



TRACKING

B TRACKING

Bennu Tracking gives you detailed insights into how customers experience your ecommerce website.

Provide your teams with a better understanding of visitor data, and leverage it to make actionable decisions.

- Get a complete view of your customers' behaviours with our fully integrated web analytics solution.
- Use heat mapping to recognise specific customer behaviours and patterns.
- Gain insight into traffic sources with the ability to attribute referrals.
- Identify customers across multiple channels with omnichannel support and tracking.
- Detect conversion flow drop-off points such as registration and checkout abandonment.
- Tracking can be combined with other Bennu products or integrated with your existing systems.

KEY FEATURES

- Detailed reporting, search and filtering options
- Key page performance tracking
- Custom and self-service reporting capabilities
- Form and checkout abandonment functionality
- Referral source identification and reporting
- Capture key events and bespoke integrations
- Unified identification to detect visitors across channels and devices
- Support for integrations with additional third-party tools

WANT TO LEARN MORE?

Let's talk: hello@bennutechnologies.com