

ACTIVITY METRICS

Tutorial

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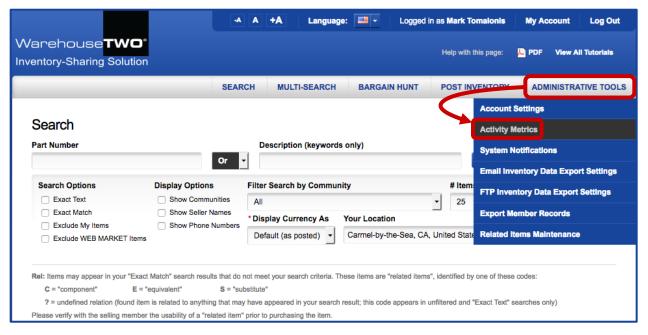
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This administrative tool gives you insight into how much your employees are using WarehouseTWO. These metrics answer questions such as:

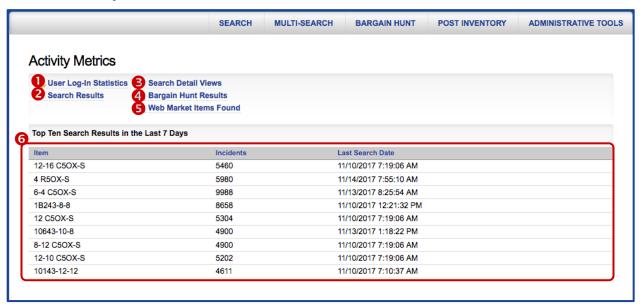
- Who in my company is using WarehouseTWO?
- Are they finding anything when they perform a SEARCH?
- Are my posted items being found by other WarehouseTWO users when they perform a SEARCH?
- Are my users conducting any BARGAIN HUNTS?
- Are my posted items being found by other users' BARGAIN HUNTS?

ACTIVITY METRICS are accessible only by account administrators, at any membership level.



Functionality Overview

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For distributor members, there are five sets of **ACTIVITY METRICS**:

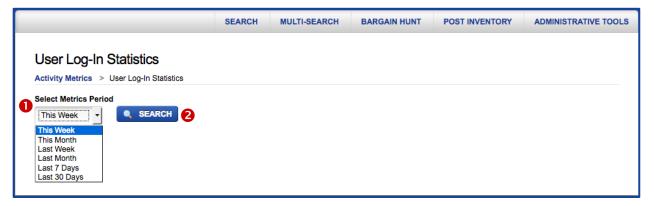
- User Log-In Statistics: View which of your users have logged in, and how many times, during a selected time period.
- **Search Results**: View which items were found by your users in their **SEARCH** results, and which of your items were found in anyone's **SEARCH** results, during a selected time period.
- Search Detail View Results: View which items your users clicked on when found in SEARCH results, and which of your items were clicked on when found in anyone's SEARCH results, during a selected time period.
- Bargain Hunt Results: View which items were found by your users' BARGAIN HUNT searches, and which of your items were found by any users' BARGAIN HUNT searches, during a selected time period.
- **Web Market Items Found**: View which items posted to you WEB MARKET location were found by search engines and then viewed in a web browser.

The **ACTIVITY METRICS** home page also shows the top ten items found in **SEARCH** results, by all users participating in the inventory-sharing communities in which your company also participates, during the most recent seven days (6).

User Log-In Statistics

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This metric lets you view which of your users has logged in, and how many time, during a selected time period.



In the **Select Metrics Period** drop-down list (1), select a time period. Then click on the **SEARCH** button (2). The screen will refresh and display a list (3) of all users who have logged in at least once during the selected time period (1). Each user is listed once, and only if he/she logged in at least once during the selected time period. Click on any column header to re-sort the list by that column. If the list exceeds fifteen records, user the navigation buttons (4) to scroll through the pages of metrics results.



To export the data in the metrics result, click on the **Export Current View** link (§). The exported MS Excel file contains three columns of data, corresponding to the columns of data in the display above.

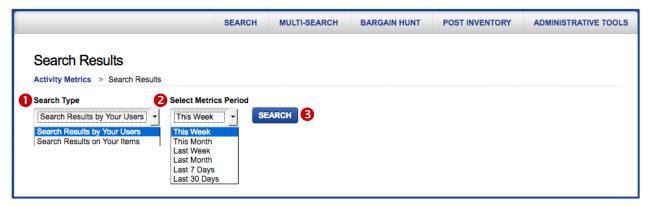
To perform another metrics search, select another **Metrics Period** (**1**) and click on the **SEARCH** button (**2**) again.

Search Results

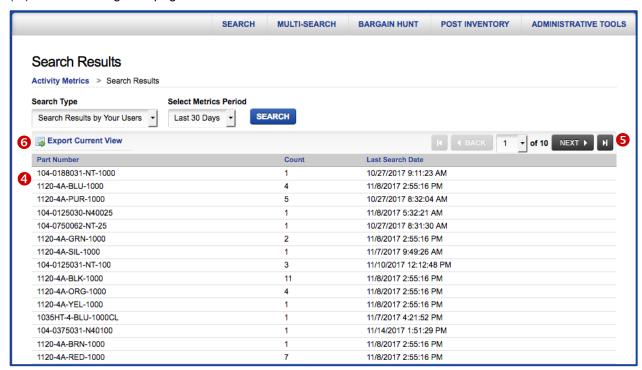
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This metric lets you view two sets of **SEARCH** results:

- Search Results by Your Users: This metric captures all items found by your users with the WarehouseTWO SEARCH function; the results may include items posted by other WarehouseTWO members and items posted by your company.
- Search Results on Your Items: This metric captures your items found by any users with the WarehouseTWO SEARCH function; the results may include your items found by your users.



In the **Search Type** drop-down menu (①), select either of the two search types listed, described above. Next, in the **Select Metrics Period** drop-down list (②), select a time period. Then click on the **SEARCH** button (③). The screen will refresh and display a list (④) of all items found in the **Search Type** that you selected (①), for the time period that you selected (②). Each unique **Part Number** is listed once. **Count** is the total number of times that the item was found during the selected time period. Click on any column header to re-sort the list by that column. If the list exceeds fifteen records, user the navigation buttons (⑤) to scroll through the pages of metrics results.



To export the data in the metrics result, click on the **Export Current View** link (**6**). The exported MS Excel file contains three columns of data, corresponding to the columns of data in the display above.

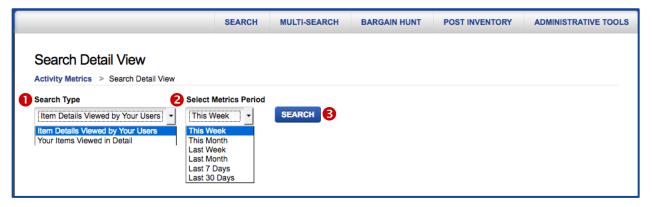
To perform another metrics search, select another **Search Type** (1) and **Metrics Period** (2) and click on the **SEARCH** button (3) again.

Search Detail View Results

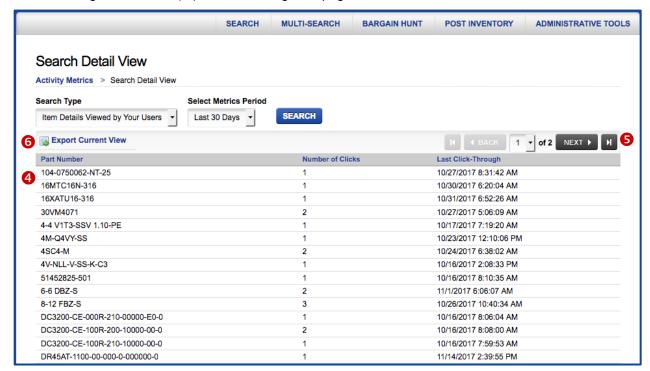
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This metric lets you view two sets of **SEARCH** results:

- Item Details Viewed by Your Users: This metric captures all items clicked on by your users, when
 found with the WarehouseTWO SEARCH function. The results may include items posted by other
 WarehouseTWO members and items posted by your company.
- Your Items Viewed in Detail: This metric captures your items that were clicked on when found by any
 users with the WarehouseTWO SEARCH function. The results may include your items clicked on by
 your users.



In the **Search Type** drop-down menu (①), select either of the two search types listed, described above. Next, in the **Select Metrics Period** drop-down list (②), select a time period. Then click on the **SEARCH** button (③). The screen will refresh and display a list (④) of all items found in the **Search Type** that you selected (①), for the time period that you selected (②). Each unique **Part Number** is listed once. **Number of Clicks** is the total number of times that the item was clicked on during the selected time period. Click on any column header to re-sort the list by that column. If the list exceeds fifteen records, user the navigation buttons (⑤) to scroll through the pages of metrics results.



To export the data in the metrics result, click on the **Export Current View** link (**6**). The exported MS Excel file contains three columns of data, corresponding to the columns of data in the display above.

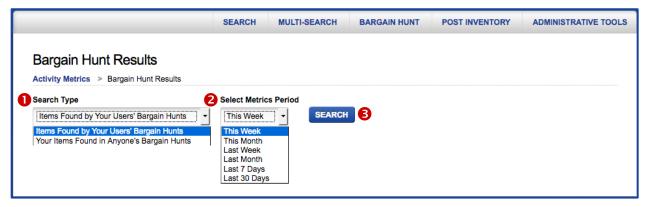
To perform another metrics search, select another **Search Type** (**1**) and **Metrics Period** (**2**) and click on the **SEARCH** button (**3**) again.

Bargain Hunt Results

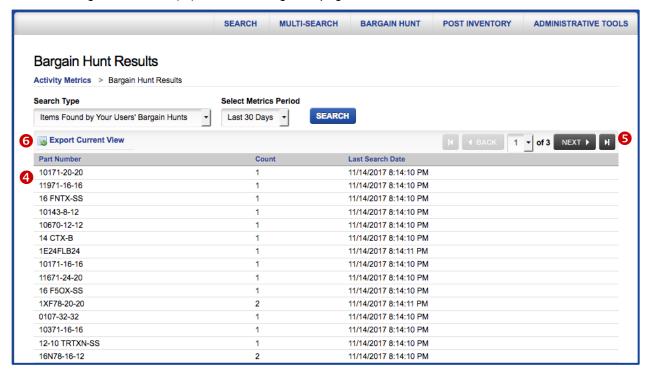
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This metric lets you view two sets of **BARGAIN HUNT** results:

- Items Found by Your Users' Bargain Hunts: This metric captures all items found by your users with the WarehouseTWO BARGAIN HUNT function. The results may include items posted by other WarehouseTWO members and items posted by your company.
- Your Items Found by Anyone's Bargain Hunts: This metric captures your items that were found by any users with the WarehouseTWO BARGAIN HUNT function. The results may include items posted by your company.



In the **Search Type** drop-down menu (①), select either of the two search types listed, described above. Next, in the **Select Metrics Period** drop-down list (②), select a time period. Then click on the **SEARCH** button (③). The screen will refresh and display a list (④) of all items found in the **Search Type** that you selected (①), for the time period that you selected (②). Each unique **Part Number** is listed once. **Count** is the total number of times that the item appeared in a **BARGAIN HUNT** result during the selected time period. Click on any column header to re-sort the list by that column. If the list exceeds fifteen records, user the navigation buttons (⑤) to scroll through the pages of metrics results.



To export the data in the metrics result, click on the **Export Current View** link (**6**). The exported MS Excel file contains three columns of data, corresponding to the columns of data in the display above.

To perform another metrics search, select another **Search Type** (**1**) and **Metrics Period** (**2**) and click on the **SEARCH** button (**3**) again.

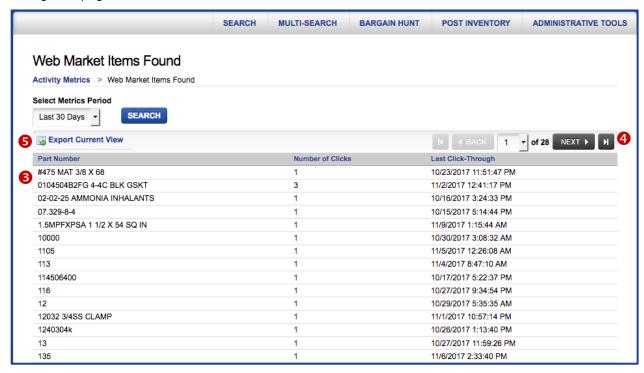
Web Market Items Found

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This metric lets you view which items posted to your **WEB MARKET** location were viewed in a web browser after being found by an internet search engine, during a selected time period.



in the **Select Metrics Period** drop-down list (①), select a time period. Then click on the **SEARCH** button (②). The screen will refresh and display a list (③) of all items whose **WEB MARKET** pages were viewed in a web browser for the time period that you selected (①). Each unique **Part Number** is listed once. **Number of Clicks** is the total number of times that the item's **WEB MARKET** page was viewed in someone's web browser during the selected time period. **Last Click-Through** shows the last time that the item's **WEB MARKET** page was viewed in someone's web browser. Click on any column header to re-sort the list by that column. If the list exceeds fifteen records, user the navigation buttons (④) to scroll through the pages of metrics results.



To export the data in the metrics result, click on the **Export Current View** link (**⑤**). The exported MS Excel file contains three columns of data, corresponding to the columns of data in the display above. To perform another metrics search, select another **Metrics Period** (**①**) and click on the **SEARCH** button (**②**) again.

Additional Metrics for Manufacturers

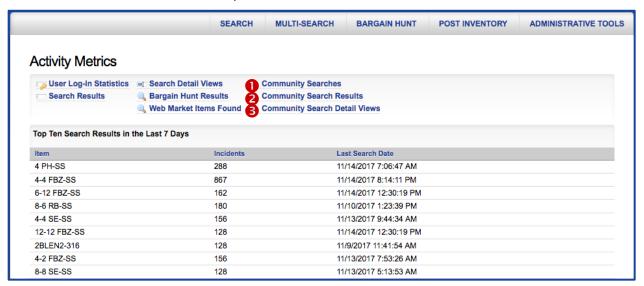
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Three additional metrics are available for manufacturer (Level 5) members:

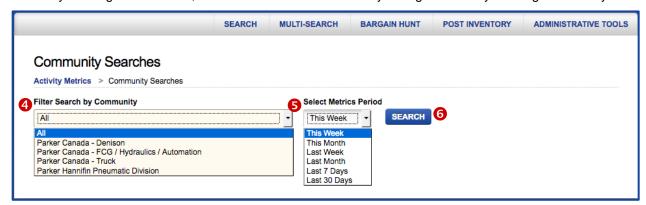
Community Searches (1): This metric captures every part number, partial part number or text string that any member of the manufacturer's community(ies) searched for during a selected time period. This includes searches by community members for items posted to other communities. *This metric indicates what a distributor was looking for.*

Community Search Results (2): This metric captures every item that was posted to the manufacturer's community(ies) and found in a search result by any member of the community(ies). *This metric indicates what distributors found.*

Community Search Detail Views (3): This metric captures every item that was posted to the manufacturer's community(ies), was clicked on and was viewed on the Source Detail screen. This metric indicates what distributors intended to purchase from another distributor.



The settings for these three metrics are similar to those for the other metrics explained elsewhere in this tutorial, with the exception of the drop-down menu **Filter Search by Community** (3). For manufacturers hosting a single inventory-sharing community, this list contains the default value "All" and the single community activated on the manufacturer's member account. For manufacturers hosting multiple inventory-sharing communities, these metrics can be filtered by a single inventory-sharing community.



Select Metrics Period (6) and the Search button (6) perform the same as for other metrics.

Monthly Usage Statistics Emails

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WarehouseTWO sends out an email on the first calendar day of each month that contains selected **ACTIVITY METRICS** results for the previous calendar month. This email is sent to all account **administrators** and to any **non-administrator** for which the **Receive Announcements** box is checked in the user record, but only if at least one of the metrics displayed in the email has a non-zero value. These metrics emails do not go out to accounts for which there was no activity and no inventory data posted during the previous month. Below is an example of one of these emails. Please contact WarehouseTWO customer service for help with interpreting these metrics emails.

User Login Activity (●)

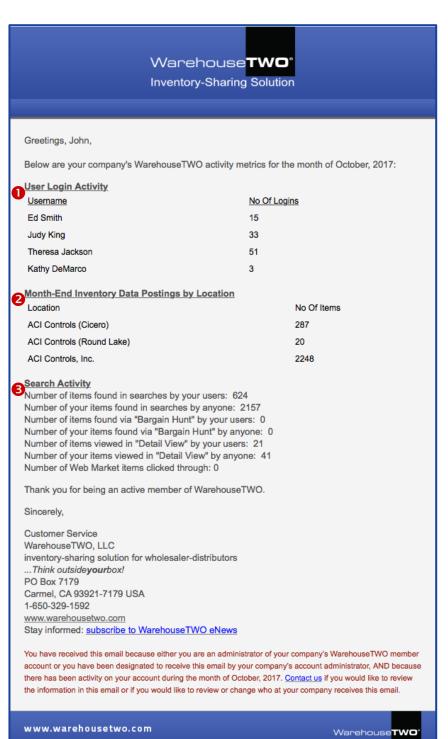
This section lists every user that logged into the WarehouseTWO website at least once during the previous calendar month. The left column shows user names; the right column shows the number of times the user visited the WarehouseTWO website during the previous calendar month.

Month-End Inventory Data Postings by Location (2)

This section lists every location record set up on the member account. The left column shows location names; the right column shows the number of inventory data records posted to the community at the time that this email was sent out (usually the early hours of the first calendar day of the new month).

Search Activity (8)

This section shows the metrics Search Results, Search Detail View Results and Bargain Hunt Search Results for the previous month, both by your users and of your posted items, respectively. Also shown is the Web Market Items Found metric.



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To get the best results with the **ACTIVITY METRICS** feature:

- 1. Review these **ACTIVITY METRICS** periodically, such as quarterly. Successful inventory-sharing with WarehouseTWO requires regular use by your employees.
- 2. If log-in numbers are low, or if only a few users log in on a regular basis, re-train your users on the benefits of inventory-sharing, and how to use the basic features of WarehouseTWO. We offer free training webinars every month in addition to on-line tutorials. See our monthly e-Newsletter for our webinar schedule.
- 3. If the number of times that your items are found in SEARCH or BARGAIN HUNT results is low, ensure that you have inventory data posted to your account. Too often a member posts his company's inventory data, the data expires, and then the member forgets to re-post new inventory data. Consider automating your company's inventory data posting process, so that your data is always available to other WarehouseTWO members. And always post as many inventory data records as your membership level allows. Posting just a few items will limit the chance of another user finding one of your items.
- 4. If the number of times that your items are clicked on is low, consider lowering the offer prices for your items. Your current prices may not be competitive. If you do not include an offer price for each of your posted items, your items are much less likely to be clicked on. Include an offer price for every one of the items that you post.

Got a Question?

Got a question about this feature? Let us help:

- a) Email us.
- b) Call us at 650.329.1592.
- c) Post your question to our LinkedIn group, WarehouseTWO Users Forum.