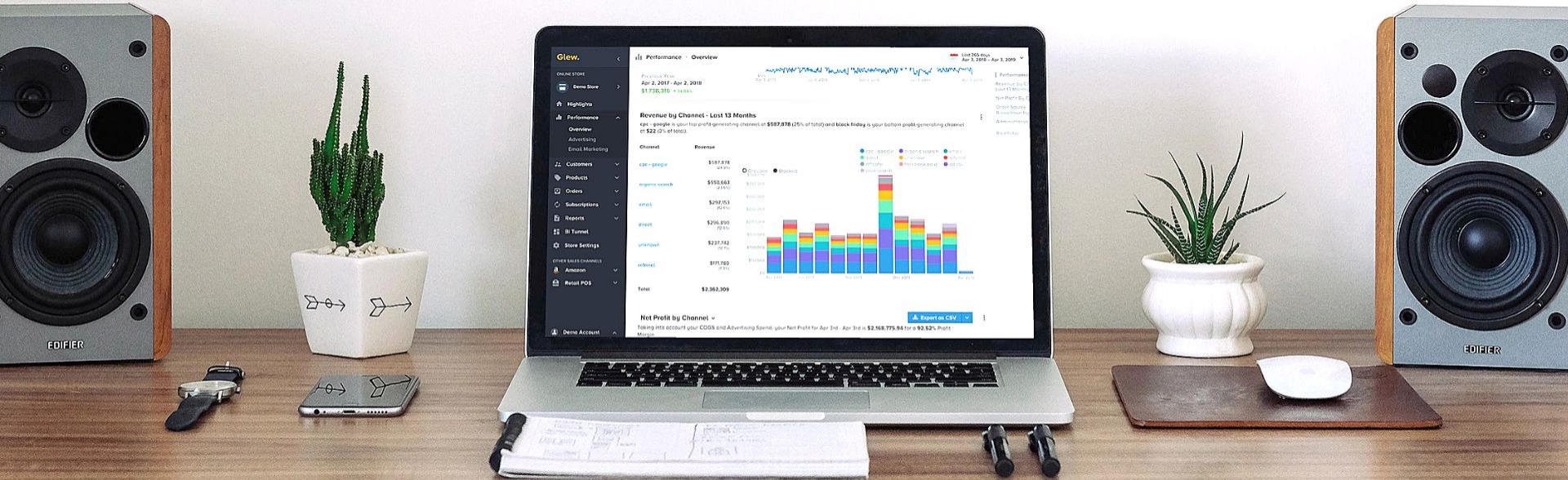


Glew

Multichannel analytics for retailers and agencies



WHAT IS GLEW?

Glew is the only multi-channel ecommerce analytics platform that provides all your data sources transformed and delivered as both an easy to use SaaS product (Glew.io) and an intelligent data warehouse (Glew Enterprise) for custom reporting and visualizations.

A Glew subscription includes the use of 200+ pre-built metrics and dashboards, enabling powerful, complex reporting within days of activating your subscription. As a result, you'll have a beautiful SaaS product to crunch store-level data immediately - and the ability to create your own custom, merchant-level visualizations, in a time-to-value that's unbeatable.

PLATFORM OVERVIEW

Glew connects your disparate data sources and extracts, transforms and loads your data in our Glew Intelligent Warehouse so it's ready for cross-channel reporting.

Then, you can access it in a number of different ways:

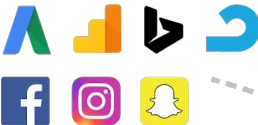
- Out-of-the box visualizations in our SaaS product, Glew.io
- Custom BI reporting through Glew Plus and Glew Enterprise
- Industry data insights across multiple stores, sites, brands, or clients

DATA ARCHITECTURE

Ecommerce Platform



Analytics & Advertising



Email Marketing



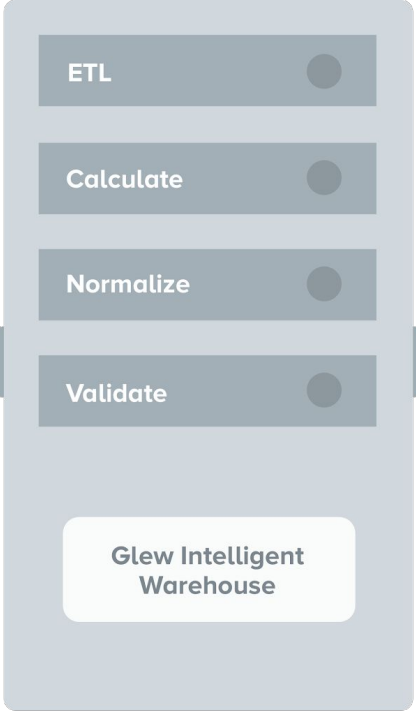
Subscription Apps



Customer Loyalty



ERP Platforms



Glew.io Analytics



Custom Reporting



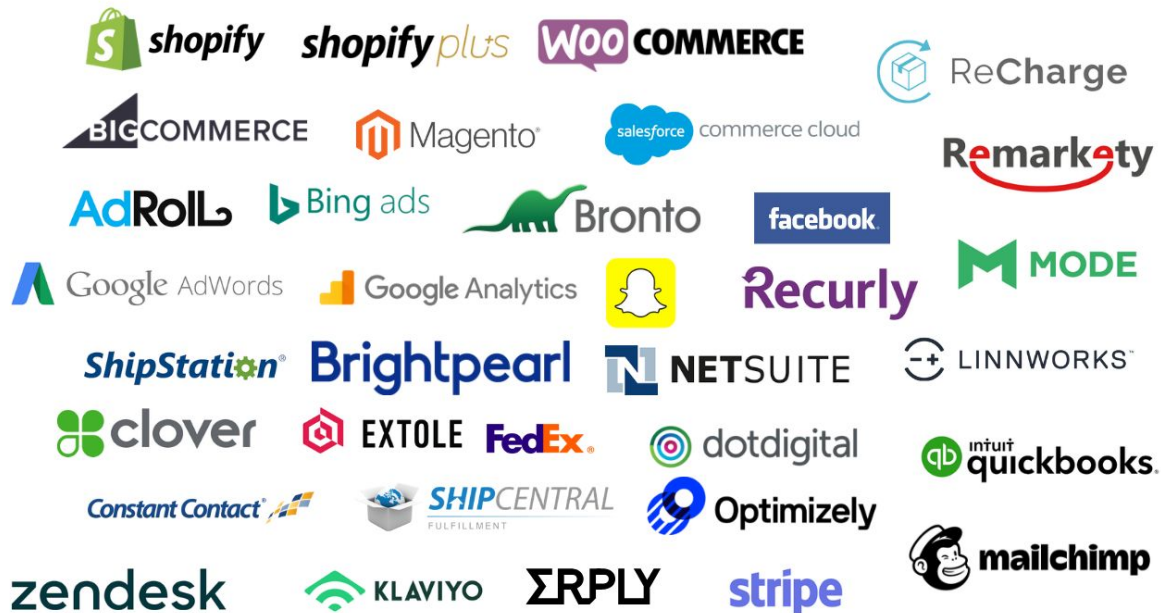
Industry Data Products

INTEGRATIONS

Glew integrates with 40+ data sources across ecommerce, point of sale, analytics, advertising, marketing automation, shipping, subscriptions, business intelligence and operations, customer loyalty, website optimization, inventory management, payment processing, customer success and more.

View our [full list of integrations](https://www.glew.io/integrations)

(www.glew.io/integrations)



6 STEPS TO RUN BI

There are 6 steps needed to run business intelligence. Glew is the only system that provides all 6, in one cohesive platform.

1. INTEGRATIONS PIPELINE: Glew connects your disparate data sources in one place through our simple straight-to-integration process. Custom integrations are also available.

2. ETL: We normalize your data across all those sources sources so it's aligned and primed for cross-channel reporting.

3: DATA WAREHOUSING: Data is stored in our intelligent warehouses, with no development or maintenance work on your part - even as database connections change over time.

4: BUYING AND USING A BI TOOL: We plug your data warehouse into the BI tool of your choice for custom reporting and additional visualization layers.

5: CALCULATIONS: We calculate hundreds of your most important metrics and KPIs for you, including creating reports from scratch.

6: DATA DELIVERY: Finally, we deliver your data in the form of simple, beautiful visualizations, either through our SaaS product (Glew.io) or our BI administrator (Glew Plus/Enterprise).

PRODUCTS

Glew offers 3 unique products for merchants and agencies of any size or industry. Each Glew product offers 40+ data integrations, beautiful visualizations, powerful filtering and segmentation, scheduled and automated reports and more.

GLEW.io

- Powerful ecommerce reporting and analytics for single stores
- Out-of-the-box SaaS product

GLEW PLUS

- Custom pricing
- Out-of-the-box SaaS product + custom reporting (BI tool included)
- Best for companies with multiple stores, brands or domains with complex reporting needs

GLEW ENTERPRISE

- Custom pricing
- Out-of-the-box SaaS product + custom reporting (BI tool included) + your own branded app
- Best for companies with multiple stores, brands or domains/internal departments with complex reporting needs

WHAT MAKES GLEW DIFFERENT

BUILT FOR ECOMMERCE: Glew was built specifically for ecommerce - not as a general analytics tool. Our features were created to meet merchant needs.

PERFORMANCE AT A GLANCE: Glew is the only data analytics platform that lets you see and manage your comprehensive store performance, from sales to products to customers to marketing and more, in one place.

ANALYTICS AND INSIGHTS: Glew doesn't just give you data. We give you the insights you need - through helpful visualizations, cross-channel calculations, and automation and alerts - to make impactful decisions.

ETL FOR DATA ACCURACY: We extract, transform and load all your data sources to prepare them and make sure they're formatted for accurate multichannel reporting.

USER-FRIENDLY EXPERIENCE: You can view, manipulate and report on data without complex SQL or analytics knowledge, with 200+ simple, beautiful visualizations.

OUTPUTS: GLEW.io

Glew. Products > Product List

ONLINE STORE

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









OTHER SALES CHANNELS

- Amazon
- Retail POS

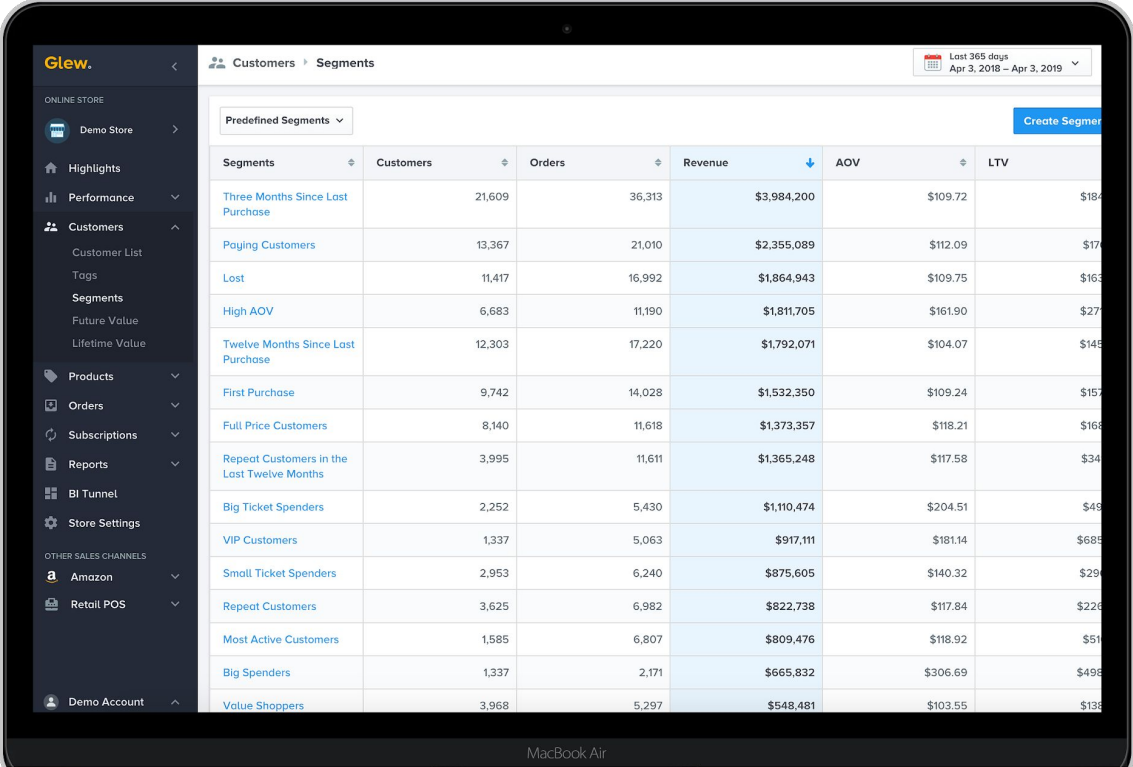
Most Profitable ⌵ ⓘ Variant

Products with the highest Gross Profit amount.

Filter Products

Product	SKU	Revenue	Orders	Qty Sold	Qty Available	Amount Refunded	COGS
 Leopard Clutch	carrollton-performance-crew-t	\$207,451	2,732	6,303	971	\$11,308	\$0.00
 Brown Lux Belt	mens-beaver-falls-longleeve-tshirt	\$119,850	1,754	3,195	683	\$9,870	\$0.00
 Laura Wedge	air-stretch-polo-past-season	\$48,369	862	1,413	80	\$3,246	\$0.00
 Sally Red Hat	mens-core-quarter-zip-top	\$43,410	563	761	260	\$4,680	\$0.00
 Blue Velvet Boot	drive-pant	\$42,005	364	452	126	\$11,504	\$0.00
 Gwen Sandal	bamboo-air-stretch-polo	\$36,659	419	585	288	\$3,681	\$0.00
 Michael Shoe	mens-switchback-pant	\$32,422	269	353	178	\$10,208	\$0.00
 Meredith Heel	mens-vital-...	\$30,984	629	974	231	\$2,807	\$0.00

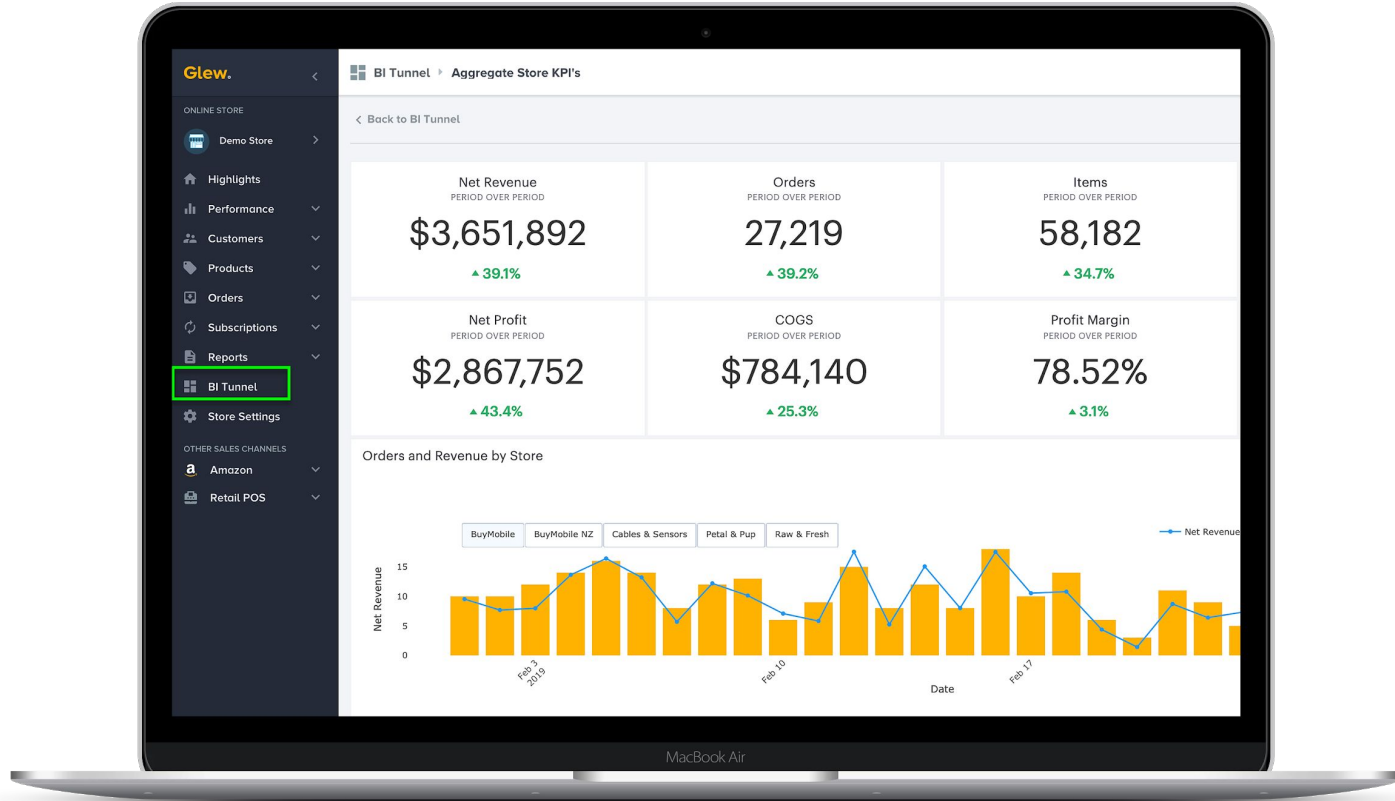
OUTPUTS: GLEW.io



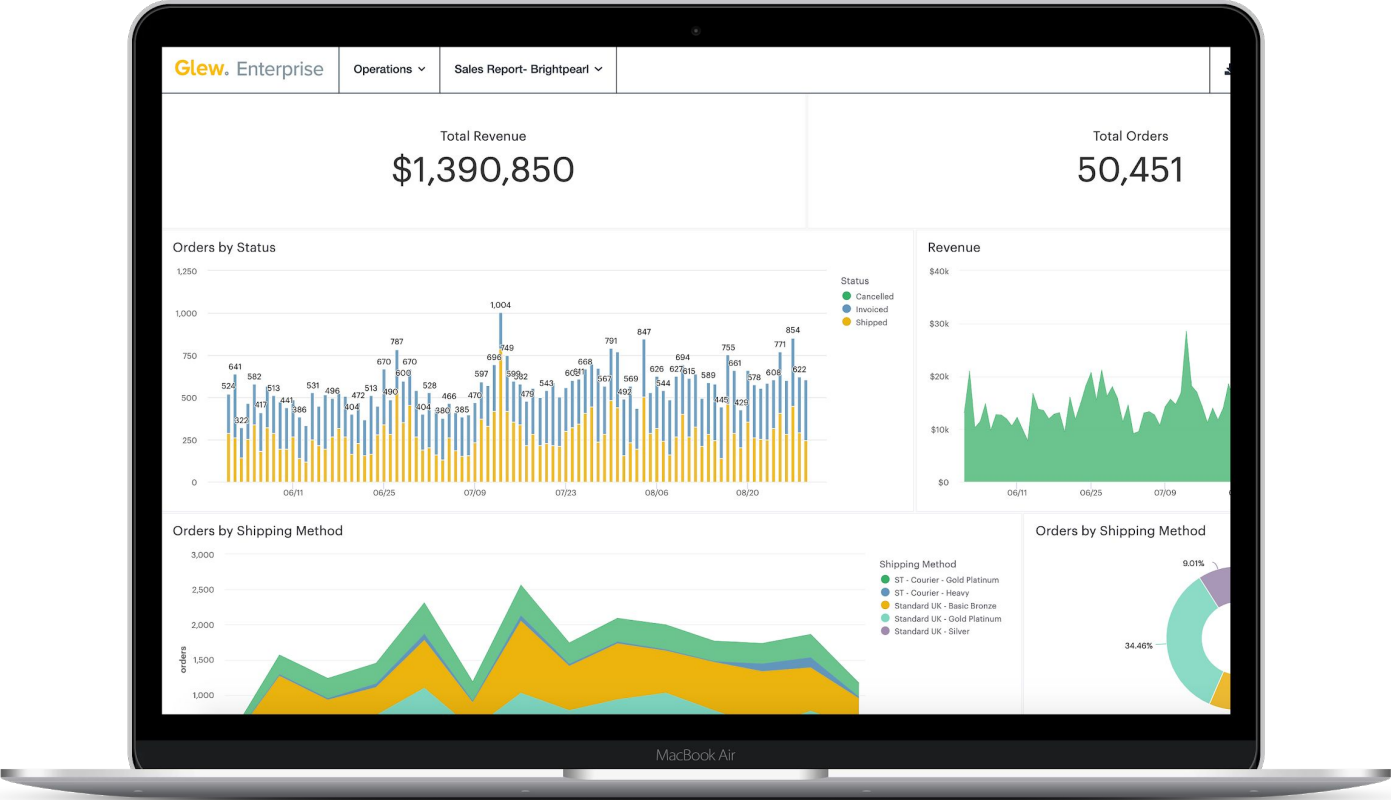
The screenshot displays the GLEW.io interface on a MacBook Air. The main content area shows a table of customer segments. The table has columns for Segments, Customers, Orders, Revenue, AOV, and LTV. The segments listed include 'Three Months Since Last Purchase', 'Paying Customers', 'Lost', 'High AOV', 'Twelve Months Since Last Purchase', 'First Purchase', 'Full Price Customers', 'Repeat Customers in the Last Twelve Months', 'Big Ticket Spenders', 'VIP Customers', 'Small Ticket Spenders', 'Repeat Customers', 'Most Active Customers', 'Big Spenders', and 'Value Shoppers'. A 'Create Segment' button is visible in the top right corner of the table area. The left sidebar contains navigation options for 'ONLINE STORE' and 'OTHER SALES CHANNELS'. The top right corner shows a date range of 'Last 365 days Apr 3, 2018 - Apr 3, 2019'.

Segments	Customers	Orders	Revenue	AOV	LTV
Three Months Since Last Purchase	21,609	36,313	\$3,984,200	\$109.72	\$184.00
Paying Customers	13,367	21,010	\$2,355,089	\$112.09	\$170.00
Lost	11,417	16,992	\$1,864,943	\$109.75	\$163.00
High AOV	6,683	11,190	\$1,811,705	\$161.90	\$270.00
Twelve Months Since Last Purchase	12,303	17,220	\$1,792,071	\$104.07	\$145.00
First Purchase	9,742	14,028	\$1,532,350	\$109.24	\$152.00
Full Price Customers	8,140	11,618	\$1,373,357	\$118.21	\$168.00
Repeat Customers in the Last Twelve Months	3,995	11,611	\$1,365,248	\$117.58	\$340.00
Big Ticket Spenders	2,252	5,430	\$1,110,474	\$204.51	\$490.00
VIP Customers	1,337	5,063	\$917,111	\$181.14	\$680.00
Small Ticket Spenders	2,953	6,240	\$875,605	\$140.32	\$290.00
Repeat Customers	3,625	6,982	\$822,738	\$117.84	\$220.00
Most Active Customers	1,585	6,807	\$809,476	\$118.92	\$510.00
Big Spenders	1,337	2,171	\$665,832	\$306.69	\$490.00
Value Shoppers	3,968	5,297	\$548,481	\$103.55	\$130.00

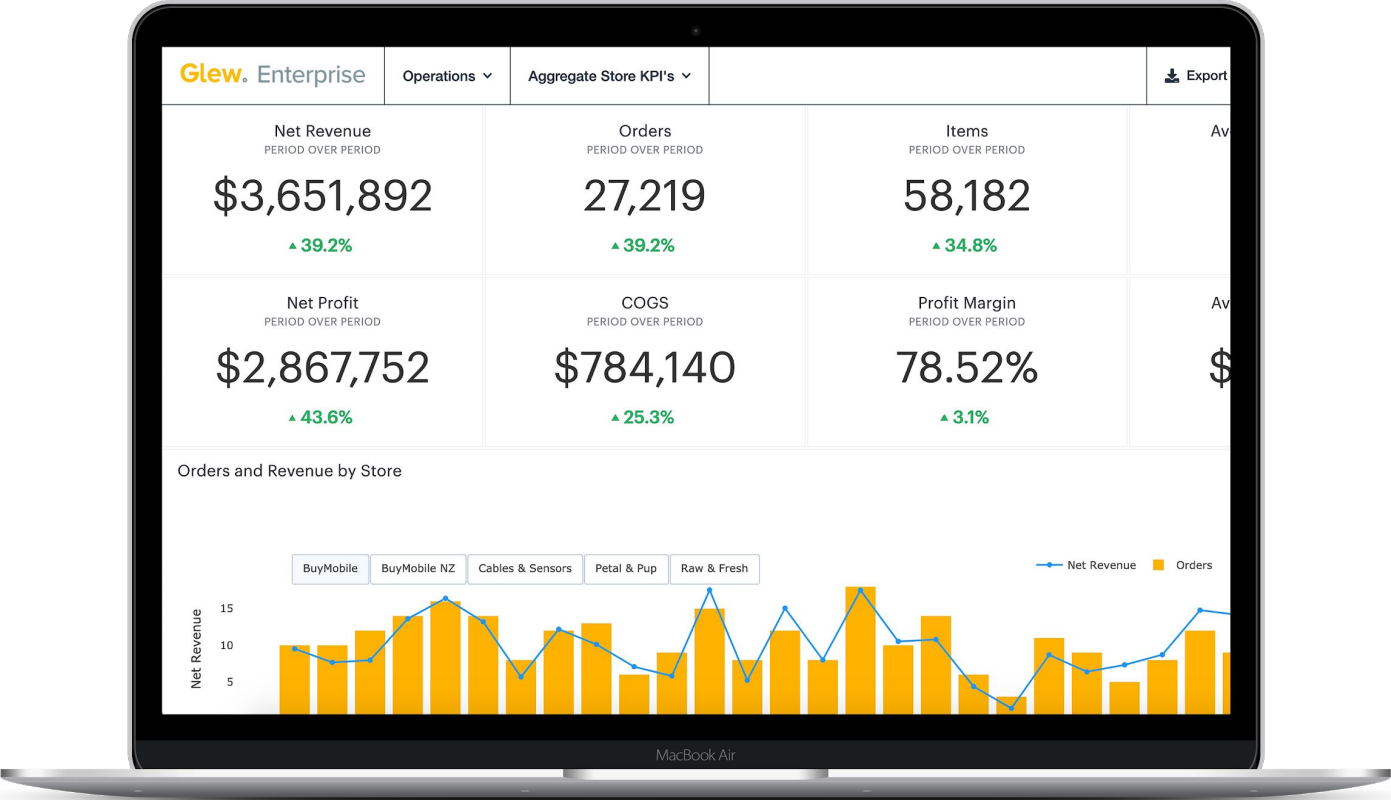
OUTPUTS: GLEW PLUS VIA BI TUNNEL



OUTPUTS: GLEW ENTERPRISE



OUTPUTS: GLEW ENTERPRISE



GET IN TOUCH

sales@glew.io

Visit us at www.glew.io

Or, [start a trial](#) and connect your data