytics Chrome Extension on the homepage, then it will show the total count of all three types that got triggered from throughout the website, while all other pages will show the count of alerts triggered for that particular page.



#### 1.5 Pages with Sessions

Navigate through Different Acquisition Sources & Different Comparative Time Durations

 To see the Google Analytics data like Total Sessions, Total Orders, Total Revenue, etc for a particular page of your website, open the page in the Chrome browser & Click on eZanalytics Plugin in the address bar. In the Chrome Extension, you will see the "Pages With Sessions" section as shown in the below screenshot which will show Google Analytics Data Summary for that particular page.



2. To see Google Analytics Summary like Total Sessions, Orders, Revenue, etc across different acquisition sources for the page opened in step 1, use acquisition sources dropdown as shown below:

Home		eZ Query	eZ Alerts
List			•
Date Range		Acquisition Source	,
Last 30 days	×	Total	~
Pages With Sessions 136 Categories / 8 P		Total 5 Organic	
8M 143% + Total Sessions	155K 1 Total	Contraction of the second s	16 <b>*</b>
2.05% 28.89% • Total Avg. Conversion Rate	\$187.52 Total Av Va	Adbanner	tue

**Note:** The specific channels may vary based on how the Google Analytics account was set up.



3. To see the comparative data from a particular time frame(Last 30 days, Last 7 Days, Yesterday), use the "**Date Range**" dropdown as shown below..

Home		eZ Query	eZ Alert
List			
Date Range	Acquisit	ion Source	
Last 30 days 👻	Total		×
Los r days	553 Others	0	
Contana data	10,45% -	\$28.99M	

In order to see the comparative data for a particular date range, select the "Custom Date" option in the above screenshot and select the dates as shown below.

Home	eZ Query eZ Alert
List	•
Date Range	Comparision By
Feb 01, 2021 - Feb 11, 2021	Jan 21, 2021 - Jan 31, 2021 👻
Acquisition Source	
Total	
Pages With Sessions:	

4. The numbers/arrow sign in Red & Green (in the above screenshot) shows the trending/comparison data and compares it to the previous duration. For example, if you select yesterday, it compares to the day before but if you select the Last 30 days it will compare to the previous 30 days. Red implies **drop** and Green implies **Gain**.

#### 1.6 Mouse-over on the breadcrumb

 Open any page of your website which has a breadcrumb in chrome browser and you will see a icon on the breadcrumb. Starting from left, when you bring the mouse cursor on the sign before "Home" as shown in the screenshot, it will provide the GA summary like Total Session, Total Orders, Total Revenue, etc for the complete website.





2. In continuation of the previous step, when we mouse over on the **2** sign after **"Home"** i.e category page as shown in the below screenshot, then it will show the sum of the GA Summary parameters like Total Sessions, Total Orders, etc from all the individual product & category pages belonging to that main category page.

Total Sessions	15	14%
Total Orders	15	10%
Total Revenue	\$27.24	8.8%
Total Avg. Conversion Ra	te 1.01%	1.03%
Visited Prod & Cat	31 Products / 20 Categories	

#### 1.7 Page Performance Elements on eZanalytics Chrome Extension

 To see the last 30 days trend of Page Performance Elements (Total sessions, Total Orders & Total Revenue) from a particular page of your website graphical presentation, Open that page in the chrome browser, and click on the eZanalytics Chrome Extension here in the address bar. In the Chrome Extension, you have to scroll down a little and you will see the "Page Performance" section and by default, it will show the Sessions trend as shown in the below screenshot.





2. In order to see the Total Revenue/Total Orders trend, you need to click on the **"Total Revenue/Total Orders"** screen as shown in the screenshot below.



Also, If you want to see the stats of Total Sessions/Orders/Revenue on a particular date, you need to mouse over on that date as shown in the above screenshot.

#### 1.8 How to raise a support ticket?

1. At the bottom left of eZ Browse, you will find an icon similar to this and when you click on it, it will take you to the Profile & Setting Page as shown below. In this page you will find an option for "Help" and once you click on it, it will take you to the support page, from where you will be able to raise a ticket.





#### 1.9 How to Logout?

1. At the bottom left of eZ Browse, you will find an icon a similar to this and when you click on it, it will take you to the Profile & Setting Page as shown below. In this page you will find an option for **"Logout"**..

iii eZanalytics		(Active )
Home / Category	eZ Query	eZ Alerts
First Name		
Last Name		
Email		
Talk to an Expert		э.
Alert Settings		>
i Help		~
Terms and conditions		>
🕩 Logout		
	р	owered by <b>eZdia</b>
100	20	

**Note:** On the same page, you will be able to find other options like Talk to an expert, Alert Settings, terms and conditions and your profile details like Name, Email ID, etc.





### eZ Query



#### 2.1 eZ Query

eZ Query organizes key eCommerce Analytics data using the breadcrumb taxonomy on your site which makes it easy to analyze by Department, Category, and at the Product Level. Department and Category level data are the sum of all the product pages within. eZ Query makes it easy to filter, sift, and export your data at any level of granularity.

eZanalytics is designed around the eCommerce Big Six. The Big Six are the six metrics that provide a fundamental view for eCommerce sites. The first three data points are revenue, orders and sessions and the second three metrics are all ratios: conversion rate, average order value, and revenue per session. These six metrics together are fundamental to the eZanalytics design.

#### 2.1.1 Category-Level Analytics

All data at the category level are a roll-up of the metrics by acquisition channel for all products in the category. Users can select category level data under page type as Product, Category, Home & Others from the drop-down list as shown below.

111	Last 30 days	•	Total •							
	# Filters: No filter Select all 1752	->	Page Type * Product Category	Liete	Category	é	Clear All			
D	URL	Page Type	Home	Category	Sessions	Orders	Revenue	Conversion Rate	Average Order Value	Revenue Per Session
	https://www	Product	Cinci	Home/All Pro	1K 144% •	4 33% 🔺	\$226.42 85% -	0.29% 45% -	\$55.61 24% -	\$0.16 32% -
	https://ww	Product		Home/All Pro	1K 42% -	5 69% -	\$1.05K 82% -	0.44% 78% -	\$209.19 42% -	\$0.91 <mark>87% -</mark>
D	nttps://www.	Home	Medical Masi	Home	606 13% -	28 3 45% -	\$8.79K 13% •	4.62% 11% •	\$313.97 17% -	\$14.51 30% .
3	https://ww	Product		Home/Huma	586 606% -	0 0%	\$0.00 0%	0.00% 0%	\$0.00 0%	\$0.00 0%
	https://ww	Product		Home/All Pro	530 281%	0 0%	\$0.00 0%	0.00% 0%	\$0.00 0%	\$0.00 0%
D	https://ww	Product	Mickey Mous	Home/All Pro	356 28% •	0 100% +	\$0.00 <u>100%</u> •	0.00% 100% •	\$0.00 100% -	\$0.00 100% -
D	https://ww	Category		Home/Face	323 44% •	4 0%	\$195.95 93% 🔫	1.24% 31% -	\$48 99 <del>93% •</del>	\$0.61 95% <del>•</del>
Ö	https://ww	Product		Home/Organi	318 221% -	4 100% -	\$342.24 547% -	1.26% 38% -	\$85.56 224% -	\$1.08 101% -
0	https://www.	Product		Home/Huma	302 48% -	0 0%	\$0.00 0%	0.00% 0%	\$0.00 0%	\$0.00 0%
	https://www	Product		Home/Huma	267 28% -	0 0%	\$0.00 0%	0.00% 0%	\$0.00 0%	\$0.00 0%



#### Sessions

A session is a group of user interactions with your website that take place within a given time frame.

#### Orders

Ecommerce data is composed of orders and item data. Order data is made up of the information collected about each order that occurs on your site.

#### Revenue

Revenue is the total amount of income generated from a website page.

#### **Conversion Rate**

Conversion rate is defined as the number of visitors to a website that completes a desired goal (a conversion) out of the total number of visitors.

#### **Average Order Value**

Average order value (AOV) tracks the average dollar amount spent each time a customer places an order on a website.

#### **Revenue Per Session**

Revenue Per Session is a measurement of the amount of money generated each time a customer visits your website.

#### 2.1.2 Page-Level Analytics

**Similar to Category Level Analysis**, you can export the top 6 eCommerce analytics metrics by acquisition channel for comparative analysis. Users can select product level pages under page type drop-down list.



#### 2.2 eZanalytics List

Easily organize any group of products or categories and provide both a Group Summary and a Product Drill Down.

1. Choose any page that you would like to add in a custom list. Click on any record from the eZ Query board as shown in the below screen.

1	Last 30 days	• =	Total -							
1	it Filters <mark>. No filte</mark> r	s applied +	Раде Туре 📼	Lists	Category	t	Clear All			
0	Select all 1752	items								
	URL	Page Type	Lists	Calegory	Sessions	Orders	Revenue	Conversion Rate	Average Order Value	Revenue Per Session
Q	https://ww	Product	Test A	Home/All Pro	1K 144% -	4 33% -	\$226.42 55% -	0.29% 45% -	\$56.61 24% -	\$0.16 32% -
0	https://ww	Product	Control	Home/All Pro	1K 42% •	5 69% -	\$1.05K 82% +	0.44% 78% -	\$209.19 42% -	\$0.91 87% <del>*</del>
Q	https://ww	Home	Test A	Home	606 13% -	28 3.45% -	\$8.79K 13% -	4.62% 11% -	\$913.97 17% -	\$14.51 30% -
	https://ww	Product	Test B	Home/Huma	586 806% -	0 0%	\$0.00 0%	0.00% 0%	S0.00 0%	\$0.00 0%
0	https://ww	Product	Control	Home/All Pro	530 281% -	0 0%	\$0.00 0%	0.00% 0%	\$0.00 0%	\$0.00 0%
0	https://ww	Product	Test B	Home/All Pro	356 28% -	0 100% -	\$0.00 100% -	0.00% 100% -	\$0.00 100% <del>-</del>	\$0.00 100% <del>*</del>
				1. 1000						

2. Provide a list name that is the best match for the selected id.

Section 1	Query eZ	Alerts						
11	Last 30 days	• =	Total 🔹					
ų	† Filters, No filter	rs applied <del>+</del>	Рәде Туре 👻	Lista		Category		Clear All
	Select all 1752	tems	ø	T «				
	URL	Page Type	Lists	Category	Overview	w Analytics	Notes	
đ	https://ww	Product		Hom	Overview	Anatyous	s notes	
~	https://ww	Product		Home	^	Overview		
7	https://ww	Home	Medical Masl	Home			URL	https://www.cellblue.com/products/face-shield-with-drape
1	https://ww	Product		Home			Page Type	Product
7	https://ww	Product		Home			Lists	
2	https://ww	Product	Mickey Mous	Home			Category	Home/All Products
4	https://hunar	Cotogoou		Ham				



3. Scroll down till end and click on the Update button to save the list.

^	Notes			
		Comments	Add your thoughts	
			Cancel	

#### 2.3 Time Selection

Select Display Period to choose between yesterday, the last 7 days, or the last 30 days. By definition, any comparison data uses the previous identical time selection. It helps the user to get more updates about your Query View. You can select the time period.

1. Click on the date range box.

Query eZ Ale	rts	
🕯 Last 30 days 👻	I≣ Total ▼	
ast 30 days.		

Select one of the options from the drop down like Yesterday, Last 7 Days, Last 30 Days, or Custom Date as shown in the above screenshot.



#### 2.4 Acquisition Channel

eZanalytics segments all page-level traffic by Acquisition Channel pulling those directly from the Client's Google Analytics account and the specific channels can vary. Segmenting traffic is the process to explicitly see your different traffic sources.

#### **By Traffic Type:**

To see Google Analytics Summary like Total Sessions, Orders, Revenue, etc across different traffic channels like Organic, CPC, Referral, Email or Total, etc. for the page-level, use Traffic Dropdown as shown below:

CREW								
eZ Query eZ Alerts								
🏥 Last 30 days 👻 📑	1	م						
	Total	-						
st Filters: No filters applied -	Referral	List	Categor	¥.	Clear All			
· · · · · · · · · · · · · · · · · · ·	Email	4	- 13					
Select all 1752 items	Срс							
	Organic							
URL Page Type	Facebook	Category	Sessions	Orders	Revenue	Conversion Rate	Average Order Value	Revenue Per Session
https://ww Product		Bome/All Pro	1K 144% -	4 33% -	\$226.42 65% -	0.29% 45% -	\$56.61 24%	\$0,15 32% -

**Note:** The specific channels may vary from this example depending on how the Google Analytics account was set up..

#### 2.5 Custom Search

It helps the user to choose a search field based on specific requirements..

1. Click on the filters dropdown and you will find Custom Search Option.

🛗 Last 30 days 👻	🔳 Total 🔹	
East 50 days		



2. Once you click on Custom Search as shown above, you will find Select an Option section as shown below.

Last 30 days 🔹	I≣ Total ▼		
Filters: Custom search -	Page Type 💌 Lists	Category	Clear All
is matching All	✓ of the following:		

3. Select the required option from the drop-down to filter.

ry Clear All
Orders Revenue



4. Select the condition you would like to use for the custom search from the drop-down and based on that, provide a value as shown below and click on the Search button to see the filtered results.

	Last 30 days	• ≣	Total 👻			
ţ	Filters: Custom	search 🗸 🛛 F	age Type 🔻	Category	í	Clear All
	Items matching	Ali 🗸 of	the following:			
	Sessions		Less Than 🔹 10			
	+ Add Rule	•	Between			
Г			Contains			
	Search Sav	e Search G	Equals Greater Than			
		~0	Less Than			
	Select all 1580	items	Does Not Contain			
D					1000	122
	URL	Page Type	Not Empty	Sessions	Orders	Revenue

#### 2.6 Other Useful Options

#### 2.6.1 Reload

It helps the user to refresh eZanalytics Query view data at any duration.

az query a	Z Alemu							eZ Drowse
🛱 Laeit 30 day	s - Illi Total							였 Talk to Expert
st Filess No Six	ers applied + Pape Top	• ini	Lilepon O	ur M				1
Belect all 175	i2 forme							Ralpat Steese Columns Expert
1.95	Titor Type	Cabeacty	Session	Orders	Revenue	Conversion Rate	Average Onder Volue	Revenue Per Decoor
3 Atto://ww.	Product	Homo/All Products	5H 144% -	4.05 -	\$226.42 46% +	0.20% 48% -	\$56.61 24% <b>-</b>	50.45 12% +
T HIDE NW.	Product	i Iomei All Products	5H 42N -	5 011-	\$1.05H. 42% -	0.44% 195.4	5209 18 42% -	\$0.91 arm -



#### 2.6.2 Choose Column

It helps the user to add or remove desired columns based on report requirements. Users can use 'select all' options to select all columns in a single click.

1. Click on the **Choose Columns** button.

67.Query 67	Alema								eZ Drowae
🛱 Last 30 day	s - 💷	Total -							2 Talk to Experi
v Files No Sile	ers appoind +	PapeTose +	una d	aboory Co	our 33				
Belect all 175	2 name								Resort Checce Columne Exact
0.04	Fride 7ype	Line -	Category	Second	Orden	Roversie	Catvertion Rate	Average Order Value	Revenue Per Seculari
🗅 Attas//ww	Product		Homic/All Products	16 1465 -	4.325 #	\$226.42 00% -	0.29% 41% -	506.61 24% -	\$0.%5 32% +
	Product		Nome All Products	16 425 +	5 18% -	\$1.05K 82% +	0.44% 78% -	5209.13 42% -	\$0.51 drm -

2. Click on the columns checkbox, which you would like to see and click Save.



#### 2.6.3 Export

It helps the user to export data from the selected list of items. Select the items you would like to export and click on the **Export** button.

ing c	Sunty ez	E Alesta								ez Biowse
22	Last 30 day	s 🕞 📰 Total	•							2 Tak to Exper
11	Fitars Ro fite	ers applied +	* 1m	Caligary	19. S					
	Select all 175	2 items								Retaul Chiston Columns Essent
	UNL	Page Tupe	Liets	Calegory	Sectors	Croters	Revenie	Conspession Rate	Averager Onlier Value	Reserve Per Dentina
0	repuiner.	Product	Tirst A	Home:All Products	18 1446	4 125.4	\$225.42 mm •	0.29% Are +	\$36.61 perc.	SIL 16 10% -
a	ettij6//www	Product	Tarist A	Home AB Products	1K 42% -	÷ 105.+	\$1.05K mm +	0:40% 10% -	8209 19 405 -	50.91 275 -
8	https://www	Honie	Test A	Home	606-13%-	Ехрол	× in .	4.52% TTN #	\$313.97. 1/N.e.	\$14.01 30% *
	ntps//www	Product	Test B	HatterHuman Anatomy	506 104% -	We are preparing your file for download, email will be sent when the file is ready	Al an an	0.00% ==	\$0.00 m	\$0.00 0%
	https://www	Product	Test B	Home/All Products	530 2015 +	Ciose	00 m.	G-00% (m)	30.00 mi	\$0.00 0%
	NID619We	Product	Test B	Home:All Products	356 285 *	Constant of the second s		0.00% 100% -	\$0.00 mms -	50.00 (00% +



#### 2.6.4 Share

1. From eZ Query Dashboard, select any record and click on the Share button as shown below:

CREW									there Dashboard Conterl	Dave Projects addressed to Settings
nZ Query nZ Aler	ή.									eZ Drowne
🛍 Last Of days	- Total									🙎 Talk to Exper
St. Faters. No filters age	alled +    Pope Type	-   186	() Greater		Corp. AL					4
LJ Select all 1534 Ken	in C								Rela	d Choose Columna Export Share
D etanapparto	URL	Page Tipe	LUNC .	Cal	Share			Conversion Rate	Average Online Mase	Neveral Par Betaker
🖬 15 🔶	https://www.	Frontuct	Test A	Ho	To			0.22% 4/%+	557-81 33% a	\$0.13 Jan-
0 46	Internet Conversion	Ноте	Test A	HD				3.56% 44%*	\$182.64 10m -	56.00 sha-
389	Https://www.	Product	Test A	Ha	Message			0.00% 1089 -	50.00 10ms -	50.00 mm +
638	netpe newww.	Promiet	Test E	HD				6.00% see	30.00 4%	\$0.00 m
☐ 640	THE OWNER	Product	Test B	HD				0.00% im	50.00 m	\$0.00 m
(2) 633	Retpic reverse	Product	Test A	Hay				0.00% m	\$0.00 am	\$0.00 mi
12 1207	Hatpis rawww	Pyoduct	Test E	Hai				0.00% m.	\$0.00 as.	\$9.00 05.
0 1	Https://www.	Product	Test B	HOI			Cancel Share eZ Query	1.54% ans +1	\$110.18 104 v	\$1.82 Miles
T 49	MDR. DWW.	Product	Test A	Hor	287 11% -	E 110% -	\$344.65 1328 -	1.74% 1099 -	568.93 T.m. +	\$1.20 107% -

2. Enter email addresses separated by comma in the "To" field, write a message in the "Message" field and click "Share eZ Query" as shown below and it will get shared.

Share To		*
dummyt@ezanolytics.com x dummy2@ezanolytics.com x Wessage		
Share eZ Query Access and Records.	5	G,
	Cancel Share eZ Que	

**Note:** If the person with whom you shared the eZ Query records does not have access to eZanalytics, then they will receive an invitation to Join eZanalytics in their email inbox and with that they can sign up for eZanalytics.





### eZ Alerts



#### 3.1 What are eZ Alerts?

An eZ Alert in eZanalytics is a custom-defined trigger that notifies you after a significant change in key metrics; sessions, orders, or conversion rate. And it can do this for any product or category.

The eZ Alert system is easy to use and configurable. You can set different kinds of alerts in eZanalytics to keep track of your eCommerce store pages like:

- 1. If conversion rate decreased or increased by x% for a product page or category.
- 2. If sessions decreased or increased by x% for a product page or category.
- 3. If transactions decreased or increased by x% for a product page or category.
- 4. If revenue decreased or increased by x% for a product page or category.

Alerts help you to make informed decisions based on the available information.

#### 3.2 How to Access eZ Alerts in eZanalytics?

eZ Alerts can be accessed through browser Chrome Extension or directly accessed through eZanalytics on the CrewMachine platform.

					Q &		$\rightarrow$	ER G		
		iii eZ	analytics	S		(	Active			
		Home / C	ategory			eZ Query	eZ Alerts			
ež Query ež Alerts				Alerts o	n CrewMac	:hine				eZ Browse
ež Guery ež Alerts	←			Alerts or	n CrewMac	:hine			Q Add New Rule	eZ Browse
	←			Alerts of		:hine			Q Add New Rule	
	Autfoction Type	Page Type Cterret	Western		Brownid by Radeo URL	chine			Q. Add New Rule	
🖬 Yesterday -	Auticatee Type	Page Type Cherroel	Weattern		Brownid by Radeo URL					
🖬 Yesterday -	Institution Type     Netflication Type	Paga Type Paga Type	Vanatum		Brownid by Radeo URL		Wert Count	Solut		A Talk to Expert

#### Alerts on Browser Chrome Extension



#### 3.3 Types of Notifications

eZanalytics have three types of notifications including conversion, traffic and transactions.

Name*		Page Type	
Select an Option	-	Select an Option	*
Conversion Rate			
Traffic		VARIATION	
Transactions		Select an Option	v
VARIATION_BY		COMPARISON_BY	
VARIATION_BY		COMPARISON_BY Select an Option	
VARIATION_BY			

#### 3.4 eZ Alerts by Page Type

eZ Alerts are designed to track product and category pages of an eCommerce website.

Name*	Page Type	
Select an Option	<ul> <li>Select an Option</li> </ul>	Ŧ
	Both	
Channel	Category	
Select an Option	Product	
VARIATION_BY	COMPARISON_BY	
	Select an Option	¥



#### 3.5 eZ Alerts by Traffic Channel

eZ alerts are designed to track all different sources of traffic like Organic, Paid, Email, Referral etc.

Name"		Page Type	
Select an Option	*	Select an Option	•
Channel		VARIATION	
	٩	Select an Option	×
Total			
Organic		COMPARISON_BY	
Email		Select an Option	X.
(none)		-	
Social		-	
Referral			
Adbanner			

#### 3.6 eZ Alerts Variation

eZ alerts have three variations which are used for setting up the alerts to track the increase or decrease or both of traffic, conversion, transactions.





#### 3.7 eZ Alerts Time Period

eZ alerts could be set for three different time periods like Last 30 Days, Last 7 Days and Yesterday.

Name*	Page Type		
Select an Option	▼ Select an C	Option	*
Channel	VARIATION		
Select an Option	▼ Select an C	Option	*
VARIATION_BY	COMPARISO	DN_BY	
1	Select an C	Option	+
Frequency —	Last 30 day		
Daily	Yesterday		
Weekly	Custom da	te	

#### 3.8 eZ Alert ID

eZ alert ID is an alert identifier which uniquely identifies any specific alert in CM.





#### 3.9 eZ Alerts Count

eZ alerts count is the number of times an alert has been triggered and recorded.



#### 3.10 eZ Alert Date

eZ alert date is the date when an alert gets triggered.





#### 3.11 eZ Alert Status

eZ alert status shows the condition of a particular page, if it's Optimized or Not Optimized.



#### 3.12 eZ Alert Setup Process

To set up an eZ alert in eZanalytics, please follow the following steps:

1. Click on the "Add New Rule" button in CrewMachine platform.

n 🗎 💆 🗮 O Hone Dankboord Control Optic Projection Stationarytics Settings -
eZ Broxse
Add New Rule S Talk to Expert

2. After Clicking "Add New Rule", Alert rule screen will get open as shown below.

Name*		Page Type	
Select an Option	Ŧ	Select an Option	
Channel		VARIATION	
Select an Option	*	Select an Option	*
VARIATION_BY		COMPARISON_BY	
		Select an Option	4
Frequency			
🗆 Daily			
🗆 Weekly			
		Cancel	Add Nev



Notification Type	Page Type	
Select an Option	✓ Select an Option	*
Conversion Rate		
Traffic	Variation	
Transactions	Select an Option	7
Change (%)	Comparison By	
change (70)	Select an Option	1

3. Select the Notification Type as conversion, traffic or transaction.

4. Select the Page Type as Category, Product or Both.

Page Type
- Select an Option
Both
Category
Product
Comparison By
Select an Option
Select an Option



5. Select the Channel from dropdown such as organic, paid, referral, email or Total.

Notification Type		Page Type	
Conversion Rate	× •	Both	× •
Channel		Variation	
1		Select an Option	×
Total Arrowski Arrows	+	Comparison By	
Email Cpc		Select an Option	•
ope			

6. Select the Variation as increased, decreased or Both.

Variation    Change (%)    Cor Add New Alert	nparison By    Status 👻 Clear All
Notification Type	Page Type
Conversion Rate 🛛 🗶 👻	Both × -
Channel	Variation
Total	Select an Option
$\rightarrow$	Both
Change (%)	Decrease
	Increase





7. Enter the value for change % you would like to consider as notification.

8. Select Comparison By the time period as Last 30 Days, Last 7 Days or Yesterday

Name <sup>x</sup>		Page Type	
Conversion Rate	X *	Both	х •
Channel		VARIATION	
Total	× •	Decrease	× •
VARIATION_BY		COMPARISON_BY	
<b>a</b>		Last 30 days	× -
Frequency			- E
🗇 Deily			
C Weekly			۷.
			ncel Add New

9. Select Alert frequency as Daily, Weekly, or Both by selecting the check box in front of Daily or Weekly as shown below:

Name*		Page Type		^
Conversion Rate	ж •	Both	ж •	I
Channel		VARIATION		I
Total	х •	Decrease	× •	I
ARIATION_BY		COMPARISON_BY		I
1		Last 30 days	ж •	I
Frequency				I
Daily				
Weekly				*





10. After providing all details, Click on the "Add New Alert" button to complete the alert setup and it will get added to the Alert Screen.

eZ Query eZ Alerts									Normation updated success	
🛱 Yeslerday 🔹										stully H
					trowns by					
					Rides 18					
					Events by					
					Hass URE					
12 Filters No filters applied -	Natification Type	Разе Туро Піллен	r Varialian	Charge (%)	Comparison Ry 94	be + Geerff				
									Robot Ch	vaada Colum
de ID ±	Notification Type	Page Type	Charmal	Vəfizlər	Change (%)	Comparison Ry	Alart Count	86Au	Last Aset Data	
	Convention Rate	Both	Cpc	Increase	8%	Last 7 days	10	Active	16 Aug 20	
	Conversion Rate	Both	Organic	Increase	1%	Last 7 days	34	Active	16 Aug 20	
8	(rathc	Both	Cpc	increase	2%	Last / days	24	Active	16 Aug 20	
5	Traffic	Doth	Total	Increase	15	Vesterday	04	Active	16 Aug 20	
ô	Transactions	Both	Cpc	Increase	5%	Last 7 days	0	Active		
1	Transactions	Both	Organic	increase	1%	Last 30 days	0	Active		
6	Tratic	Doth	Landing_page	Increase	0%	Last 7 days	0	Active		
9	Conversion Rate	Both	Total	Decrease	15	Last 30 days	0	Active		-
		Both	Total	Increase	- 150	Last 7 days	.0	inactive		112
li i	Conversion Rate	Choose .								

#### 3.13 Edit an Existing eZ Alert

1. From the Alert Screen in Crewmachin, Click on three dots from last column of Alert table as shown below

eZ Query eZ A	Aesta.									62 DYONSE
🛱 Yesterday									Add New Rule	🙎 Talk to Expert
					House by					
U Filter: No filters	appled - Mittheation Type	Page Type Charge	< Valaba	6 Change (%)	Comparison By 310	ter + thoral				
									Renad	Chéese Columns
iule ID ±	Notification Type	Page Type	Channel	Verbillen	Change (%)	Companies Dy	Alert Count.	Status	Ration Last Aren Date	Cheese Column
	Notification Type Conversion Rate	Page Type Both	Channel	Ventilion	Change (%)	Comparase By Last / days	Alert Count.	Status		Chaose Columns
									Last Aiert Date	
iule ID ±	Conversion Rate	Hoth	Cpc-	increase	0%	Last / days		Active	Last Aier Date	i



2. After clicking three dots, you will see below 3 options as Edit, Active/Inactive & Duplicate.



3. Click on Edit and you will see below screen.

	tion Change (%)	Comp	arison By Status *	Clear All
Edit /	Alert			ж
Notif	fication Type		Page Type	
Co	onversion Rate	× •	Both	× *
Char	nnel		Variation	
Ср	oc		Increase	X •
Char	nge (%)		Comparison By	
5			Last 7 days	× -

4. Make necessary changes and click the Edit Alert button as shown in the above screenshot. After clicking Edit Alert button, you will see a message as

🖆 yesterday 🔹

## eZdia

#### 3.14 Active/Inactive an eZ Alert

1. From the Alert Screen in Crewmachine, Click on three dots from last column of Alert table as shown below.

e/ Garry e/ Alem											sZ fkoise
🖬 venentay -										Q Act New Fixed	2 Taile to Expert
						Torres In Cost URL					
At Pites, No Rives applied -	. Automotion	Painting	Owiel	Netwoor .	Charley (%)	Gargerine By 994	n - ) Din M				
										Constant 1	Trucke Calumnia
										Response 1	THERE CARACTER
We U t	Hollington Tipe	Page Taxe	0a		Value	Disrue (N)	Compatibut for	Haal Carps I	State	Last Hart Date	There can allow
64 D T	Noticement Type Conversion Rate	Page Tom Both	Ca		Value Increase	Darge (%) 2%	Comparison for Lass 7 days	Have Count	theire Active		
			¢ø	** WK						Last Hart Cyra	
	Conversion Rate	Bote	¢ø	uk.	increase	25.	Last 7 days	50	Achte	Last Heat Quies 166 Aug 20	1

After clicking three dots, you will see below 3 options as Edit, Active/Inactive & Duplicate.



3. Click on Active/Inactive button in order to set the alert to Active or Inactive. The eZ Alert will then display a confirmation message in Green as Information Updated Successfully at top right corner as shown below.

CR6M angline with		A A	e cente	Dote Projects	-	0 Lettree
er Comp er Anns		-		nternation spile	ied successi	in the second
	Investor Inc.					



#### 3.15 Duplicate an eZ Alert

1. From the eZ alerts Screen in Crewmachine, Click on three dots from last column of Alert table as shown below.

eZ Gurro eZ Ak	8									ez Broiesa
restorcay									🗘 Add New Hote	🖳 talk to Expert
					Ran GRL					
12 Febre No Mars a	ppled - Noticaler Type	Page Sam	Notation	Charge (N)	Companies By State	a w Char Al				
									Related	Choose Galarian
Rue ID:	Notification Trave	Page 712#	Crutes	vanation	Ghange (No	Comunition By	Vert Coatt	State	Darland Latti Aeri Dare	Choose Galarity
Run ID::	Northusten Trav Conversion Rate	Page Tupe Both	Charter Opc	vanaxe Increase	Change Olio D5	Consumed Re Last 7 days	Avert Court 10	State Active		Choose Galaxies
•									Last Alert Date	_
Ram 10 t 4 10	Conversion Rate	Buth	Cpc	litercase	8%	Last 7 days		Adhe	Lett Avert Dave 16 Aug 20	_

2. After clicking three dots, you will see below 3 options as Edit, Active/Inactive & Duplicate.



## eZdia

3. Click on Duplicate and you will see below screen.

Notification Type	Page Type	
Conversion Rate ×	Both	× •
Channel	Variation	
Срс	Increase	×
Change (%)	Comparison By	
5	Last 7 days	х •
		<b>•</b>

4. Make necessary updates and click on Duplicate Alert. Once you click on the Duplicate Alert and if it is unique, you will see the Information Saved Successfully else if a similar Alert is already present in the Alert System, you will get an error message as "Duplicate Alert Rule Found" and it wont allow you to Duplicate as shown below:

					Cpen Projects
					Duplicate alert rule found. >>
	Bro	una ty URL			
	Venation Change (%) Com	Dation By Status - Clear All			
-	Duplicate Alert	×.			
	Notification Type	Page Type			Reload Choose Colum
nel	Conversion Rate 20 +	Both 31 +	Alert Count	Status	Last Alert Date
	Channel	Variation	10	Active	16 Aug 20
	Cpc	increase x +	24	Active	16 Aug 20
	Change (%)	Comparison By	34	Active	16 Aug 20
	8	Last 30 days 🛛 🛪 💌	0	Active	
nic			0	Active	
ing,		Cancel Duplicate Alert	0	Active	





#### 3.16 Browse By URL

This feature enables you to see URLs for which all alerts got triggered and other relevant information related to those URLs & Alerts as shown below

G Filters No filters applied +	Notification Type	Flige Type	Chinese	Len	Category	Citer All							
🗇 Select all 46 tems									R	enat O	oose Galamis	Export 1	Share
Avertito	URL.	Notification Type		Fage Type	Churnel	Alert Court	Urs	Category	Alert Date		Connerts		
365678	https://www	Conversion Hale		Product	Cpc	1	Test 8	HomerAll Products	2020-08-16				
3 365689	nttps://www	(100)		Category	Срс	1		Home/Medical Exam Ta	2020-08-16				
365691	nttps://www.c	(1144)		Category	Срс	2		Home/Physical Therapy/	2020-08-16				
365692	https://www.	Control		Category	Cpc	1		Home/Physician Scales	2020-08-16				
3 365693	nttps://www	Conservant Hale	()inte	Category	Срс	2		Home/Patient Positioners	2020-08-16				
365694	Petps://www	(111)		Category	Gpc	4		Home/Facility Batety Su.	2020-08-16				
366700	https://www	Trank		Category	Срс	4.		Home/Hot & Cold Comp.	2020-08-16				
366702	HTDE Pww	Greensen Balle		Product	Cpc	2		HomerAll Products	2020-08-16				
366703	PRDS.Pww	(Interes		Product	Cpc	1		HomerAll Products	2020-08-16				
365704	https://www	-		Product	Cpc		Test A	Home/Human Anatomy	2020-06-16				

#### 3.17 Share eZ Alerts Report

1. Go to "Browse By URL" section and select the eZ alert reports that you would like to share as shown below.

						Rome es				
H	r Fiturs: No filtere opplied -	Industry Type	Pope Type C	Turinal .	Lints	California Cal	in.			
3	Select as do rient.									Metad Crosse Country Export
	AvantiD	1996.	Haltforton Type	Page Type	Channel	Alert Cauer	\$20fe	Cathegory	Alert Date	Commente
1	355676	tttps://www	(Carrier State)	Product	Ope	1	Test B	Home/All Products	2020-00-10	1
	955689	https://www		Category	Cpc	3		Homo/Wedical Exam Ta	2020-08-16	
j	366691	https://www.	(CO)	Category	Cpc	2		Homo/Physical Thorapy!	2020-08-16	
à	365692	https://www	0	Category	Cpc	*		Home/Physician Scales	2020 08 16	
2	365693	https://www	Dimment Hale	Category	Cpc	2		Home/Patient Positioners	2020-06-16	
1	365694	Ntpe //www	8	Cabegoty	Opc	1		Home/Facility Safety Su	2020-08-16	
2	365700	Mpc Owie		Category	Cpc :	1		HomeHot & Celd Comp.	2020-08-16	
1	365702	NOS OWW.	-	Product	Cpc	2		Hime/44 Products	2020-08-16	
3	386703	Wtps ownew	0	Padet	C(r)	1		Homevail Products	2020-00-35	
4	165/04	hatper charanae	(1775)	Penter	tpe	4	Sett A	Homel-Ruman Anatomy	2020-08-16	



2. Click on the Share option on the right as shown in the above screenshot and you will see below screen.

19910 19910	COLD RAW I	CEOC CH		
Share				ж
То				
Message				
				0,
			Cancel	Share
			- Statistics (A	

3. Enter your colleague email address in the To section and write a message as shown below and click Share.

←	-		
500 B.0			
t reports.			
	t reports.	t reports.	t reports.

4. They will receive an email in their inbox to see these reports. Note, in order to access any report related to eZanalytics, your colleague should have access



to the eZanalytics as well as Google Analytics else they won't be able to access these reports.

#### 3.18 How to act on different notifications

Based on the eZanalytics notification type, you could optimize the low-performing eCommerce pages. Below are the details:

**If Conversion Rate Has Dropped** - Conversion rate is usually associated with page quality. So, having a well structured web page, helps in improving the conversion rate. The key elements to check are:

- Detailed product copy including the key features and attributes.
- Good product images and videos
- Product FAQs
- Free shipping and specials offers
- Good shopping cart experience
- Show contact info and offer live chat
- Good site filters
- Product reviews
- Clear, big calls to action etc..

Optimizing the above elements of an eCommerce page facing conversion rate drop will help to recover and improve the performance.

If session has dropped - There could be different prospect of session drop like:

- Is the decline a sharp, sudden drop-off, or a slow and steady decline?
- Did the traffic only dip for a few days?
- Does it look like the traffic is beginning to recover on its own?

if the drop was sharp, sudden, and isn't recovering then the website could be suffering from a Google penalty. However, if the dip only lasts a few days and looks like it's recovering on its own, the website may have just had connectivity issues that were



fixed over a few days.

To improve the performance of an eCommerce page facing sessions drop issue, you should analyze the following:

- Check out the Google algorithm changes
- Check out the search console for any penalty
- Check out the backlinks losses
- Check out the targeted keyword's ranking trend. Lower search rankings that in turn lead to traffic drops.
- Fix Page Redesign/Updates Issues
- Fix Technical SEO Issues
- Fix Low Quality Content. Google punishes low-quality content and rewards high-quality content.
- Fix the Meta Title and Description to improve the CTR.

**If transaction/order has dropped** - Decrease in transaction is the most critical metric to observe and fix. You should consider the following to improve the conversions on an eCommerce page:

- Re-analyse your landing page experience.
- Improve the shopping cart experience of users.
- If the account creation process takes too long or there's an issue on the payment page, we should fix it.
- Send a pop-up or email notification to website visitors, offering a discount.
- Optimizing or simplifying the checkout process.
- Make the page more user friendly via adding the conversion content on the product page including the enhanced product images/videos, description, specifications, attributes, faqs etc.



# Need more help?

**Click Here**