





# WHY BUILTON

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**eCommerce Analytics**  
Online market information is provided through our eCommerce analysis system.
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**Business Intelligence**  
Advanced business insights can be implemented to establish companies’ online marketing strategies.
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**Platform as a Service**  
Bulton Co., Ltd. aims to provide an online market sales analysis solution platform.
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**Channel Authorization**  
Our online market channel authorization system supports branding of official channels.



eCommerce Analytics Platform

## Major Customers

		AMORE PACIFIC		KUMHO TIRE 		
FUJIFILM						
						
						

## Partners

			
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### Priceón

Monitoring and analyzing our client’s and competitor’s goods sales trend & patterns

- Analyzing Online market selling price
- SKU Prices Comparison in a Package and also by pieces or per unit (via Standard Package Configuration)

### Reviewón

Monitoring online reviews and scores, and analyzing customer comments which will contains shopper’s insight

- Review shopper’s contents on details and rating of the products
- Via Review, it can able to conduct analysis on Market Shares

### Shelfón

Shelfon provides the popularity, exposure, and analysis of its own and also competitors product

- In online marketplace, exposure and ad management are very important factors for company’s sales
- Online Market Product Popularity Ranking Analysis
- Advertising Effect Analysis and popularity trend

### Channelón

Influence analysis of online market and able to track the inflow log information from various channels

- Influent log, influent keyword data
- Able to monitor shopper’s behavior on shopping cart conversion rate into purchase pattern
- Real-time online chat between seller and buyer