



WEBSCALE

SOLUTION BRIEF
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Webscale's Ecommerce InsightEDGE

Webscale's Ecommerce InsightEDGE dashboard suite is a comprehensive add-on module designed to deliver transformative insights across various critical domains of e-commerce operations with an eye on correlating performance data with its impact on conversions.



Enhanced Performance Insights: Dive deep into performance metrics with our Web Vitals Dashboard, a tool engineered to elevate your site's SEO and user experience by refining key page load and interaction times. Simultaneously, the Store Performance Dashboard offers a crystal-clear lens into the direct correlation between site speed and your sales funnel efficiency, enabling you to strategically enhance customer journeys from initial browse to final checkout.



Robust Security Posture: Bolster your defenses with the Security Insights Dashboard, your guardian against digital threats. This dashboard offers a comprehensive analysis of traffic sources, distinguishing friend from foe, and equipping you with the knowledge to proactively fortify your site's security.



Operational Excellence: Our suite goes beyond analytics; it's an ecosystem for operational supremacy. With integrated views and customizable modules, your decision-making is enhanced, strategic planning is refined, and your business goals are sharply in focus.



Informed User Engagement: Unveil the layers of your audience with the User Analytics Dashboard, delivering granular insights into who your customers are and how they interact with your platform. Complementing this, our Traffic Monitoring Dashboard provides the strategic foresight needed for infrastructure optimization, ensuring your system scales seamlessly with user demand.



CX Optimization & Revenue Maximization: These pillars converge to nurture the ultimate goal – an unparalleled customer experience leading to maximized revenue. By leveraging the suite's data-driven insights, every facet of your site is optimized not just for performance, but for the satisfaction and retention of customers, amplifying sales and driving sustainable business growth.

Webscale's Ecommerce InsightEDGE isn't just a tool; it's your digital partner in carving out a path to e-commerce dominance, enabling you to make informed, impactful decisions that resonate with success across every touchpoint of your online presence.

5 Insightful and Impactful Metrics Boards

Store Performance

The Store Performance Dashboard is a pivotal feature, offering e-commerce merchants a laser-focused view of how website performance correlates with customer checkout behavior.



Conversion Funnel Analysis:
The dashboard visualizes the user journey, tracking session types from initial landing (Bounce) to checkout completion. It enables merchants to see where potential customers are dropping off and how performance impacts their decision to purchase.



Real User Monitoring (RUM) Integration: By utilizing Webscale's RUM capabilities, the dashboard offers authentic insights into the user experience, which are crucial for understanding and enhancing the path to conversion.



Custom Session Labeling:
Merchants can view unique identifiers for different session types such as 'Browse', 'Add to Cart', and 'Checkout', enabling precise tracking of customer interactions and tailoring of performance optimizations.

Web Vitals

The Web Vitals Dashboard is meticulously designed to offer e-commerce businesses critical insights into their website's performance with direct implications for SEO and user experience.



Essential Performance Metrics: The dashboard provides real-time analysis of fundamental performance indicators such as Time to First Byte (TTFB), First Contentful Paint (FCP), and Largest Contentful Paint (LCP), each a vital Google ranking factor.



User Experience Scores: Web pages are assessed and categorized based on their loading performance with clear demarcations - Good, Needs Improvement, or Poor, offering a straightforward evaluation of the user experience.



Page Interactivity Metrics: Detailed reporting on the time it takes for content to load to the point of becoming interactive, with metrics like average DOM content loaded and interactive times, giving insights into potential delays in user engagement.

User Analytics

Webscale's User Analytics Dashboard is an integral part of the Ecommerce InsightEDGE suite, offering merchants detailed insights into their user base to inform better marketing strategies and website optimization.



Demographic Insights: It provides comprehensive data on user demographics, capturing where visitors are coming from, which devices they are using, and the operating systems and browsers in play, painting a complete picture of the audience profile.



Engagement Tracking: The dashboard tracks user engagement by analyzing how long visitors stay on the site and which pages garner the most interest, thereby identifying high-performing content and areas for improvement.



Behavioral Patterns: By analyzing how users navigate through the site, the dashboard helps merchants understand user pathways and preferences, enabling targeted improvements and personalized marketing approaches.

Traffic Monitoring

The Traffic Monitoring Dashboard is crafted to provide merchants with a comprehensive overview of their website's traffic, ensuring optimal performance and user satisfaction.



Infrastructure Insights: It offers a real-time snapshot of the website's infrastructure, detailing how different components handle incoming traffic, which is essential for understanding and managing system load and performance.



Traffic Flow Analysis: Merchants gain visibility into the volume and patterns of site traffic, including peak usage times, which is invaluable for resource planning and maintaining a seamless user experience.



Web Controls Activity: The dashboard reveals the efficacy of implemented web controls, showing how they engage with traffic to maintain site stability and performance, an important aspect of traffic management and security.

Security Insights

The Security Insights Dashboard is a specialized component designed to equip e-commerce merchants with crucial security analytics to safeguard their online presence.





Traffic Source Monitoring: This dashboard provides detailed reports on the origins of site traffic, distinguishing between legitimate users and potentially malicious sources by leveraging the application's allowlist and blocklist.



Bot Traffic Analysis: It offers insights into the percentage of traffic coming from bots, an essential metric for understanding and mitigating automated threats and for the effective management of web crawlers.



Threat Identification: The dashboard aids in the prompt identification of security threats by analyzing traffic patterns, helping merchants to take swift action to protect their site and user data.



Security Event Tracking: By continuously monitoring security-related events, merchants can stay ahead of potential vulnerabilities and ensure compliance with data protection regulations.

Ready to transform data into dollars and visitors into loyal customers?

Don't let guesswork dictate your next business move. Elevate your e-commerce strategy with Webscale's Ecommerce InsightEDGE suite and turn data into your competitive advantage.

Connect with Webscale today and start your journey towards optimized customer experiences and maximized revenue. Your e-commerce success story begins with a single click.

For more information or to schedule a demonstration,
please reach out to our Sales team at
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