



# Ignify eCommerce

## Ignify eCommerce Reporting Data Sheet

**Microsoft**  
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*Partner*

Business Process and Integration  
Data Management Solutions  
ISV/Software Solutions  
Microsoft Business Solutions

“The site with Ignify eCommerce is much more fan-friendly than the previous site. The new site has much easier navigation—it’s more like what you see on larger e-commerce sites like Amazon.”

**Don Norton**  
**Manager Information Systems**  
**Atlanta Falcons**

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**[www.ignify.com](http://www.ignify.com)**

Ignify eCommerce allows company Managers to run various reports to identify eCommerce Sales Statistics and Performance.

*Enables Managers to run Sales reports by Item or Category. Gross Sales, Sales by Salesperson or Sales by promotions.*

*Provides top contributors based on quantitative and monetary values for both Items, Categories or Customers.*

*Provides analytic reporting.*

*Provides Credit Card Reports.*

*Provides site traffic and analytics via Google Analytics.*

*All reports can be export to the format required and can also be triggered to be automatically emailed to pre defined email addresses.*

# Sales Reports

## Sales reports by Item and Category

Managers can run reports to view sales by Items and by Categories to see how items are doing on website and also helps them decide on changes for the future. Managers can drill down to reports based on Item, Category, Date Range and Order Status.

100% Find | Next Select a format Export

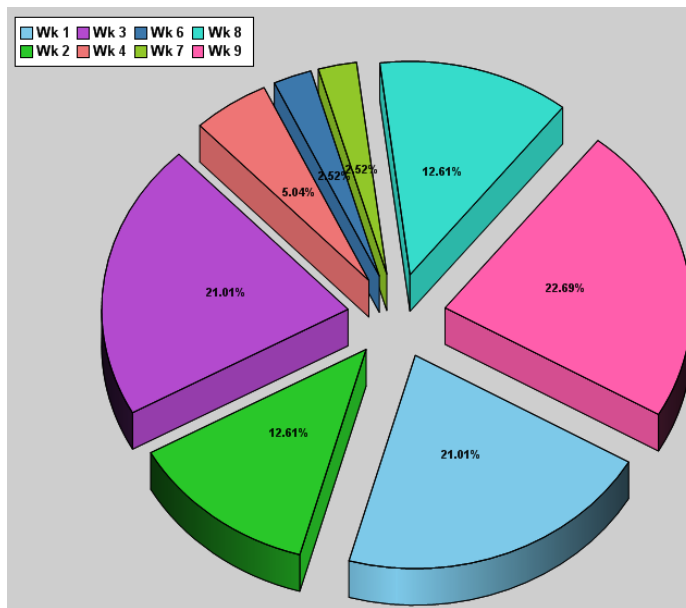
### eCommerce

#### Sales Report by Item

Item: **Belt Hook Rider**  
 Order date from: **10/4/2007** Order date to: **12/4/2007** Order status: **Any**  
 10 Record(s) found for the selected criteria

Order ID	Order Date	Customer Name	Bill (City / State)	Ship (City / State)	Shipping \$	Tax \$	Product Subtotal \$	Total \$
<a href="#">Q047661</a>	10/7/2007	Esmeralda Trevino	Theodore	Theodore	\$ 0.00	\$ 0.00	\$ 36.00	\$ 36.00
<a href="#">Q047811</a>	10/9/2007	Devin Powell	New York	New York	\$ 0.00	\$ 4.52	\$ 54.00	\$ 54.00
<a href="#">Q048070</a>	10/15/2007	Sabino Gonzalez	Dallas	Dallas	\$ 0.00	\$ 0.00	\$ 150.00	\$ 150.00
<a href="#">Q048414</a>	10/22/2007	Kim Howell	Marion	Marion	\$ 0.00	\$ 0.00	\$ 36.00	\$ 36.00
<a href="#">Q048944</a>	11/7/2007	Mark Amaning	Alexandria	Alexandria	\$ 0.00	\$ 0.00	\$ 18.00	\$ 18.00
<a href="#">Q049060</a>	11/12/2007	JOE CARR	KEY WEST	KEY WEST	\$ 0.00	\$ 0.00	\$ 18.00	\$ 18.00
<a href="#">Q049293</a>	11/20/2007	JOE CARR	KEY WEST	KEY WEST	\$ 12.00	\$ 0.00	\$ 54.00	\$ 54.00
<a href="#">Q049323</a>	11/20/2007	Kristina VanSlyke	Milwaukee	Milwaukee	\$ 0.00	\$ 0.00	\$ 36.00	\$ 36.00
<a href="#">Q049475</a>	11/27/2007	DORANCE CAMPBELL	HILLSBORO	HILLSBORO	\$ 0.00	\$ 0.00	\$ 18.00	\$ 18.00
<a href="#">Q049539</a>	11/29/2007	Lyndly Opitz	St Louis Park	St Louis Park	\$ 0.00	\$ 0.00	\$ 144.00	\$ 144.00
<b>Total :</b>								<b>\$ 564.00</b>

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## Sales reports by Item and Category

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### eCommerce

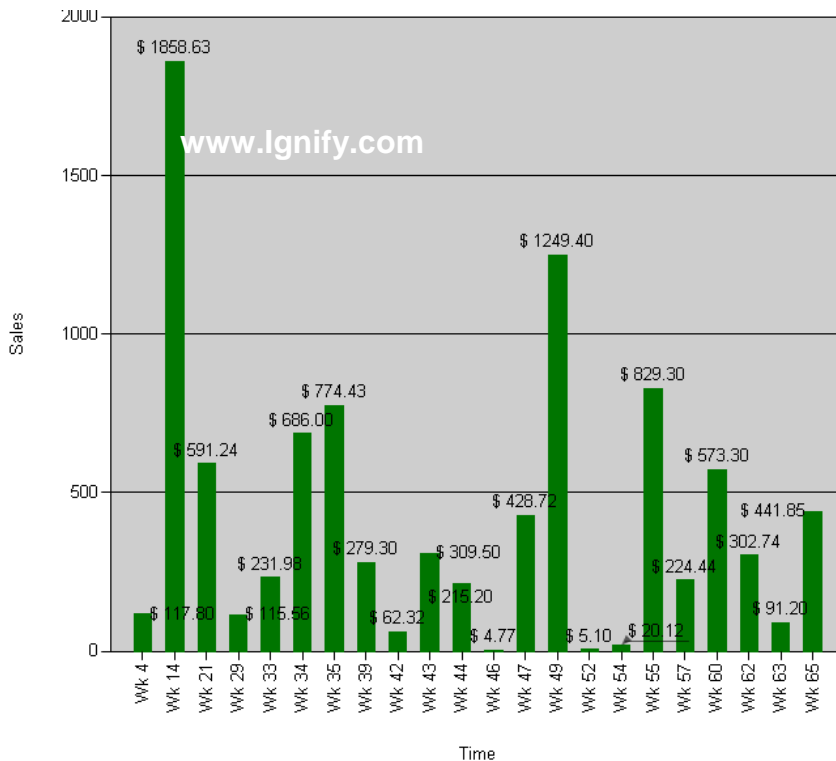
#### Sales Report by Category

Category: LADDER SYSTEM Order status: Any  
 Order date from: 02/04/2008 Order date to: 03/04/2008

6 Record(s) found for the selected criteria.

Order ID	Order date	Customer name	Product subtotal \$	Grand Total \$
<a href="#">O451837</a>	25-February-2008	BRENDA HUFFMAN	\$28.20	\$5871.60
<a href="#">O451837</a>	25-February-2008	BRENDA HUFFMAN	\$95.40	\$5871.60
<a href="#">O451837</a>	25-February-2008	BRENDA HUFFMAN	\$1204.00	\$5871.60
<a href="#">O452015</a>	29-February-2008	susan Tobias	\$45.60	\$490.80
<a href="#">O452015</a>	29-February-2008	susan Tobias	\$75.20	\$490.80
<a href="#">O452015</a>	29-February-2008	susan Tobias	\$370.00	\$490.80
<b>Grand Total:</b>				<b>\$19087.20</b>

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## Sales by Sales Person

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Managers can run reports to view Sales by Sales Person and track sales person performance.

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## eCommerce

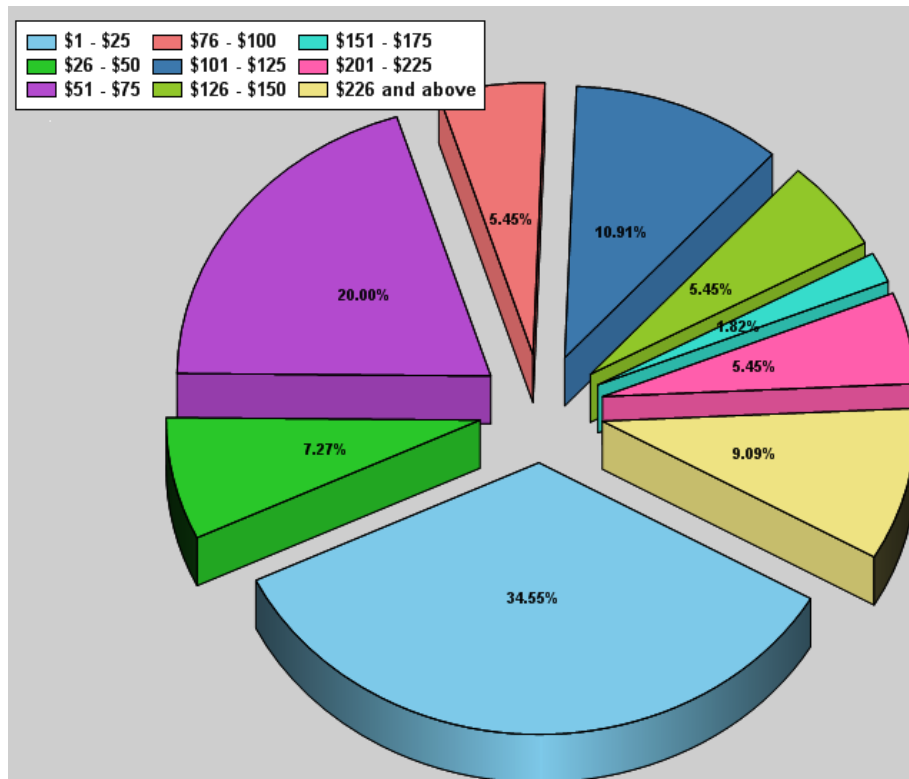
### Sales Report by Salesperson

Salesperson: 02-SL284  
 Order date from: 11/21/2007 Order date to: 11/24/2007 Order status: Shipped

4 Record(s) found for the selected criteria

Order ID	Order Date	Customer Name	Bill (City / State)	Ship (City / State)	Shipping \$	Tax \$	Product Subtotal \$	Total \$
<a href="#">P049340</a>	11/21/2007	CLAIRE RICH	READING	READING	\$ 0.00	\$ 0.00	\$ 19.00	\$ 19.00
<a href="#">P049352</a>	11/21/2007	ALISON HEIKKILA	WEST HEMPSTEAD	WEST HEMPSTEAD	\$ 0.00	\$ 0.00	\$ 72.00	\$ 78.14
<a href="#">P049357</a>	11/21/2007	ROBERT MCGRADY	STURGIS	STURGIS	\$ 0.00	\$ 0.00	\$ 615.00	\$ 615.00
<a href="#">P049360</a>	11/21/2007	LEE BLUMENREICH	GREAT NECK	GREAT NECK	\$ 0.00	\$ 0.00	\$ 57.00	\$ 61.77
							<b>Total :</b>	<b>\$ 773.91</b>

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## Gross Sales

Managers can run reports to view Gross Sales by Date Range or Order Type (Orders or Quotes).

Order ID	Order date	Customer name	Product subtotal \$	Grand Total \$
<a href="#">P049775</a>	08-December-2007	A MANDATO	\$21.95	\$21.95
<a href="#">P049776</a>	08-December-2007	Joanne Pettersen	\$16.45	\$17.83
<a href="#">P049777</a>	08-December-2007	Jonathon VanNorman	\$103.20	\$110.42
<a href="#">P049779</a>	09-December-2007	Duanna Chester	\$60.00	\$60.00
<a href="#">P049780</a>	09-December-2007	wayne oliver	\$165.00	\$177.17
Grand Total:			\$387.37	

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## Top Contributors

Managers can run reports to top contributors based on both quantitative and monetary values for Items, Categories and Customers.

1 of 1 100% Find | Next Select a format Export

### eCommerce

#### Top N selling products

Sorted by: **Sales order value** Order status: **Any**  
 Order date from: **12/04/2006** Order date to: **12/04/2007**

10 Record(s) found for the selected criteria.

Rank	Product ID	Description	Quantity	No. of Orders	Amount \$
1	HW040	Hosiery Form	5020	9	\$85433.11
2	SPEC1	CI-038015-3	7196	110	\$34313.41
3	SPEC1	Item	7196	110	\$34313.41
4	SWF	Collapsible Folding Rolling Rack	593	253	\$30803.36
5	SWF	K80	593	253	\$30803.36
6	SEV70	RTS Extra Vision Case	61	12	\$29327.00
7	PK57	Sign Holder with Twin Posts	5448	73	\$23991.56
8	14502	Three-Way Fitting Room Mirror	67	29	\$21575.00
9	SVC	Double Bar with V-Brace	291	82	\$17353.95
10	SPW32	Slatwall Panel	424	20	\$15147.00
<b>Grand Total:</b>					<b>323061.16</b>

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1 of 1 100% Find | Next Select a format Export

### eCommerce

#### Customers with more than N Orders

Sales Report for Customers with more than **20** order(s)  
 Order date from: **12/4/2004** Order date to: **12/4/2007** Order status: **Shipped**

5 Record(s) found for the selected criteria

Rank	Customer Name	E-mail	Number of Orders
1	DAVID ROSENZWEIG	drosenzweig@danicestores.com	206
2	SLL ENTERPRISES, LLC	custserv@retailforms.com	87
3	RITA BERTONE	RBERTONE@BOBSTORES.COM	69
4	MARY HAYES	5852933217@ABCTARGET.COM	30
5	CHERYL BULLOCK	MJDLTDAD@AOL.COM	24

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## Analytics Reports

Ignify eCommerce provides Managers with a Recency-Frequency-Monetary (RFM) report, to pull in customer information for Mailing lists. Ignify also provides a Customer Mailing list report generation for pulling in customers based on geographical location, Order History and Sales statistics.

### Report Generation Criteria:

**RFM Report**

Recency : In last  Days ▼

Frequency >  orders in last  Days ▼

Monetary >  \$ in last  Days ▼

Order Status : Any Item :  Top Records :

### Report:

1 of 1 100% Find | Next Select a format Export

## RFM Report

22 Record(s) found for the selected criteria

Customer Name	Customer Email	Recency (days)	Frequency (orders)	Monetary (\$)
SHEILA MITCHELL	NEX_NEW_LONDON-GEN@NEXWEB.ORG	1	6	8,801.90
Joan Pierce	lvranchjdp@earthlink.net	1	15	8,386.50
LINDA GOOBLAR	S.REPEATS@GMAIL.COM	1	7	743.65
andre bontempo	afbontempo@aol.com	0	7	654.15
Jim Cain	cainsurvey@suddenlink.net	0	7	436.45
MARY UNDERWOOD	AMOSCOREY@MAC.COM	0	10	4,998.50
ELLEN HARRA	KNITLONGISLAND@OPTONLINE.NET	0	7	4,553.71
susan wehse	mvalcken@comcast.net	1	10	4,142.00
RON ABBOTT	LEIPOLD@CORNING-CC.EDU	1	7	35,660.88
MAJELLA MATYAS	908-234-9423@ABCTARGET.COM	0	7	346.48
SALLY TAYLOR	sallyt@ashlandoffice.com	0	24	31,539.75

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## Credit Card Reports

Ignify eCommerce provides Managers with Credit Card Reports to track Credit Card transactions and keep a tab of all Credit Card activity over the eCommerce web site.

### eCommerce

#### Daily Transaction Summary

Total Transactions	71	Total voided Trans	0
Total Amount	\$4574.93	User Date	3/4/2008
Total Credit Transactions	1	Total Denied Trans	0
Voided Credit Transactions	0	Settlement Date	03-04-2008
Total Credit Amount	\$211.50	Settlement Time	1:00 AM
Total Sales Transaction	70	User	Not specified
Voided Sales Transaction	0		
Total Sales Amount	\$4786.43		

User	Ord No	Txn Type	Card Type	Txn Date	Card Number	Card Exp Date	Origination Id	Auth Code	Customer No	Txn Amount
02-RF243	451974	Sale	Visa	03/04/2008	XXXX-XXXX-XXXX-9519	12/2009	VRFA2A2C2468	000730	0023540	\$9.76
02-RF243	451974	Sale	Visa	03/04/2008	XXXX-XXXX-XXXX-9519	12/2009	VRFA2A2C24B8	028278	0023540	\$4.64
02-RF243	451990	Sale	MasterCard	03/04/2008	XXXX-XXXX-XXXX-4323	03/2009	VREA2A2C2A40	04577Z	0023550	\$10.56
02-RF243	451990	Sale	MasterCard	03/04/2008	XXXX-XXXX-XXXX-4323	03/2009	VRFA2A2C2A78	01572Z	0023550	\$6.22
02-RF243	452000	Sale	Visa	03/04/2008	XXXX-XXXX-XXXX-8932	08/2009	VRFA2A2C2D49	280600	0023556	\$39.60
02-RF243	452000	Sale	Visa	03/04/2008	XXXX-XXXX-XXXX-8932	08/2009	VREA2A2C2D79	280061	0023556	\$2.75

## *List of Ignify eCommerce Reports*

### **Sales Reports**

- Sales by Item*
- Sales by Category*
- Sales by Promotions*
- Sales by Sales Person*
- Gross Sales*

### **Top Contributors**

- Top Selling Items*
- Top Selling Categories*
- Customers with Purchases more than \$N*
- Customers with more than N Orders*

### **Analytics Reports**

- Recency-Frequency-Monetary Report*
- Customer Mailing List Report*

### **Credit Card Reports**

- Credit Card Transactions*
- Ship Transactions by Date*
- Booked Transactions by Date*
- End of Day Summary*
- Daily Summary*

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