

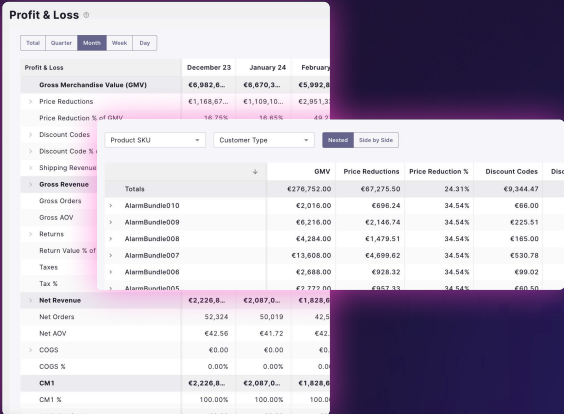
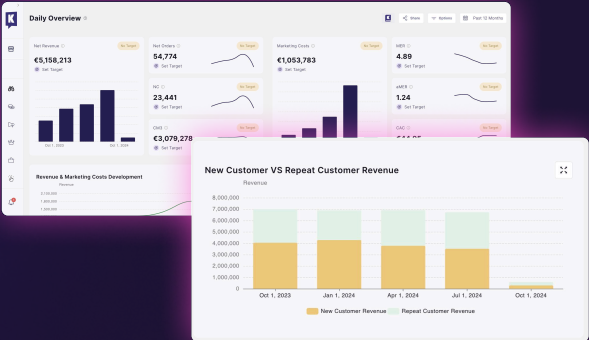
Klar – All the reports you need to steer your business profitably:

DAILY OVERVIEW

Main performance KPIs against targets.

Get an instant overview of how your shop is doing. With revenue and costs split in new and repeat customers, respective average order values, marketing efficiency metrics per channel and product sales insights.

"What was happening yesterday - am I on track?"



PROFITABILITY DEEP-DIVE

Stay on top of your bottom line.

Slice & dice through your cost & revenue data to identify where to scale to maximize profits - even with pretty complex cost structures. With an always-up-to-date P&L down to EBITDA and insights into profit per product, country,

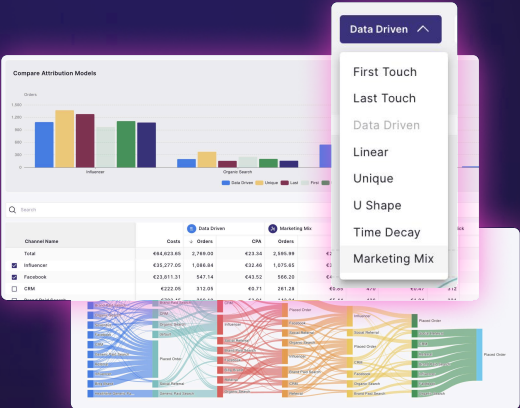
"Where am I burning money?"

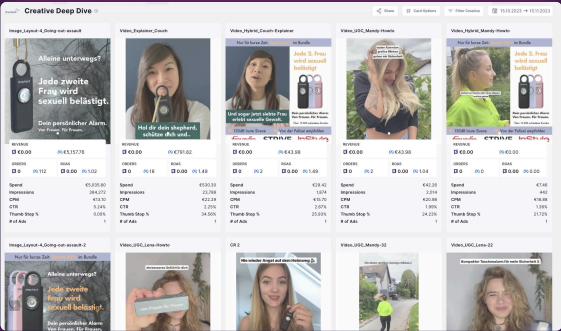
MARKETING ATTRIBUTION

Know where to allocate your budget.

Our first-party attribution pixel brings back clarity and tells you what is working down to the ad level. So you know how to allocate your marketing budget with confidence.

"Which channels & ads drive my profits?"





CREATIVE REPORTING

See what’s working across creatives.

Ad creatives are key to win. Our creative reports combine the data and the creatives for your team to visually see what part of which creative worked and why to scale acquisition.

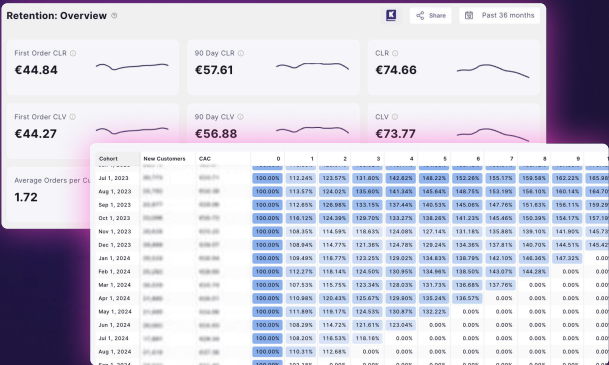
“Which creatives work for me and why?”

COHORTS & RETENTION METRICS

Identify and nurture high CLV customers for maximum profit.

Identify the common characteristics of your most loyal customers and behavior patterns to take the right action at the right time. With extensive cohort reports and all relevant retention KPIs.

“What are my highest CLV products & channels?”



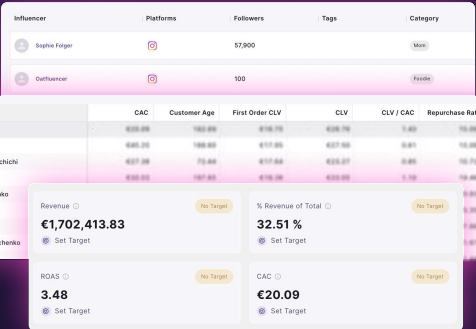
PRODUCT RELATIONSHIPS

Create the perfect acquisition offer.

Which products are bought together in which order? See how the products are related to each other in the customers' buying behavior to set up your bundling & cross-selling strategy.

“Which products to promote together when?”

Product SKU	Customers	Orders	Total Units So...	Avg. Units per...	Repurchase R...	Fr
Alarm001	2,115	2,161	2,822	1.33	2.08%	
	Customer in a...	In the same order	In the first order	Order directly after	In subsequent ord...	
Alarm001	100.00%	100.00%	100.00%	4.65%	4.83%	
Alarm007	10.24%	7.85%	7.79%	1.45%	1.62%	
Alarm006	7.33%	5.79%	5.54%	1.18%	1.36%	
Alarm004	6.50%	4.91%	5.02%	0.70%	0.88%	
Alarm002	6.32%	5.18%	5.21%	0.79%	0.79%	
Alarm005	5.30%	4.34%	4.20%	0.48%	0.48%	
Alarm008	4.28%	3.25%	3.25%	0.61%	0.66%	
AlarmBundle002	0.88%	0.18%	0.19%	0.44%	0.44%	
AlarmBundle007	0.28%	0.00%	0.00%	0.09%	0.13%	
Alarm003	0.09%	0.04%	0.05%	0.04%	0.04%	



INFLUENCER REPORTING

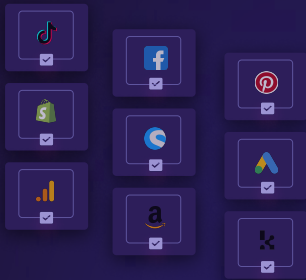
Level up your whole influencer marketing.

Track the ROI of every influencer, even with complex deal structures. With performance KPIs on acquisition, conversion & retention that move beyond the obvious, to generate a repeatable playbook to scale your influencer marketing.

“Which influencers work for me long-term?”

How to get started in 2 hours:

We guide you through and support you in every step.



1-CLICK INTEGRATIONS

Integrate your tool stack.

- One-click integrations with all the shop & marketing tools you use
- Connectable to all kinds of shopsystems and ERPs via our open API endpoint

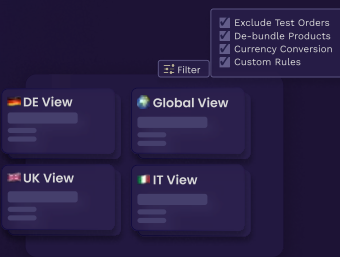
NO-CODE CUSTOMIZATION

Customize it to your reality.

- Multi-shop & country support
- Currency conversion
- Overlapping data sources
- Identify unwanted and replacement orders
- Build one-to-many relationships
- Unbundle products

```
const script = document.createElement('script');
script.type = 'text/javascript';
script.async = true;
script.src = 'https://123456789.yourdomain.com/
javascript/script.js';
document.getElementsByTagName('script')
[0].parentNode.appendChild(script);

window._ks_c_e = true;
window._ks_c_e_1 = init;
window._ks_c_e_b = browser;
window._ks_c_e_s = api.settings;
```



ATTRIBUTION SETUP

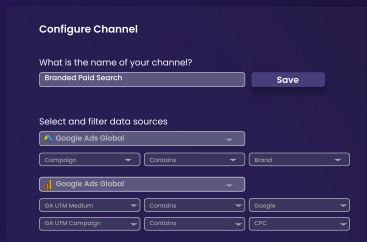
Install your 1st party tracking script.

- Generate 1st party tracking script and implement on all pages incl. check out
- Optional: define custom events to be tracked
- Add Klar tracking IDs to your ads managers

DATA ENRICHMENT

Build out your marketing channels.

- Define as many channels as you want (pre-defined channel selection available)
- Map orders, sessions and costs into channels
- Match data from different sources to a channel or use filters for partial matches



DATA ENRICHMENT

Accurately define all variable costs.

- Define COGS, Logistics and Payment Costs
- Adjust any cost based on time period in case your costs change
- Define logistics costs per order, item, return and more for each region

Logistic	
Region	United States
Handling	\$2.42
Shipping	\$7.34
Picking	\$0.73
Returns	
SKU	
Payment	
Shopify	1.8%
PayPal	2.2%
Recharge	2.8%
Mama	2.0%
Stripe	1.8%

COGS		
SKU	Time	Costs
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What our brands have to say:

We power hundreds of eCommerce brands that are growing with Klar.



yfood

Klar is a gamechanger for growing eCommerce brands.

It's almost crazy to me that something like Klar has not existed before. It gives me access to all the insights I need to make critical decisions and optimize our performance on a daily basis. Worth every cent.

Benny, Co-Founder @ yfood



The Female Company

Klar has revolutionized our data management!

Klar's capability to delve into the nuanced impact of channels, creatives & influencers has become a strategic asset. It empowers us to navigate our business with precision, enhancing our overall economic awareness.

Lise, Director of Revenue @ The Female Company



pinqpong

With Klar, our team has everything we need to scale our online shop.

In particular, we were convinced by how quickly the integration works. The entire onboarding was completed after one week to the extent that we had full confidence in the data and were able to work with it.

Daniel, Controlling & Analytics @ FOND OF



JACKS

We now have all the KPIs and numbers that we need.

All numbers and KPIs are easily accessible and decisions can be made not just on feeling but with hard evidence. With my morning coffee in hand it takes me 3 min to get the state of the affairs and see who performed how.

Ellen, Head of Operations @ JACKS beauty line

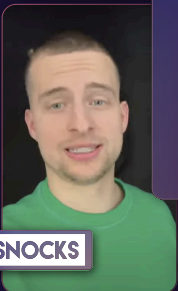


HOLY

Klar is a great solution for us. It's our Single Source of Truth.

Klar gathers data from all different sources into one model and uses this data to give me actionable output, which I can use to steer the marketing investment.

Philipp, Co-Founder & CMO @ HOLY



SNOCKS

We love Klar. It can help any eCommerce brand.

With Klar we easily track the profitability of our business. Plus in times of iOS 14 it gives our performance marketing clarity of what is working and how much money we are earning.

Johannes, Co-Founder @ Snocks



ahead

Klar saves us hours each week and lets us focus on what really matters!

Klar is an absolute Game Changer for our business. If you are still wasting hours with manual data exports and still not getting all the insights you need, look no further.

Johannes, CEO @ Ahead



mammaly

Klar helps us a lot to get a holistic view of our business.

Why do we love Klar? It is very easy to set-up and use - even for BI beginners. It is really no effort to connect new channels and data sources. The pre-built dashboards are perfectly prepared for eCommerce businesses.

Alex, Co-Founder @ Mammaly