

# **heureka – Web-Rep-Talk**

**12. November 2008**

**TOP Forschungsprojekt Evolution to E-Business**

## Hippenstocks Strategien



*Wir hatten Kottelmann gebeten, sich in die Lage unserer Kunden zu versetzen. Allerdings, seit er aufgehört hat zu schreien, wirkt er jetzt nur noch apathisch . . .*

Cartoon: Dirk Meissner

Süddeutsche Zeitung vom 12. Juli 2008, S. 23

## Gliederung

- Forschungsprojekt E2E
- State of the Art
- Eingesetzte Instrumente
- Balanced Scorecard als Integrationsansatz
- Technische Auswertungsplattform

## Beispielhafte Ergebnisse Usability-Untersuchungen

496 attempts by users to perform tasks on e-commerce sites  
278 successful accomplished tasks = 56 % success rate

### Verteilung "Sales Catastrophes":

- 27 % Finding Item
- 11 % Product Information
- 10 % Checkout
- 9 % Technical Problem
- 8 % Registration
- 7 % Shipping and Tax
- 6 % Availability
- 6 % Add to Cart
- 5 % Pricing
- 5 % Delivery
- 4 % Personal Information

The chart's total is 98 % due to cumulative rounding errors.

## Beispielhafte Ergebnisse Usability-Untersuchungen

In seiner neuesten empirischen Untersuchung berichtet Nielsen, dass sich die Erfolgsquoten bei der Bearbeitung von Aufgaben im Web verbessert haben: 72 % der erfahrenen Benutzer können auf einer ihnen bekannten Website erfolgreich z.B. eine DVD oder ein Buch bestellen. Dagegen sinkt die Erfolgsquote auf 52 %, wenn weniger erfahrene Besucher auf ihnen unbekanntem Websites Transaktionen durchführen sollen.

Nielsen, J. u.a., Prioritizing Web Usability, Berkeley, CA, New Riders 2006

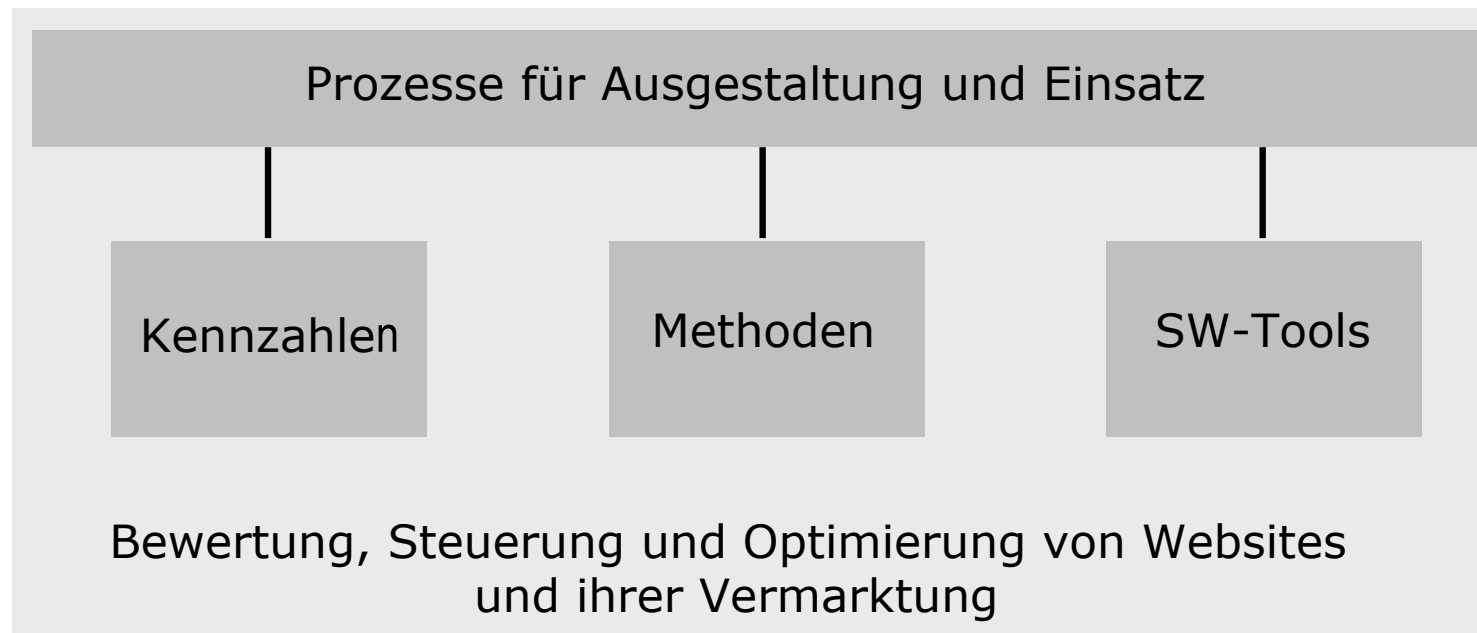
According to the 2006 Ecommerce Benchmark Guide from Marketing Sherpa, the average abandonment rate for shopping carts is around 60%, a figure that has remained pretty constant for several years now. Of this cart abandonment figure, 12% are abandoned before checkout, leaving 48% as the average checkout abandonment rate for e-commerce.

Marketing Sherpa (Hrsg.), Ecommerce Benchmark Guide 2006, ISBN: 978-1-932353-55-0

### Prioritizing Web Usability - How We Did the Book Study

- We tested 69 users, 57 in the United States and 12 in the United Kingdom ...
- 32 were male and 37 were female ...
- In an even distribution of ages from 20 to 60.
- Each was paid \$ 100 for participating.
- We didn't test teenagers or senior citizens ...
- The users had a broad range of job backgrounds and web experience.
- We screened out anybody working in technology, marketing, Web design, or usability because they rarely represent mainstream users.

## Forschungsprojekt Evolution to E-Business



## Analyse der Website – Ansatzpunkte/Methoden

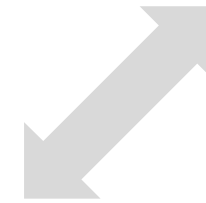
Wie ist die Website  
gestaltet?  
Usability  
Engineering



Wie wird die Website  
empfunden?  
Kommunikations-  
Controlling

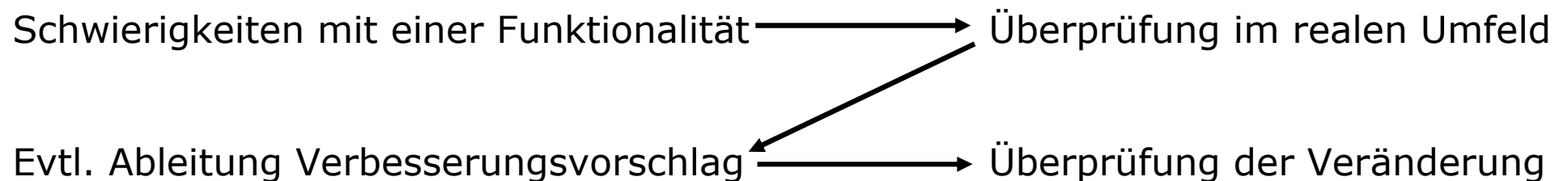
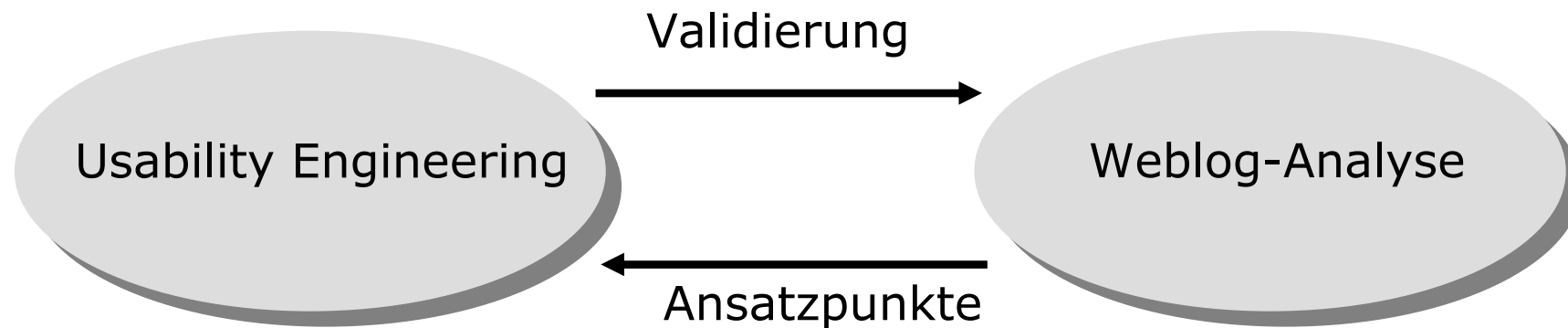


Wie wird die Website  
genutzt?  
Weblog-  
Analyse





## Usability Engineering und Weblog-Analyse



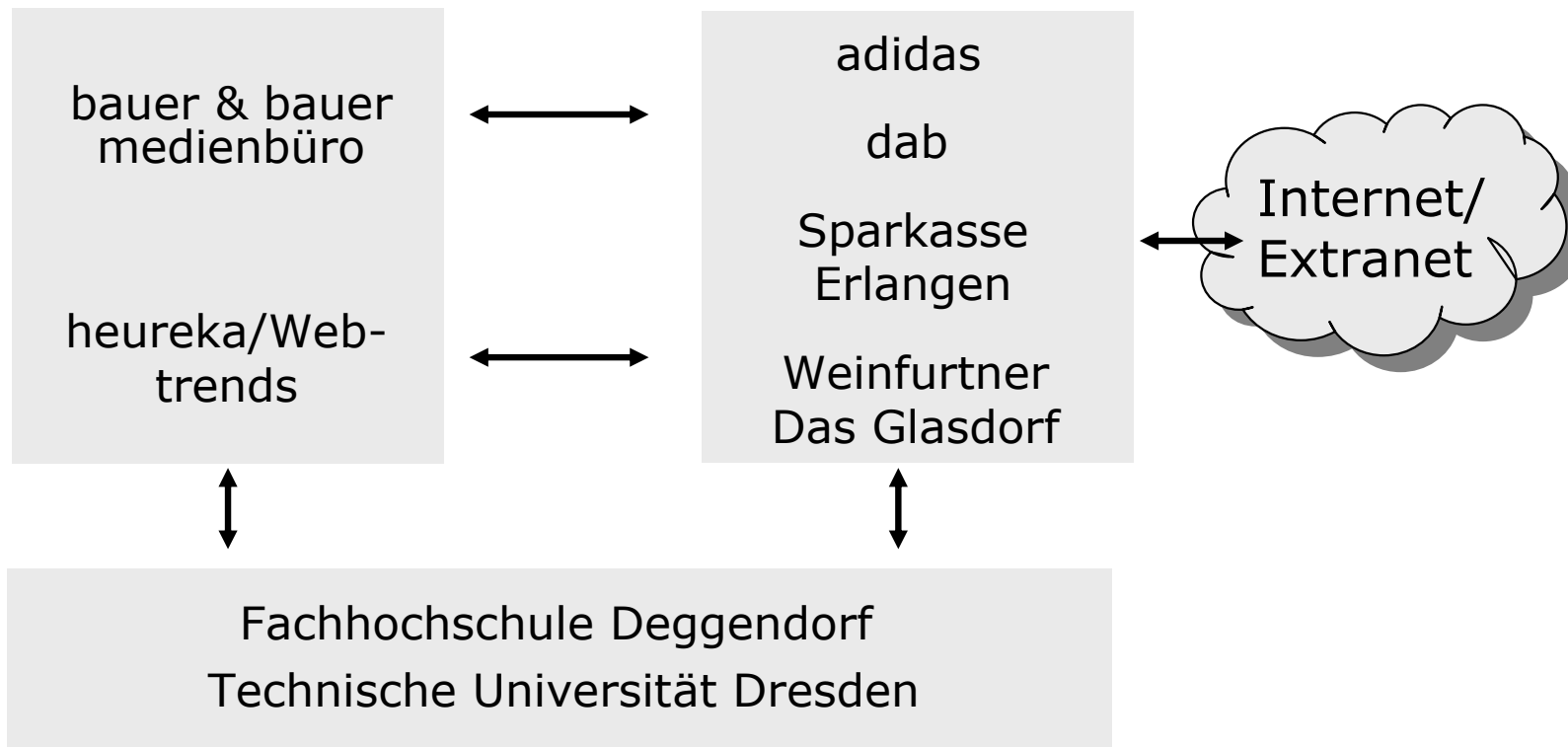
## Operating Partner



IT-Dienstleister

Websitebetreiber

User

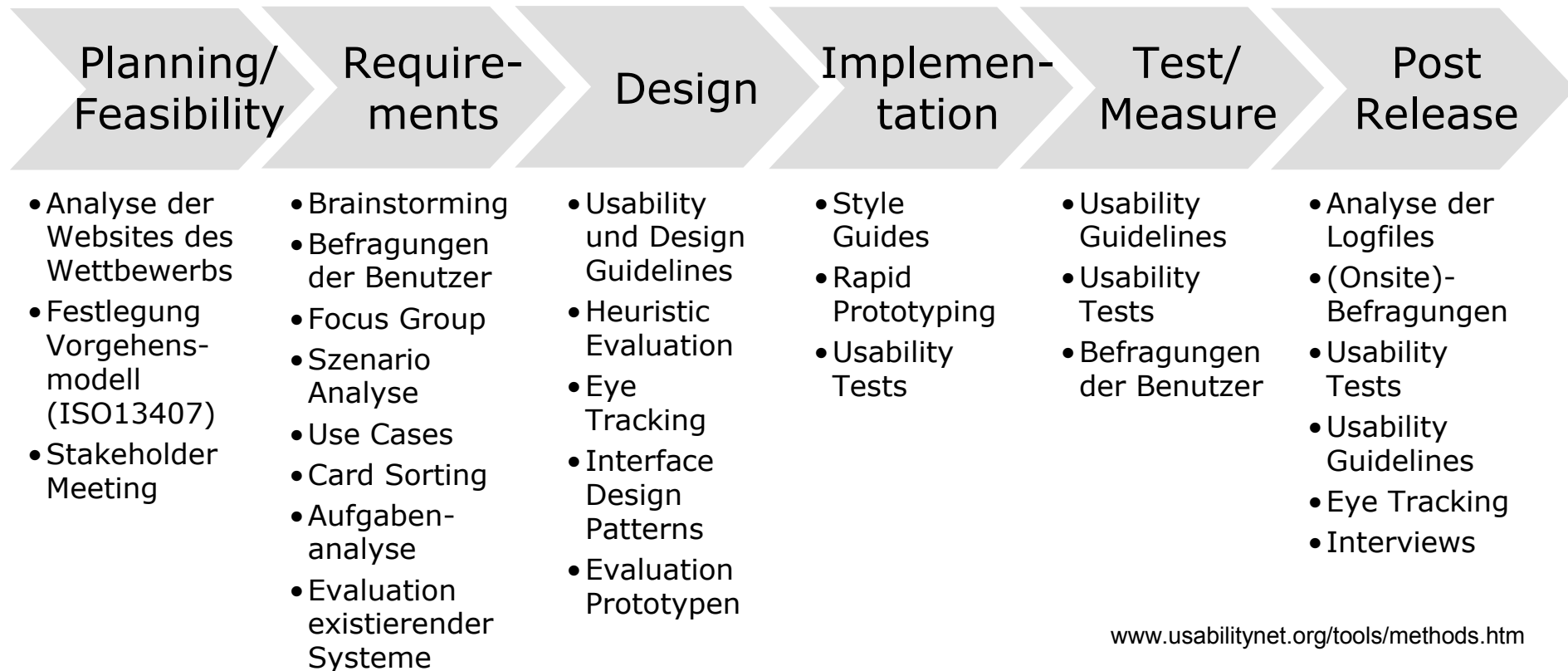


Hochschulen

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## Usability Engineering Methoden



[www.usabilitynet.org/tools/methods.htm](http://www.usabilitynet.org/tools/methods.htm)

Usability Engineering ist  
benutzerorientiert, iterativ, entwicklungsbegleitend.

## What are Usability Guidelines?

Guidelines represent the middle level of design guidance in a progression from abstract principles to specific conventions:

- Principles: Fundamental ideals and beliefs used to guide decision making and achieve a pervasive or overall result  
Example: "Build on users' prior experience."
- Guidelines: Recommended courses of action that are in support of a set of principles and specific to a particular domain such as the Web  
Example: "Use Web navigation elements consistently."
- Conventions: Specific, agreed-to, prescriptive design practices, typically in support of a set of guidelines and principles  
Example: "Use the IBM masthead across the entire IBM site."

## Screen-Based Controls (Widgets): Put labels close to data entry fields (1)

**Guideline:** Ensure that labels are close enough to their associated data entry fields so that users will recognize the label as describing the data entry field.

.....

**Comments:** All labels and related information should be close to the data entry field to enable users to easily relate the label and entries required.

.....

**Sources:** Engel and Granda, 1975; Evans, 1998; Galitz, 2002; Smith and Mosier, 1986.

**Relative Importance:**

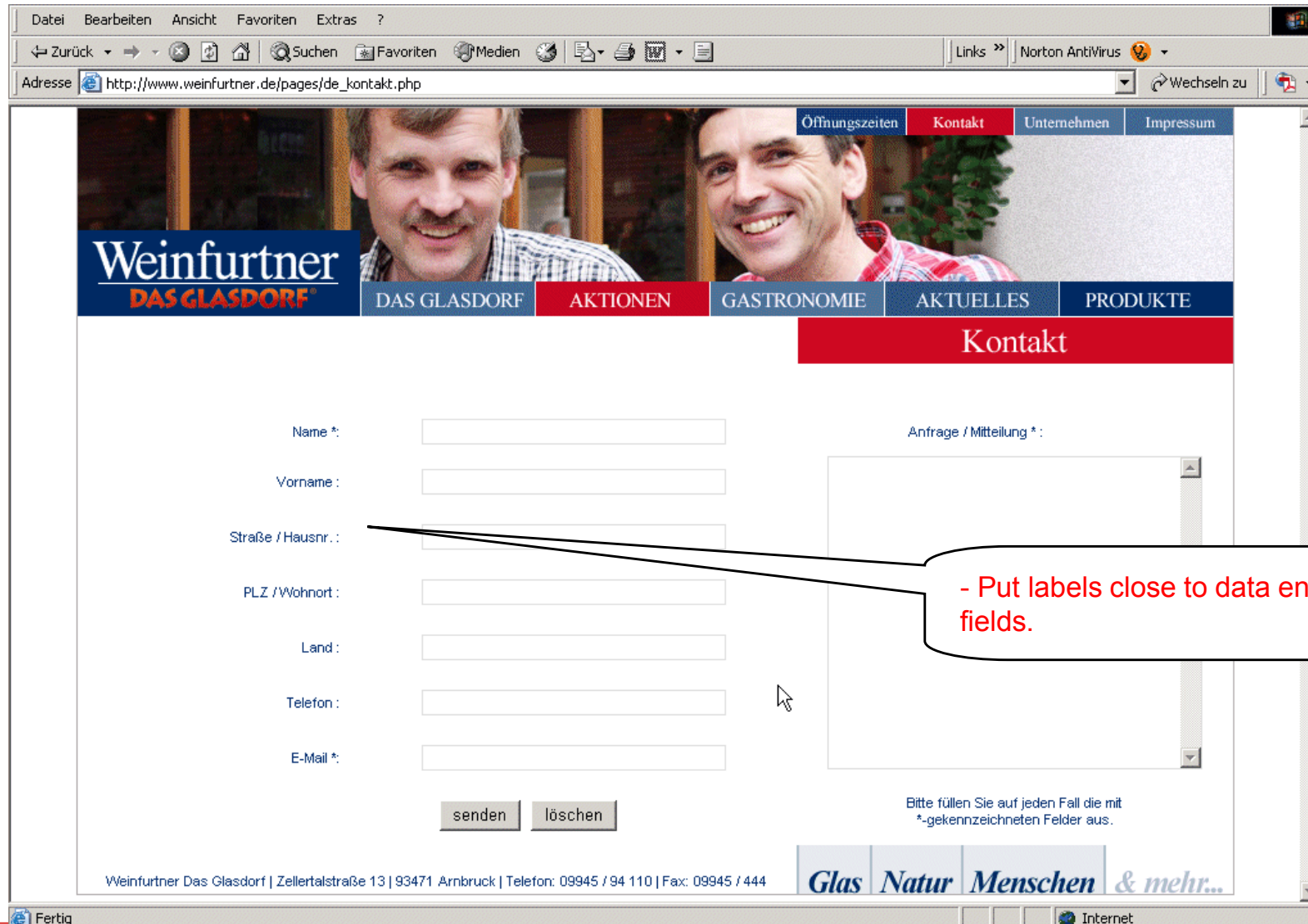
1 2 3 0 0

**Strength of Evidence:**

1 2 0 0 0

U.S. Department of Health and Human Services 2006, p. 126

## Screen-Based Controls (Widgets): Put labels close to data entry fields (3)

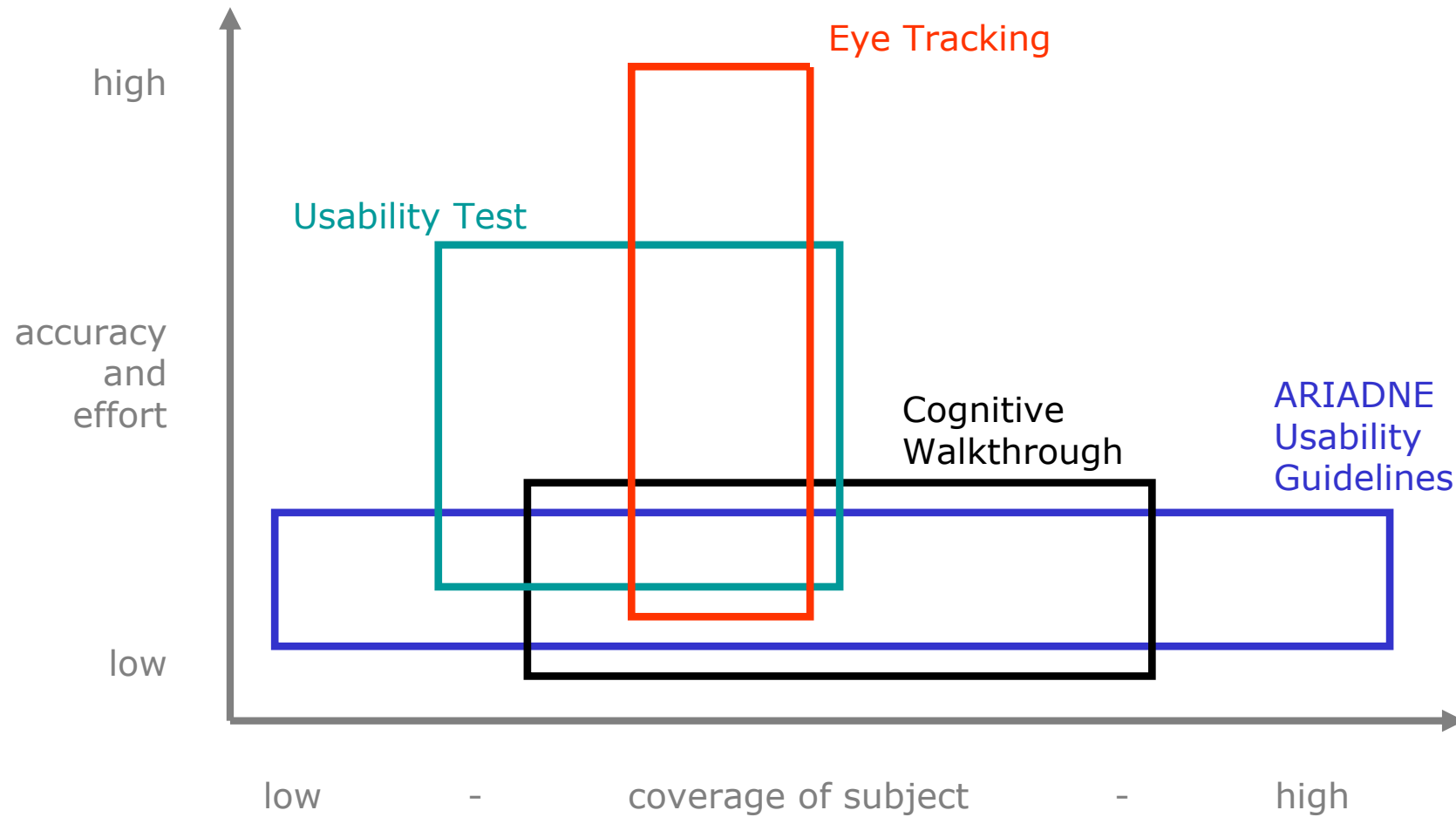


The screenshot shows a web browser window displaying a contact form for 'Weinfurtner Das Glasdorf'. The browser's address bar shows the URL 'http://www.weinfurtner.de/pages/de\_kontakt.php'. The page features a navigation menu with links for 'Öffnungszeiten', 'Kontakt', 'Unternehmen', and 'Impressum'. Below the navigation, there are tabs for 'DAS GLASDORF', 'AKTIONEN', 'GASTRONOMIE', 'AKTUELLES', and 'PRODUKTE'. The main content area is titled 'Kontakt' and contains a contact form with the following fields and labels:

- Name \*:
- Vorname:
- Straße / Hausnr.:
- PLZ / Wohnort:
- Land:
- Telefon:
- E-Mail \*:
- Anfrage / Mitteilung \*:

Buttons for 'senden' and 'löschen' are located below the form. A callout bubble points to the labels, stating: '- Put labels close to data entry fields.' At the bottom of the page, there is a footer with the text 'Weinfurtner Das Glasdorf | Zellertalstraße 13 | 93471 Arnbruck | Telefon: 09945 / 94 110 | Fax: 09945 / 444' and the slogan 'Glas Natur Menschen & mehr...'. The browser's status bar at the bottom shows 'Fertig' and 'Internet'.

## Effort and Output of Usability Evaluation Methods





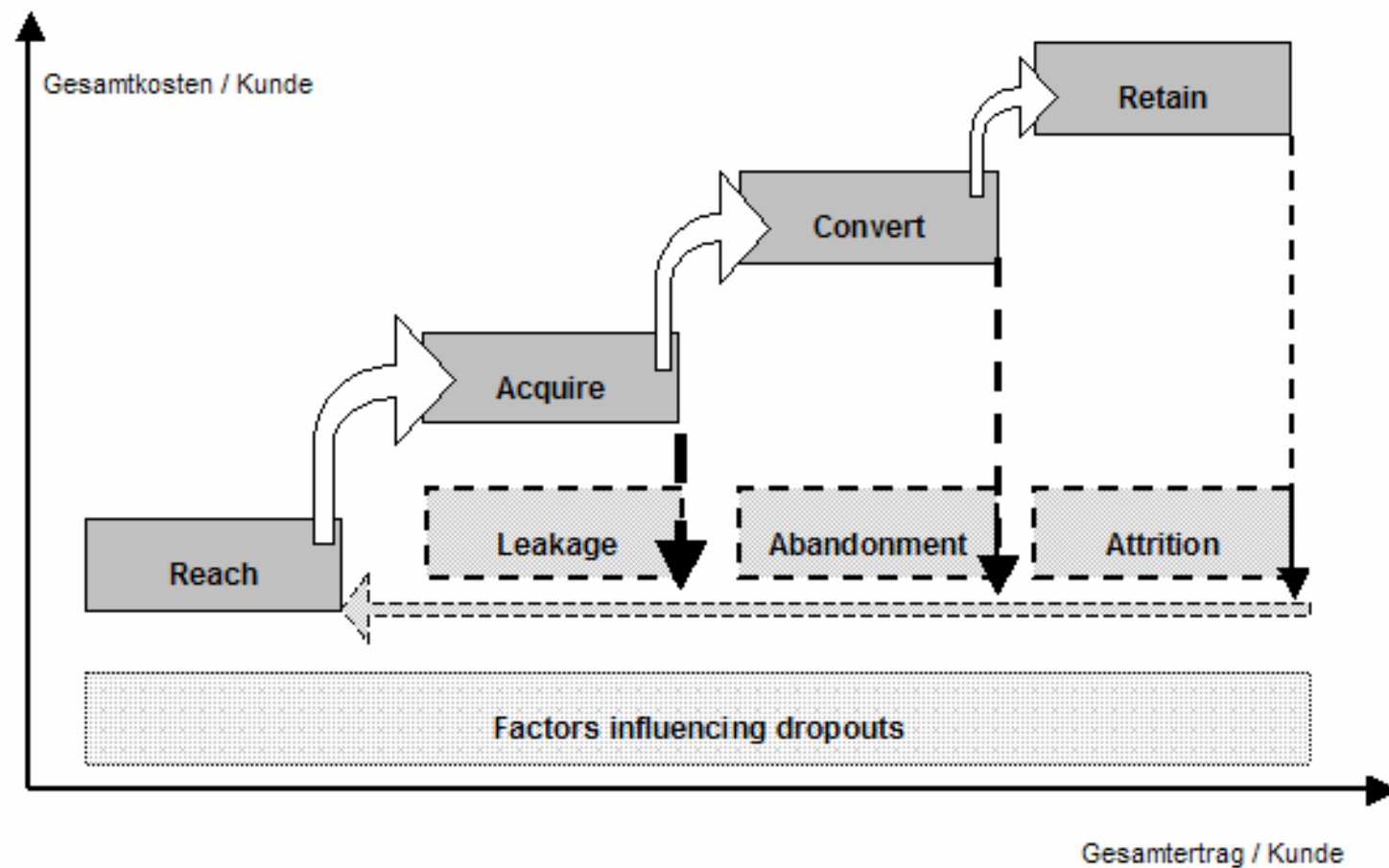
## Auswahl vorhandener Usability Guidelines

U.S. Department of Health and Human Services 2006: Research-Based Web & Usability Guidelines <a href="http://www.usability.gov">www.usability.gov</a>	209 Guidelines
IBM 1998: Ease of Use - Web Design Guidelines	139 Guidelines
Nielsen et al. 2001: E-Commerce – User Experience	207 Guidelines

## E-Metriken – wesentliche betrachtete Literatur

- Burby, Atchison: Actionable Web Analytics
- contentmetrics: Glossar Web Controlling Kennzahlen
- contentmetrics: Web Analytics: Erfolg ist messbar
- e-consultancy.com: Online Marketing Benchmarks
- Eisenberg: The Marketer's Common Sense Guide to E-Metrics
- EmailLabs: High-Performance Email Marketing Technology
- Inan: Measuring the Success of Your Website
- Kaushik: Web Analytice – An Hour a Day
- Netgenisis: E-Metrics – Business Metrics For The New Economy
- Peterson: Web Analytics Demystified
- Peterson: The Big Book of Key Performance Indicators
- Schwickert: Controlling-Kennzahlen für Web Sites
- Sterne: Web Metrics – Proven Methods for Measuring Web Site Success
- Websidestory: Web Analytics – It's Surprisingly Simple
- Websidestory: New Metrics for New Media
- Webtrends: Guide to Web Analytics

## E-Metriken nach dem Kundenlebenszyklus (1)



## E-Metriken nach dem Kundenlebenszyklus (2)

- Phasen der Kundenbeziehung („Stages of customer engagement“):
  - Reach (Ansprache von potentiellen Neukunden bzw. Interessenten)
  - Acquire (Erfolg der Ansprache)
  - Convert (Erreichung eines Relevanzziels, z.B.: Abverkauf)
  - Retain (Bewahrung von Kunden)
- Ausfälle in Kundenbeziehungen („Dropouts from engagement stages“):
  - Leakage („Desinteresse“)
  - Abandonment („Abbruch“)
  - Attrition („Verlust“)
- Faktoren für Ausfälle („Factors influencing dropouts“):
  - Content appropriateness („Angemessenheit des Inhalts“)
  - Design effectiveness („Effektivität im Design“)
  - Website-performance efficiency („technische Performance“)

## Beispiel aus dem Kennzahlenkatalog

Acquire Phase Metrik	Beschreibung	Q	KPI	ART	Z
Heavy User Share	<p>= Number of visits of "n" or more pages / total visits</p> <p>Die Anzahl der Besuche, die mehr als "n" Seiten in einem Besuch sehen, geteilt durch die Gesamtanzahl der Besuche. „Heavy User Share“ ist ein wertvoller Indikator für alle Online Businesses, die darauf zielen, Besucher für einen möglichst langen Besuch zu gewinnen.</p> <p>Bei Eisenberg: n = 11</p>	P1 E	x	A	
Percent of High, Medium and Low Click Depth Visits (Interest Categories)	<p>Besuche werden nach der Anzahl der betrachteten Seiten in verschiedene Interessenskategorien eingeteilt. Die jeweilige Anzahl wird ins Verhältnis zu allen Besuchen gesetzt. Diese Kennzahl hängt stark von den Fähigkeiten des Analyse-Tools ab, Besuche/ Besucher mit der Anzahl von „Page Views“ in Verbindung zu bringen. Wenn dies möglich ist, so müssen danach nur noch die verschiedenen Stufen für „low“, „medium“ und „high“ definiert werden.</p> <p>Für viele Seiten bietet sich folgende Einstufung an:</p> <ul style="list-style-type: none"> <li>• Low: 2 Klicks oder weniger</li> <li>• Medium: 3 bis 5 Klicks</li> <li>• High: Mehr als 5 Klicks</li> </ul> <p>Die KPIs berechnen sich danach wie folgt:</p> <p>Percent Low Click Depth Visits = Total Number of Visits of Two Clicks or Less / All Visits</p> <p>Percent Medium Click Depth Visits = Total Number of Three to Five Clicks / All Visits</p> <p>Percent High Click Death Visits = Total Number of More Than Five Clicks / All Visits</p> <p>Keep in mind, these numbers of clicks may not work in all situations. Especially for retail sites and media properties, you may want to increase those numbers to three to ten clicks for the "medium" category and more than ten clicks for the "high" category. A good way to determine where these lines should be drawn is to determine the average click depth per visit and then break the medium and high categories at the average. For example, if your average click-depth is seven clicks, medium depth would become "two to seven clicks" and high "seven or</p>	P2		E, A, C	Tac

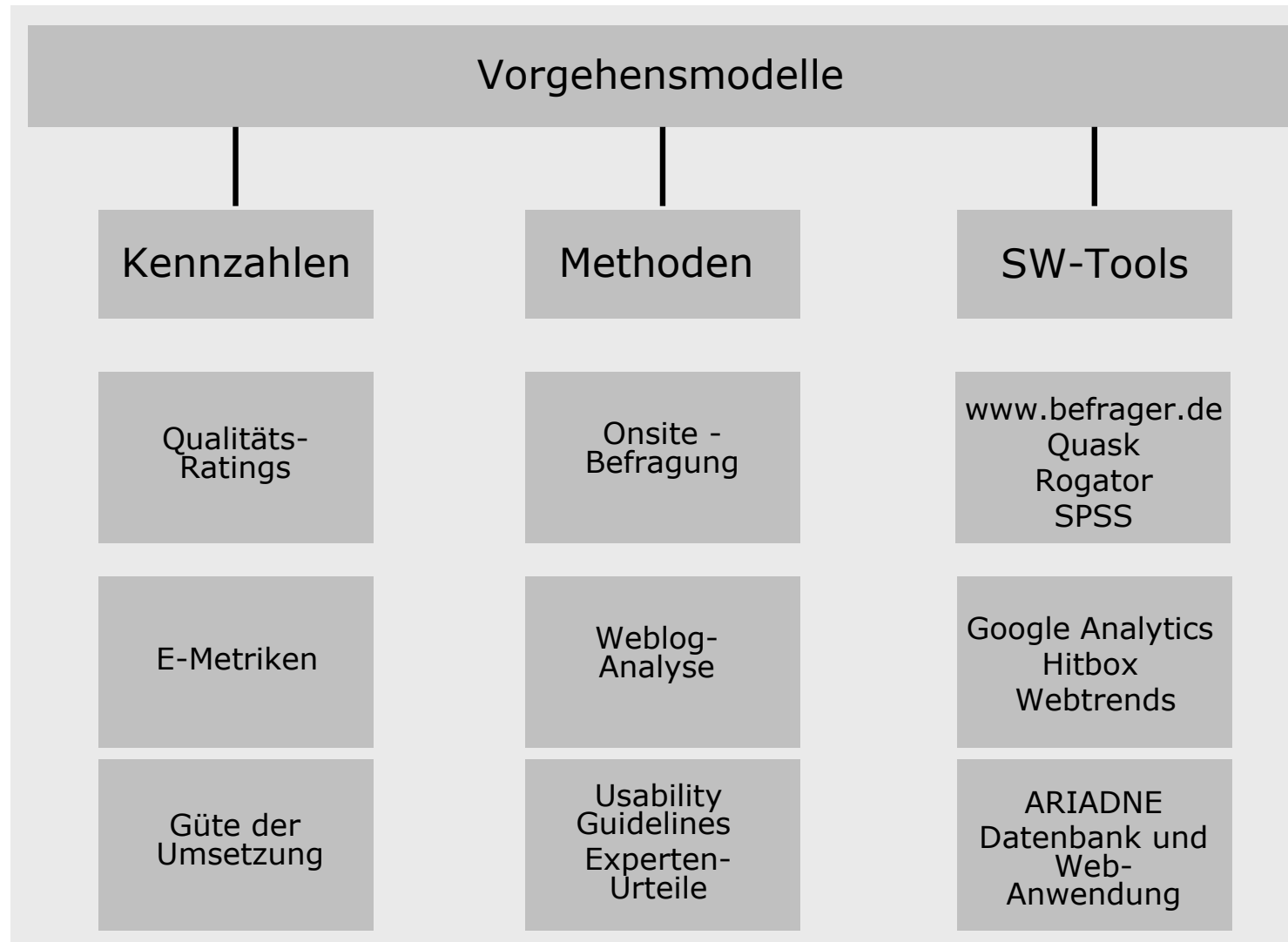
## Klassifikation der Kennzahlen

- Quelle
- Key Performance Indicator: ja/nein
- KPI für welche Art von Website
  - E = E-Commerce / Online Retailers
  - A = Advertising / Content Sites
  - L = Lead Generation / Marketing
  - C = Customer Support Sites
- KPI für welche Zielgruppe
  - Sen = Senior Strategists
  - Mid = Mid-Tier Strategists
  - Tac = Tactical Resources

## Gliederung

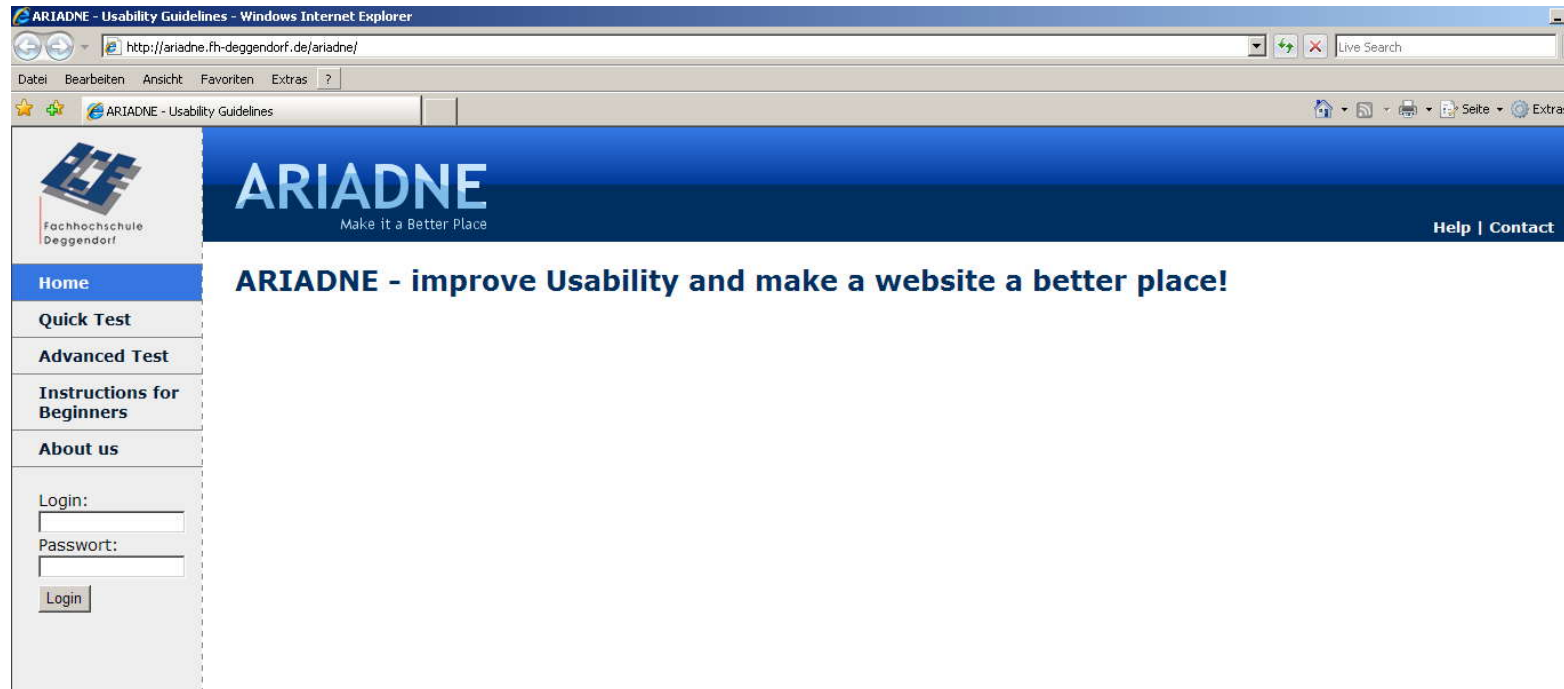
- Forschungsprojekt E2E
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## Eingesetzte Instrumente





## ARIADNE – Webapplikation für Anwendung und Auswertung von Guidelines



The screenshot shows a Windows Internet Explorer browser window displaying the ARIADNE web application. The browser's address bar shows the URL `http://ariadne.fh-deggendorf.de/ariadne/`. The page features a blue header with the ARIADNE logo and the tagline "Make it a Better Place". Below the header, a navigation menu is visible on the left side, including links for "Home", "Quick Test", "Advanced Test", "Instructions for Beginners", and "About us". A login form is also present, with fields for "Login:" and "Passwort:" and a "Login" button. The main content area displays the text "ARIADNE - improve Usability and make a website a better place!".

### Ablauf des Pre-Tests für den adidas Store Locator

1. Ermittlung einer Zielgruppe für die Untersuchung
2. Erstellung von Test-Aufgaben für die Exploration
3. Zusammenstellung relevanter Guidelines
4. Exploration der Website durch die Beurteiler
5. Bewertung der Website durch jeden Beurteiler für sich allein
6. Besprechung der Einzelergebnisse (Abweichungen)
7. Erstellung einer Gesamt-Bewertung
8. Dokumentation

## Beispiel für eine Testaufgabe

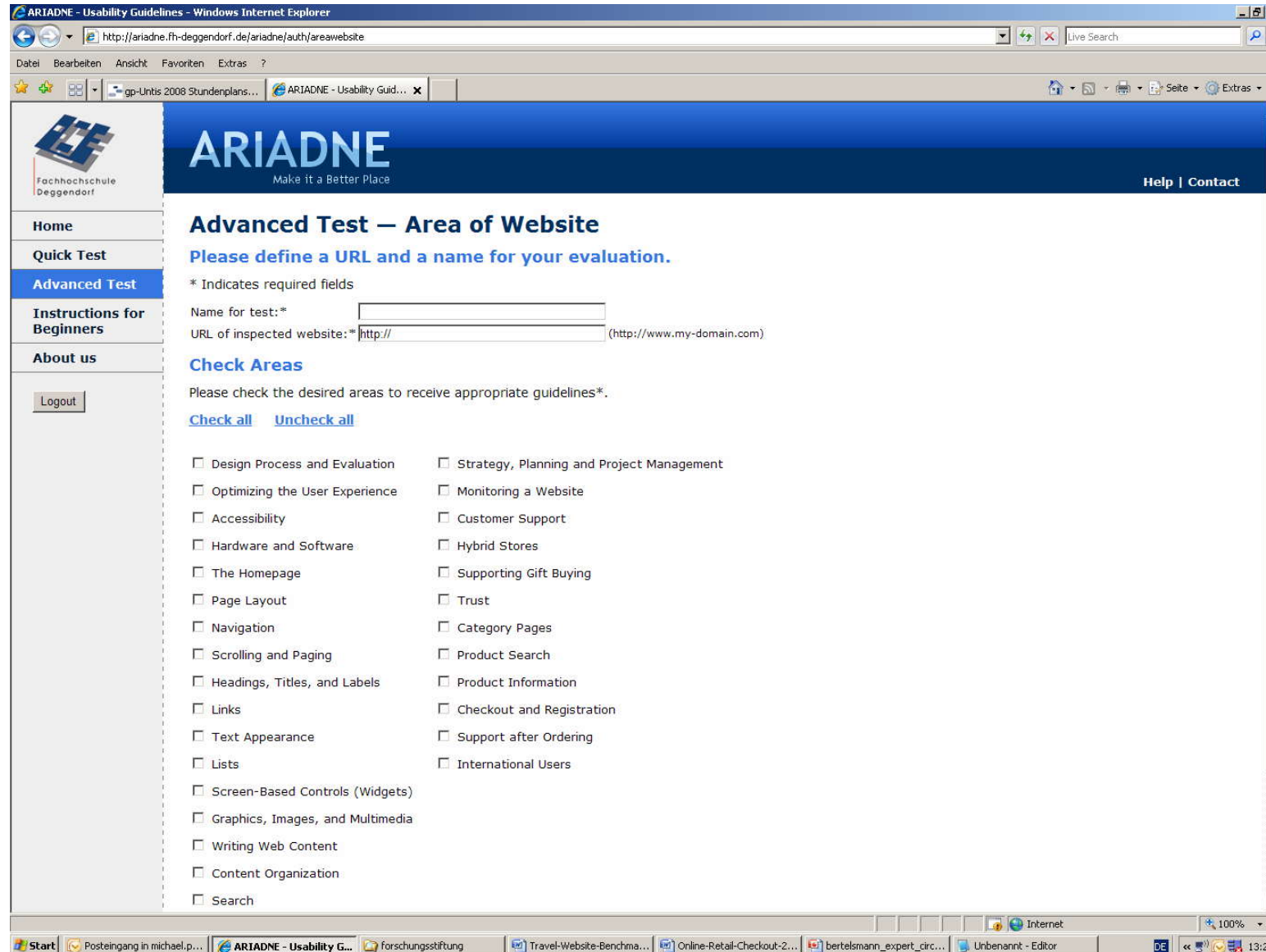
„Bitte wählen Sie aus dem Angebot von adidas einen Laufschuh für Damen aus und suchen Sie das am nächsten gelegene Sportgeschäft für Ihren Einkauf.

Ihre Adresse lautet:      Fachhochschule Deggendorf  
   Edlmairstr. 6+8  
   94469 Deggendorf

Beginnen Sie die Bearbeitung der Aufgabe hier:

[www.adidas.de](http://www.adidas.de)

## ARIADNE – Auswahl Websitebereiche



ARIADNE - Usability Guidelines - Windows Internet Explorer

http://ariadne.fh-deggendorf.de/ariadne/auth/areawebsite

ARIADNE  
Make it a Better Place

Help | Contact

**Advanced Test – Area of Website**

Please define a URL and a name for your evaluation.

\* Indicates required fields

Name for test:\*

URL of inspected website:\*  (http://www.my-domain.com)

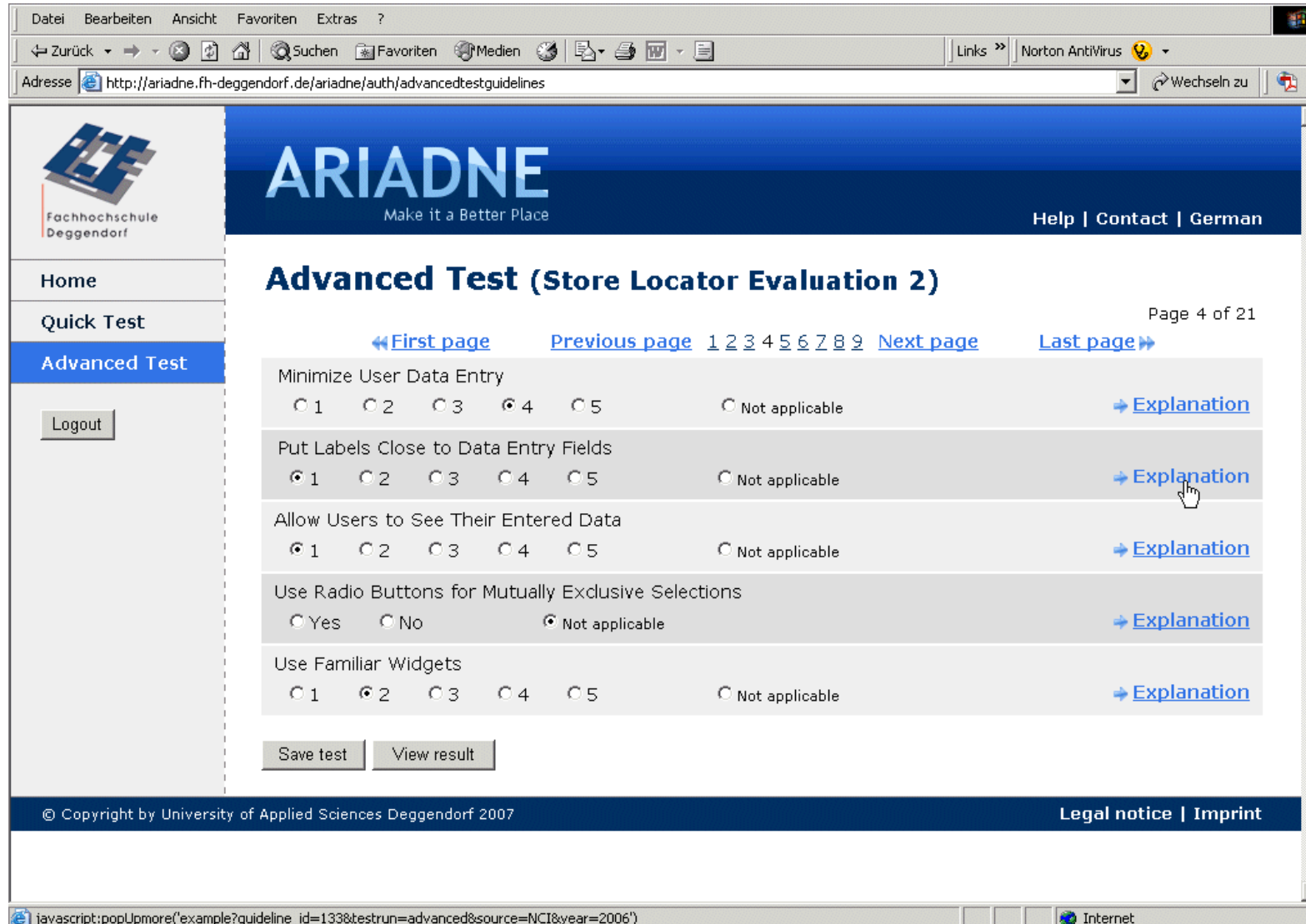
**Check Areas**

Please check the desired areas to receive appropriate guidelines\*.

[Check all](#) [Uncheck all](#)

- Design Process and Evaluation
- Strategy, Planning and Project Management
- Optimizing the User Experience
- Monitoring a Website
- Accessibility
- Customer Support
- Hardware and Software
- Hybrid Stores
- The Homepage
- Supporting Gift Buying
- Page Layout
- Trust
- Navigation
- Category Pages
- Scrolling and Paging
- Product Search
- Headings, Titles, and Labels
- Product Information
- Links
- Checkout and Registration
- Text Appearance
- Support after Ordering
- Lists
- International Users
- Screen-Based Controls (Widgets)
- Graphics, Images, and Multimedia
- Writing Web Content
- Content Organization
- Search

## ARIADNE: Pre-Test adidas Store Locator



The screenshot shows a web browser window displaying the ARIADNE application. The browser's address bar shows the URL: `http://ariadne.fh-deggendorf.de/ariadne/auth/advancedtestguidelines`. The application header features the ARIADNE logo with the tagline "Make it a Better Place" and navigation links for "Help", "Contact", and "German".

The main content area is titled "Advanced Test (Store Locator Evaluation 2)" and is on "Page 4 of 21". Navigation controls include "First page", "Previous page", "Next page", and "Last page".

The test consists of five evaluation items, each with radio buttons for ratings 1-5 and a "Not applicable" option, followed by an "Explanation" link:

- Minimize User Data Entry**: Rating 4 selected.
- Put Labels Close to Data Entry Fields**: Rating 1 selected.
- Allow Users to See Their Entered Data**: Rating 1 selected.
- Use Radio Buttons for Mutually Exclusive Selections**: "Not applicable" selected.
- Use Familiar Widgets**: Rating 2 selected.

Buttons for "Save test" and "View result" are located at the bottom of the test area. The footer contains copyright information for the University of Applied Sciences Deggendorf (2007) and links for "Legal notice" and "Imprint".

## ARIADNE: Pre-Test adidas Store Locator

**Put Labels Close to Data Entry Fields**

**Description**  
Ensure that labels are close enough to their associated data entry fields so that users will recognize the label as describing the data entry field.

**Explanation**  
All labels and related information should be close to the data entry field to enable users to easily relate the label and entries required.

**Scaling**  
To evaluate a guideline, either grades or yes/no is provided:  
**Grades:** The grades are quite similar to the school system. A "1" corresponds to an "A" in the english school system.

<b>Systems</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>English school system:</b>	A	B	C	D	E
<b>German schoolsystem:</b>	1	2	3	4	5

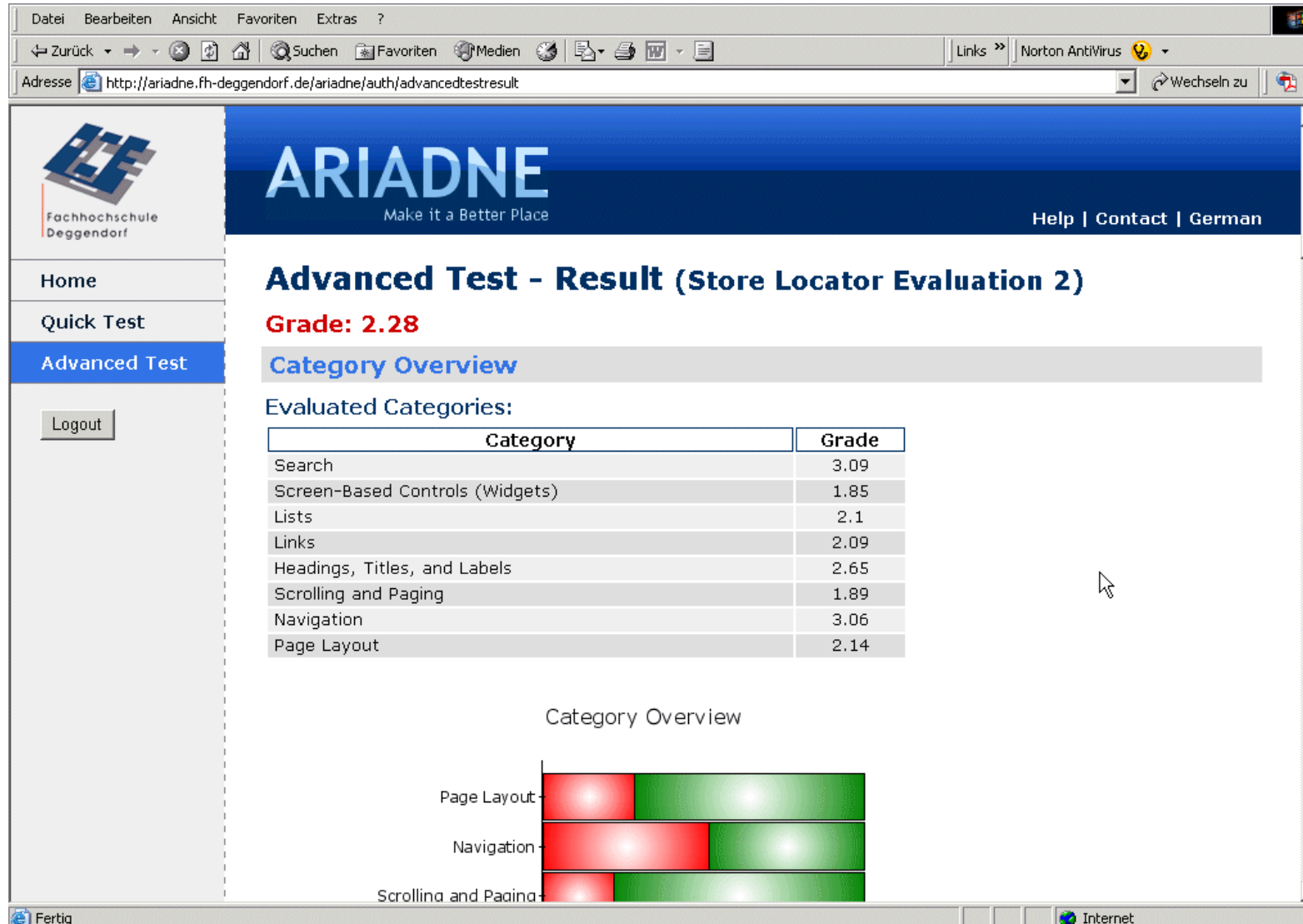
**Yes/No:** If the guidelines is fulfilled, choose "Yes", if not, "No".  
Is the guideline not applicalbe for the website, choose "not applicable"

**Weighting**  
**E2E Weighting: 3**  
**Relative Importance: 3**  
**Strength of Evidence: 2**

**Source**  
NCI 2006

[close window](#)

# ARIADNE: Pre-Test adidas Store Locator

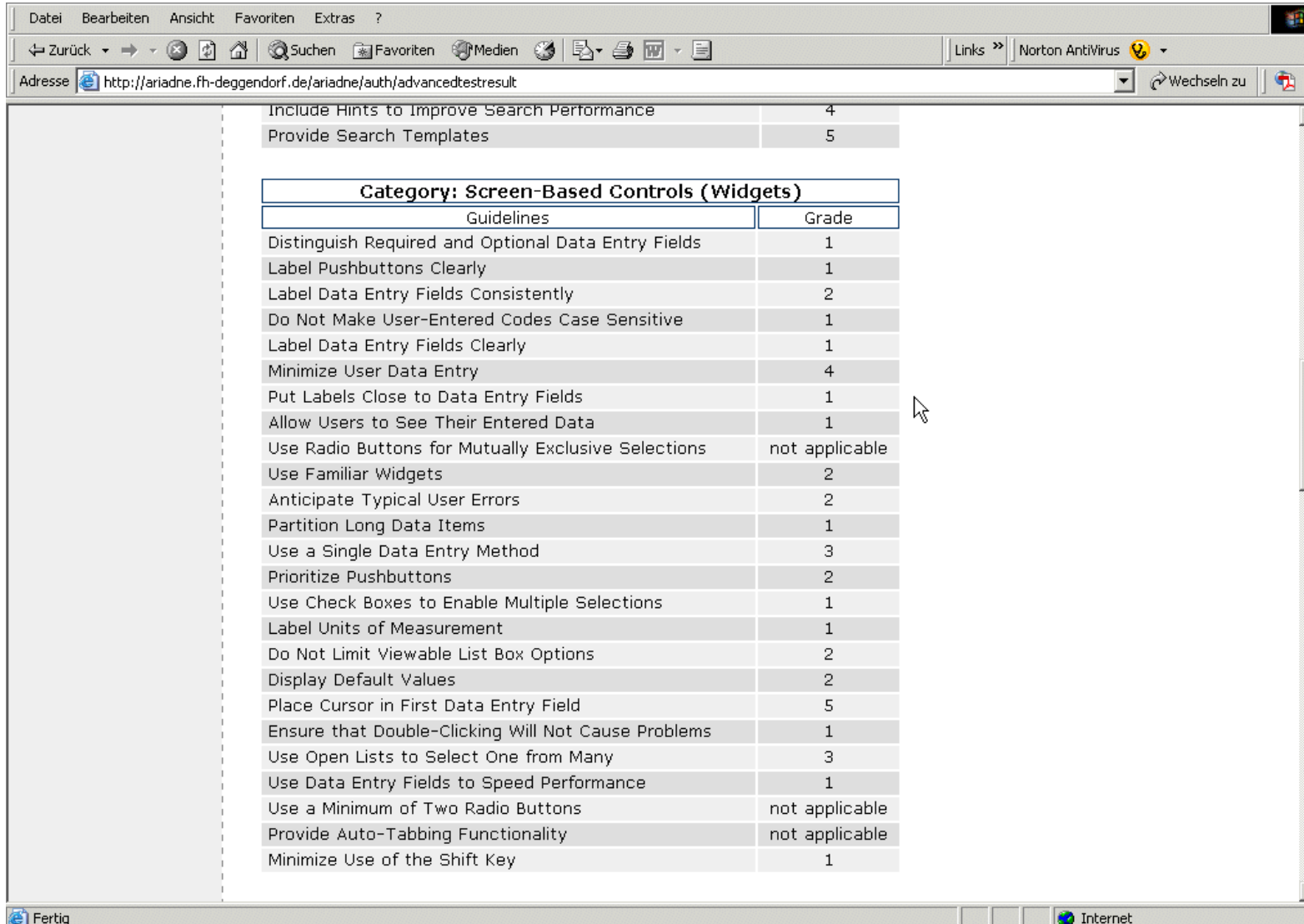


The screenshot shows a web browser window with the URL `http://ariadne.fh-deggendorf.de/ariadne/auth/advancedtestresult`. The page header features the ARIADNE logo and the tagline "Make it a Better Place". The main content area displays the title "Advanced Test - Result (Store Locator Evaluation 2)" and the overall grade "Grade: 2.28". Below this is a "Category Overview" section with a table of evaluated categories and their respective grades.

Category	Grade
Search	3.09
Screen-Based Controls (Widgets)	1.85
Lists	2.1
Links	2.09
Headings, Titles, and Labels	2.65
Scrolling and Paging	1.89
Navigation	3.06
Page Layout	2.14

Below the table is a horizontal bar chart titled "Category Overview" showing the relative performance of each category. The bars are color-coded: red for lower grades and green for higher grades. The categories shown are Page Layout, Navigation, and Scrolling and Paging.

## ARIADNE: Pre-Test adidas Store Locator

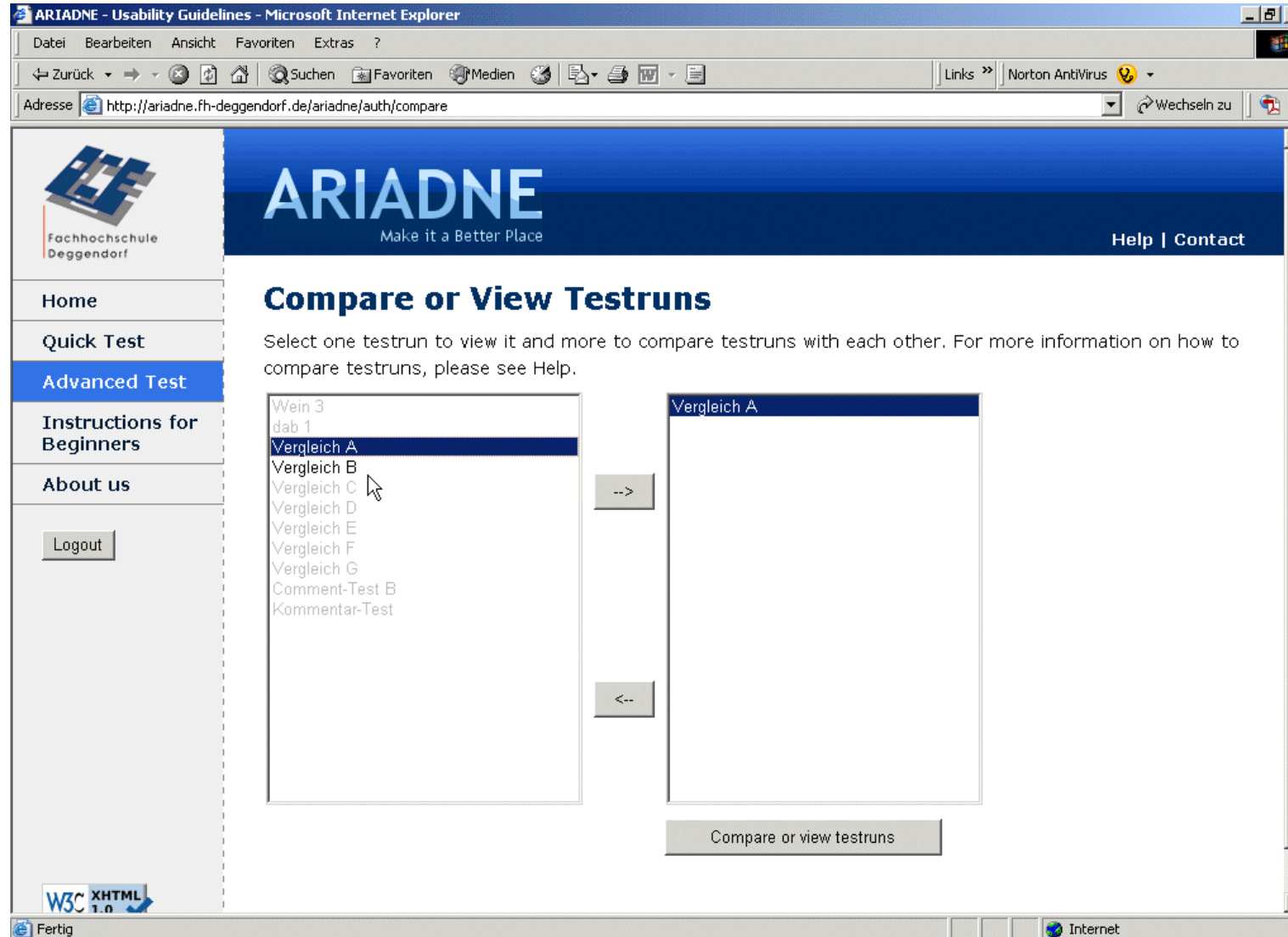


The screenshot shows a web browser window displaying a table of guidelines for screen-based controls (widgets). The browser's address bar shows the URL: <http://ariadne.fh-deggendorf.de/ariadne/auth/advancedtestresult>. The table lists various guidelines and their corresponding grades.

Category: Screen-Based Controls (Widgets)	
Guidelines	Grade
Include Hints to Improve Search Performance	4
Provide Search Templates	5
Distinguish Required and Optional Data Entry Fields	1
Label Pushbuttons Clearly	1
Label Data Entry Fields Consistently	2
Do Not Make User-Entered Codes Case Sensitive	1
Label Data Entry Fields Clearly	1
Minimize User Data Entry	4
Put Labels Close to Data Entry Fields	1
Allow Users to See Their Entered Data	1
Use Radio Buttons for Mutually Exclusive Selections	not applicable
Use Familiar Widgets	2
Anticipate Typical User Errors	2
Partition Long Data Items	1
Use a Single Data Entry Method	3
Prioritize Pushbuttons	2
Use Check Boxes to Enable Multiple Selections	1
Label Units of Measurement	1
Do Not Limit Viewable List Box Options	2
Display Default Values	2
Place Cursor in First Data Entry Field	5
Ensure that Double-Clicking Will Not Cause Problems	1
Use Open Lists to Select One from Many	3
Use Data Entry Fields to Speed Performance	1
Use a Minimum of Two Radio Buttons	not applicable
Provide Auto-Tabbing Functionality	not applicable
Minimize Use of the Shift Key	1



## ARIADNE: Pre-Test adidas Store Locator

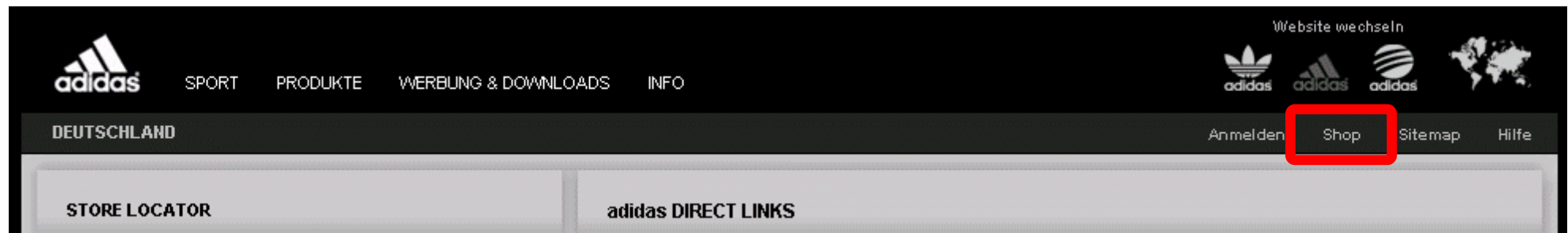


### Ablauf des Pre-Tests für den adidas Store Locator

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4. Exploration der Website durch die Beurteiler
5. Bewertung der Website durch jeden Beurteiler für sich allein
6. Besprechung der Einzelergebnisse (Abweichungen)
7. Erstellung einer Gesamt-Bewertung
8. Dokumentation

## The „Naming of Links“ Issue

Link in Top-Navigation was called „Shop“  
Users expected an online store...



**Symptoms:** Break-ups were very high ( 53% )

Solution: „Shop“ is now „Find a store“



## Result:

Users find what they expect:  
Less users visit the store finder ( -63% )  
... but break-ups reduced significantly ( -71% )

## Funktionen der Onsite-Befragungen

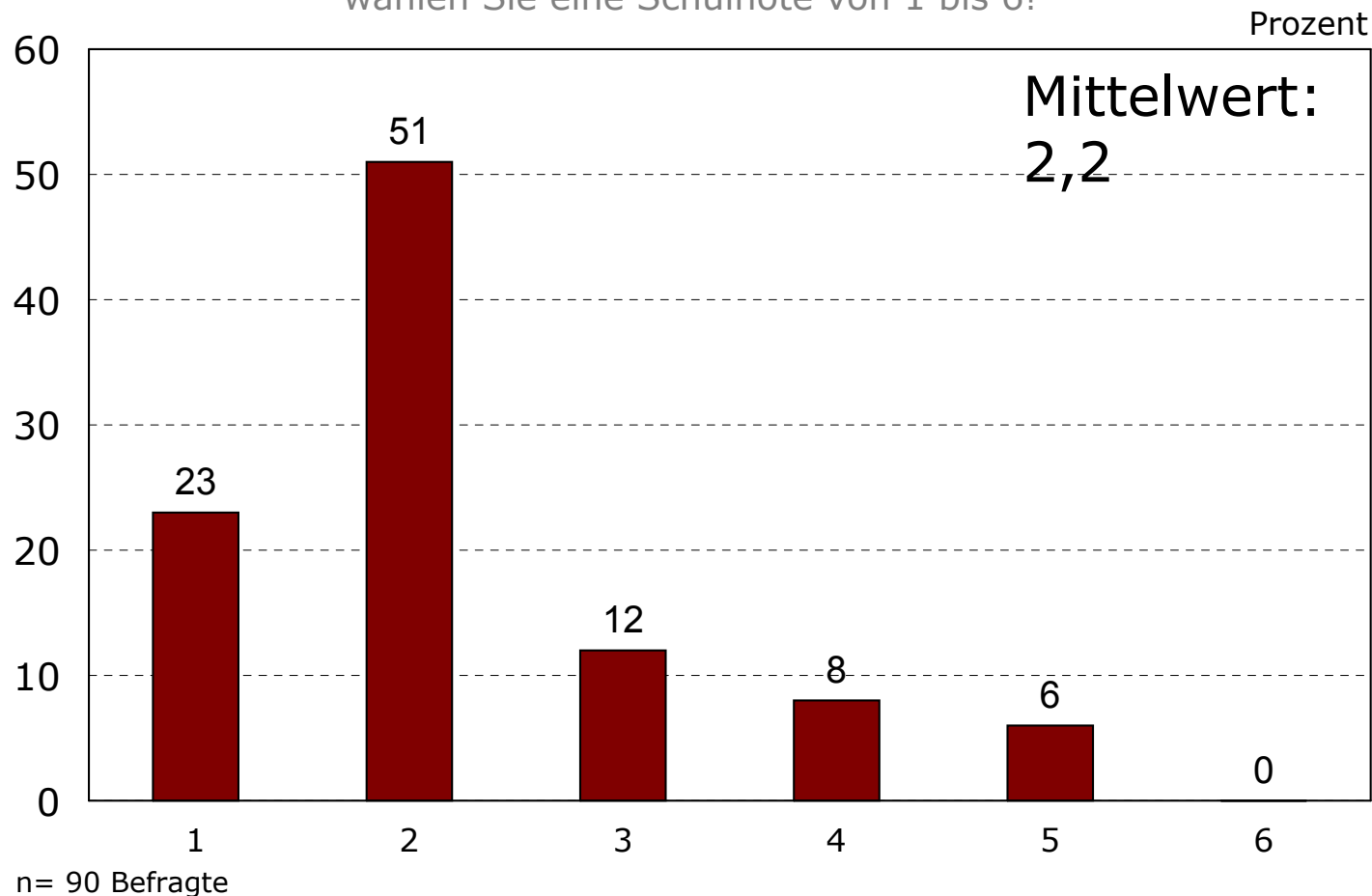
- Qualitative KPIs erheben
  - Bewertung der Website
  - Bewertung der Marken
- Webmetriken interpretieren
  - Gründe für Nutzungsmuster identifizieren
  - Likes und Dislikes
- Usability validieren
  - Verständlichkeit
  - Navigation
- Nutzer identifizieren

## Qualitätsdimensionen von Webauftritten aus Sicht der Benutzer

- Informationsqualität
  - Glaubwürdigkeit
  - Relevanz
  - Vollständigkeit
  - Aktualität
  - Vielfalt
  - Transparenz
  - Verständlichkeit
- Transaktionsqualität
  - . . .
- Emotionale Qualität
  - . . .
- Imagequalität
  - . . .
- Gesamtbeurteilung
  - Gesamtzufriedenheit
  - Nutzungsintensität
  - Wiederkehr

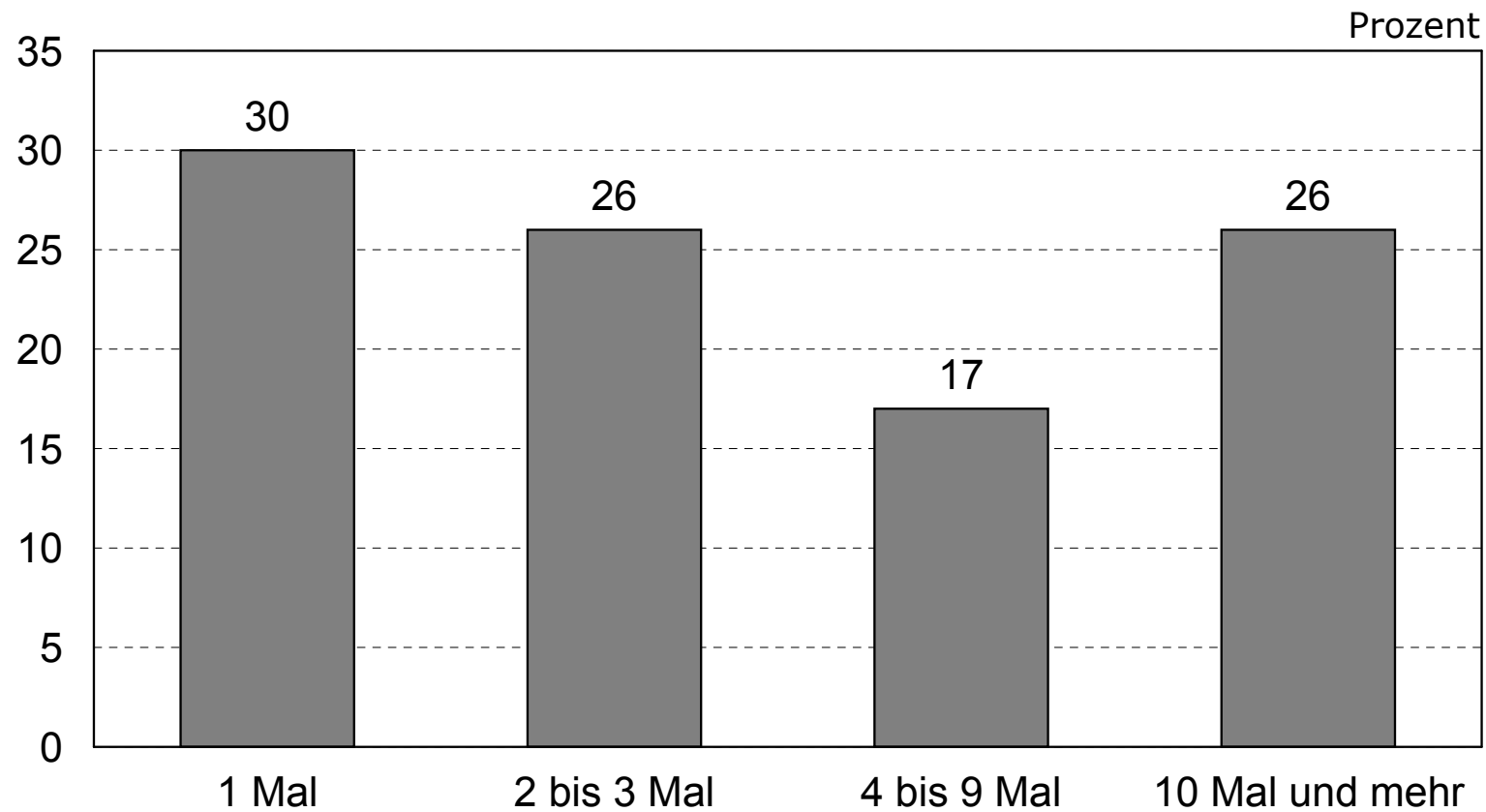
## Allgemeine Einschätzung der Website mittels Schulnoten

Frage: "Wenn Sie nun wieder an die Website von Weinfurtnr Das Glasdorf denken, die Sie gerade besuchen. Wie bewerten Sie diese Website? Bitte wählen Sie eine Schulnote von 1 bis 6!"



## Die Besuchshäufigkeit

Frage: "Wie oft haben Sie diese Website schon besucht?"

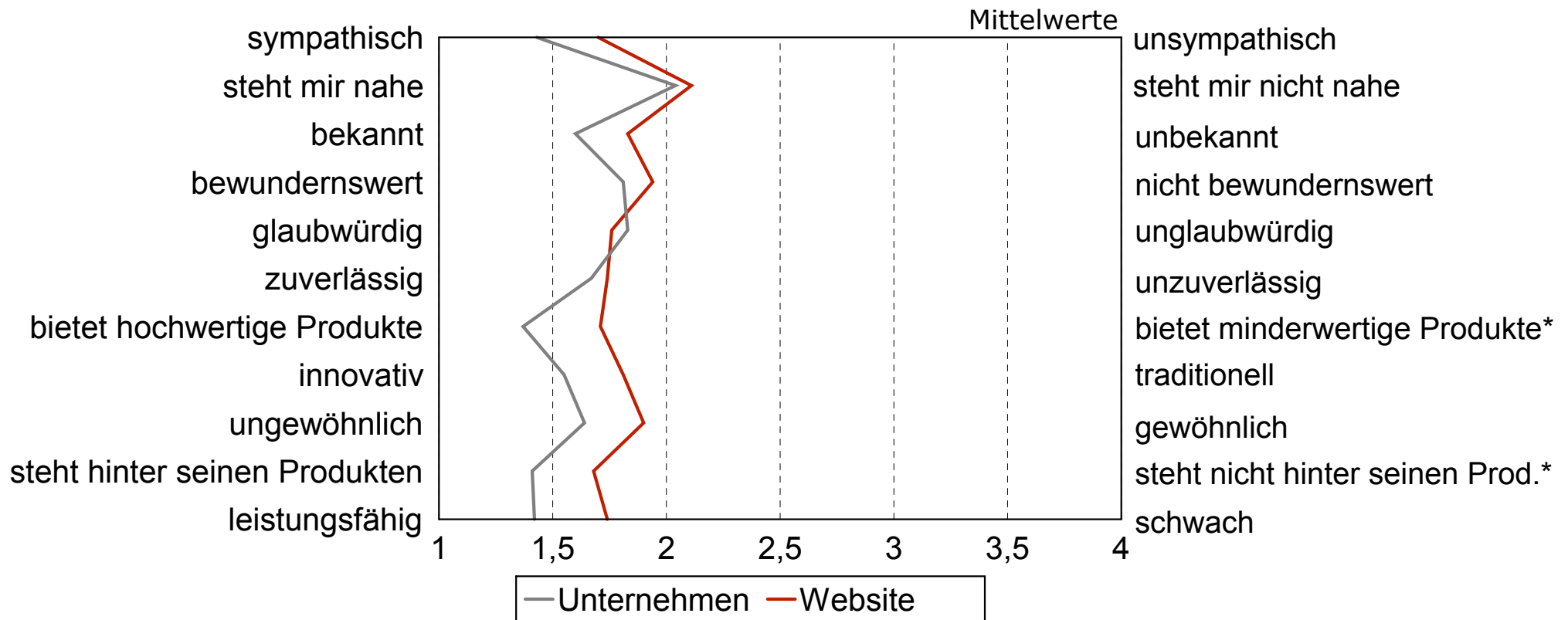


n= 92 Befragte



# Einschätzung Unternehmen und Website im Vergleich

Bewertung des Unternehmens vs. Bewertung der Website

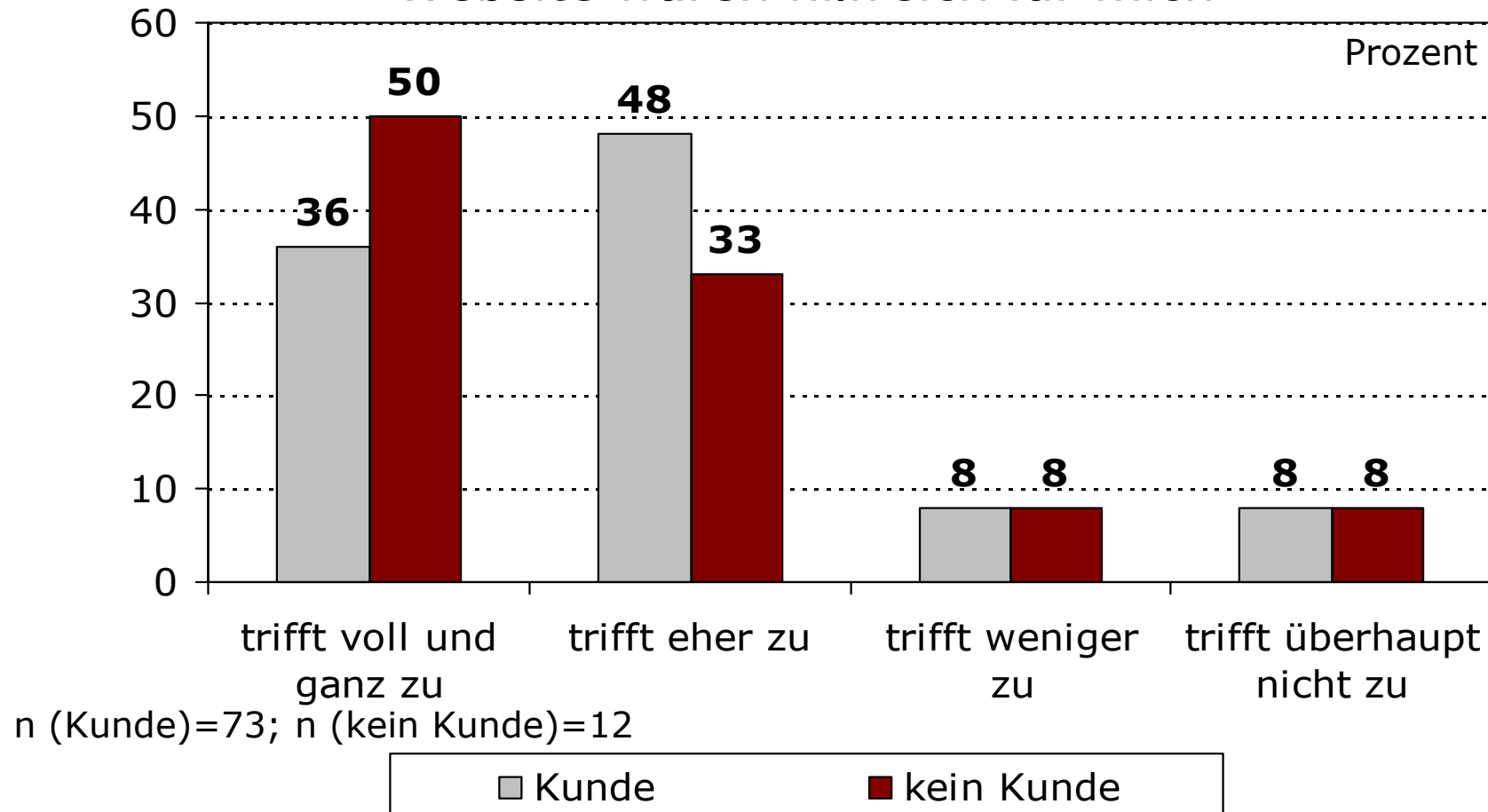


n= 80-87 Befragte

\* Bei Abfrage zur Website: minderwertig; passt nicht zu den Produkten

## Einschätzung der Informationen von Kunden vs. Nicht-Kunden

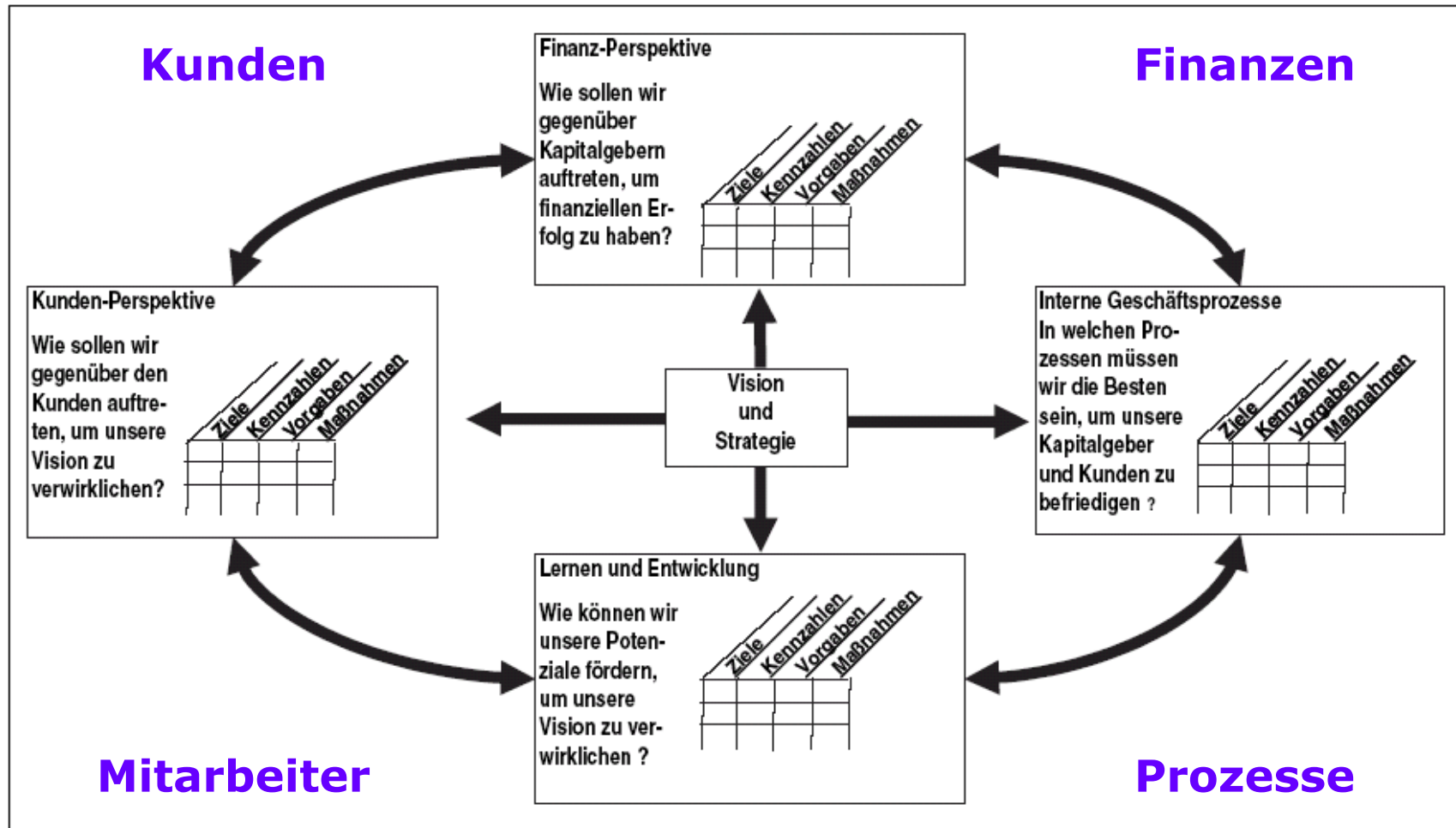
Antworten auf die Aussage: „Die Informationen auf der Website waren hilfreich für mich.“



## Gliederung

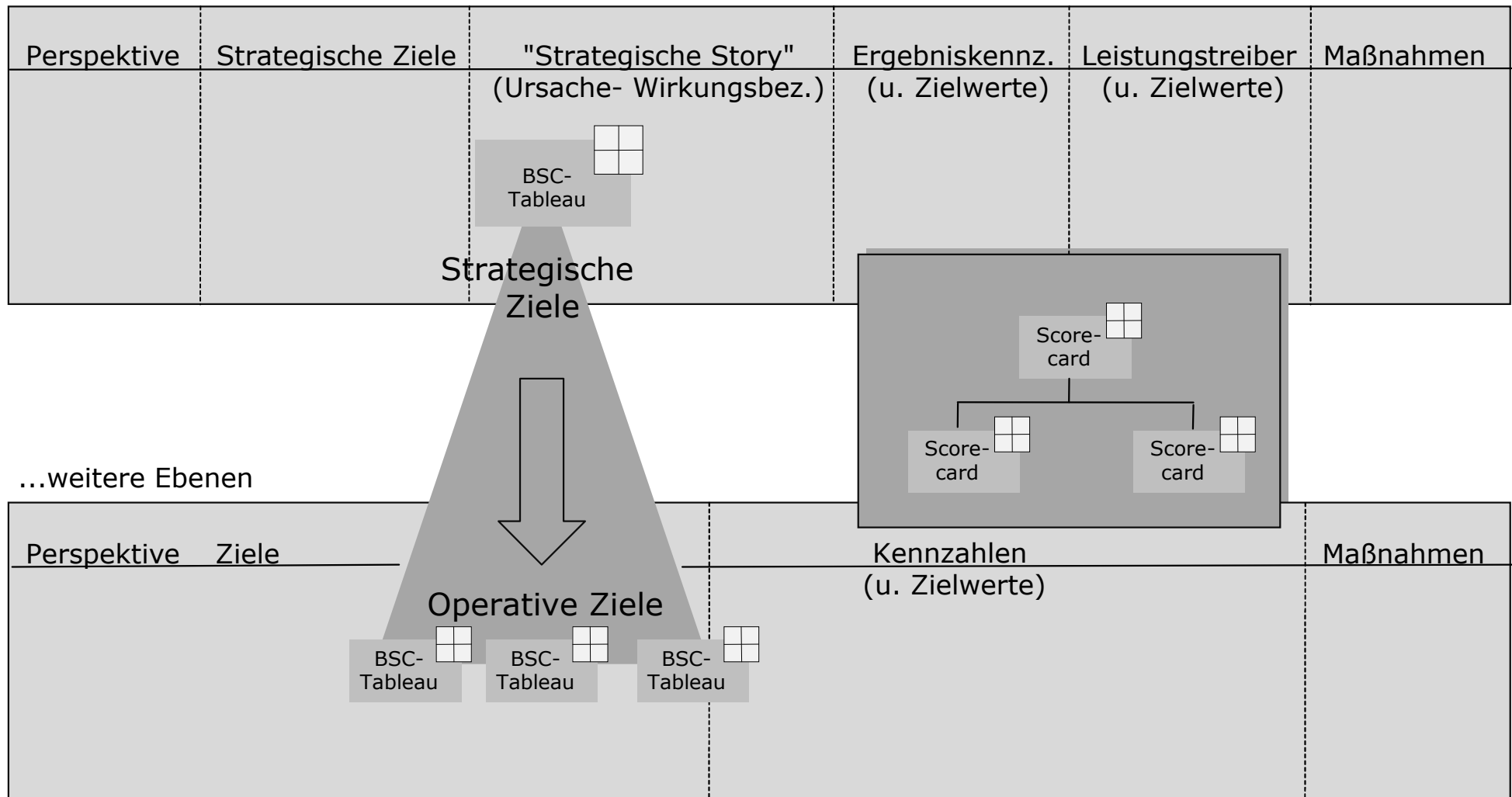
- Forschungsprojekt E2E
- State of the Art
- Eingesetzte Instrumente
- **Balanced Scorecard als Integrationsansatz**
- Technische Auswertungsplattform

# Balanced Scorecard Dimensionen

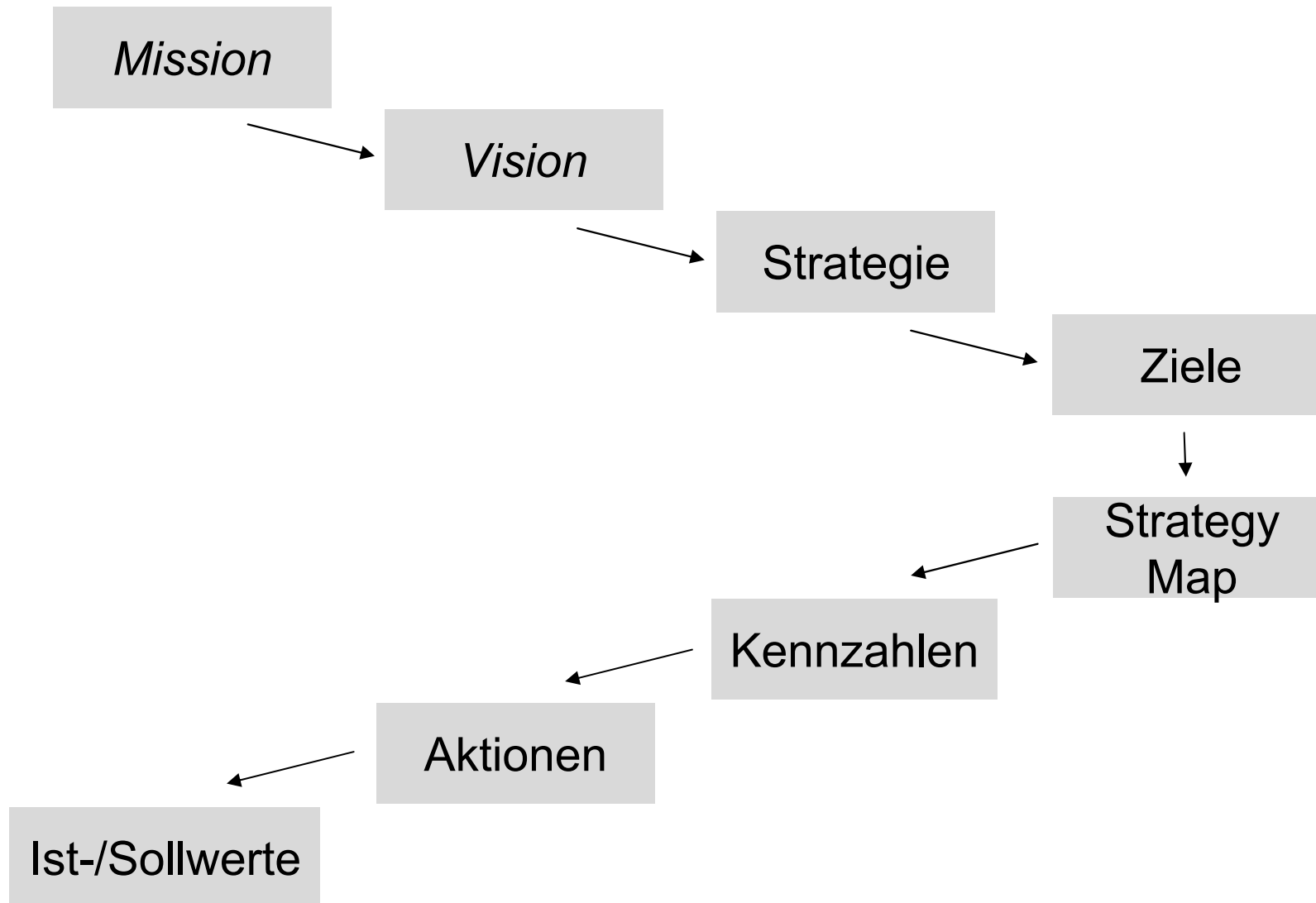


## BSC als hierarchischer Ansatz

Oberste BSC Tableau und Ebene darunter



## Vorgehensweise bei Erstellung einer Scorecard



## Gliederung

- Forschungsprojekt E2E
- State of the Art
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- Balanced Scorecard als Integrationsansatz
- **Technische Auswertungsplattform**



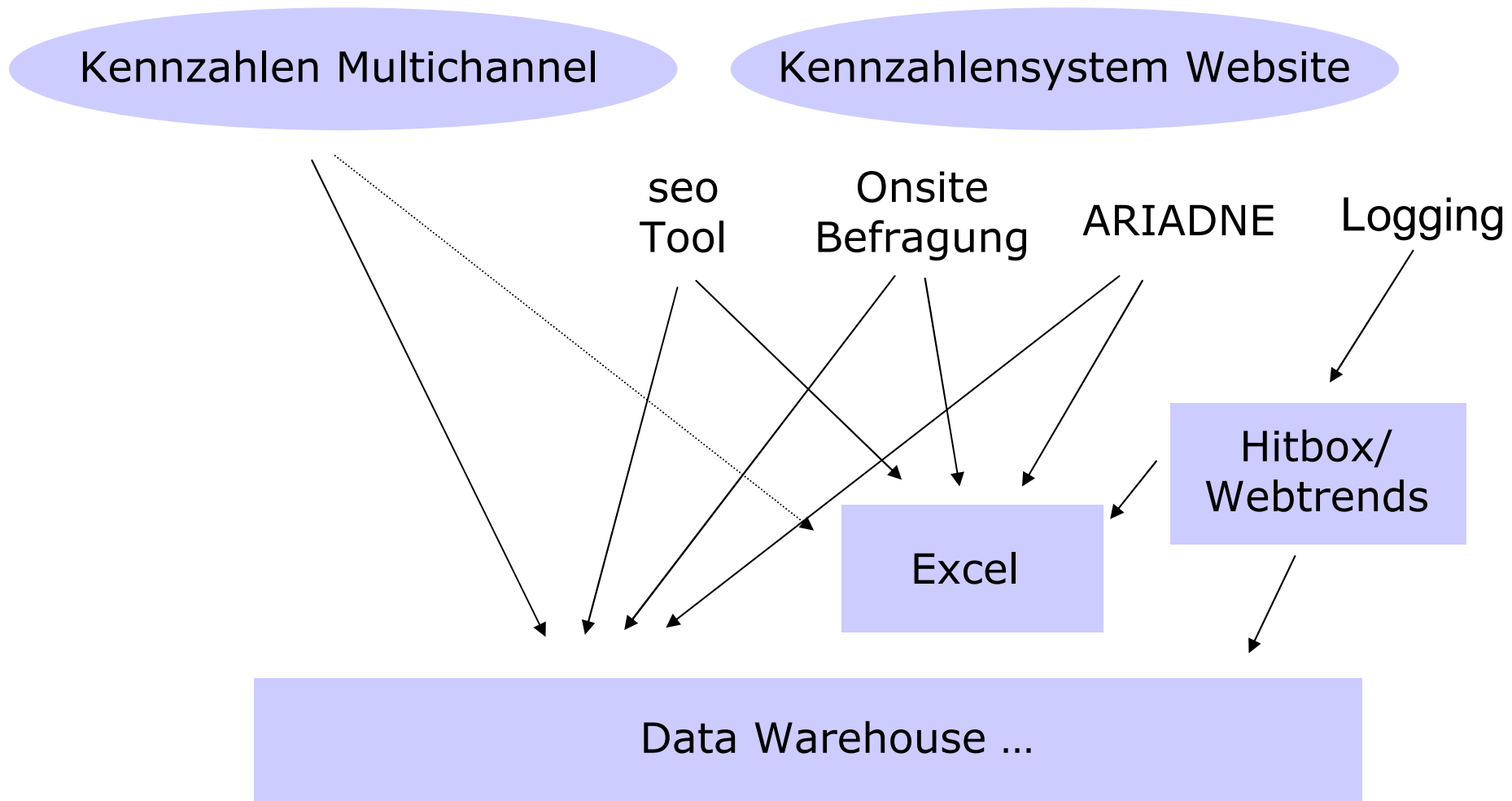
## WSP IT Dashboard

Report Periode	July 2007	WebTrends reports:	user: adidas	pw: adidas99
Report Date:	10.07.2007	Presentaion look and feel:	<a href="#">Flash</a>	
Steering Board Meeting	15.07.2007	Overview	<a href="#">Overview</a>	
Report Generated By:	Martin Grosshauser			

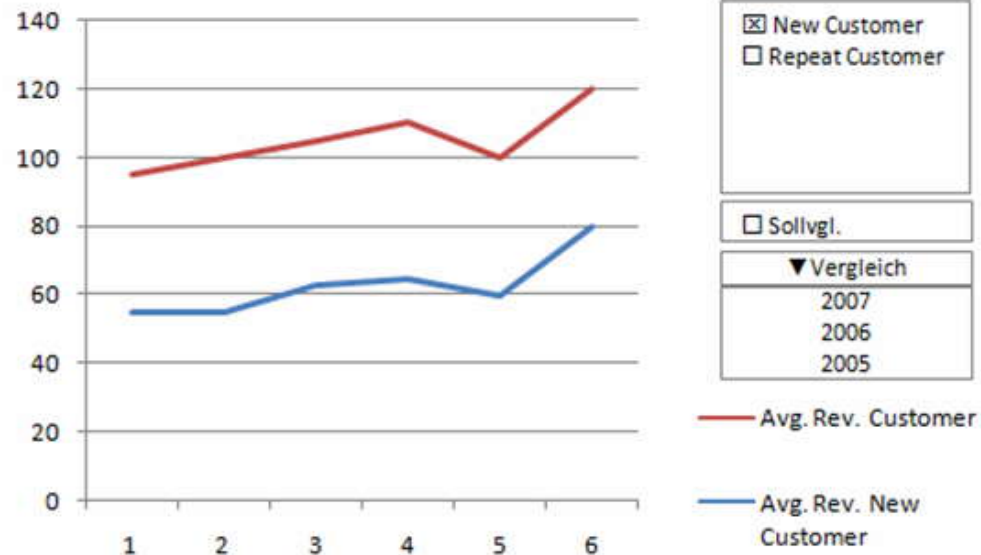
Key Performance Indicator	This Period	Last Period	Change	% Change	% of Goal	Warnings	Internal Owner
<a href="#">Revenue PreOrder</a>	300%	700%	▼	-57%	#DIV/0!	Precipitous Drop	<a href="#">Martin Grosshauser</a>
Revenue ReOrder	400%	800%	▼	-50%	400%	Precipitous Drop	Martin Grosshauser
<a href="#">Usage of past order service</a>	500%	300%	▲	67%	500%		Simone Ultsch
Usage of services	500%	300%	▲	67%	500%		Markus Rautert
Usaqe fo download & information service	500%	300%	▲	67%	#BEZUG!	#BEZUG!	Peter Hoehlein
<b>SENIOR STRATEGISTS</b>							
macro-PreOrder conversion (visit bezogen)	100,00%	200,00%	▼	-50%	100%	Precipitous Drop	
macro-ReOrder conversion (visit bezogen)	100,00%	200,00%	▼	-50%	100%	Precipitous Drop	
page views (overall traffic volume)	1	2	▼	-50%	100%	Precipitous Drop	
number of unique visitors	1	2	▼	-50%	100%	Precipitous Drop	
<b>MID-TIER STRATEGISTS</b>							
percentage of new visitors	100,00%	100,00%	▲	0%	100%		
percentage of returning visitors	100,00%	100,00%	▲	0%	100%		
order conversion rate per campaign A	500%	600%	▼	-17%	500%		
order conversion rate per campaign B	500%	600%	▼	-17%	500%		
order conversion rate per campaign C	500%	600%	▼	-17%	500%		
percent zero result searches engine A	0%	0%	#DIV/0!	#DIV/0!	0%	#DIV/0!	
percent zero result searches engine B	0%	0%	#DIV/0!	#DIV/0!	0%	#DIV/0!	
search results to exit ratio of search engine A	100%	100%	▲	0%	100%		
search results to exit ratio of search engine B	100%	200%	▼	-50%	100%	Precipitous Drop	
page views of content group X	1	1	▲	0%	100%		
<b>TACTICAL RESOURCES</b>							
error pages	0	0	#DIV/0!	#DIV/0!	0%	#DIV/0!	
features			#DIV/0!	#DIV/0!	0%	#DIV/0!	
average pages viewed per visitor	1	1	▲	0%	100%		
top ten search phrases (measured by search engine)	1	1	▲	0%	100%		
percent high satisfaction visitors and customers	1	1	▲	0%	100%		
percent medium satisfaction visitors and customers	1	1	▲	0%	100%		
percent low satisfaction visitors and customers	1	1	▲	0%	100%		
top ten customers (measured by lifetime value)	1	1	▲	0%	100%		
top ten products (measured by revenue)	1	1	▲	0%	100%		
top features (measured by usage)			#DIV/0!	#DIV/0!	0%	#DIV/0!	
looser features (measured by usage)			#DIV/0!	#DIV/0!	0%	#DIV/0!	

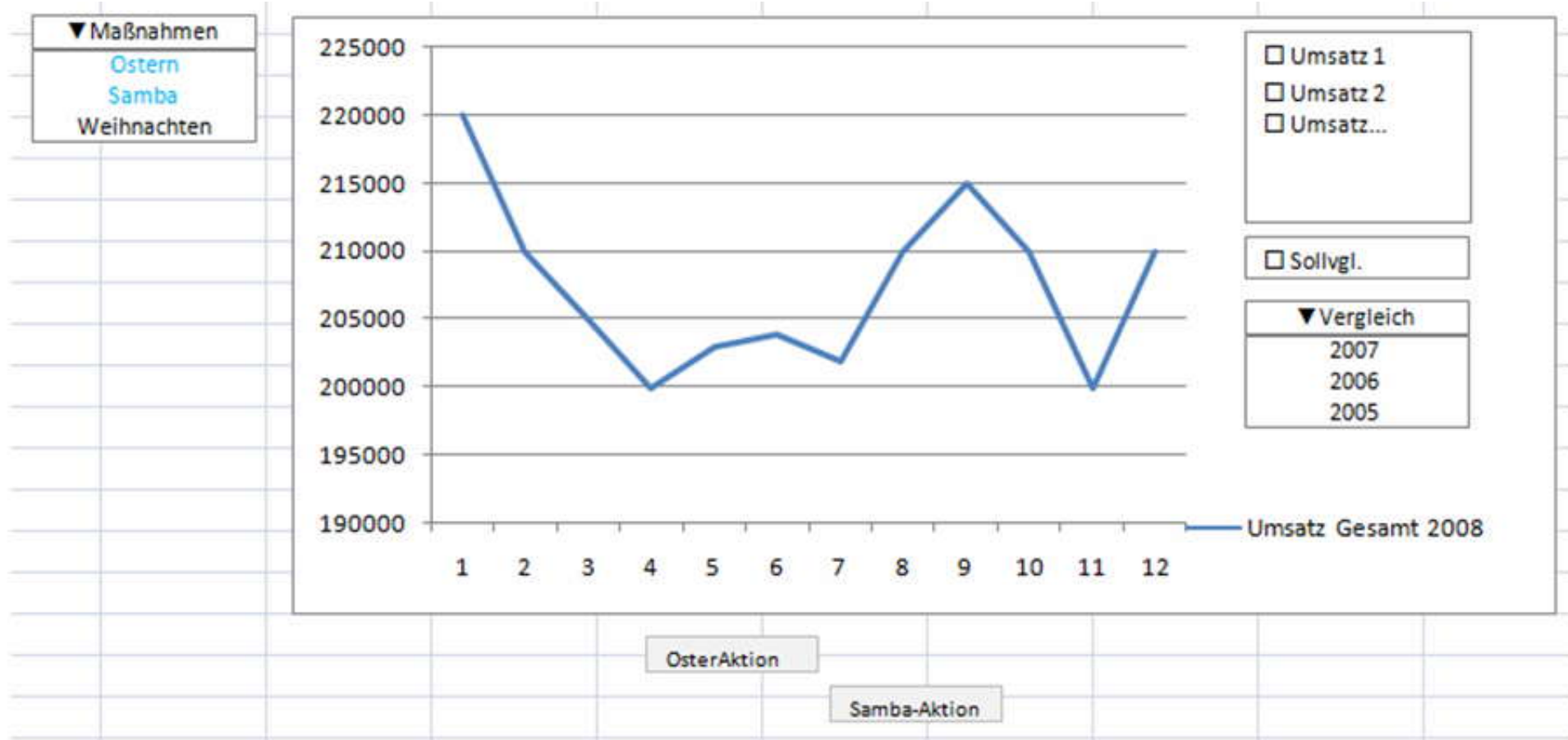


## Technische Auswertungsplattform



Perspektive	Ziel	KPI	Aktuelle Periode	Letzte Periode	Änderung	Änderung %	Soll	% Soll	Warnung	(Zielerreichung)
Finanzen	Verkäufe	Avg. Rev. per Customer	120€	100€	▲	+20%	110€	109%		
		Avg. Rev. per New Customer	80€	60€	▲	+33%	80€	100%		
		Avg. Rev. per Repeat Customer	160€	140€	▲	+14%	140€	114%		





Vielen Dank für Ihre Aufmerksamkeit!