

# TecCat

## TMA - TOPMOTIVE ANALYTICS

You want to know what happens in your catalog? Which article is put into the basket most? Which car is selected most? When are the most users online? Which articles did users search for, but didn't find? In that case, TMA is the right tool for you!

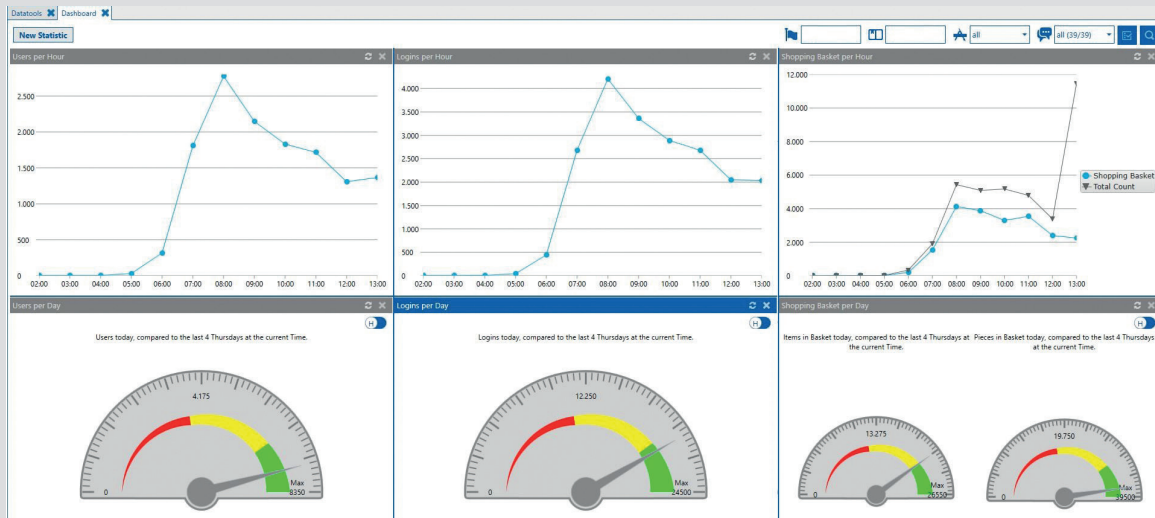
By means of TMA, TOPMOTIVE shows the usage of your catalog in a structured surface.

**+ Find out which articles have been put into the basket most and if these articles had been assigned with an article number.**

**+ Check your assortment by using the knowledge of which cars are the most selected and which product groups have been selected for these cars.**

**+ What is the best time for special offers? We can tell you when most of your customers are using your system.**

**+ Generate additional sales by analyzing the search terms, logged by TMA, no matter if they were found in the catalog.**



Search Term	Count	Percentage	Category
BMW	100	10%	Car
Mercedes	80	8%	Car
Audi	60	6%	Car
VW	40	4%	Car
Ford	30	3%	Car
Search Term	Count	Percentage	Category
BMW	100	10%	Car
Mercedes	80	8%	Car
Audi	60	6%	Car
VW	40	4%	Car
Ford	30	3%	Car

Product ID	Name	Price	Category
1000000001	BMW 1 Series	15000	Car
1000000002	Mercedes C-Class	18000	Car
1000000003	Audi A3	12000	Car
1000000004	VW Golf	10000	Car
1000000005	Ford Focus	8000	Car
1000000006	BMW 3 Series	25000	Car
1000000007	Mercedes E-Class	30000	Car
1000000008	Audi A8	40000	Car
1000000009	VW Touareg	35000	Car
1000000010	Ford Expedition	30000	Car

**CONTACT** In case of further questions, feel free to contact our team:

**DVSE Gesellschaft für Datenverarbeitung, Service und Entwicklung mbH**

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