



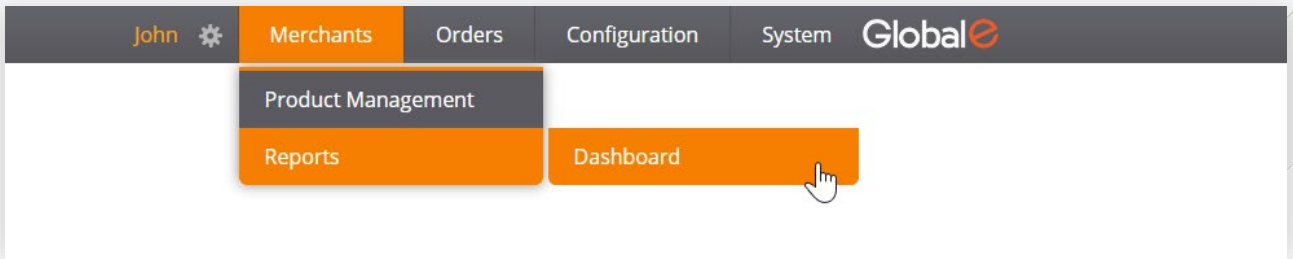
Merchant Dashboard Guide

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The Merchant Dashboard

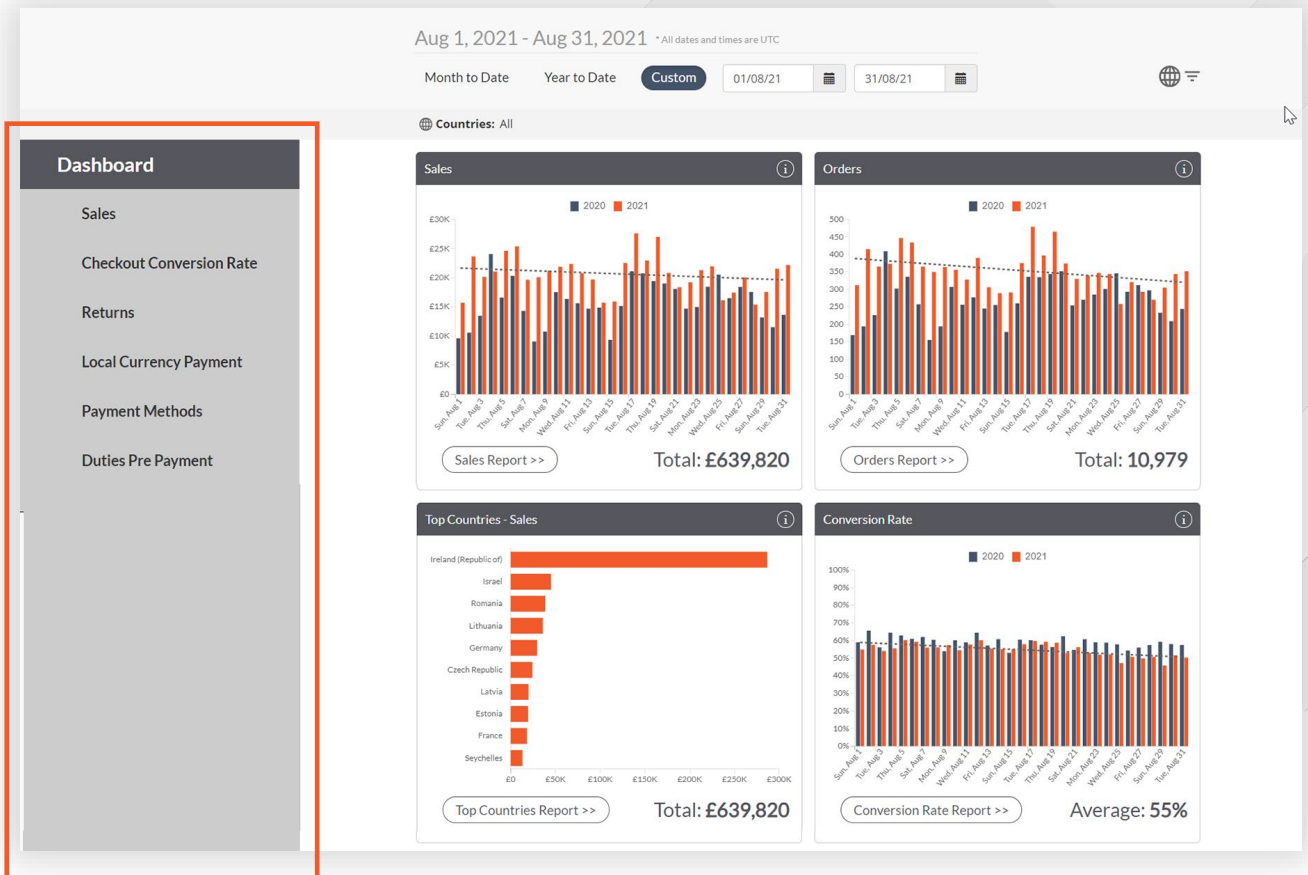
Access the Merchant Dashboard via the Merchant Portal



Track your business performance at-a-glance, or in more detail via the clear and user-friendly interface.

Dashboard Navigation

On the left-hand side of the dashboard, select the report you would like to review.



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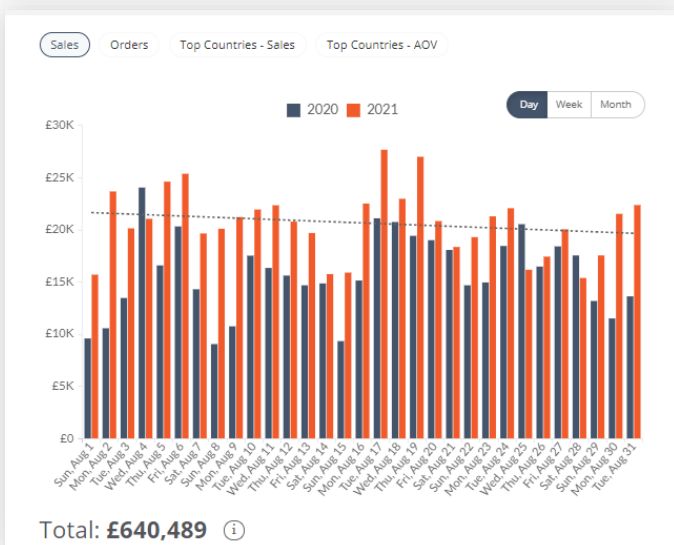
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Sales Reports

Via the dashboard, you can view your sales report within 4 different business metrics (pivots):

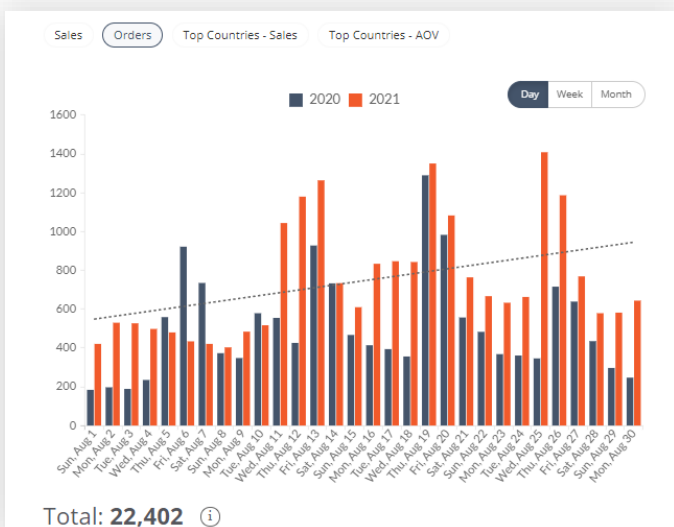
- Sales
- Orders
- Top Countries – Sales
- Top Countries – AOV

You can switch between these four pivots. The data will be displayed according to your selection.



Sales

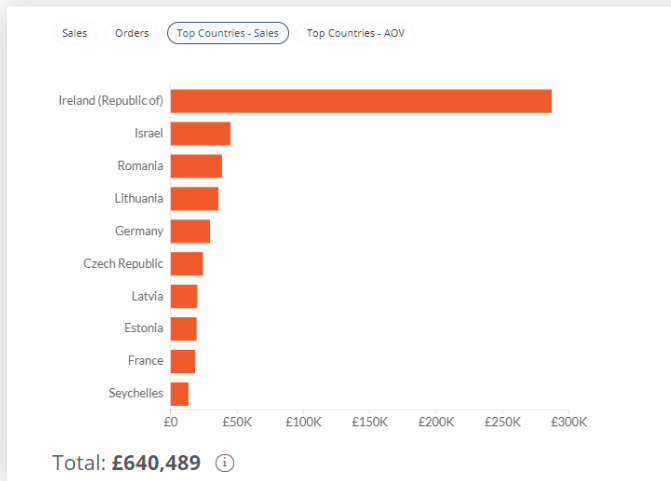
This chart shows your revenues from selling your products minus discounts, within the time period that you select.



Orders

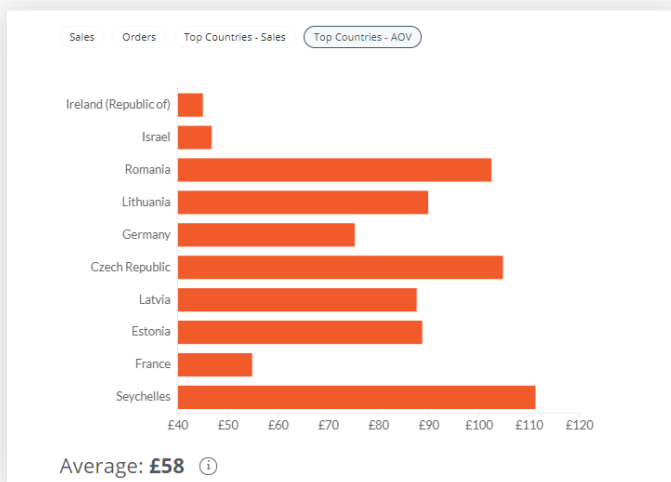
This chart shows the number of confirmed, non-cancelled orders.

Sales Report – cont.



Top Countries – Sales

This chart presents your top-10 sale-leading countries.



Top Countries – AOV

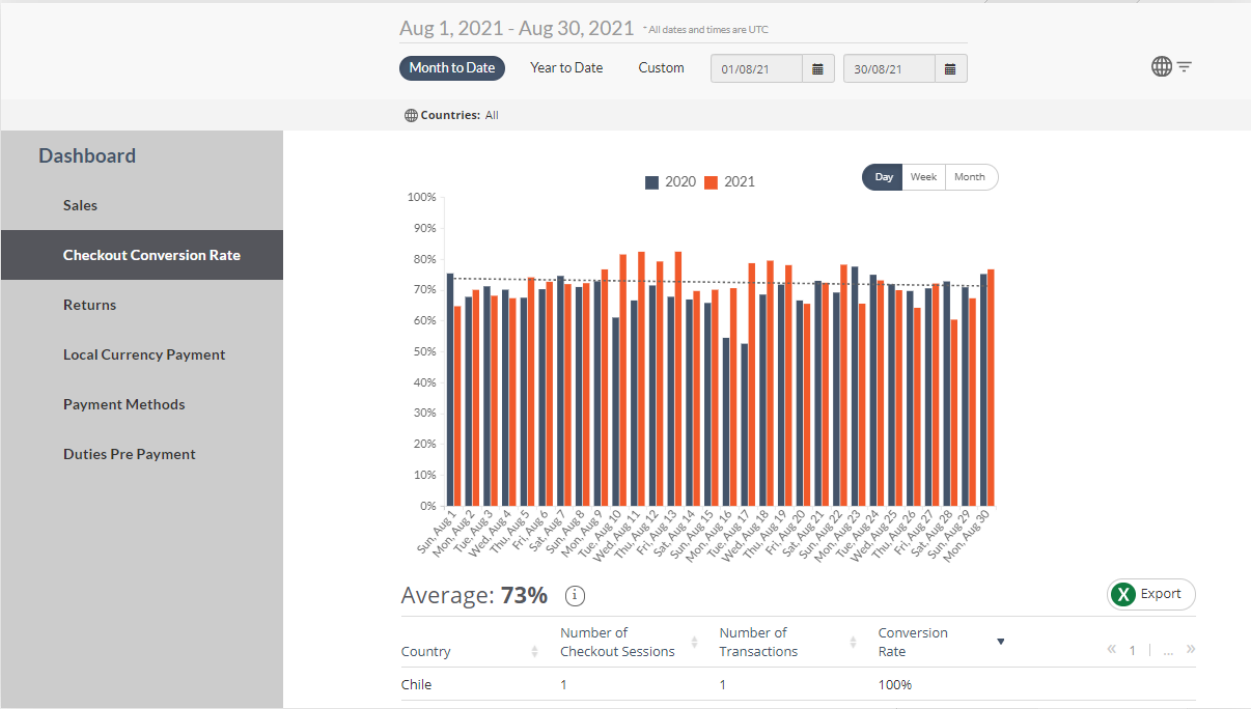
This chart presents the average order value of your top-10 sale-leading countries.

Checkout Conversion Report

This report shows the ratio of confirmed transactions to checkout sessions, as tracked by Google Analytics, within the time period that you select.

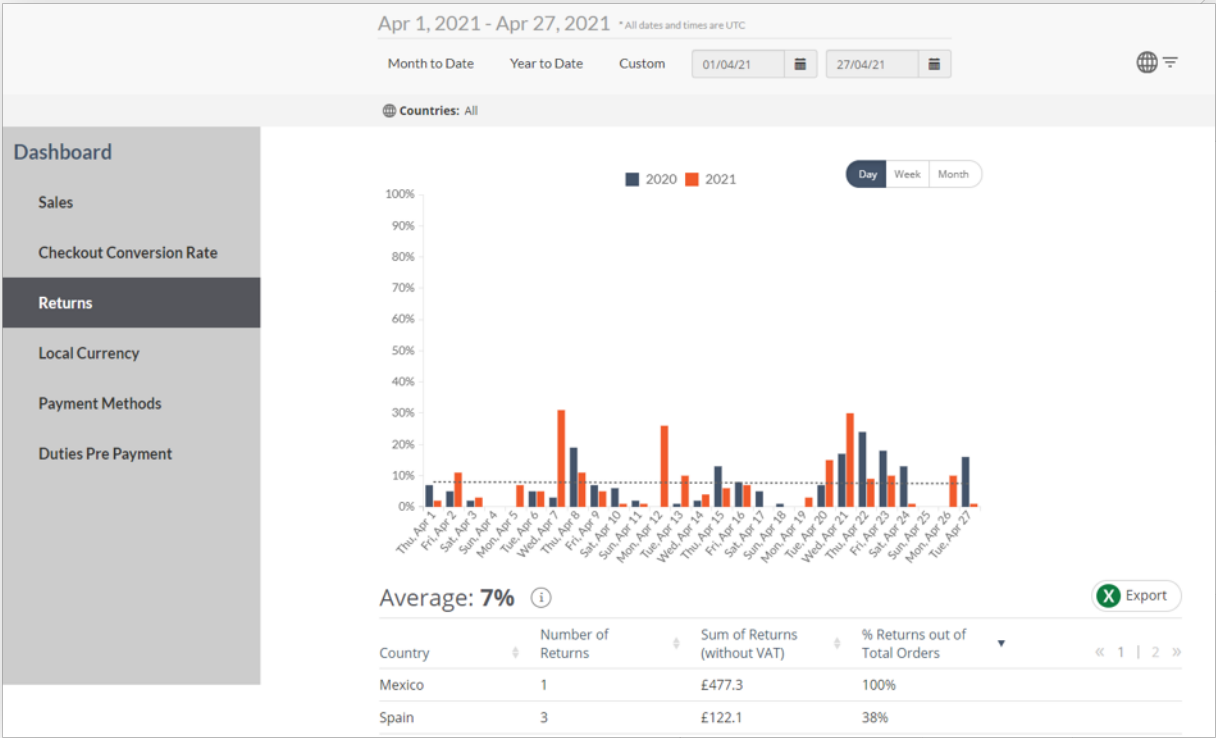
- The data is available as of February 2020 onwards and is updated at 9am UTC time, the previous day.

Note: The only traffic presented in this report is from the checkout page.



Returns Report

This report shows the percentage of refunds issued to customers for returned products, within a selected period.

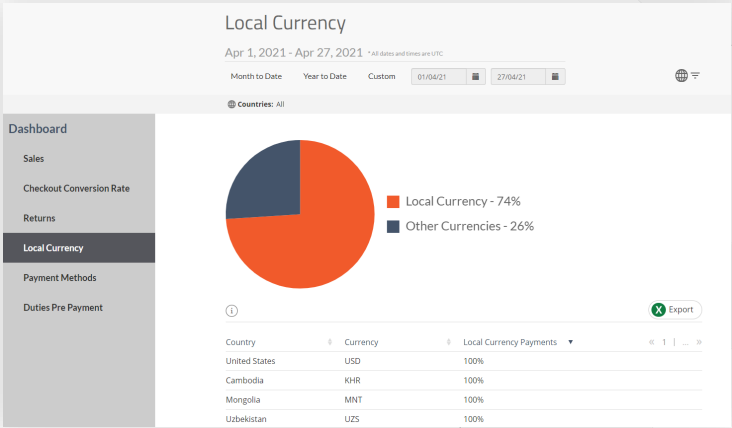


What are your customers' preferences?

The following reports give you valuable insights into your shoppers' behaviour across all markets.

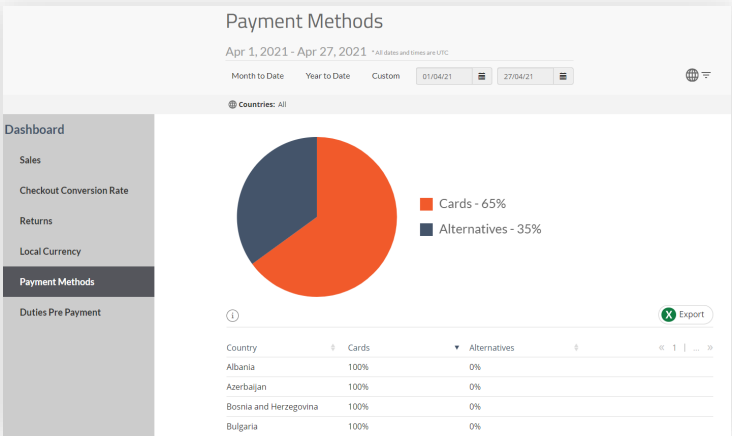
Local Currency Report

This report shows the ratio of confirmed payments in the shopper country's currency vs. payments made in any other currency, within a selected period.



Payment Method Report

This report shows the ratio of confirmed payments via credit/debit cards vs. all other means of payment, within a selected period.



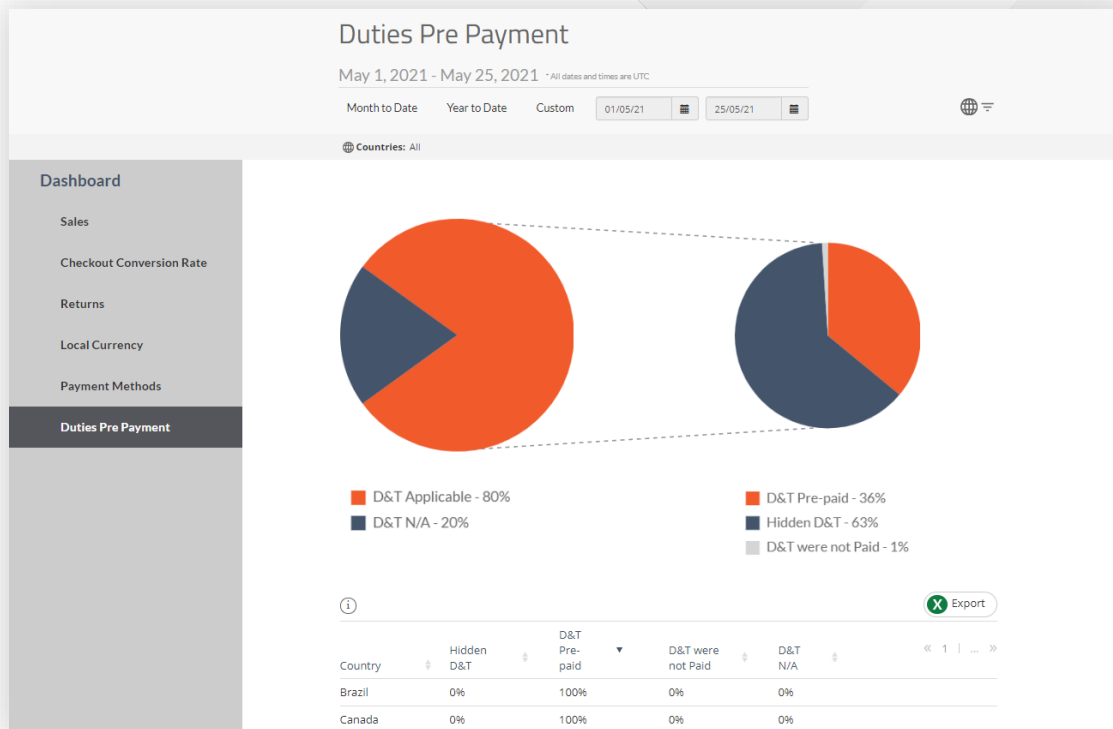
Duties & Taxes Pre-Payment Report

The report shows the breakdown of orders liable for duties and taxes (D&T), within a selected period:

- ▶ **D&T applicable** – Percentage of orders liable for D&T according to the destination country's duties regime.
- ▶ **D&T N/A** – Percentage of orders below the D&T threshold of the destination country or orders delivered by shipping services that do not support D&T prepayment.

Within D&T applicable orders, you can see the breakdown of pre-payment options offered during checkout:

- ▶ **D&T pre-paid** – Percentage of orders where customers selected to pay duties & taxes at the checkout.
- ▶ **Hidden D&T** – Percentage of orders with duties & taxes included in the product price as per merchant settings.
- ▶ **D&T were not paid** – Percentage of orders where customers selected not to pay duties & taxes at the checkout.



Report Features



Date and Country Filters

Create customised reports by selecting the time frame and markets you wish to analyse.

- ▶ Two pre-defined filters are available (Month to Date / Year to Date) to set the date range, or a customised period.
- ▶ Data is always shown up to the previous day.

Dashboard

Apr 1, 2021 - Apr 27, 2021 * All dates and times are UTC

Month to Date

Year to Date

Custom

01/04/21



27/04/21



Countries: All

- ▶ Through the country filter, specific countries can be selected to be shown in the report.
- ▶ By default, all countries that contributed at least one order within the selected period, are selected in the list.

Dashboard

Apr 1, 2021 - Apr 27, 2021 * All dates and times are UTC

Month to Date

Year to Date

Custom

01/04/21



27/04/21



Countries: Australia, Austria, Algeria

Sales



Orders



Search...

- ☐ All
- ☐ Albania
- ☒ Algeria
- ☒ Australia
- ☒ Austria
- ☐ Azerbaijan
- ☐ Bahrain
- ☐ Bangladesh



We hope you find this guide useful.

For any questions, please contact
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