

Reporting and Analytics

Solution Brief



2checkout
is now **Verifone**[®]

www.2checkout.com

Overview

Data knowledge is a crucial element that supports business optimization and growth. With the right tools, you get meaningful insights into your business and are able to make informed decisions.

The same is valid for your digital commerce operations; here, more perhaps than in other areas of your business, you need to move fast and look at large amounts of data from countless categories and different sources.

With 2Checkout, you benefit from an extensive set of reporting and analytics tools that give you an accurate overview of your online business. These tools allow you to adapt your strategies and tactics to improve and maximize business efficacy with well-researched actions.

Gain insights about purchases, payments, and demographics across channels, and get the pulse of your business in real time. Make quick comparisons for different sales periods and create data-backed campaigns.

Benefits

Our adaptive technology provides the right means to access detailed insights about your customers, while calibrating their buying experience. Use the in-platform reporting and analytics in order to:



Improve efficiency

Increase the productivity and operational efficiency of your business with built-in reports and analytics, instead of spending more on outsourced work.



Conquer new markets

Understand various metrics at the market level to easily customize, localize, and optimize your go-to-market strategies.



Stay informed on business metrics

Automate report runs and have them shared with you regularly via email, as must-have information for your weekly/monthly team meetings.



Get a complete overview of your business

You have role-based access to interactive dashboards, subscriptions, sales, orders, and renewal trends while you evaluate your account balance and customer insights.

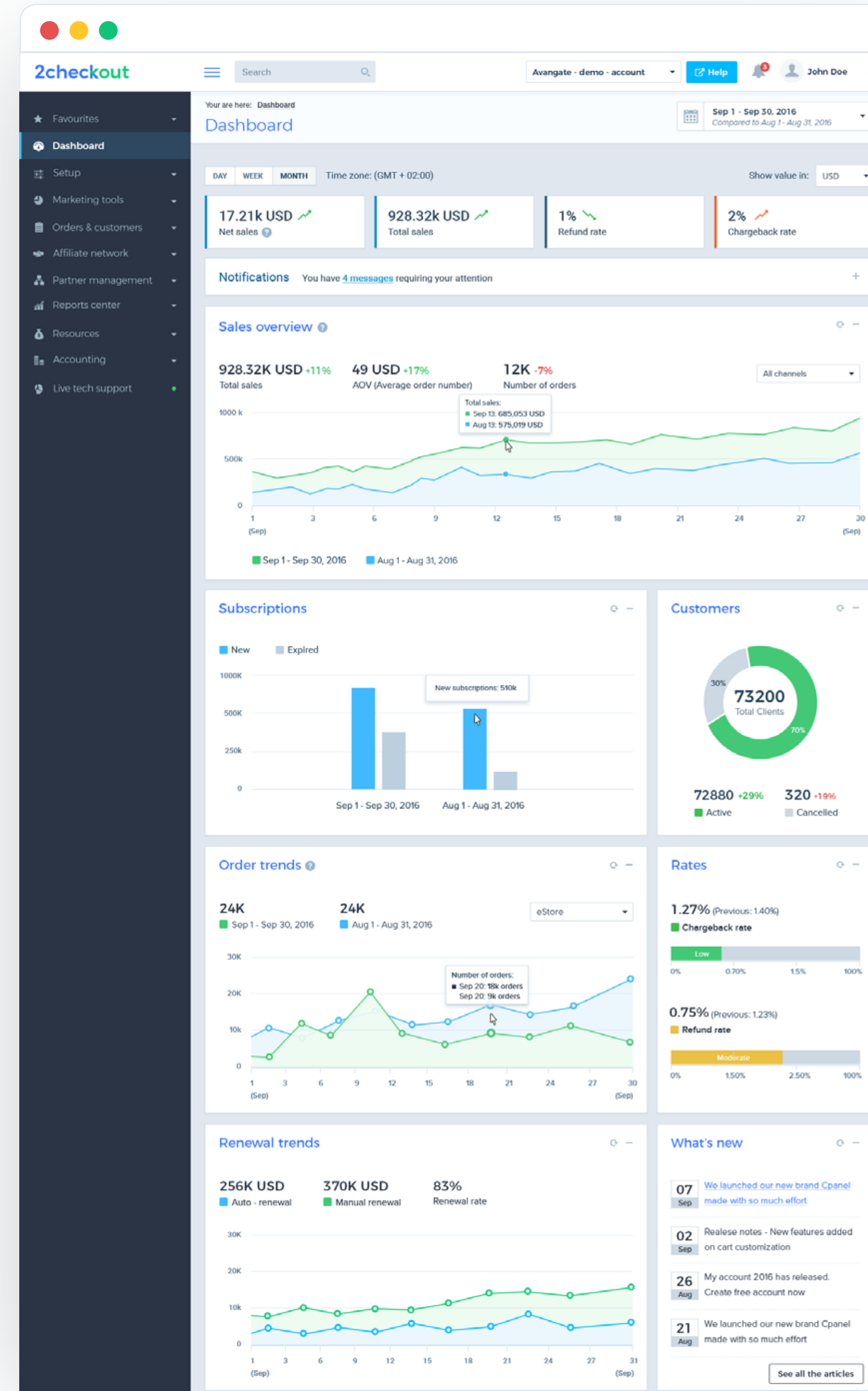
HIGHLIGHTS

Commerce Dashboard

The 2Checkout dashboard is your business' guiding compass, and reveals robust information on how your online channels evolve; this includes sales volumes, new customers, number of total active and past due subscriptions, number of trials, and many other areas of critical information.

Access unique order and renewal trends from all your sales channels in order to knowledgably manage outcomes and business metrics.

Document your resources and user login information, timestamps, and source addresses with audit logs.



HIGHLIGHTS

Pre-Configured and Customizable Reports

Benefit from comprehensive executive, financial, marketing, and subscription-related reports out of the box, and dive deeper into your business KPIs with just a few clicks.

Financial Reports

These are vital reports in any organization that can be customized with a multitude of filters to give you a full picture of your resources. This financial reporting is especially designed for internal systems of record and for invoicing requirements.

Set up your financial reports for high-end assessments of your total sales and payment activity. Monitor your recurring revenue and chargeback rates.

The screenshot shows the 2checkout (now Verifone) dashboard. The top navigation bar includes the 2checkout logo, a search bar, and the store name 'MyStore.com'. The sidebar on the left lists various navigation options: Dashboard, Setup, Marketing tools, Affiliate network, Partner management, Orders & customers, Integrations, and Reports center. The Reports center is expanded, showing a list of report categories: Main reports, Custom reports, Users activity, Authorization report, and API & Webhooks. The main content area is titled 'Financial reports' and contains five report cards:

- Monthly orders:** Finished and authorized orders, using custom time spans. Button: Set up report.
- Monthly recurring revenue (MRR):** Comparison between Total revenue and MRR for last year. Button: Set up report.
- Chargebacks:** Chargebacks report. Button: Set up report.
- Monthly revenue split:** Statistics of amounts for predefined periods. Button: Set up report.
- Account balance:** Revenue since last payment. Button: See report.

A 'Need help?' button is located on the right side of the dashboard.

HIGHLIGHTS

Pre-Configured and Customizable Reports

Executive Reports

On the other side of the spectrum, executive reports provide invaluable knowledge on renewal forecasts, demographics, and channel sales which can all play a crucial role in increasing sales.

The screenshot displays the 2checkout (now Verifone) dashboard interface. The top navigation bar includes the 2checkout logo, a search bar, and the store name 'MyStore.com'. The left sidebar lists navigation options: Dashboard, Setup, Marketing tools, Affiliate network, Partner management, Orders & customers, Integrations, and Reports center. The main content area is titled 'Executive reports' and features six report cards, each with a 'Set up report' button:

- Renewal forecast**: Forecast renewal report
- Renewals and expirations**: Renewals and expirations report
- Countries**: Report with most active countries
- Top affiliates**: Affiliates statistics
- Affiliates sales**: Sales through affiliates and network cross-selling campaign
- Top partners**: Top partners report

A vertical 'Need help?' button is located on the right side of the dashboard.

HIGHLIGHTS

Pre-Configured and Customizable Reports

Marketing Reports

Use marketing tools to create promotions and customize your customers' shopping experience. Tap into real-time statistics on your orders and review your most-wanted products while implementing the right campaigns for customers.

The 2Checkout state-of-art marketing reports are a full extension of the platform's advertising and sales promotion tools.

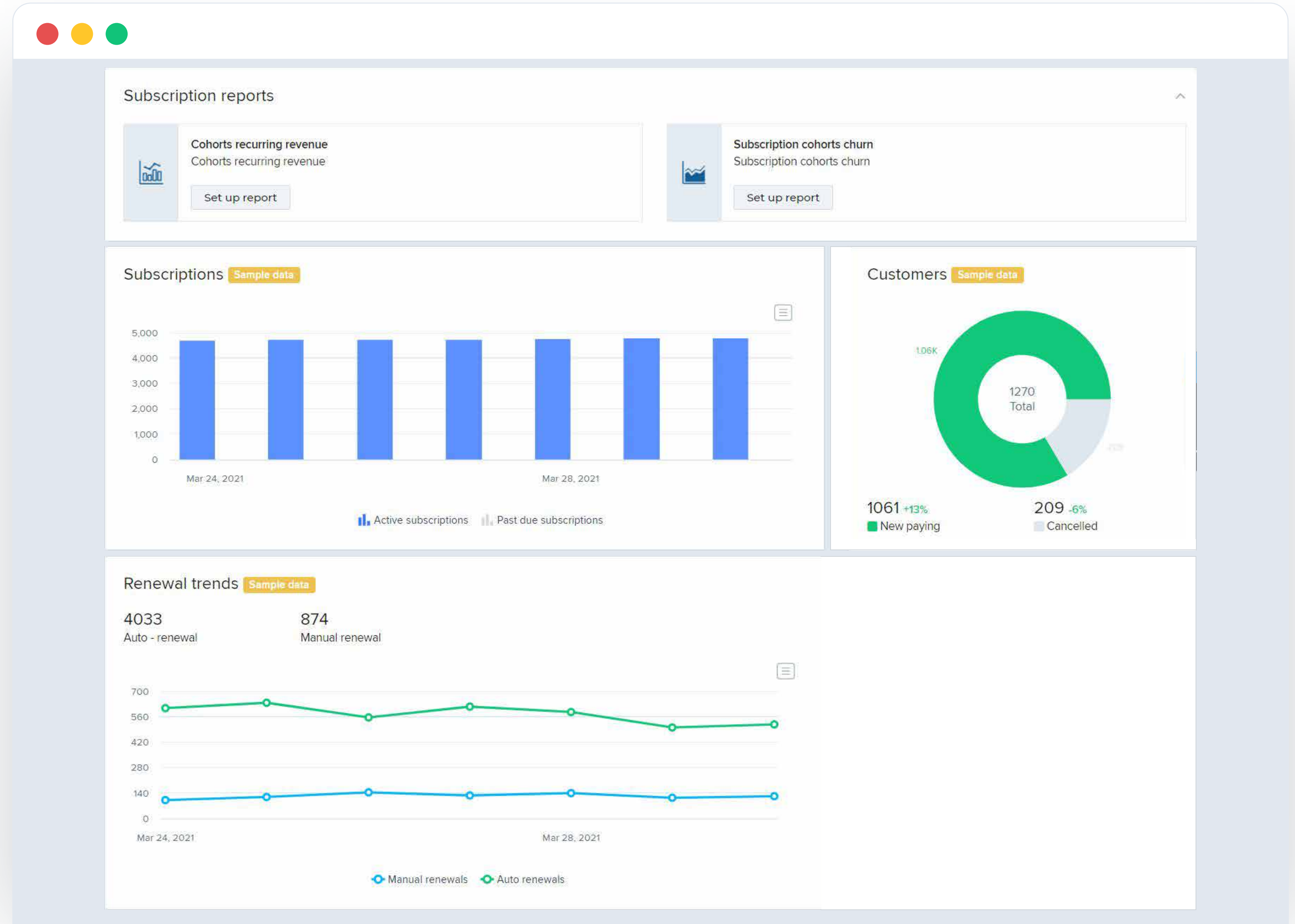
Track orders, signups, promotions, cross-sell and upsell initiatives, and email metrics, and have an answer for any and all executive queries you receive.

HIGHLIGHTS

Pre-Configured and Customizable Reports

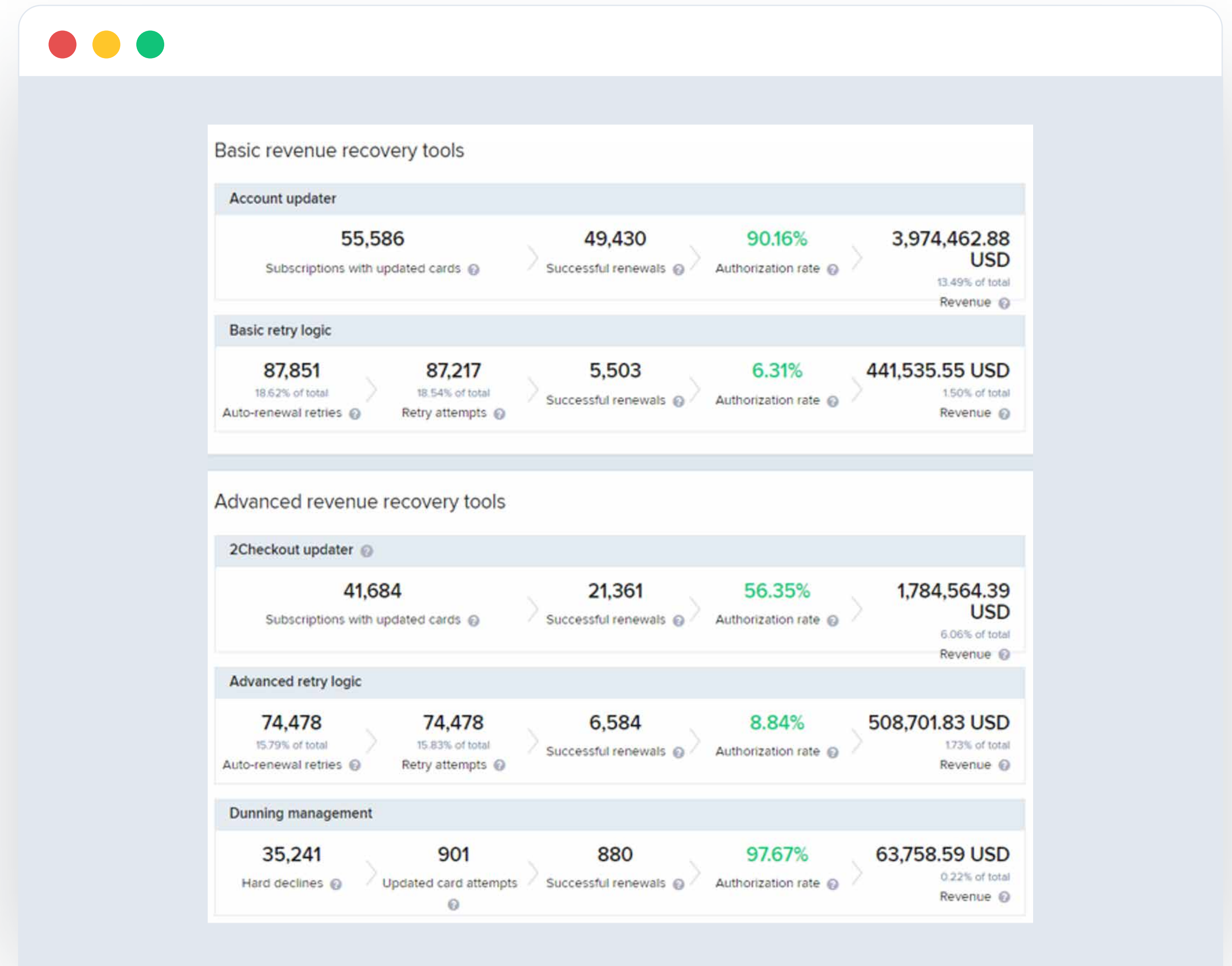
Subscription Reporting

Track the evolution of subscription cohorts regarding total and average recurring revenue generated, as well as received payments, and monitor subscription cohorts' churn and compare the attrition rate of multiple cohorts.



HIGHLIGHTS**Pre-Configured and Customizable Reports****Authorization Dashboard**

Use the 2Checkout Authorization and Revenue Recovery Dashboard to monitor the impact of your recovery strategies and employ the insight to adjust and optimize your tactics to reduce churn and recapture more revenue. Gain unmatched transparency and visibility into authorization data to optimize retention strategies, and get granular-level insight at the subscription level on revenue recovery tools.

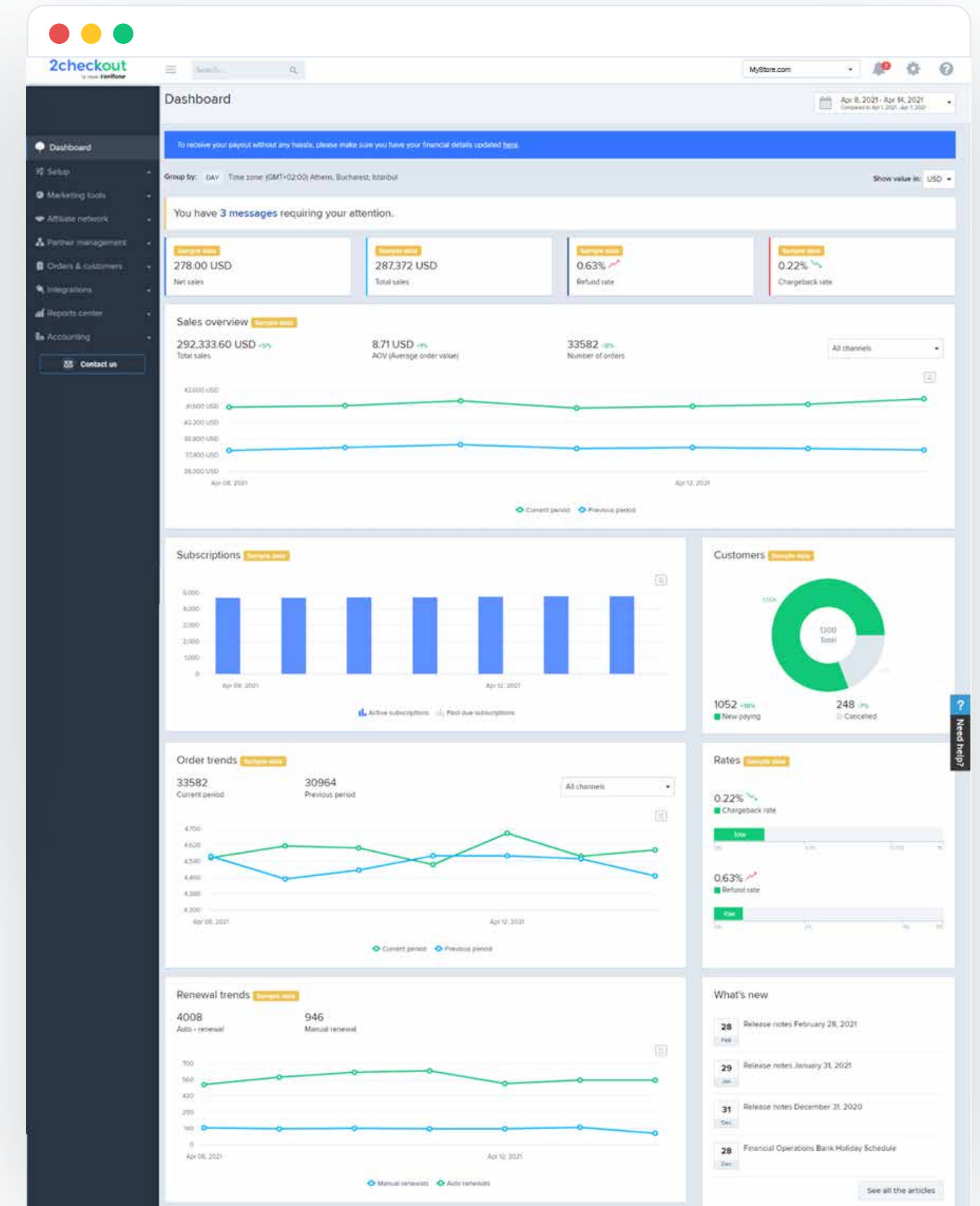
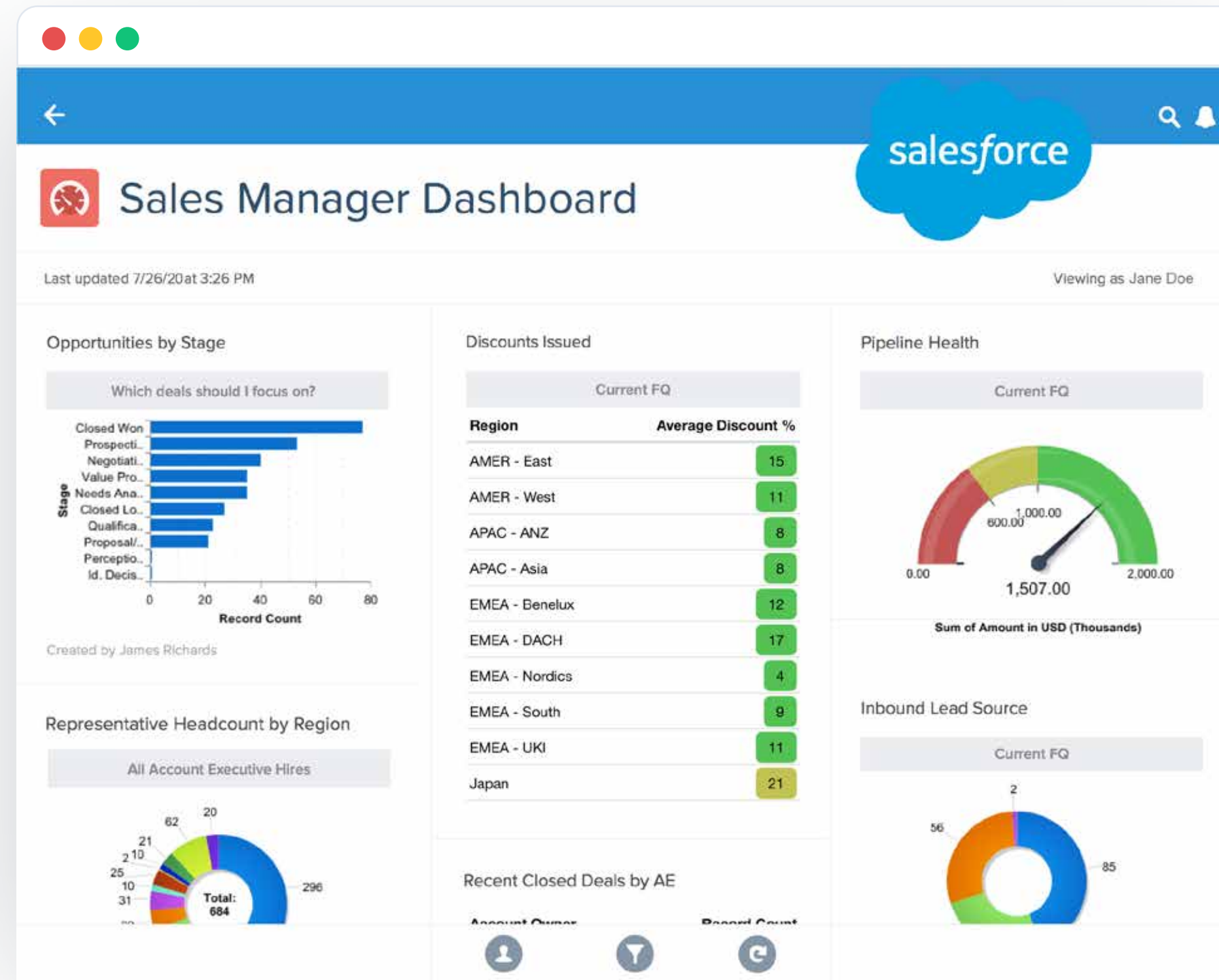


HIGHLIGHTS

Pre-Configured and Customizable Reports

Quote-to-Cash Reporting

Get real-time visibility into the KPIs that matter for your B2B recurring contracts, by having your sales process data merged with your back-end order and subscription metrics in comprehensive status reports that will help you make informed business decisions.



HIGHLIGHTS

Pre-Configured and Customizable Reports

Custom Reports

Leverage the custom-reporting engine for unique business insights, forecasts, and automated scheduling in a variety of formats, with intuitive filters that let you access and extract data easily.

What's more, you can create your own reports and extensively analyze your business data down to the smallest detail.

The screenshot displays the 2checkout (now Verifone) reporting dashboard. The interface includes a dark sidebar with navigation options: Dashboard, Setup, Marketing tools, Affiliate network, Partner management, Orders & customers, Integrations, Reports center (with sub-items: Main reports, Custom reports, Users activity, Authorization report, API & Webhooks), and Accounting. A 'Contact us' button is located at the bottom of the sidebar. The main content area is titled 'Custom reports' and features a grid of 10 report cards, each with a 'Run report' button. The reports are:

- Number of orders by country (Number of orders)
- Monthly sales by country (Net sales (without vat & other tax))
- Number of orders by sales origin (Number of orders)
- Net Income from new licenses (Net income)
- Quarterly Revenue (Net income)
- Top payment methods (Gross sales (including vat & other tax))
- Top 5 order currencies (Number of orders)
- Daily orders (Number of orders)
- Currency breakdown (Gross sales (including vat & other tax))
- Products by Language - Yearly Comparison (Number of products)

At the bottom of the dashboard, there is a pagination control showing 'Display 10 records / page' and '17 records in 2 pages' with page numbers 1 and 2. A 'Need help?' button is visible on the right side of the dashboard.

HIGHLIGHTS**Pre-Configured and Customizable Reports****Integrated Analytics**

Our platform is integrated with analytics tools like Google and Adobe to help you track your customers' flow from the moment they arrive on your website, and even beyond your shopping cart.

Leverage the Adobe Analytics Omniture Integration to retrieve statistics on your shopping cart performance to help you make informed decisions on increasing conversion rates and revenue.

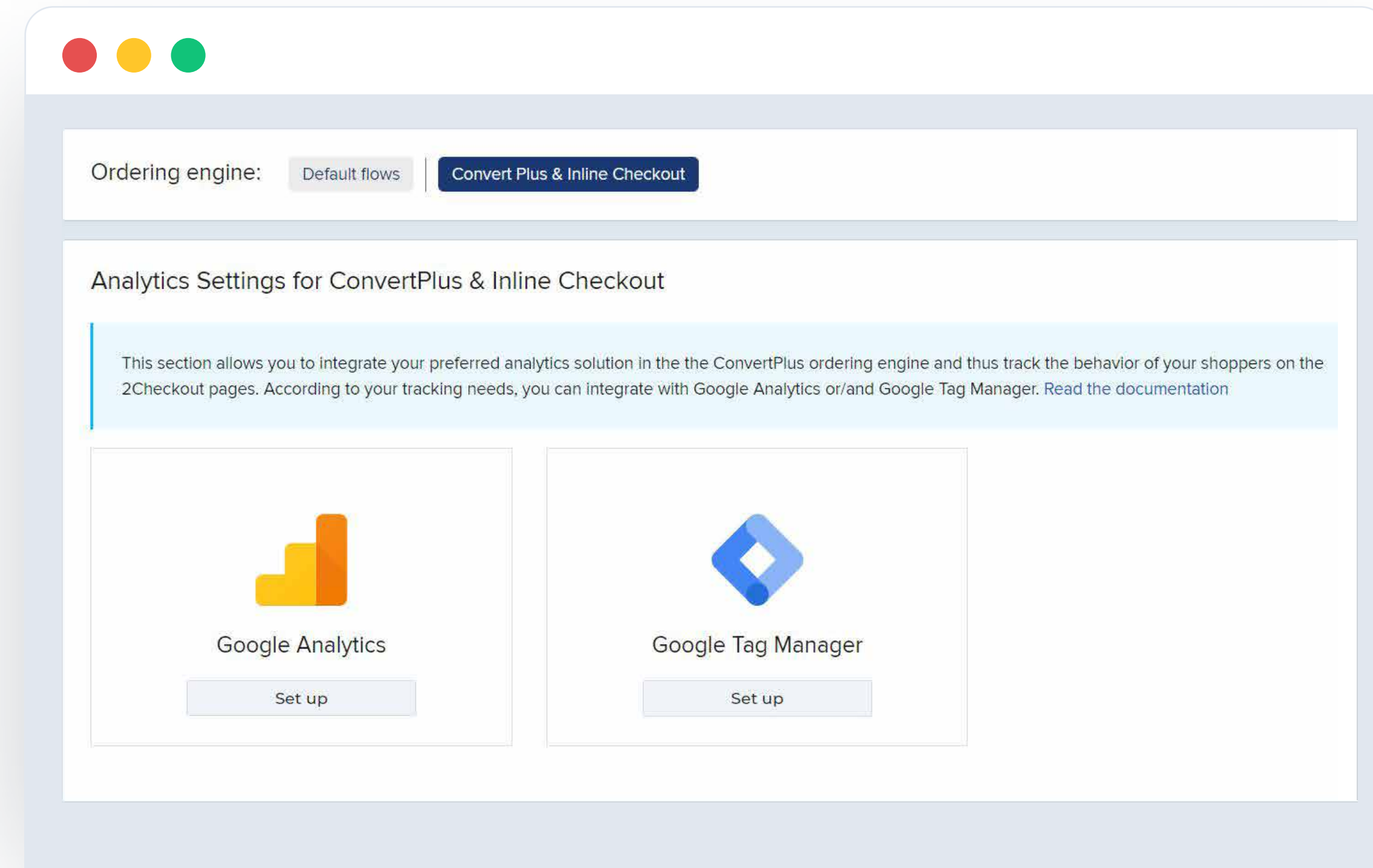
By integrating Google Analytics or Google Tag Manager directly from the 2Checkout Control Panel, you have full visibility over the entire eCommerce sales funnel. From the moment a potential customer enters your website until the moment they are placing an order.

With Google Analytics, you can track cart performance at any time and optimize your business decision to increase checkout conversion rates.

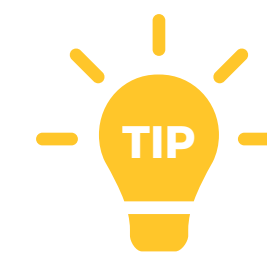
For multiple analytics integrations, you can use Google Tag Manager and manage a variety of tracking codes. Designed to be used by both technical and non-technical members of your team, Google Tag Manager allows you to save time, export tags, triggers, and create effective templates that help you make better decisions.

Google Analytics and Google Tag Manager are fully compatible with the following 2Checkout Ordering engines:

- ✓ Convert Plus
- ✓ Inline Cart
- ✓ Default Flows



Know how your customers interact with your products and take the right actions to improve their experience and meet their demands.



Access your reports from the Reports Center area.
[Learn more about the reporting area.](#)

More Resources

Interested in accelerating digital commerce growth? Check out these complementary resources:



2Checkout
Subscription Billing

SOLUTION BRIEF

[GET YOUR COPY](#)



2Checkout Global Tax and
Financial Services

SOLUTION BRIEF

[GET YOUR COPY](#)








2Checkout Payment
Method Coverage

SOLUTION BRIEF

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Ready to Sell Worldwide, Hassle-free?

2Checkout all-in-one monetization platform maximizes your revenue and makes global digital sales easier.

<p>2SELL</p> <p>Accept mobile and online payments from buyers worldwide</p> 	<p>2SUBSCRIBE</p> <p>Subscription management solution to maximize recurring revenue</p> 	<p>2MONETIZE</p> <p>Full commerce solution built for digital goods sales</p> 	<p>ADD-ONS</p> <p>Additional services to boost online sales</p> 	<p>4ENTERPRISE</p> <p>All-in-one commerce solution for businesses that want to scale up</p> 
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Contact our sales team to find the best solution for your needs.

About 2Checkout

2Checkout (now Verifone) is the leading all-in-one monetization platform for global businesses built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce. 2Checkout's digital services, including global payments, subscription billing, merchandising, taxes, compliance and risk, help clients stay focused on innovating their products while delivering exceptional customer experiences.

In August 2020, leading global payments solution provider Verifone acquired 2Checkout, further solidifying its commitment to providing seamless and frictionless experiences to customers globally through innovative and next-generation hardware and cloud services. 2Checkout will become Verifone, and the unified company will enable omnichannel commerce wherever and whenever clients shop.

Get more information at www.2checkout.com



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Atlanta,
Georgia, USA

NORTH AMERICA

Columbus,
Ohio, USA

WESTERN EUROPE (HQ)

Amsterdam,
The Netherlands

EASTERN EUROPE

Bucharest,
Romania