Glew.

WEBINAR
DECEMBER 15, 2022

Exclusive Event for...

BIGCOMMERCE

AGENDA

- Intro: Lori Appleman
- Industry Trends
- Best Practices with Glew
- Glew: How it works.
- Demo
- Q&A

Lori Appleman is an Online Marketing and Ecommerce Expert with more than seventeen years of experience building online sales channels and marketing teams for a variety of start-up and rapid growth enterprises. Lori is currently the co-founder and managing partner of Redline Minds, which helps startup and rapidly-growing businesses grow and develop an omnichannel strategy.

Industry Trends

- Holiday sales were still up - using data to drive efficiency

finance.yahoo.com

BigCommerce Merchants See 31% GMV Increase on Black Friday, Outpacing Broader Retail Industry

AUSTIN, Texas, November 28, 2022--BigCommerce (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established B2C and B2B brands, today reported its merchants experienced significant increases in sales on Thanksgiving Day and Black Friday compared to last year and outpaced overall retail performance during the critical start of Cyber Week. (24 kB) ▾

Best Practices / Use Cases

- Segmentation - Custom Audiences (Merchandising, Groups)
- Inventory management (Cashflow: What is selling vs. what you'd like to sell?)
- Back in stock report (Predictive Inventory)
- Customer LTV (By Customer, Product, Channel, Campaign, etc.)
- Attribution Model (Different Attribution Model from GA)
- Email Platforms (Klaviyo, Mailchimp)
- Global Sales + Marketing

VALUE PROPOSITION

Glew takes data from the key systems that you use today to manage your ecommerce business and puts it under one roof for actionable insights in a user-friendly platform.

PERSONAS

Executives - Empower your executives with meaningful insights that enable them to be data-driven leaders.

Marketers - Enable your marketers to maximize investments in channels that yield higher LTV customers and gain visibility into which channels increase acquisition and drive retention.

Operations - Enable your operations team to visualize the data they need to oversee: inventory levels, velocity, and sell-through rates.

Ecommerce - Enable your ecommerce leaders to view products in meaningful segments to track performance and optimize COGS.

THE POWER OF BUSINESS INTELLIGENCE

THE CALCULATIONS BRANDS NEED

THE PROBLEM

WHY ARE THESE CALCULATIONS HARD FOR BRANDS TO CAPTURE? THEY REQUIRE **MORE THAN ONE DATA SOURCE**

DATA SOURCES

Profitability

Profit = Revenue - Costs

Return on Ad Spend

Return on Ad Spend = Revenue / Advertising Spend

Customer Acquisition Cost

Customer Acquisition Cost = Advertising Spend / New Customers Acquired
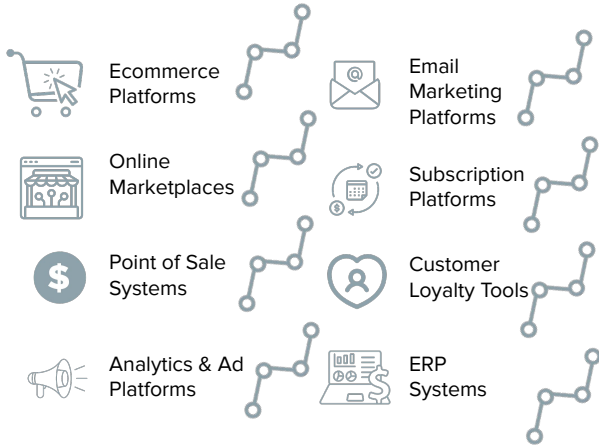
Advertising Platform

ERP

Ecommerce Cart
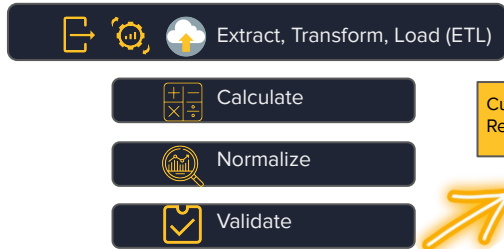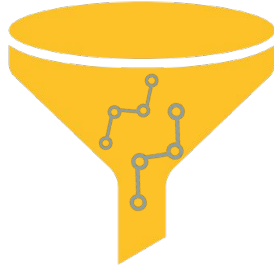
Revenue Channels
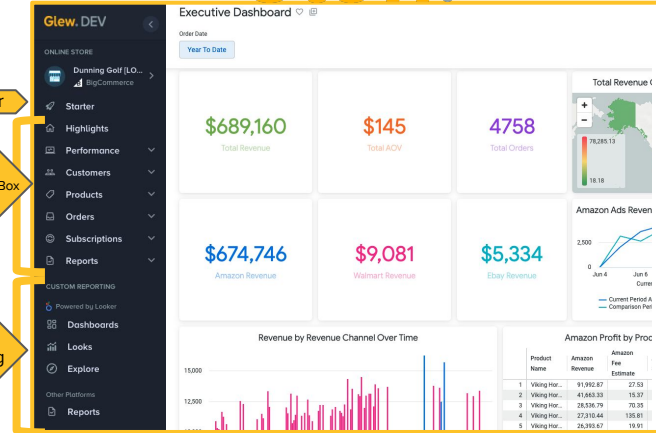
HOW IT WORKS: THE DATA JOURNEY

1

INTEGRATIONS
160+

- Ecommerce Platforms
- Online Marketplaces
- Point of Sale Systems
- Analytics & Ad Platforms

- Email Marketing Platforms
- Subscription Platforms
- Customer Loyalty Tools
- ERP Systems

2

INTELLIGENT DATA WAREHOUSE

Extract, Transform, Load (ETL)

Calculate

Normalize

Validate

3

AVAILABLE IN GLEW

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Starter

Pro
Out-of-the Box Reporting

Custom Reporting

ONLINE STORE

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BigCommerce

Starter

Highlights

Performance

Customers
  Customer List
  Groups
  Segments
  Lifetime Value

Products

Orders

Subscriptions

Reports

CUSTOM REPORTING
Powered by Looker

Customers › Customer List

So Far This Year
Jan 1, 2022 – Dec 14, 2022

Customer List ⓘ

8,057 customers of 9,088 total (89%).

Segment Details | Export as CSV

All Customers ▾ | ⚙ Edit Filters | ch Customers

34 hidden · 1 pinned ▾

Orders greater than 0 ✕

Email	First Order Time	Last Order Time	Relationship Length	Average Time Between Purchases	Status	Orders	Lifetime Orders	AOV	Revenue	Lifetime Revenue	Discounts	Taxes	Shipping	Gift Card Amount	Gross Profit	Gross Ma
jgoodrich@chabotspace.org	Mar 31, 2022 -- 6:34 pm	Nov 3, 2022 -- 1:25 pm	216 days	8.31	active	27	27	$600.94	$16,225.38	$16,225.38	0	$0.00	$1,197.74	$0.00	$4,658.98	
nicka@hi-tempinsulation.com	Sep 15, 2022 -- 10:56 am	Sep 15, 2022 -- 10:56 am	0 days	0.00	at-risk	1	1	$5,375.00	$5,375.00	$5,375.00	0	$0.00	$0.00	$0.00	$3,250.00	
james.schwab@nasa.gov	Oct 7, 2022 -- 12:45 pm	Dec 13, 2022 -- 1:45 pm	67 days	67.00	active	2	2	$850.00	$1,700.00	$1,700.00	0	$0.00	$0.00	$0.00	$1,279.40	
leer0442@hotmail.com	Sep 8, 2022 -- 9:13 am	Sep 20, 2022 -- 4:16 pm	12 days	6.00	at-risk	3	3	$559.00	$1,677.00	$1,677.00	0	$0.00	$0.00	$0.00	$1,093.00	
lisa.knight@ballaerospace.com	Apr 27, 2022 -- 9:55 am	Apr 27, 2022 -- 9:55 am	0 days	0.00	lost	1	1	$1,591.25	$1,591.25	$1,591.25	0	$0.00	$0.00	$0.00	$958.10	
lourdes.g.hammett@nasa.gov	Jun 25, 2022 -- 8:28 am	Jun 25, 2022 -- 8:28 am	0 days	0.00	lost	1	1	$1,500.00	$1,500.00	$1,500.00	0	$0.00	$0.00	$0.00	$1,035.00	

ONLINE STORE

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Highlights

Performance

Customers
  Customer List
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  Segments
  Lifetime Value

Customers › Segments

So Far This Year
Jan 1, 2022 – Dec 14, 2022

Customer Segments

Create Segment

Custom Segments ▾ | ⊞ Table ▾

All visible · None pinned ▾

Segment Name	Customers	Orders	Revenue	AOV	Margin	Profit	LTV
New 2022 Customers, cpc - google	524	571	$26,485.76	$46.38	55.37%	$14,665.28	$50.55
ALL Customers (Excludes wholesale)	8,169	8,166	$406,280.56	$49.75	54.38%	$220,945.95	$49.79
New 2022 Customers	8,027	9,272	$490,489.35	$52.90	53.04%	$260,149.31	$61.10
Loyal retail group customers	130	496	$32,199.05	$64.92	50.83%	$16,367.65	$247.69

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- Highlights
- Performance
- Customers
- Products
  - Product List
  - Segments
  - **Inventory**
  - Tags
  - Vendors
  - Cost Manager
- Orders
- Subscriptions
- Reports
- BI Tunnel
- Store Settings

MARKETPLACES

- Amazon

Last 7 Days
Dec 7, 2022 – Dec 14, 2022

Product Inventory ⓘ

25 products of 25 total (100%).

Variant | Configurable

All Inventory ▾ | Add Filters | Name ▾ | Search Products

All visible · 1 pinned ▾

Product	Status	Qty Available	Qty Sold	Sell Through Rate	Inventory Velocity ↓	Depletion Days	Out of Stock Date	Revenue	Average Price	Cost per Unit	Holding Cost	Retail Value
Anna Wrap Sandal...	active	160	190	79.4%	75.5	109 days	Dec 12, 2022	$144	$37.65	$18.05	$208	$9
Blue Calypso Heel Siz...	diamond	184	167	5.8%	73.7	98 days	Nov 26, 2022	$131	$33.37	$17.86	$150	$13
Jeweled Evening Clutch...	active	148	235	81.6%	73.1	104 days	Nov 30, 2022	$132	$32.77	$23.40	$218	$11
Carmen Riding Boot Siz...	active	186	199	51.6%	72.9	121 days	Nov 21, 2022	$177	$38.26	$22.90	$204	$1
Erin Black Patent Wedge...	diamond	193	208	67.4%	72.8	133 days	Dec 8, 2022	$174	$34.18	$24.36	$194	$12
Jane White Hat One Siz...	active	148	174	30.0%	72.1	111 days	Dec 5, 2022	$164	$38.76	$17.33	$181	$12
Lauren Ankle Boot Siz...	prestige	200	231	69.4%	70.8	120 days	Nov 18, 2022	$127	$34.20	$17.35	$183	$12
Khaki Sandal Wedge...	active	152	167	26.0%	70.2	92 days	Dec 2, 2022	$123	$30.72	$20.81	$199	$9
Totals		**4,183**	**4,973**	**78.0%**	**1,602.4**	**2,841 days**		**$3,798**	**$824.72**	**$513.94**	**$4,658**	**$2,83**

ONLINE STORE

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BigCommerce

- Highlights
- Performance
- Customers
  - Customer List
  - Tags
  - Segments
  - Future Value
  - Lifetime Value
- Products
- Orders
- Subscriptions
- Reports
- BI Tunnel
- Store Settings

MARKETPLACES

- Amazon

Customers › Lifetime Value

Last 7 Days
Dec 7, 2022 – Dec 14, 2022

LTV Profitability by Channel ⓘ

Compared to your traditional transaction-based ROAS of **$4,963.20**, your LTV-based ROAS is **$4,719.34** -- with your New Customer Acquisition Cost at **$6,784.34**.

All Channels | Add Filters | Channel | Search Channels | 4 hidden · 1 pinned

First Order Attribution ⟵

Channel	New Customers	Repeat Customers	Ad Spend	Revenue	ROAS	Lifetime ROAS	Lifetime Value ↓	LTV:CAC	New Customer Acquisition Cost	Pr
referral	59				$343.16		$733.31	$39.88	$51.51	
facebook paid	335				$104.29		$720.14	$923.14	$993.03	
recharge	357				$508.88		$635.27	$426.49	$605.16	
direct	929				$953.54		$632.20	$44.85	$948.09	
cpc - google	452				$76.58		$608.10	$526.33	$958.50	
organic search	331				$53.70		$575.36	$913.84	$799.57	
affiliate	965	547	$98.94	$209.34	$936.27	$593.12	$427.62	$648.39	$909.35	
instagram	20	938	$325.66	$873.79	$558.73	$304.30	$290.71	$923.48	$262.35	
facebook marketplace	259	124	$55.56	$50.21	$387.03	$940.53	$226.68	$401.36	$718.97	
social	689	616	$776.61	$705.16	$74.91	$133.99	$158.94	$887.08	$241.62	
email	335	592	$805.27	$879.00	$873.46	$707.25	$18.59	$470.55	$296.20	
Totals	**4,732**	**5,253**	**$4,769.11**	**$4,702.55**	**$4,963.20**	**$4,719.34**	**$5,026.92**	**$6,205.38**	**$6,784.34**	

Change attribution model

×

Attribution model

✓ First Order Attribution (Default)
Last Click Attribution

An attribution model that assigns credit for all of a customer's lifetime purchases to the channel that drove their first purchase. Note: This applies to web orders only. For non-web orders (marketplace, point of sale, ReCharge or draft orders), the channel will default to Shopify's order source.

Cancel | Save

Lifetime Value KP

New vs. Repeat Customers

LTV Profitabilit Channel

Back to top

14

Order Date
Last 7 Days

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184,263.37
Revenue WTD

2,022,853.45
Revenue MTD

3,598,657.81
Revenue YTD

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- Starter
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CUSTOM REPORTING
Powered by Looker
- Dashboards
- Looks
- Explore

Other Platforms
- Reports

Rev, Orders, AOV by Day

Order Date: Nov 24, Nov 25, Nov 26, Nov 27, Nov 28, Nov 29, Nov 30

● Revenue ● Orders ◆ AOV

Category Performance (MoM)

	Category		0 and Above		2022 Holiday Gift Guide Products		$4 Gold Collection		All		All Accessories		All Caps Cold/Zero GearFinder		All Caps Mild GearFinder		All Footwea
	Month		Revenue	% Change	Revenue	% Change	Revenue	% Change	Revenue	% Change	Revenue	% Change	Revenue	% Change	Revenue	% Change	Revenue
1	November		$155,270	49%	$844,264	91%	$92,861	73%	$2,001,452	88%	$62,833	95%	$82,535	83%	$57,276	107%	$408,84
2	October		$104,143	-35%	$441,453	82%	$53,752	288%	$1,065,980	147%	$32,207	283%	$45,162	247%	$27,665	199%	$253,24
3	September		$160,693	19,243%	$242,627	2,944%	$13,856	213%	$431,287	3,989%	$8,407	6,139%	$13,017	44,754%	$9,248	19,004%	$75,37
4	August		$831	470%	$7,972	633%	$4,430		$10,626	876%			$135	-18%	$29		$3,19
5	July		$146		$1,088				$1,088				$165		$48		

Top Products (Mens)

	Product	Revenue	
1	Extreme Hooded Jacket Black L	$10,253	
2	PolarForce® Jacket Regular Black M	$10,244	
3	Frostline® Bib Overalls Black/Blue M	$8,184	
4	Extreme Softshell Bib Overalls Black M	$7,291	
5	PolarForce® Jacket Regular Black L	$5,774	
6	Extreme Softshell Bib Overalls Black L	$4,557	
7	Iron-Tuff® Coveralls with Hood Regular Navy M	$4,548	
8	PolarForce® Bib Overalls Regular Black L	$4,359	
9	Iron-Tuff® Coveralls with Hood Regular Navy S	$4,113	
10	Iron-Tuff® Coveralls Regular Navy XL	$3,853	

Top Products (Innovation Collection)

	Product	Revenue	
1	Extreme Hooded Jacket Black L	$10,253	
2	PolarForce® Jacket Regular Black M	$10,244	
3	Frostline® Bib Overalls Black/Blue M	$8,184	
4	Extreme Softshell Bib Overalls Black M	$7,291	
5	PolarForce® Jacket Regular Black L	$5,774	
6	Extreme Softshell Bib Overalls Black L	$4,557	
7	Iron-Tuff® Coveralls with Hood Regular Navy M	$4,359	
8	Women's PolarForce® Parka Black/Charcoal M	$3,794	
9	PolarForce® Pants Black M	$3,784	
10	Frostline® Bib Overalls Black/Blue L	$3,720	

Top Products (Signature Collection)

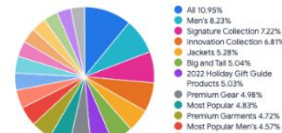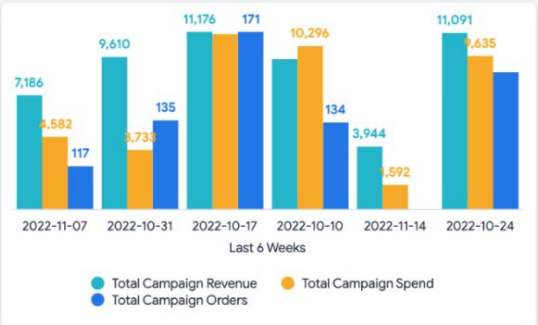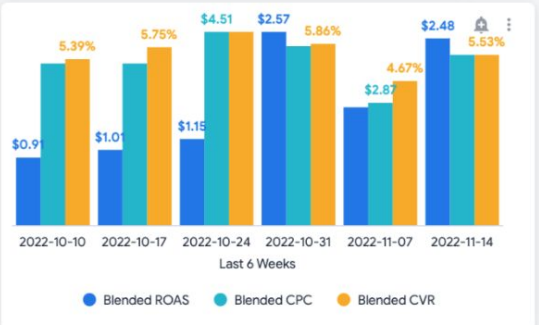|	Product	Revenue	
1	Extreme Hooded Jacket Black L	$10,253	
2	PolarForce® Jacket Regular Black M	$10,244	
3	Frostline® Bib Overalls Black/Blue M	$8,184	
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7	Iron-Tuff® Coveralls with Hood Regular Navy M	$4,548	
8	PolarForce® Bib Overalls Regular Black L	$4,359	
9	Iron-Tuff® Coveralls with Hood Regular Navy S	$4,113	
10	Women's PolarForce® Parka Black/Charcoal M	$3,794	

Top Products (Premium Garments)

	Product	Revenue	
1	Extreme Hooded Jacket Black L	$10,253	
2	Frostline® Bib Overalls Black/Blue M	$8,184	
3	Extreme Softshell Bib Overalls Black M	$7,291	
4	Extreme Softshell Bib Overalls Black L	$4,557	
5	Iron-Tuff® Coveralls with Hood Regular Navy M	$4,548	
6	PolarForce® Bib Overalls Regular Black L	$4,359	
7	Iron-Tuff® Coveralls with Hood Regular Navy S	$4,113	
8	Women's PolarForce® Parka Black/Charcoal M	$3,794	
9	PolarForce® Pants Black M	$3,784	

Top Products (Most Popular)

	Product	Revenue	
1	Extreme Softshell Bib Overalls Black M	$7,291	
2	Extreme Softshell Bib Overalls Black L	$4,557	
3	Iron-Tuff® Coveralls with Hood Regular Navy M	$4,548	
4	PolarForce® Bib Overalls Regular Black L	$4,359	
5	Iron-Tuff® Coveralls with Hood Regular Navy S	$4,113	
6	PolarForce® Bib Overalls Regular Black M	$3,529	
7	Iron-Tuff® Coveralls with Hood Regular Navy L	$3,453	
8	Extreme Pac Boot 10 Black	$3,239	
9	PolarForce® Parka Black XL	$3,028	

Revenue by Category

● All 10.95%
● Men's 8.23%
● Signature Collection 7.22%
● Innovation Collection 6.81%
● Jackets 5.28%
● Big and Tall 5.04%
● 2022 Holiday Gift Guide Products 5.03%
● Premium Gear 4.98%
● Most Popular 4.83%
● Premium Garments 4.72%
● Most Popular Men's 4.57%

Integrations List: Store Settings

Integrations
Connect your ecommerce platform and the other apps you rely on to run your business.

🔍 Search Integrations

Ecommerce Platform

BigCommerce
Glew integrates with BigCommerce to pull data on your orders, customers, products and cart hourly.

✅ Connected
Last import:
Dec 14, 11:06 AM
›

Advertising Platforms

AdRoll
Glew pulls advertising spend from AdRoll hourly.

Connect Integration
Estimated setup time:
2 minutes
›

Google Ads
Glew pulls advertising spend from Google Ads hourly.

✅ Connected
Last import:
Dec 14, 10:52 AM

Integrations
Connect your ecommerce platform and the other apps you rely on to run your business.

🔍 walmart ⊗

Ecommerce Platform

Advertising Platforms

Email Platforms

Retail POS Platforms

Shipping Platforms

Subscription Platforms

Additional Integrations

Walmart ⓘ Custom Reporting
Glew integrates with Walmart Marketplace to pull data on your items, item taxonomy, promotions, orders, returns, inventory, fulfillment centers, fulfillment providers and carriers, updated hourly.

Connect Integration
Estimated setup time:
3 minutes
›

Questions