

Web Analytics Key Questions to Ask Providers

Company

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| <ol style="list-style-type: none"> 1. How long have you been in this business? 2. How many clients have you sold? How many have you lost, and why? | <ol style="list-style-type: none"> 3. What clients fall into your “sweet spot”? 4. What peripheral or support services do you offer (e.g., integration, consulting, SEM services, training)? |
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Products/Services

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| <ol style="list-style-type: none"> 1. Is your solution offered as perpetual licensed software or on-demand multi-tenant solution?
If perpetual license: <ol style="list-style-type: none"> a. What are the hosting requirements? b. What should I expect regarding upgrades (both timing and pain)? c. Do you provide customization/implementation services? Can a third party be used? If SAAS/ASP: <ol style="list-style-type: none"> a. Do all tiers include maintenance and support? b. What features do I lose by not subscribing to a higher tier? c. What do I do if I need a feature you don't have or plan to have soon? 2. What internal resources will I need to maximize the value of your product? | <ol style="list-style-type: none"> 3. What is your SLA for support issues? 4. What technical support services are available? <ol style="list-style-type: none"> a. Are there human beings I can reach during reasonable hours (chat or phone) or do I have to wait over 24 hours for an email response or callback? b. Is your support team located in the US? 5. What ROI should I expect from implementing your solution? 6. Do you have a support knowledge base, community forum, or applications shared by customers? 7. How do I ensure I own and control my data in the event I need to change platforms? 8. How do I import past data to ensure continuity when I launch your platform? |
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Features

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| <ol style="list-style-type: none"> 1. What key features are included in your solution? <ol style="list-style-type: none"> a. What features are currently missing? b. What features are on your roadmap? c. What features does management love? 2. What is your product's competitive advantage over other packages? Why? <ol style="list-style-type: none"> a. Price? Dashboard? Ease of use? Flexibility? Don't say “all of the above”. 3. Why should I pay for your service when Google Analytics is free? 4. What events does your tool report against? <ol style="list-style-type: none"> a. Clicking on links in HTML, Flash, Flex, JavaScript, Java apps, etc.? Please list. b. Does your tool require code to be added to links within these asset types? c. What steps need to be completed to integrate into rich media assets? 5. Can user data be added to your reporting tool (e.g., order amount, ship to zip)? How? | <ol style="list-style-type: none"> 6. What other metrics are reported against as part of your tool? 7. Does your platform publish and support APIs for integration with other systems, such as CRM, lead scoring, help-desk/trouble ticketing? If not, how do I integrate? 8. At what volume of transactions (e.g., searches, keywords, orders, visitors) do the more sophisticated functions start to yield return on the investment it will take to launch them? 9. Please describe your reporting capability? <ol style="list-style-type: none"> a. Batch vs. real-time b. Ad hoc capabilities c. Do you have a reporting dashboard? d. What are your standard reports? e. Can your system pull data from outside sources into reports? 10. Can your tool import data from other systems? 11. Does your system provide verification tools to verify that the data is accurate against external systems? |
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Pricing

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| <ol style="list-style-type: none"> 1. Do you price by page views, bandwidth, servers or other? Does that include support and maintenance? 2. Is there any cost based on the number of users accessing the data? | <ol style="list-style-type: none"> 3. Are there any hidden fees (implementation, transaction costs, overages, etc.)? |
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