

Verfacto's eCommerce analytics gets completely free

Verfacto, marketing analytics for eCommerce, has updated its subscription plans with a free tier. All basic features are included.

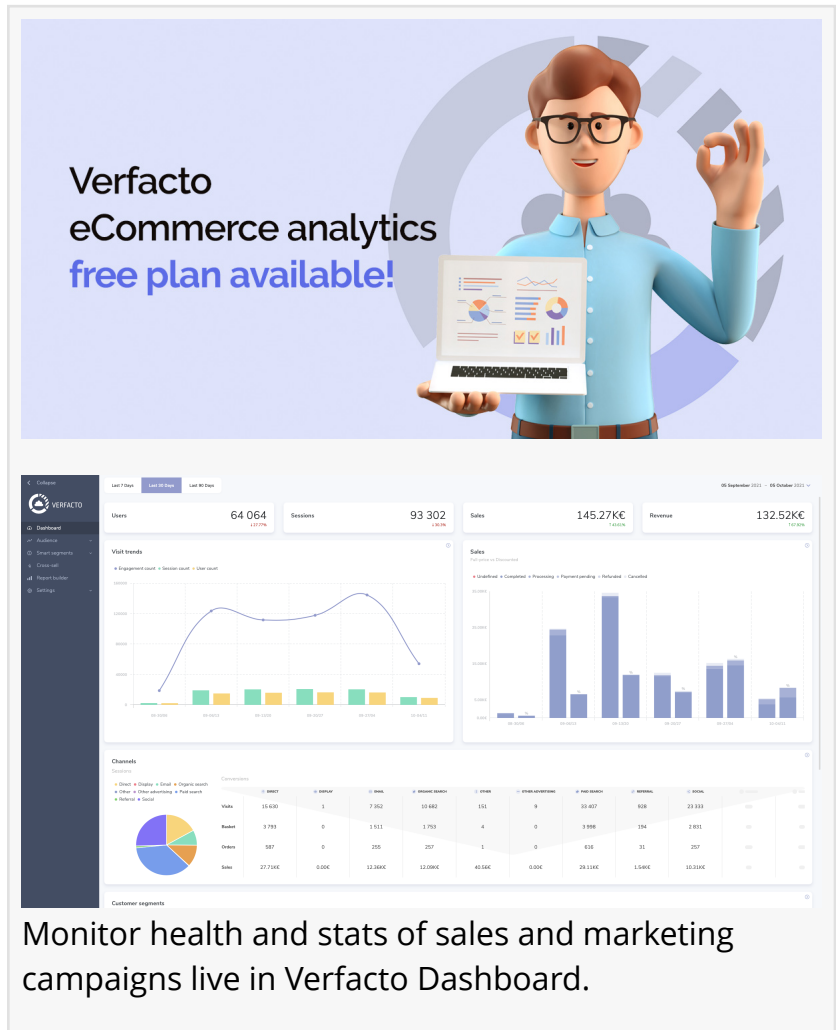
ZUG, SWITZERLAND, October 11, 2021 /EINPresswire.com/ -- Verfacto, [marketing analytics for eCommerce](#), has updated its subscription plans with a free tier. All basic features are included: full data integration with eShops, behavioral tracking, eCommerce dashboards, customer segmentation, and more.

"The free tier is our way of saying thank you to all of our users for their support. It will get you up and running with all of the fundamentals of Verfacto, and you don't have to worry that your trial will end in a month.

On top of that, Verfacto customers are still welcome to try paid plans for as long as 30 days without any financial commitment. We are confident that you will find our features useful and will be happy to pay once you see value in our premium service. However, you may roll back to the free tier anytime,"—said Andrejus Sereika, Verfacto's CBDO.

Verfacto's free tier is an easy way to leverage your eCommerce data even if your budget is restricted. With all data unified in one place and represented in eCommerce dashboards, you can easily spot and improve sales conversion issues, understand your customers' behavior, segment customers, plan and track your marketing campaigns, and more.

"We want to remove barriers between our customers and their data. Our users are eShop



Verfacto
eCommerce analytics
free plan available!

Monitor health and stats of sales and marketing campaigns live in Verfacto Dashboard.

Users	64 064	Sessions	93 302	Sales	145.27K€	Revenue	132.52K€
Visits trends	Line chart showing trends over time			Bar chart showing sales distribution			
Channels	Table with columns: Channel, Visits, Revenue, Conversion, etc.						
Customer segments	Table with columns: Segment, Visits, Revenue, Conversion, etc.						

owners and eCommerce marketers who want to benefit from data but don't have much time to spend on it. Verfacto is designed to give them insights and easily readable reports for better business and marketing decisions without spending hours digging through data,"—explained Mykolas Juodis, Marketing Lead at Verfacto.

VERFACTO FEATURES

Ecommerce analytics

Live X-Ray of your eShop. Monitor health and stats of sales and marketing campaigns live in Verfacto Dashboard. All data is being constantly re-processed to give a full picture at any moment.



We want to remove barriers between our customers and their data."

Mykolas Juodis, Marketing Lead at Verfacto

Customer segmentation

Group customers as you like: from traditional RFM segments to complex but extra precise AI-generated segments. Want to do it your way? Add custom segments!

Customer profiles

Your customers are not traffic—they are real persons. Understand them and treat them accordingly with rich customer profiles that include customer data from your eCommerce platform, behavioral data tracked by Verfacto, and full customer journeys.

Cross-sell and upsell suggestions

Sell [right products to the right customers](#). Set up high-performing email campaigns with a list of potential buyers for your products. See the exact time when each of the prospects has the highest chance to buy them.

Advanced reporting

See exactly what you want with 60+ marketing metrics, dimensions, and filters applied to a unified dataset from eCommerce data, customer data, and behavioral data.

The screenshot displays a user interface for Verfacto analytics. At the top, it shows 'Visitor 587277' with a 'Last visit' of '5 Oct 2021' and a 'Visit interval' of '14 days 18h 41min'. Below this, there are two 'Sessions' listed, both from 'Social (facebook.com)'. The main section is titled 'Customer journey' and shows a list of sessions with columns for date, time, gender, and device. The first session is on 09-09-2021 at 09:05, with a duration of 00:07:25, male gender, and a mobile device. The second session is on 09-09-2021 at 07:02, with a duration of 00:00:43, male gender, and a mobile device. The third session is on 09-09-2021 at 06:29, with a duration of 00:00:15, male gender, and a mobile device. The fourth session is on 09-09-2021 at 11:32, with a duration of 00:00:26, male gender, and a mobile device. The last session is marked as 'MSFURFULL'. The interface also shows 'Sessions: 23' in the top right corner.

Understand your customers and treat them accordingly with rich customer profiles that include customer data from your eCommerce platform, behavioral data tracked by Verfacto, and full customer journeys.

LTV marketing

Develop a long-term marketing strategy [based on customer lifetime value](#) instead of chasing momentary KPIs.

Behavioral targeting

Push visitors to action when they are ready. Reveal distinctive patterns in customers' behavior and anticipate their actions with on-site marketing tools.

Verfacto supports all popular eCommerce platforms via developer-free API integration, including WooCommerce, PrestaShop, Magento, Opencart, and Shopify. Custom platforms can also be connected upon request.

Andrejus Sereika

Verfacto

[email us here](#)

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