ONBOARDING GUIDE #1

Glew 101

Glew.

WELCOME!

Welcome to Glew! We're excited to have you start your free trial, and we can't wait to help you get the analytics you need to grow your business.

This guide contains everything you need to know to set up your store, navigate the app and start finding insights to drive sales and maximize your performance.

But first, a quick intro to Glew.

FOUNDED 2014	**LOCATED** Charlotte, NC
PRODUCTS 3	**INTEGRATIONS** 90+

Our values

`1. We believe analytics are the backbone of every business.
2. We drive real results for our users.
3. We believe our community is the heart of our platform.
4. We believe quality matters above all else.
5. We do business with fairness and integrity.
6. We work hard hard, and reward hard work.
7. We believe everyone has unlimited potential.

How to get in touch

Have questions or need help with your trial? Your Glew Business Advisor will be reaching out soon to schedule a check-in, including a Data Quality Review to ensure the accuracy of your data.

You can also reach out directly to your Glew Business Advisor anytime you need help.

SET-UP CHECKLIST

- [ ] Connect your ecommerce platform (like Shopify, Magento, BigCommerce, WooCommerce, or Salesforce Commerce Cloud).
- [ ] Connect Google Analytics to add your website traffic data.
- [ ] Add your other integrations - like email marketing, advertising, additional sales channels, shipping and inventory and more.
- [ ] Set your revenue preferences to determine how Glew handles things like discounts, refunds, sales tax and shipping cost.
- [ ] Adjust your other store settings like time zone, currency and additional users.
- [ ] Import the data from the integrations you connected. This can take up to 72 hours - we'll send you an email when it's complete and your trial has officially started.
- [ ] Start exploring Glew! Your Glew Business Advisor will be in touch to schedule a Glew Metric review and answer any questions.

WHAT YOU NEED TO KNOW

There are a few things you should know before you dive into Glew. These are specific to how Glew handles things like attribution, cost of goods and revenue preferences, and can affect the numbers you'll see in the app.

Attribution

While there are many different kinds of attribution modeling, Glew uses first-order attribution throughout the app.

First-order attribution means that all orders from a specific customer are attributed to the first channel that originally brought them to your business. For example: if a customer purchases from you three times, and the first sale came from paid search, while the second two came from direct traffic, Glew would attribute all three sales to paid search.

We believe first-order attribution is the most relevant for sellers because it highlights where your customers originally came from, and tells you how much those channel are ultimately worth to you.

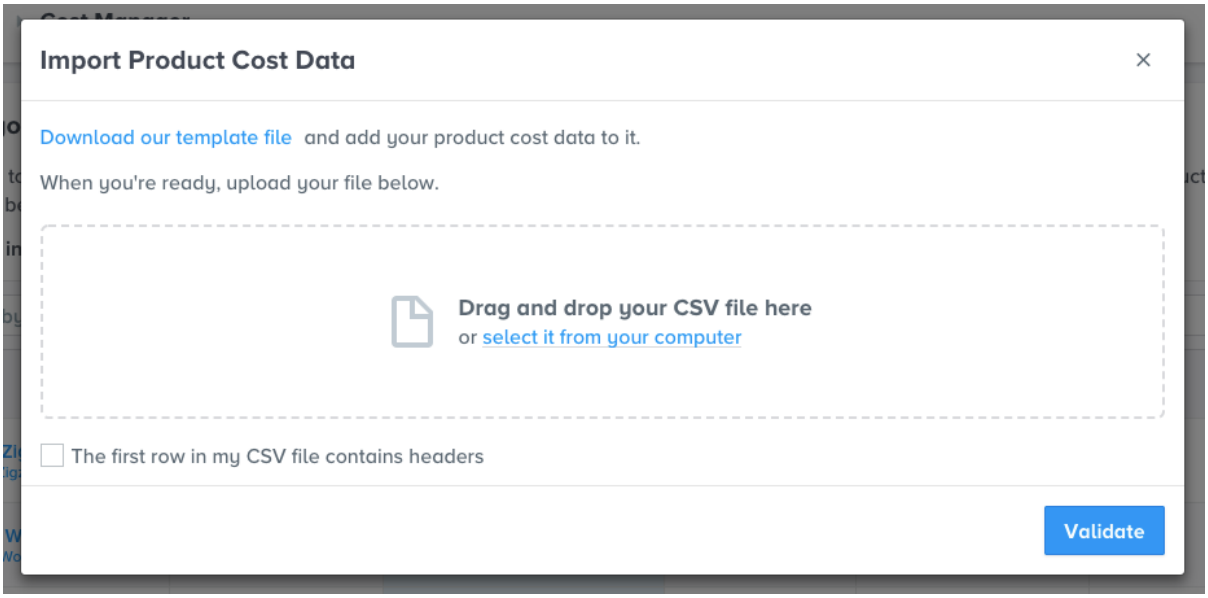
LINK: Learn more about Glew's first-order attribution.

Cost of goods

Cost of goods sold (how much the products you sell cost you to acquire or create) are important when it comes to knowing your true performance - and they factor into metrics like gross profit and net profit. We offer a few different ways to add product costs to Glew, depending on which ecommerce platform you use.

Bulk upload

All ecommerce platforms can import product cost data via CSV file under our Cost Manager tab. Just go to Cost Manager > Start an Import and upload a formatted CSV file.



Product cost uploader

Individual update

All ecommerce platforms can also update product costs for individual products under the Cost Manager tab. Just go to Cost Manager and click on any product in the Cost column.

Automatic import

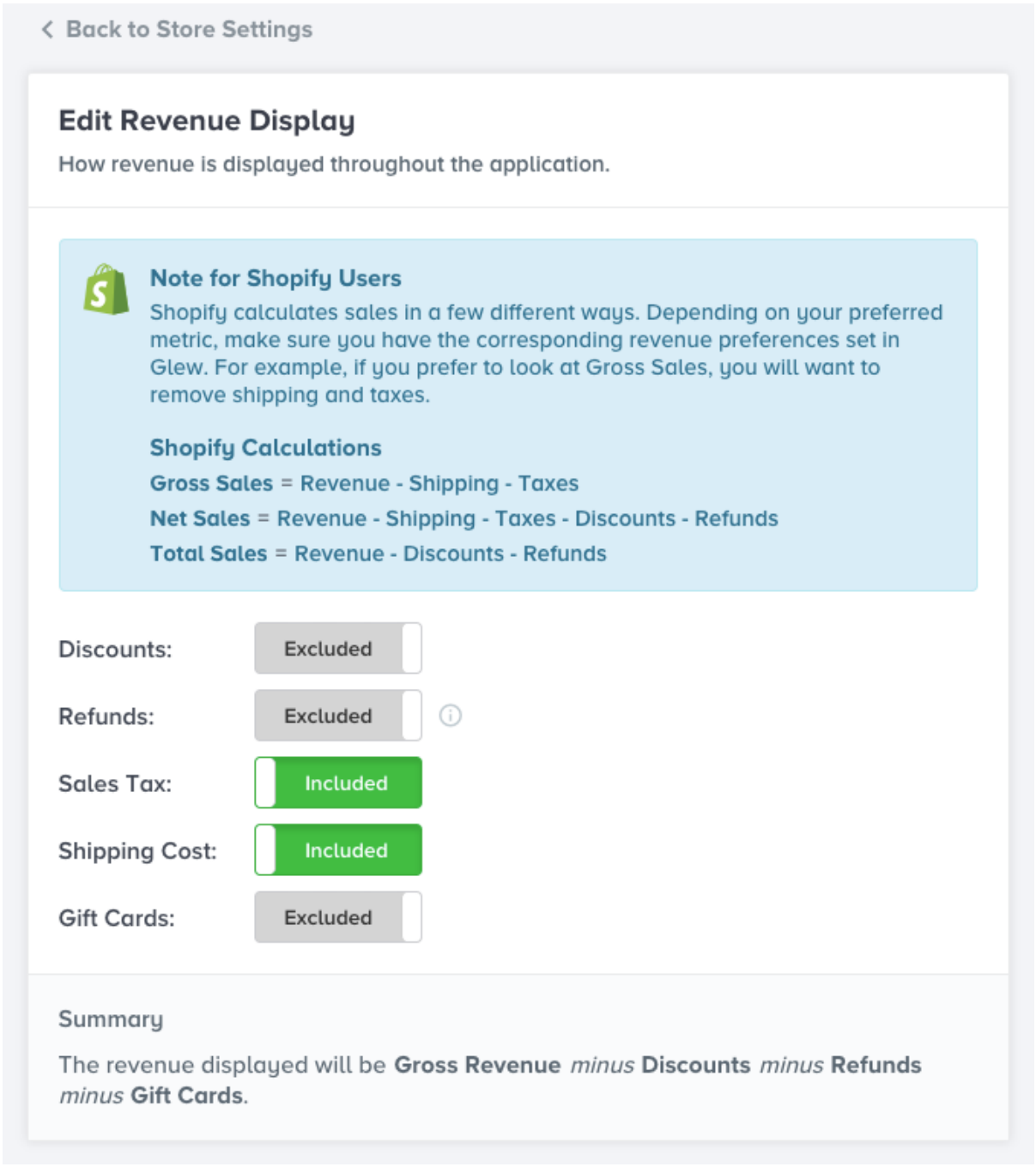
Shopify, BigCommerce and Magento users can automatically import cost data from their ecommerce platform. Just go to Cost Manager > Enable [Platform] COGs.

Revenue preferences

Your revenue preferences can be set to include or exclude things like discounts, refunds, sales tax, shipping cost and gift cards. We'll automatically set your revenue preferences to match your ecommerce platform, but you can always change them in Store Settings. Learn more in the section of this guide titled Setting Up Your Store.

NOTE: Your revenue preferences apply to most ecommerce platform-specific revenue metrics in Glew, including on the Highlights, Performance Overview and Customers tabs. They do not apply on the Products or Orders tab, where we calculate revenue slightly differently. They also do not apply to revenue metrics that don't come directly from your ecommerce platform, including on the Advertising and Subscriptions tabs.

Revenue on Products and Orders is calculated without shipping or taxes, because an order can contain multiple products, but has a single shipping and tax charge – the individual items in an order do not have a shipping cost or tax associated. We break out discounts, taxes, refunds and shipping separately on the Orders tab for this reason.



Revenue settings

SETTING UP YOUR STORE

There are three basic steps to setting up your store:

1. CONNECTING your store

2. ADDING integrations

3. ADJUSTING preferences

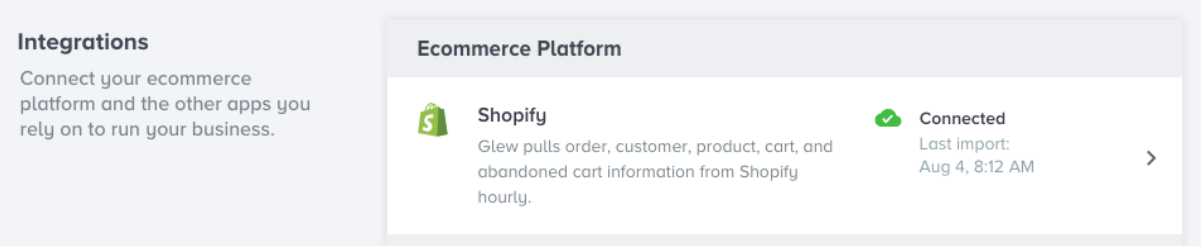
We'll walk you through each of these steps to make sure your store is set up for success.

Connecting your store

Connecting your store via your ecommerce platform is the first thing you need to do - you won't be able to see anything in Glew until your store is connected and your data is imported..

To connect your ecommerce platform:

1) Go to Store Settings > Integrations. You'll see Ecommerce Platforms at the top.
2) Select your platform and click Grant Glew Access.
3) Follow the instructions to complete the integration



A connected Shopify store in Store Settings

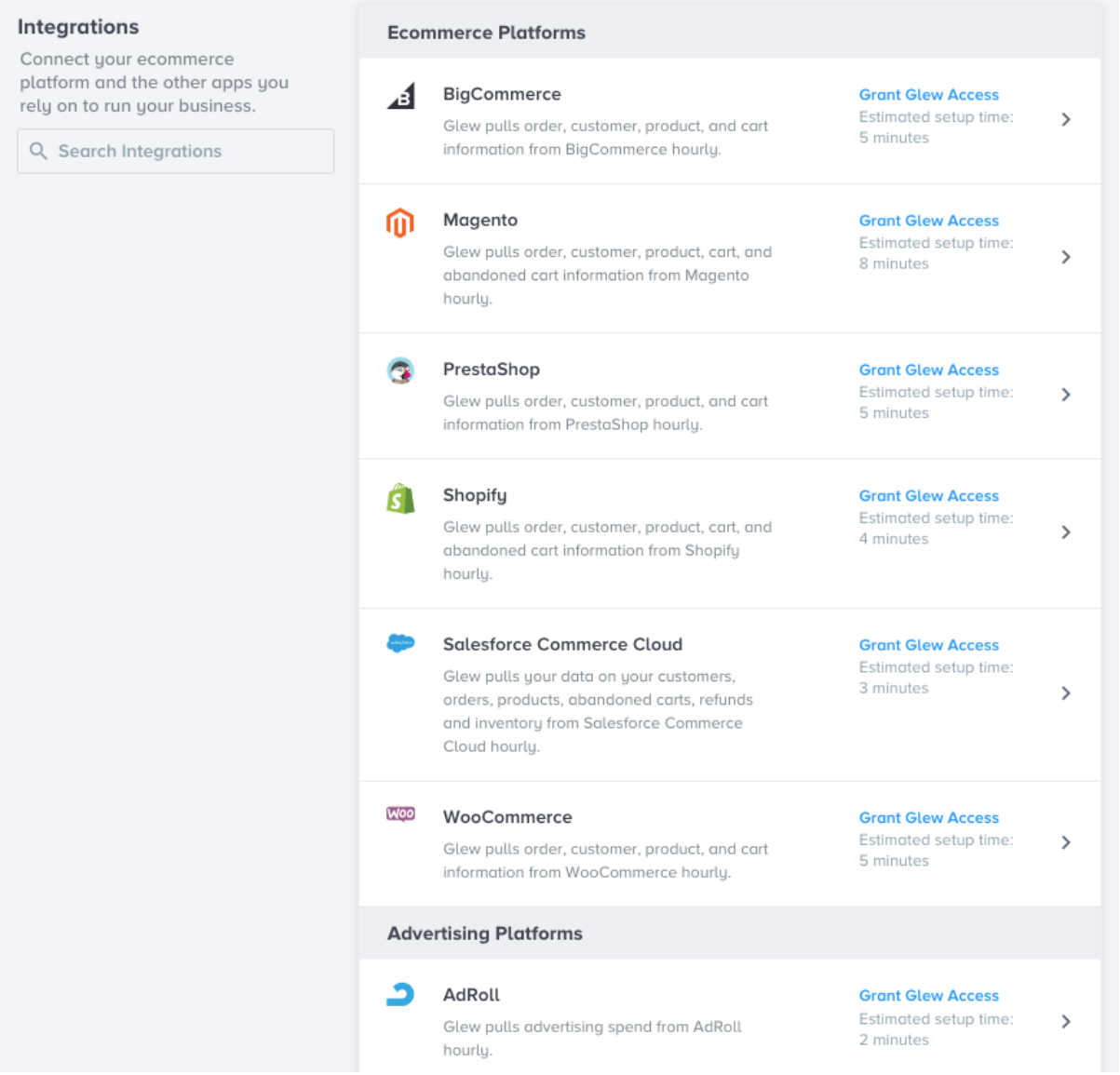
Adding integrations

Once your ecommerce platform is integrated, you'll want to connect the other platforms you use - from your advertising channels to your marketing automation to your point of sale to your shipping and subscription platforms and more.

You can find available integrations under Store Settings > Integrations - locate the tools you use, and connect them one at a time following the steps above.

You can see a full list of our integrations under Integrations. We recommend connecting all platforms that are available as integrations in Glew, but these are especially important:

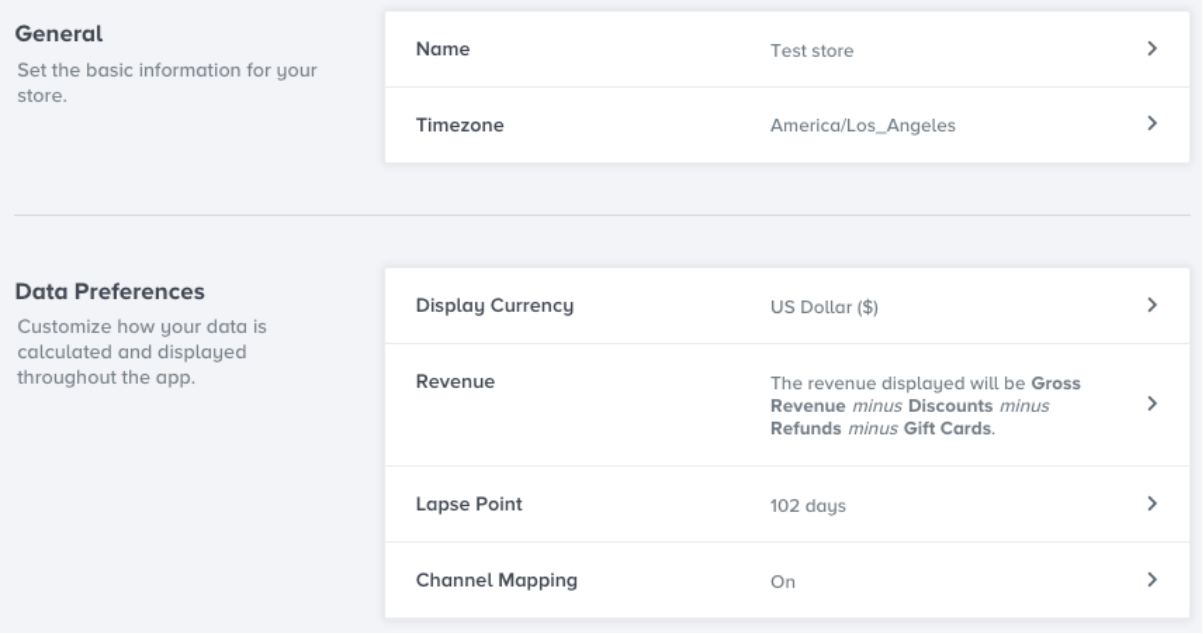
- Google Analytics for website traffic and analytics
- Amazon, if you sell on Amazon Seller Central
- Facebook, Google Ads and Bing Ads for ad campaign performance
- Mailchimp, Klaviyo, Dotdigital or Bronto for email campaign performance
- Ship Central or ShipStation for shipping data
- ReCharge or Recurly, if you're a subscription business



Integrations in Store Settings

Adjusting your preferences

Next, once you have all the integrations you want connected, adjust your preferences in Store Settings. There are several things you can customize here:



Additional preferences in Store Settings

Time zone and currency

Make sure your time zone is set correctly, and you have the right currency chosen. Use the dropdowns to make different selections.

Revenue settings

Like we mentioned previously, your revenue preferences will default to match your ecommerce platform. You can update them in Store Settings - just be aware that if you change them from the default, you may see data mismatches between Glew and your ecommerce platform.

Lapse point

Your lapse point - the average number of days before a customer is likely to make a repeat purchase - is calculated automatically in Glew based on your historical ecommerce platform data. You can view Glew's calculated lapse point, or manually add a different lapse point, in Store Settings.

Channel mapping

Channel mapping automatically aligns your revenue and ad spend for channels including Facebook, Instagram and AdRoll, allowing you to get a better reflection of metrics like profit margin, return on ad spend, and profit per new customer.

Users

Last, but still super important: add all the users you want to your Glew account. We believe data is for everyone, so there are no limits on the number of users you can add. Just go to Store Settings > Users to invite your team.

INTEGRATIONS

If connecting your store is the very first thing you need to do in Glew, adding the other platforms you use is a close second. Integrations are the fuel that power Glew - the more data sources you have connected, the more you'll be able to do, and the more insights you'll be able to gain.

Here's a list of some of our available integrations, plus some that are coming soon:

Ecommerce platforms

- Salesforce Commerce Cloud
- Shopify/Shopify Plus
- Magento
- BigCommerce
- WooCommerce
- Prestashop
- Zoey
- RetailOps
- OSCommerce
- Intershop - coming soon
- 3D Cart - coming soon
- SAP Hybris - coming soon

NOTE: Our list of integrations updates constantly. For the most current list, see Store Settings.

Other sales channels

- Erply
- Shopify POS
- Amazon
- Ebay

Analytics

- Google Analytics

Advertising

- AdRoll
- Bing Ads
- Google Ads
- Facebook Ads
- Amazon Ads
- Snapchat - coming soon
- Pinterest - coming soon
- Twitter - coming soon

Email/marketing automation

- Bronto
- Klaviyo
- Mailchimp
- Dotdigital
- Listrak
- Emma
- SendGrid
- Remarkety
- Salesforce Marketing Cloud
- Marketo - coming soon
- Constant Contact - coming soon

Shipping

- ShipStation
- Ship Central
- Fedex - coming soon
- UPS - coming soon

Subscriptions

- ReCharge
- Recurly
- Rebillia - coming soon

Operations

- Brightpearl
- Netsuite
- Quickbooks
- Blastramp

Business intelligence

- Mode

Loyalty/reviews

- Smile.io
- Yotpo
- Extole

Site optimization

- Optimizely

Inventory management

- Linnworks
- SkuVault
- Stitch Labs

Payment processing

- Stripe
- Authorize.net - coming soon
- Global World Pay - coming soon
- Clover - coming soon

Customer support

- Zendesk
- Strikedeck - coming soon

Other

- MongoDB

What you can do with integrations

We don't just take data from your individual sources and spit it back out. We provide analysis of your store's performance using data from across all your integrations, meaning you can get unique insights from different combinations of integrations. Here are just a few examples:

Ecommerce + analytics

When you connect your ecommerce platform (like Shopify or WooCommerce) and your site analytics (like Google Analytics), you can access some of your business's most important performance data. You'll be able to use Glew to easily see metrics like revenue and profit, orders, customer and product data, average order value, LTV metrics, website traffic, conversion rate and more.

WHERE YOU'LL SEE THIS DATA: Throughout the app.

Ecommerce + advertising platforms

Connecting your ecommerce platform and your advertising channels allows you to connect your campaign performance with your actual orders more accurately. Integrate your ad platforms - like Google Ads, Bing Ads or Facebook Ads - to see important advertising metrics on an overall and individual campaign level. You can even access hard-to-find metrics like LTV, LTV-based ROAS and LTV:CAC ratio.

WHERE YOU'LL SEE THIS DATA: Performance > Advertising

Ecommerce + email/marketing automation

Add your email or marketing automation platform - like Mailchimp, Dotdigital, Bronto or Klaviyo - to get another layer of marketing insights. You'll be able to see key email KPIs like emails sent, delivery rate, open rate, click rate, conversion rate and bounce rate. You'll be able to see metrics for individual email campaigns, too.

Pro tip: you can also use Glew to push detailed customer segments based on behavior and purchase history directly into your email platform.

⭐ WHERE YOU'LL SEE THIS DATA: Performance > Email Marketing

Ecommerce + inventory

Your ecommerce platform in Glew - either standalone or paired with an inventory management platform - can help you access important information about the products you have in stock. See metrics like quantity available and sold, sell-through rate, inventory velocity, depletion days, out of stock date, holding cost, retail value and more.

⭐ WHERE YOU'LL SEE THIS DATA: Products > Inventory

Ecommerce + shipping

Connect your shipping platform - like ShipStation or Ship Central - to get insight into your shipping KPIs and better manage your costs and margins. You'll be able to access data like orders and units shipped, shipping cost, shipping paid, shipping margins, and average cost per package. You can also analyze this data by shipping carrier.

⭐ WHERE YOU'LL SEE THIS DATA: Orders > Shipping

Ecommerce + subscriptions

If your business has a subscription option, connect your ecommerce store and your subscription platform - like ReCharge or Recurly - to understand and optimize your subscription performance. Access data like monthly recurring revenue, active subscribers, new subscribers, revenue per subscriber, subscription LTV, and churn rate. You'll also be able to look at individual subscription customers and products.

⭐ WHERE YOU'LL SEE THIS DATA: Subscriptions

HOW TO NAVIGATE GLEW

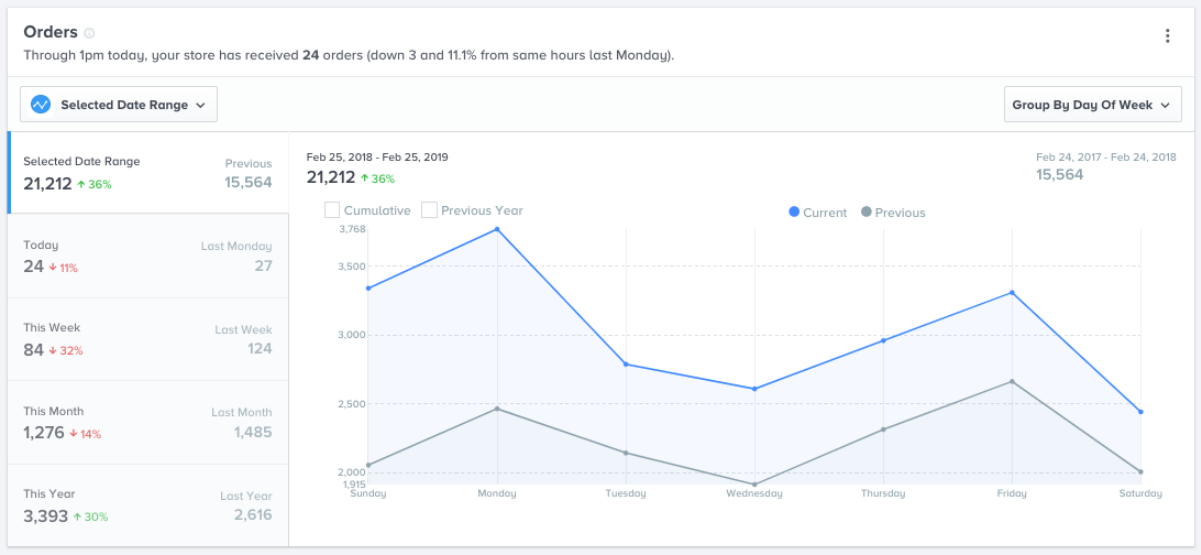
Now that your store and integrations are set up (great job!), it’s time to start navigating the Glew app. We’ll walk you through our main reporting tabs and the insights you’ll find on each one. (PS: Some key screenshots are included below, but there's lots more in the app!)

Highlights

The Highlights tab in Glew will show you your store’s key performance data, including revenue and cumulative revenue, gross profit, orders, products sold, average order value, refunds, website traffic and conversion rate. You can group data by day, week or month, select a specific date range or view week, month and year to date.

Cumulative revenue in Highlights

Average order value vs. previous year



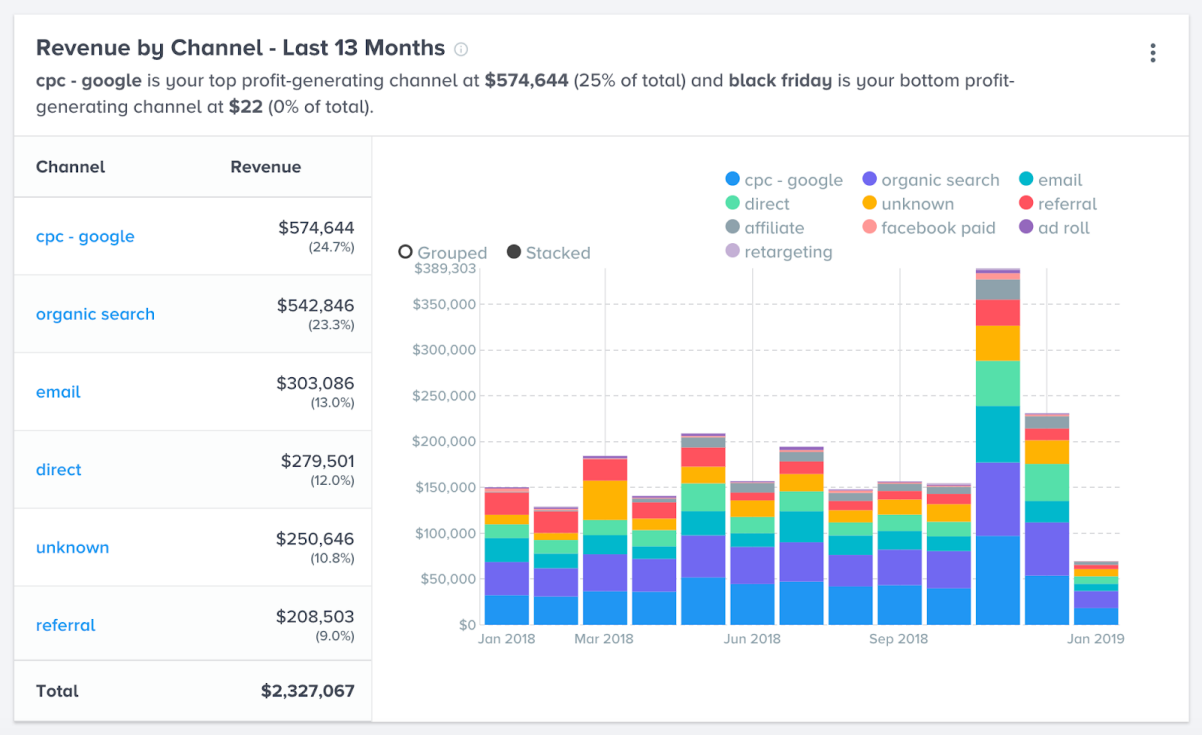
Orders by day of week

Products sold

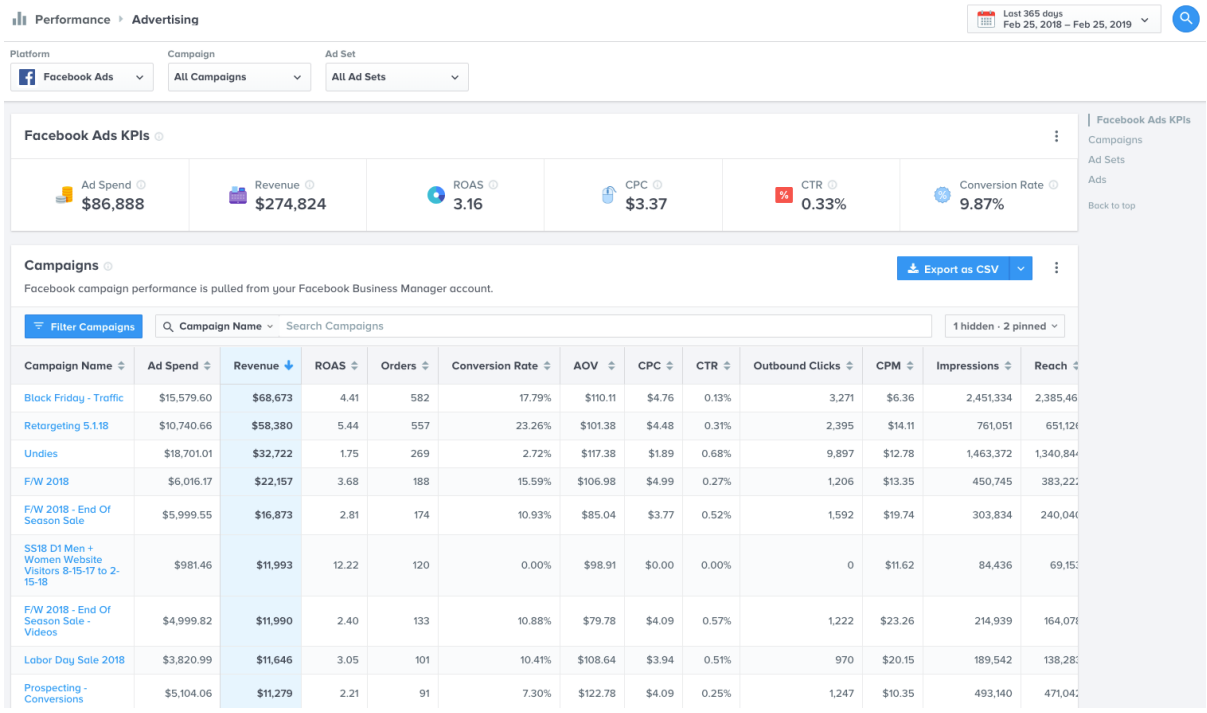
Performance

The Performance tab is where you'll find data on your marketing efforts, including your paid search and paid social campaigns and email campaigns. This data is housed in three sections - Overview, Advertising and Email Marketing.

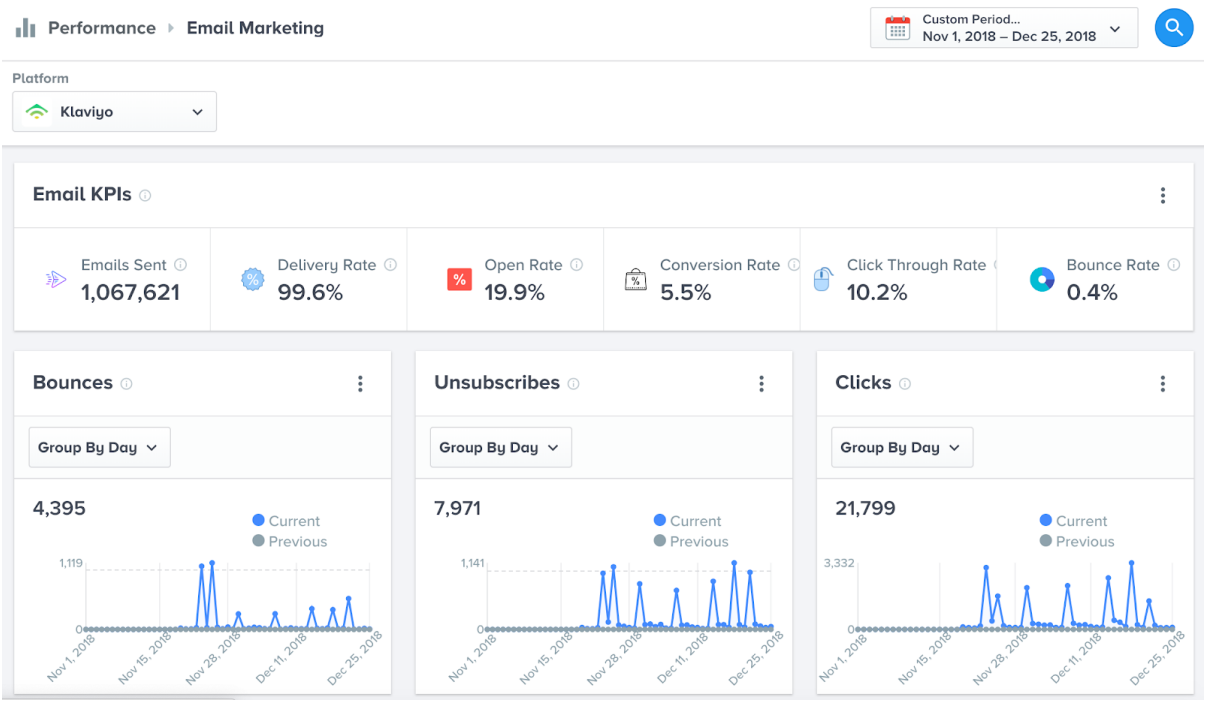
On the Overview tab, you'll be able to see high-level data from all your marketing channels, including revenue, gross profit, gross margin, advertising spend and net profit. You'll also see revenue and net profit by channel. On the Advertising tab, you'll see specific metrics from your advertising channels, including Facebook, Google Ads, Bing Ads and more, and on the Email Marketing tab, you'll see KPIs for your email campaigns.



Revenue by channel



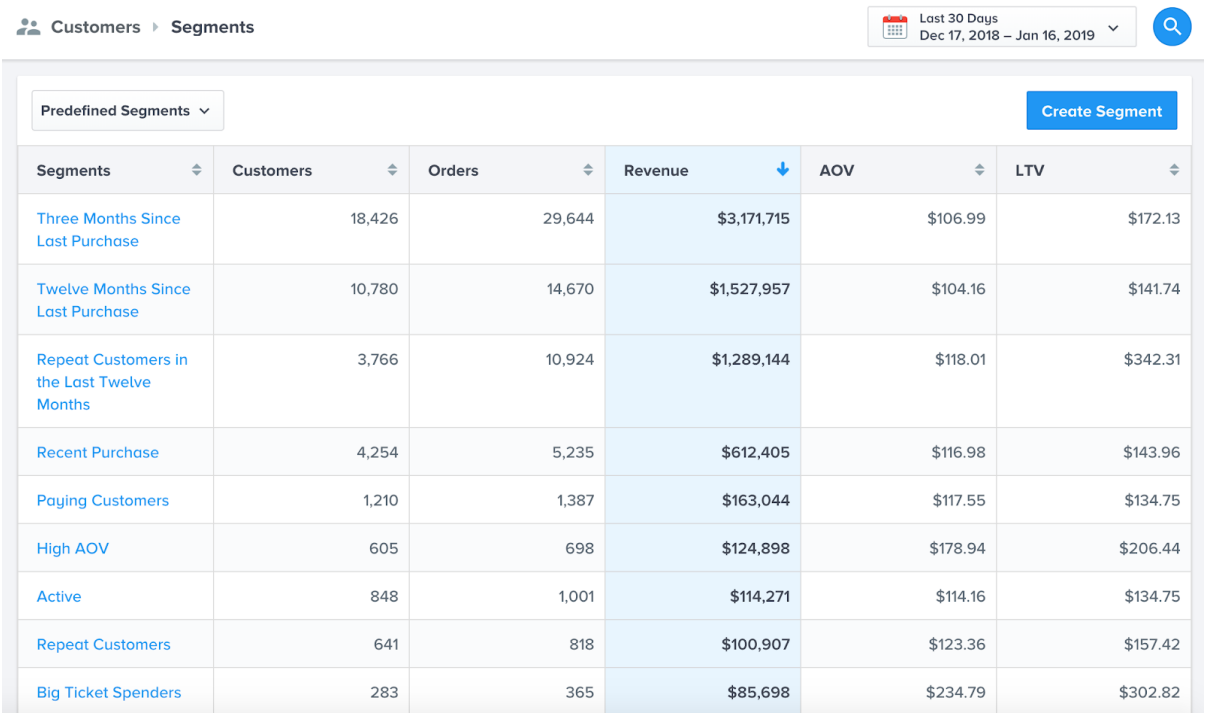
Facebook advertising KPIs



Email marketing performance

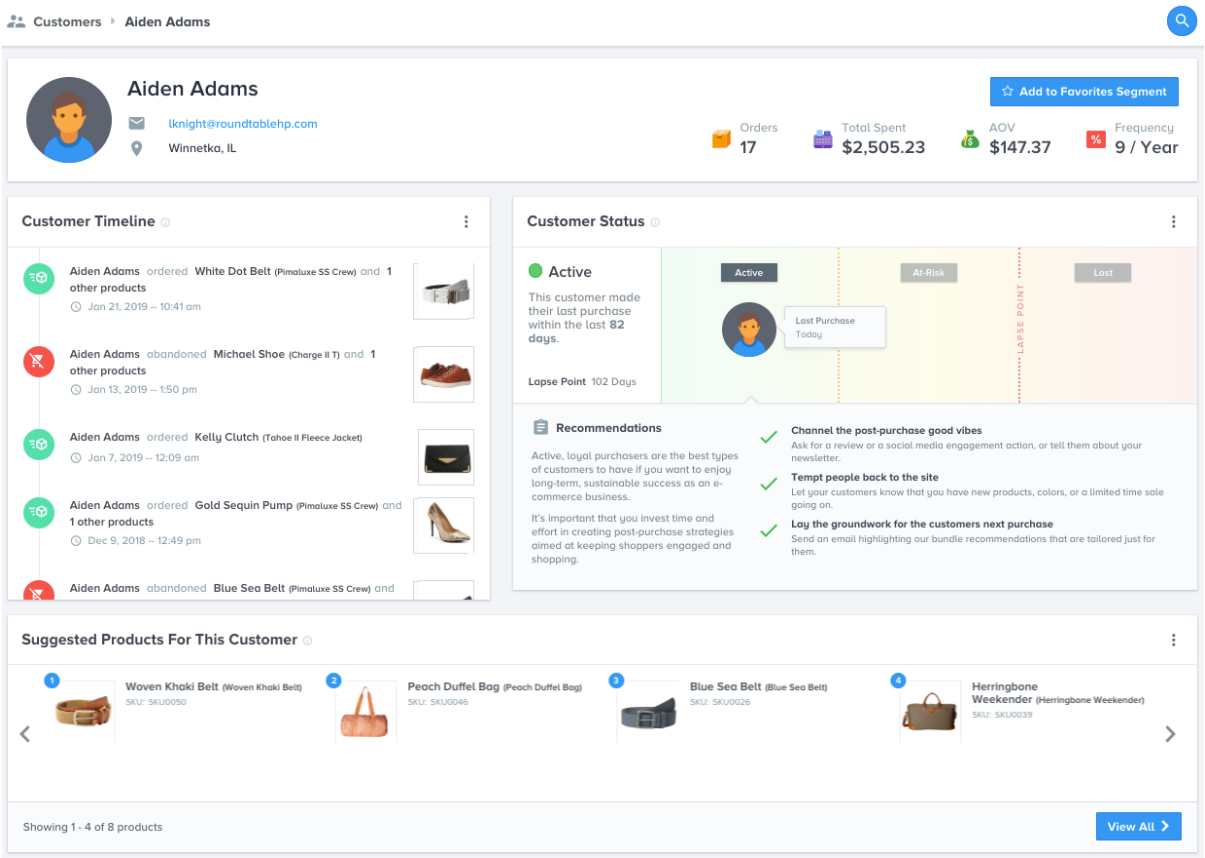
Customers

Under the Customers tab, you can access customer-level data, including a full list of your customers and their status, orders, revenue, average order value, location and referring channel and campaign. You'll also be able to look at customer groups and tags from your ecommerce platform, view pre-built customer segments and create custom segments (and push those segments to your email or marketing automation platform), and get important insights into customer lifetime value and future value.

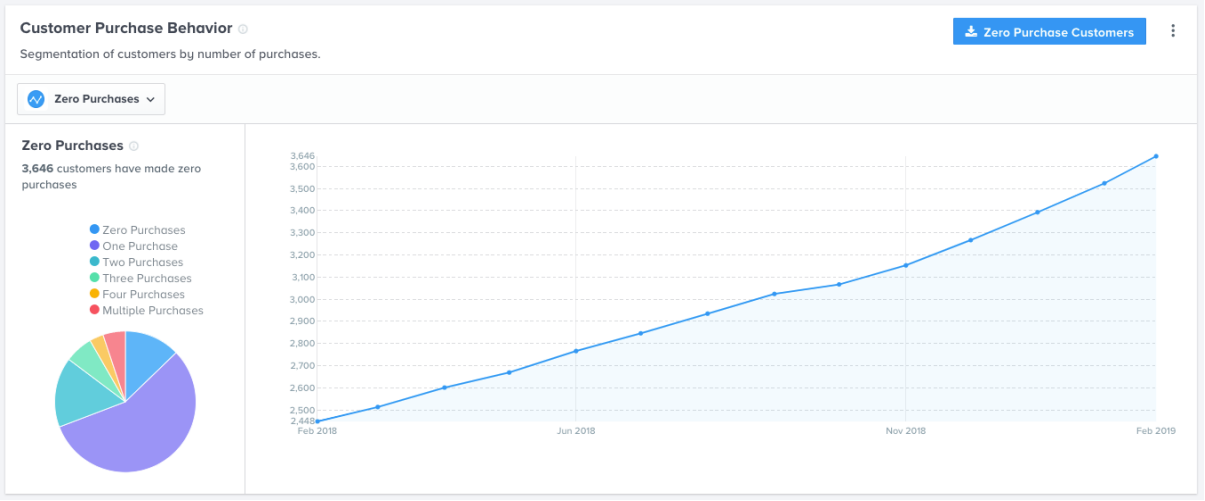


Segments	Customers	Orders	Revenue	AOV	LTV
Three Months Since Last Purchase	18,426	29,644	$3,171,715	$106.99	$172.13
Twelve Months Since Last Purchase	10,780	14,670	$1,527,957	$104.16	$141.74
Repeat Customers in the Last Twelve Months	3,766	10,924	$1,289,144	$118.01	$342.31
Recent Purchase	4,254	5,235	$612,405	$116.98	$143.96
Paying Customers	1,210	1,387	$163,044	$117.55	$134.75
High AOV	605	698	$124,898	$178.94	$206.44
Active	848	1,001	$114,271	$114.16	$134.75
Repeat Customers	641	818	$100,907	$123.36	$157.42
Big Ticket Spenders	283	365	$85,698	$234.79	$302.82

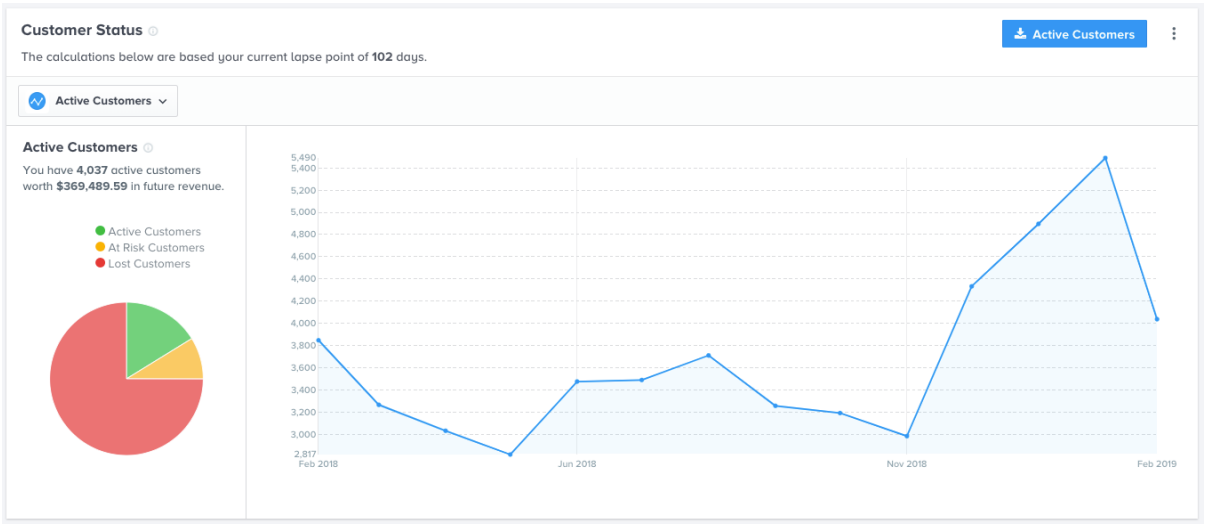
Customer segments



Individual customer profile



Customer purchase behavior analysis

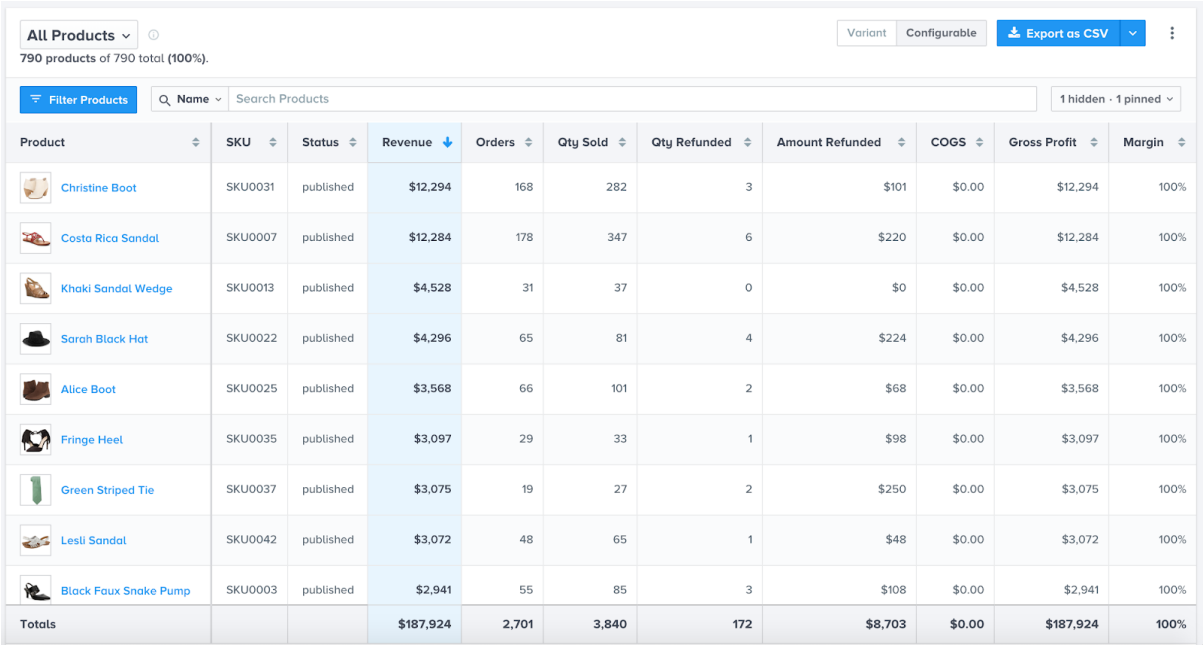


Customer status analysis (active, at-risk and lost)

New vs. repeat customers

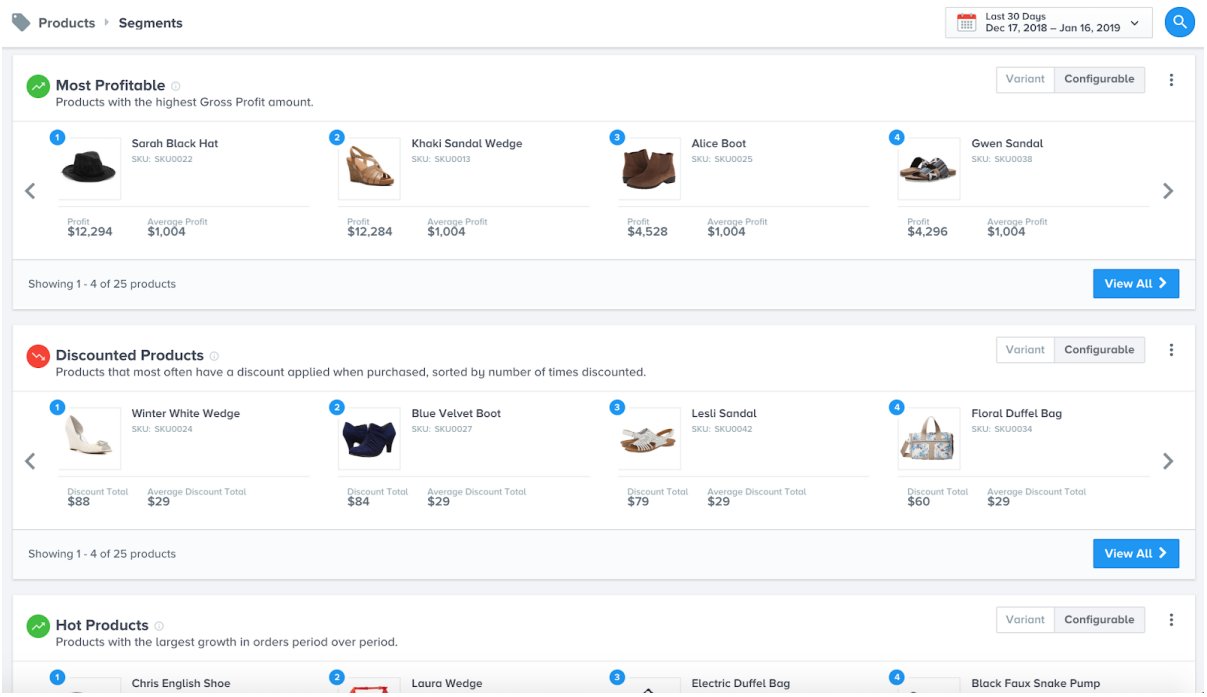
Products

All your product and inventory data lives under the Products tab. You can see a list of all your current products and their individual performance, as well as product segments and tags, and inventory metrics (like out of stock date and holding cost), and data from your vendors. You can also manage your product costs by manually uploading cost data or importing it from your ecommerce store.

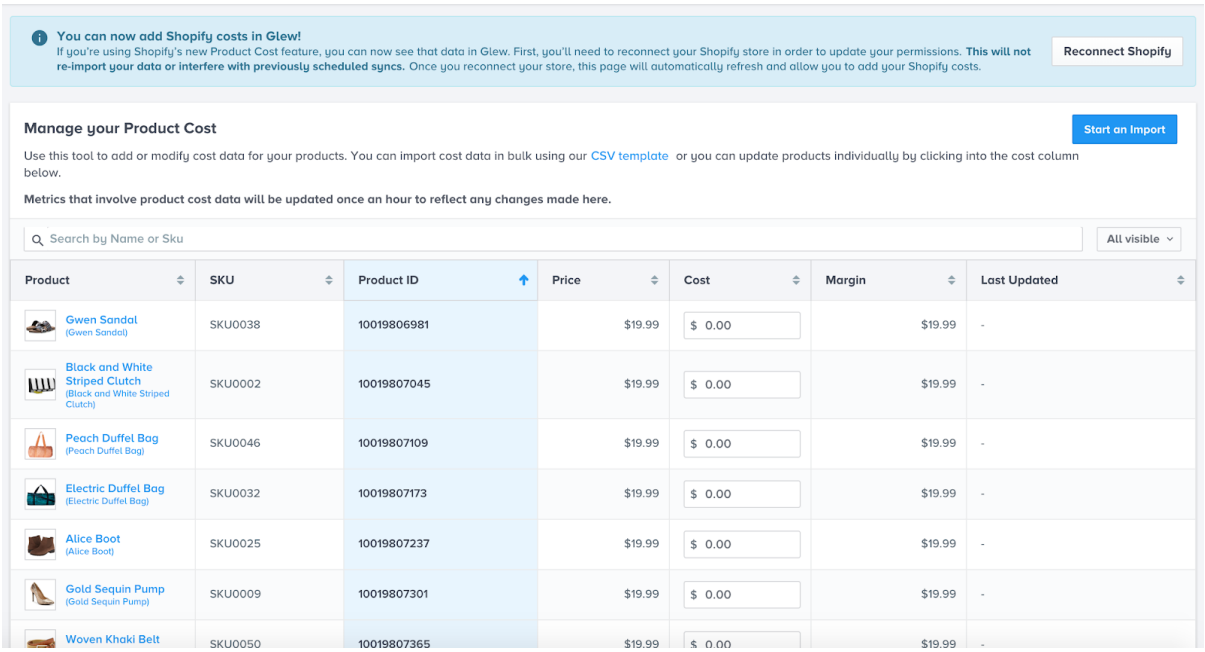


Product	SKU	Status	Revenue	Orders	Qty Sold	Qty Refunded	Amount Refunded	COGS	Gross Profit	Margin
Christine Boot	SKU0031	published	$12,294	168	282	3	$101	$0.00	$12,294	100%
Costa Rica Sandal	SKU0007	published	$12,284	178	347	6	$220	$0.00	$12,284	100%
Khaki Sandal Wedge	SKU0013	published	$4,528	31	37	0	$0	$0.00	$4,528	100%
Sarah Black Hat	SKU0022	published	$4,296	65	81	4	$224	$0.00	$4,296	100%
Alice Boot	SKU0025	published	$3,568	66	101	2	$68	$0.00	$3,568	100%
Fringe Heel	SKU0035	published	$3,097	29	33	1	$98	$0.00	$3,097	100%
Green Striped Tie	SKU0037	published	$3,075	19	27	2	$250	$0.00	$3,075	100%
Lesli Sandal	SKU0042	published	$3,072	48	65	1	$48	$0.00	$3,072	100%
Black Faux Snake Pump	SKU0003	published	$2,941	55	85	3	$108	$0.00	$2,941	100%
Totals			$187,924	2,701	3,840	172	$8,703	$0.00	$187,924	100%

Product list



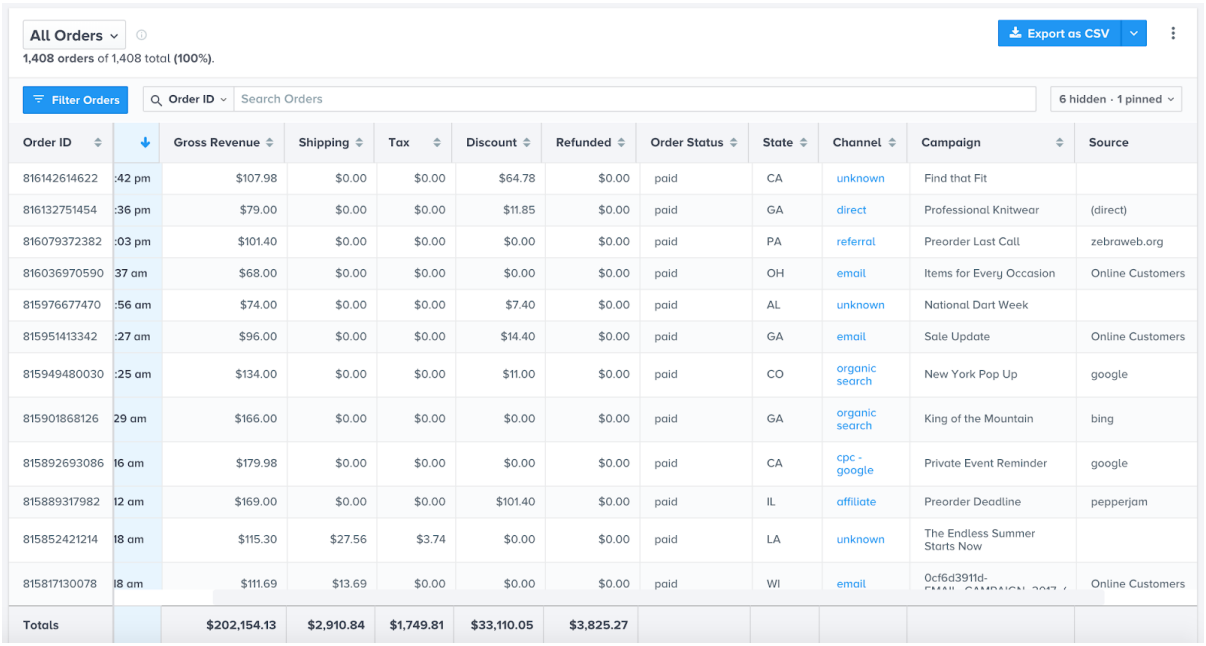
Product segments



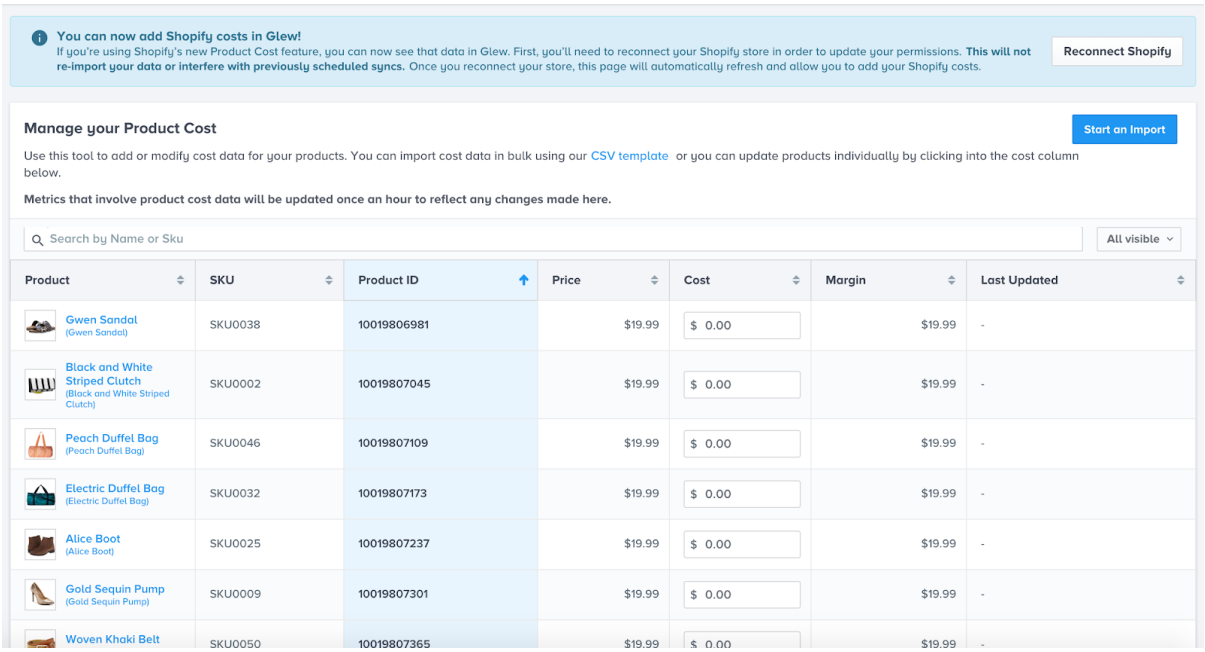
Product cost manager

Orders

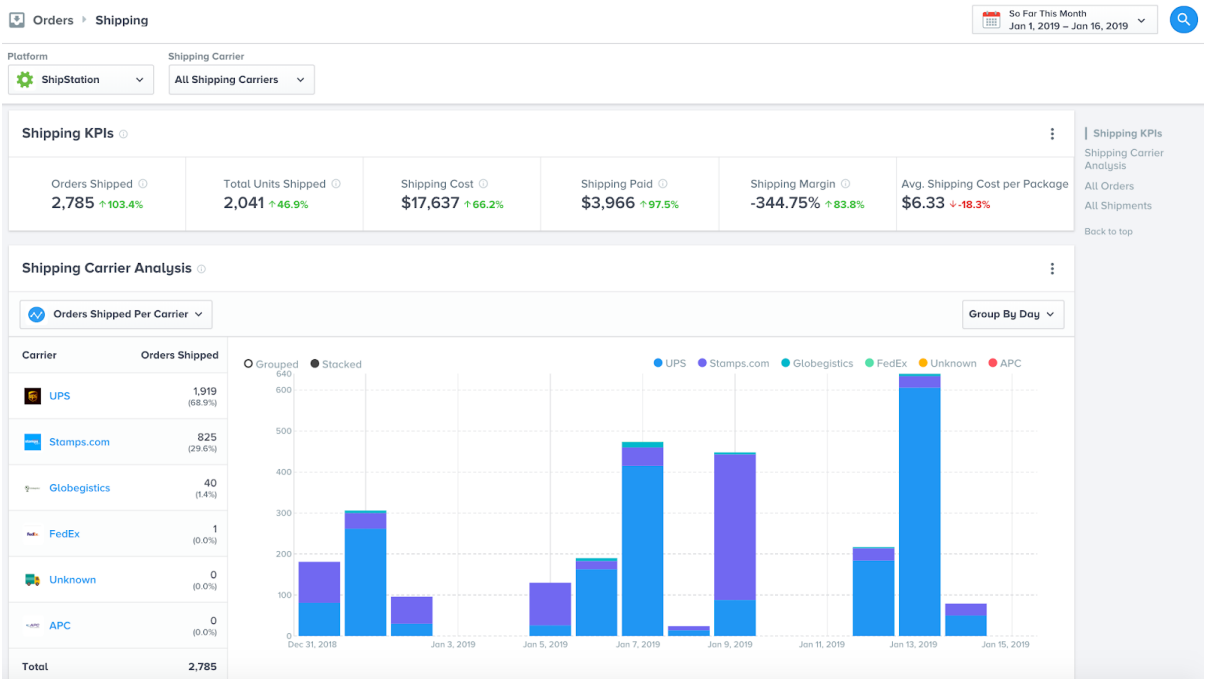
Similar to Customers and Products, under the Orders tab, you'll find individual order data, including customer and order ID, date, gross revenue, shipping, taxes, discounts, order status, and location, campaign, channel and device. Under Orders, you'll also find tabs for detailed reporting on shipping and discounts.



Orders list



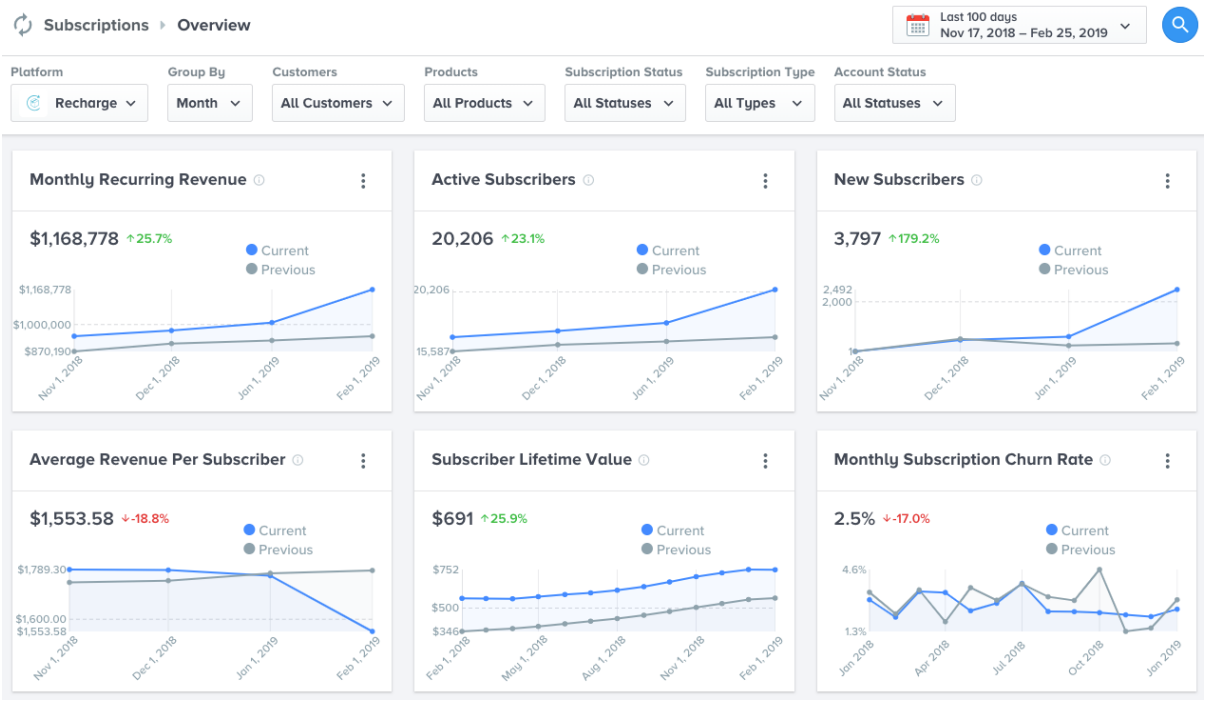
Product cost manager



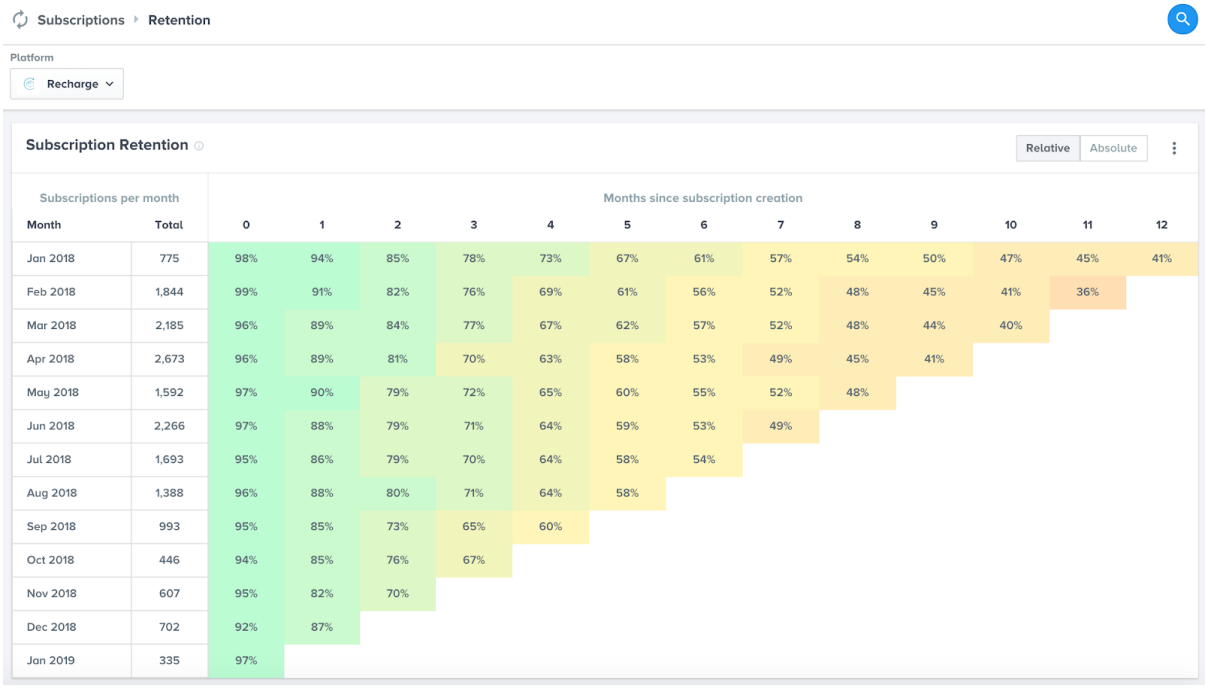
Shipping KPIs

Subscriptions

If you run a subscription-based business, use the Subscriptions tab to measure your performance. You'll see metrics like monthly recurring revenue, active subscribers, new subscribers, revenue per subscriber, subscriber LTV, churn rate and data on individual subscription products and customers.



Subscriptions overview tab in Glew

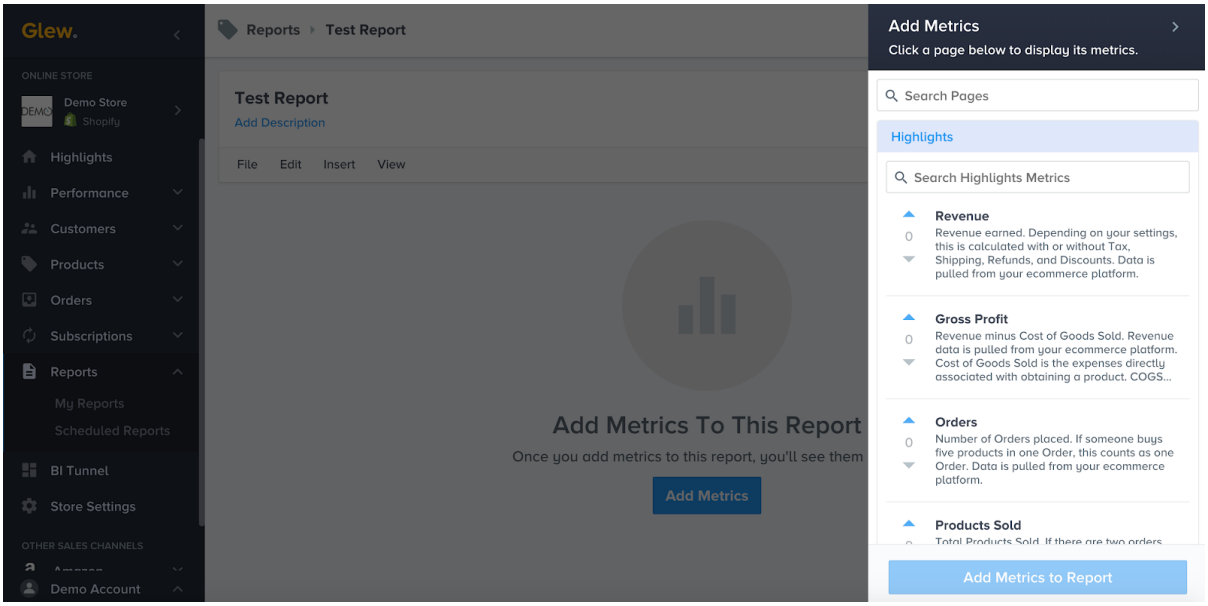


Month	Total	0	1	2	3	4	5	6	7	8	9	10	11	12
Jan 2018	775	98%	94%	85%	78%	73%	67%	61%	57%	54%	50%	47%	45%	41%
Feb 2018	1,844	99%	91%	82%	76%	69%	61%	56%	52%	48%	45%	41%	36%	
Mar 2018	2,185	96%	89%	84%	77%	67%	62%	57%	52%	48%	44%	40%		
Apr 2018	2,673	96%	89%	81%	70%	63%	58%	53%	49%	45%	41%			
May 2018	1,592	97%	90%	79%	72%	65%	60%	55%	52%	48%				
Jun 2018	2,266	97%	88%	79%	71%	64%	59%	53%	49%					
Jul 2018	1,693	95%	86%	79%	70%	64%	58%	54%						
Aug 2018	1,388	96%	88%	80%	71%	64%	58%							
Sep 2018	993	95%	85%	73%	65%	60%								
Oct 2018	446	94%	85%	76%	67%									
Nov 2018	607	95%	82%	70%										
Dec 2018	702	92%	87%											
Jan 2019	335	97%												

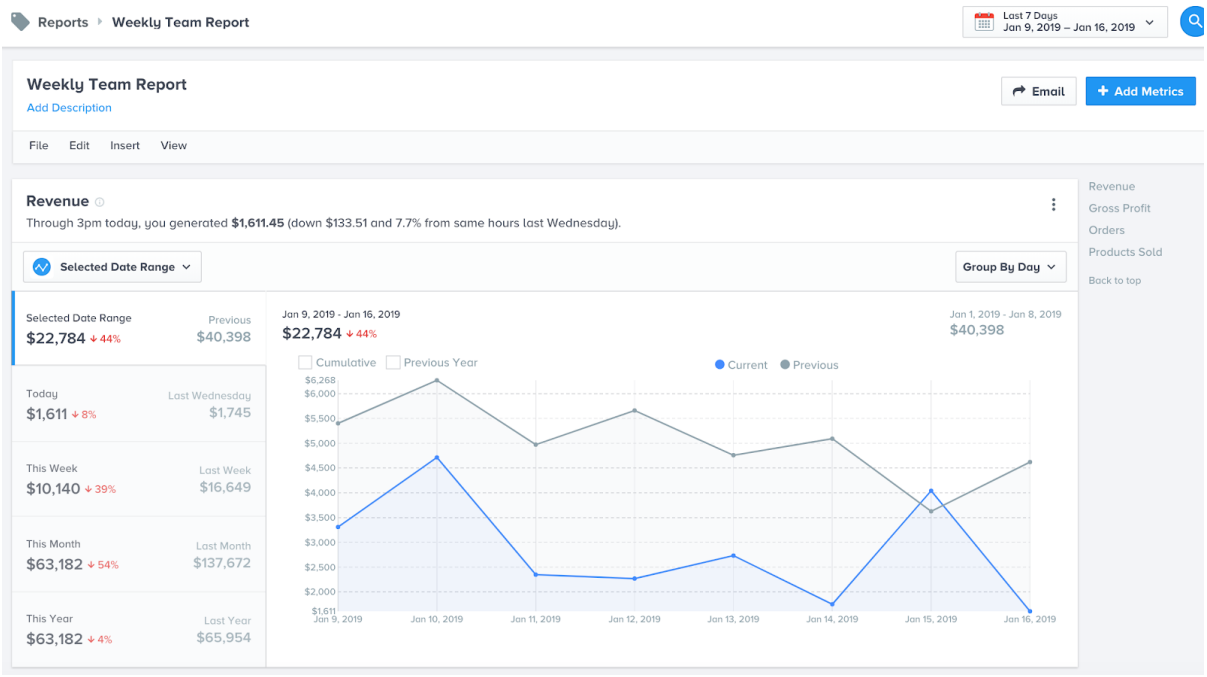
Subscription retention table

Reports

The Reports tab of Glew is where you can take all the data and visualizations that live throughout the app and use them to create reports that you can download, email to your team, or schedule for automated delivery daily, weekly or monthly. Just click to add the metrics and visualizations you want from each tab.



Creating a report in Glew



A customized weekly report

BI Tunnel

You'll also see a tab in Glew called BI Tunnel. If you have a Glew Plus or Glew Enterprise subscription, this is where you'll be able to see the custom dashboards created using your BI tool. If you don't have Glew Plus or Glew Enterprise, you won't see anything in BI Tunnel.

Other Sales Channels

If you have other sales channels in addition to your ecommerce store - like a retail POS platform or Amazon - you'll be able to see data for those channels here. You'll see a performance overview, customers, products and orders for each platform.

ADDITIONAL RESOURCES

This guide will help you get set up and start using Glew, but we have more resources to help you get the most out of our platform during your free trial. Check it out below, and let us know if you have any questions!

Good luck, and happy reporting!

- FAQs
- Guides
- Video tutorials
- Articles