

Unlock ecommerce insights and maximize profit with Linnworks and Conjura

Conjura makes it easy for ecommerce businesses to harness data-driven insights for smarter decisions. By integrating with Linnworks, we unify your ecommerce, advertising and product data into one simple view, unlocking valuable insights to optimize performance and drive strategic growth.

Why Conjura?

Understand Your Business Profitability at a Glance

Connect your ad platforms, order management system (OMS), and ecommerce data to gain a complete overview of your business. Track sales, marketing spend, and operational costs in one place, giving you a clear picture of profitability and helping you make data-driven decisions.

Identify Your Best and Worst Products

Get a clear understanding of the true costs associated with each product, including manufacturing, marketing and shipping. By identifying the factors that influence sales and profitability, you can adjust pricing, optimize stock levels and focus on the products that drive the most value for your business.

Optimize Your Marketing Spend

Measure the impact of your ad spend at the product level to ensure every marketing dollar is driving growth. Identify high-performing channels, eliminate wasted spend and refine your strategy to maximize returns across all campaigns.

Why Linnworks?

Linnworks is a Connected Commerce Ops™ platform that gives online retailers the power to connect, automate and scale their ecommerce operations from a single source of truth. The platform gives them a bedrock of tools (listings, order/inventory/warehouse management) that are needed to drive new revenue, exceed customer expectations and streamline logistics.



Linnworks power businesses to drive growth and boost brand success.



Linnworks processes \$8bn+ GMV each year globally, and serves some of the world's biggest brands.



Linnworks connects with over 100 selling channels including global marketplaces, D2C platforms and emerging selling channels.

Key integration features

- ✔ Access performance analysis for every SKU and save time with centralised data and insights reports.
- ✔ Reveal your best-selling products and pinpoint growth opportunities within your business to scale.
- ✔ Identify the products that drive repeat purchases and increase lifetime value.
- ✔ Gain enhanced insights for replenishment and overstock decisions.
- ✔ Collaborate on optimizing channel listings, pricing strategies, improving margins and boosting sales.
- ✔ Plus... benefit from daily insights emails, lifetime value heatmaps, Slack integrations, basket analysis, customisable tables and more.

The image shows a screenshot of the Conjura dashboard. On the left is a navigation sidebar with options like Home, Connect & Import, Products, Orders, Dashboards, Actions, and Help. The main area is split into two sections: 'Analytics' and 'Actions'. The 'Analytics' section displays several key performance indicators (KPIs) for the last 30 days, comparing them to the previous 30 days. The 'Actions' section shows a 'Suggested Action' for a 'Reindeer Toy' product, with an image of the toy and a button to 'Increase Exposure'.

Below the dashboard, a 'Product Table' is shown, providing a detailed view of product performance. The table includes columns for Image, Product Name, Contribution Profit, Contribution Margin, Gross Revenue, Net Revenue, Gross Cost of Goods Sold, Ad Spend, Product Conversion Rate, Units Sold, and New Customer Revenue %.

Image	Product Name	Contribution Profit	Contribution Margin	Gross Revenue	Net Revenue	Gross Cost of Goods Sold	Ad Spend	Product Conversion Rate	Units Sold	New Customer Revenue %
		€26.6K	54.8%	€46.5K	€44.8K	€11.9K	€54.5K	1.36%	1K	230.4%
	Elephant Toy	€6.76K	66.5%	€10.1K	€10.2K	€2.7K	€10	1.33%	78	225.9%
	Tiger Toy	€6.27K	57.6%	€10.9K	€10.9K	€2.33K	€2.28K	1.47%	17	274%
	Shark Toy	€752.95	27%	€2.95K	€2.7K	€605	€1.6K	1.58%	59	264%
	Groffe Toy	€392.08	7%	€756K	€749K	€2.4K	€4.03K	1.22%	60	28.5%
	Reindeer Toy	€185	-2%	€2.58K	€2.58K	€355	€2.8K	0.53%	19	237.4%
	Whale Toy	€31	-20.3%	€74	€74	€0	€35	0.1%	2	497.3%
	Bumble Bee Toy	€76	-10.8%	€655	€655	€478	€872	0.16%	1	160.6%

Two callout boxes provide additional context: one highlights 'Your data in action. Implement suggested actions to boost sales, optimize pricing, reduce costs and win customers.' and another states 'The product table provides a streamlined reporting view that consolidates profit, ad spend, conversion rate, and other metrics at the individual product level.'

For more details on Conjura, please contact partners@linnworks.com.