

Outlier for E-Commerce

Stand out from the crowd with automated data insights

The explosion in online shopping and increasingly stiff competition has made it more important than ever – and more difficult – for e-commerce businesses to attract shoppers and convert them into customers. You need to understand and get in front of shoppers in an omnichannel landscape and be confident of fulfilling their orders once they purchase.

This means optimizing marketing campaigns and engaging customers throughout their purchasing journey. Accurate sales forecasting and being able to respond quickly to rapid changes in product demands can have a significant impact on customer loyalty and sales. Supply chain issues can prevent you from fulfilling demand and send shoppers to the competition.

“We were able to adjust our email marketing campaigns, in real time, to take advantage of the interest, resulting in increased sales.”

– Director of E-Commerce

The ability to see what’s happening throughout your business is right there in your data, from sales and marketing data sources like Google Analytics and Salesforce to CRM and operational SQL databases.



Yet less than 40% of all enterprise data is actually [analyzed](#), leaving 60% or more untapped because existing BI tools and data visualization dashboards are too difficult to use and only answer questions the business user told it to ask.

This is where Outlier comes in. Its automated business analysis platform finds the trends and changes in your data you weren’t even aware of. It’s easy to use, even for non-technical business users.

A rapid response to respond to unexpected shopper interest spurred a **30%** year-over-year sales increase for this E-commerce company, thanks to Outlier.

Where can Outlier help?

Outlier's automated analysis uncovers important insights across your business so you can become proactive rather than reactive. Respond quickly to your customers based on their changing behaviors and maintain constant awareness of your supply chain.

Digital marketing campaign performance

Monitor your entire digital marketing campaign across websites, mobile apps, and social media, including keywords, banner ads, retargeting, sales, and promotions. With Outlier, monitor spikes and drops across programs, see which tactics are driving sales or falling short, and detect early product interest so you can take immediate action to drive sales.

Digital customer engagement

Outlier gives you a complete picture across the entire customer journey with combined insights from all your touchpoints -- from websites and apps to social media. Uncover new trends, areas of operational opportunity, and hidden relationships so you can see what translates into sales, increased customer loyalty, and LTV.

Supply chain efficiencies

Identify opportunities to increase the speed at which orders are picked, packed and shipped to your customers. With Outlier, find out which warehouse operations areas are underperforming, where supply chain lags or delays in customer deliveries may be occurring, and how these factors impact sales and customer satisfaction.

Sales forecasting and trends

Outlier enables you to use your data to get early detection of category, segment, customer and product trends. This means better capitalization on early sales momentum and opportunities to improve forecast accuracy.

Outlier at a Glance

1. Finds out what's happening

Outlier continuously scans multiple disparate data sources to identify important changes that you may not know about.

2. Explains why it matters

Outlier contextualizes and presents its findings as stories showing spikes, drops, trends, relationships, funnel analysis, and more.

3. Guides you to the cause

Outlier guides you towards the most relevant factors contributing to a change so you can get to the root cause faster.

4. Makes it easy to share

You can easily share stories with stakeholders so they can take immediate action to remedy problems or capitalize on opportunities.

How it works

Outlier uses AI and machine learning to continuously monitor and reveal unexpected changes across all your connected data sources. From spiking bounce rates on a given web page or tracking ad performance to see if CPM is increasing, to dropping sales rates of specific items or monitoring product fulfillment times, Outlier alerts you to these anomalies as soon as they happen.

A large library of pre-built connectors lets you quickly and easily connect a multitude of [structured data sources](#) including analytics platforms, transaction data, marketing automation tools, CRM and customer support systems, and SQL databases, so you get immediate value. Your data stays in place, so you don't have to undertake extra data hygiene or compliance efforts.

By considering the context of all your data, Outlier suggests possible causes in easy-to-understand "stories" that tell you what's happening, why it matters, potential causes, and who may be impacted. Each day, Outlier packages up the top 4-5 most insightful stories, curated by users' interests. Armed with this complete picture, you can immediately drill down into what happened and take action.

Why choose Outlier?

Improve the effectiveness of your existing BI tools with automated business analytics to become a truly insights-driven business. Outlier:

- Works out of the box, connects to all your data sources, and sends you the most important business insights every day
- Finds and locates new relationships across thousands of dimensions such as customer behavior, product trends, and supply chain operations to find opportunities and problems
- Grows in value since pricing is based on each data integration rather than headcount

Outlier discovered insights around high-scoring long-tail search results that allowed this online retailer to boost searched product sales by **15%**.

Try it yourself.
[Request a demo today.](#)

About Outlier

Outlier.ai is the leading automated business analysis platform used by global consumer, retail, and financial services brands. Outlier automatically analyzes company data and delivers easy-to-understand but powerful insights into unexpected shifts in data like marketing campaign performance, product sales, and supply chain performance.

Know the impossible.

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