

OMMO Analytics

What is OMMO Analytics?

Product explanation for clients, partners, and internal team alignment.

Definition

OMMO Analytics is a managed commerce intelligence workspace for brands, groups, and marketing agencies. It brings sales, advertising, inventory, marketplace, POS, shipping, support, content, influencer, and operating data into one executive dashboard.

The product is built around a managed activation model: the client can experience a realistic demo first, then OMMO collects the required business information, confirms payment or approval, connects the data sources, reviews the numbers, and turns the workspace live.

What it solves

- Disconnected reports across ecommerce platforms, ad accounts, POS, warehouses, support tools, marketplaces, and spreadsheets.
- Slow decision-making because revenue, spend, stock, operations, and customer experience are not visible together.
- Unclear ownership of data quality when every platform shows a different version of performance.
- Weak demo-to-live process for analytics products that require many technical setup steps.

Core product promise

OMMO Analytics gives decision makers one clear place to understand what is happening in the business, what needs attention, and which actions should happen next. It is designed to feel simple for the client while giving the OMMO team enough backend control to manage onboarding, data sources, review, approvals, and ongoing operations.

Primary users

- Brand owners and CEOs who need a clear executive overview.
- Commerce teams managing online stores, marketplaces, POS, inventory, and shipping.
- Marketing teams and agencies connecting ad spend to real sales and content performance.
- Operations teams monitoring support, fulfillment, stock risk, and system health.