

Dive into data and UX
With Beusable

All-in-One
Data Analytics Tool

Beusable Heatmap Download Guide

2020-02-24

FOUR GRIT

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1. How to Download Heatmaps

1. How to Download Heatmaps

First, open the Beusable report to download heatmaps.

Beusable

admin, Pro Plan is in use. 228,961 PV available.

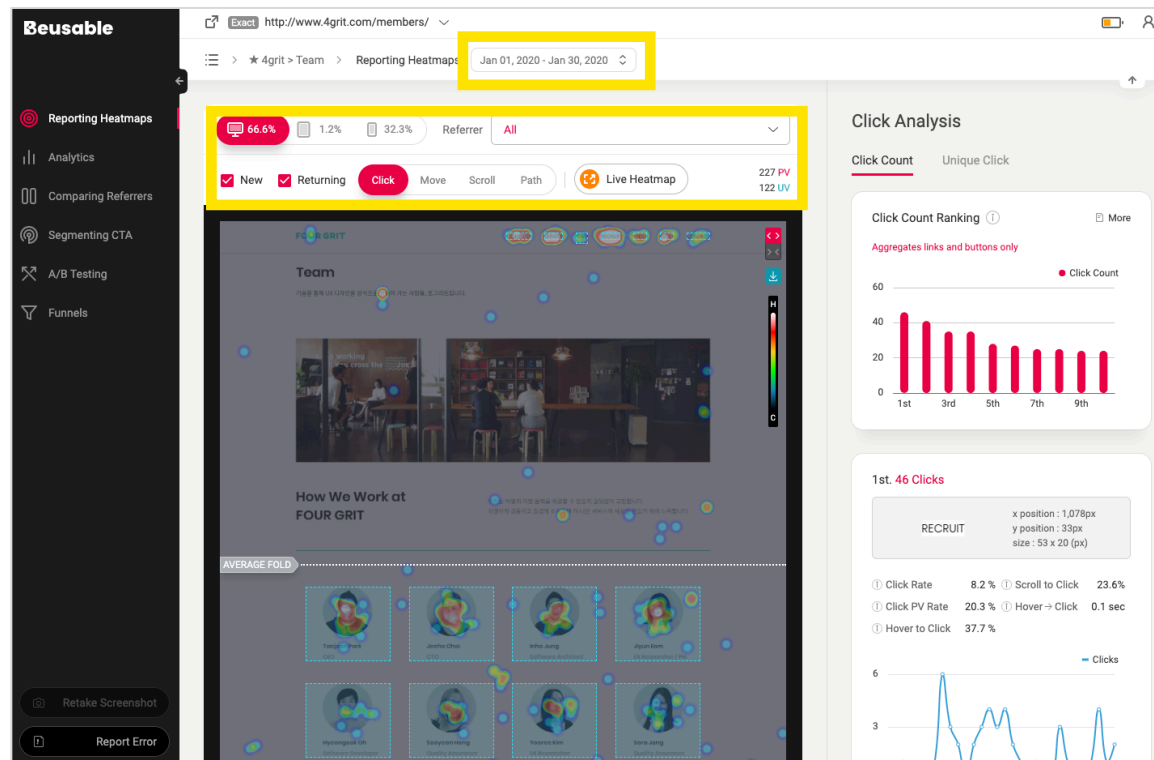
4grit.com Search + Register Page Edit </> Tracking Code

Group 1 Back to Custom Sorting

Page	Settings	Feb PV	Analysis Status	Tracking Code	Start Date	End Date	Weekly Report	Report
4Grit > Main Simple http://www.4grit.com/		51,224	Running	✓	2019-09-25	Nonstop	OFF	View
4Grit > Main Exact http://www.4grit.com/		43,994	Running	✓	2019-10-14	Nonstop	ON	View
★ 4grit > Team Exact http://www.4grit.com/members/		11,880	Running	✓	2018-07-25	Nonstop	OFF	View
[Simple] 4grit > Team Simple http://www.4grit.com/members/		10,790	Running	✓	2019-09-25	Nonstop	OFF	View
[Simple] 4Grit > Company Simple http://www.4grit.com/company/		10,001	Running	✓	2019-09-25	Nonstop	OFF	View
[Simple] 4Grit > Recruit Simple http://www.4grit.com/recruit/		9,879	Running	✓	2019-09-25	Nonstop	OFF	View
4Grit > Company Exact http://www.4grit.com/company/		9,091	Running	✓	2019-10-14	Nonstop	OFF	View

1. How to Download Heatmaps

Please set the data lookup value to download.
(e.g. lookup period, referrer, user type, etc.)



Note

The heatmap download feature is available in the menus below, where Beusable heatmaps are provided.
1) Reporting Heatmaps 2) Comparing Referrers 3) Segmenting CTA 4) A/B Testing

1. How to Download Heatmaps

Click 'Download' button located at the top right corner of the heatmap viewport.

The screenshot displays the Beusable heatmap interface. The main viewport shows a website with heatmaps overlaid on various elements. A red box highlights the 'Download' button (a blue arrow pointing down) in the top right corner of the heatmap viewport. The interface includes a sidebar with navigation options like 'Reporting Heatmaps', 'Analytics', 'Comparing Referrers', 'Segmenting CTA', 'A/B Testing', and 'Funnels'. The top navigation bar shows the URL 'http://www.4grit.com/members/' and the date range 'Jan 01, 2020 - Jan 30, 2020'. The right sidebar contains a 'Click Analysis' section with a 'Click Count' bar chart and a '1st. 46 Clicks' section showing details for a specific click event.

Click Analysis

Click Count Unique Click

Click Count Ranking ⓘ More

Aggregates links and buttons only

Click Count

1st. 46 Clicks

RECRUIT

x position : 1,078px
y position : 33px
size : 53 x 20 (px)

Click Rate 8.2 % Scroll to Click 23.6 %
Click PV Rate 20.3 % Hover → Click 0.1 sec
Hover to Click 37.7 %

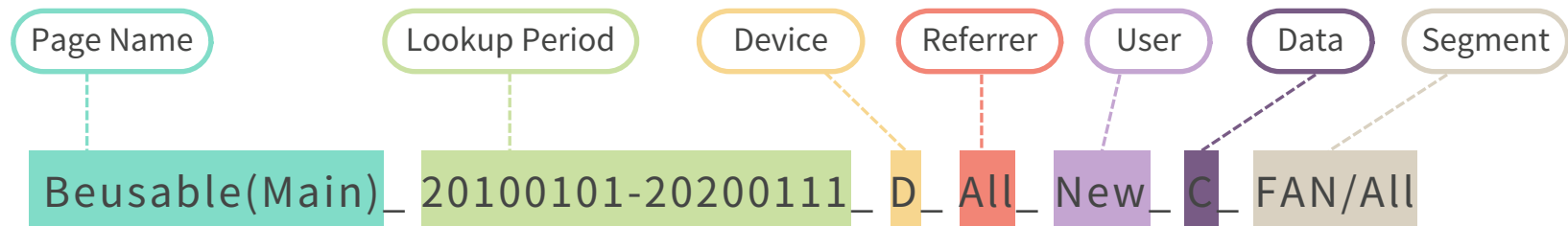
Clicks

2. File Name Configuration

2. File Name Configuration

A heatmap image filename is created with the following configuration:

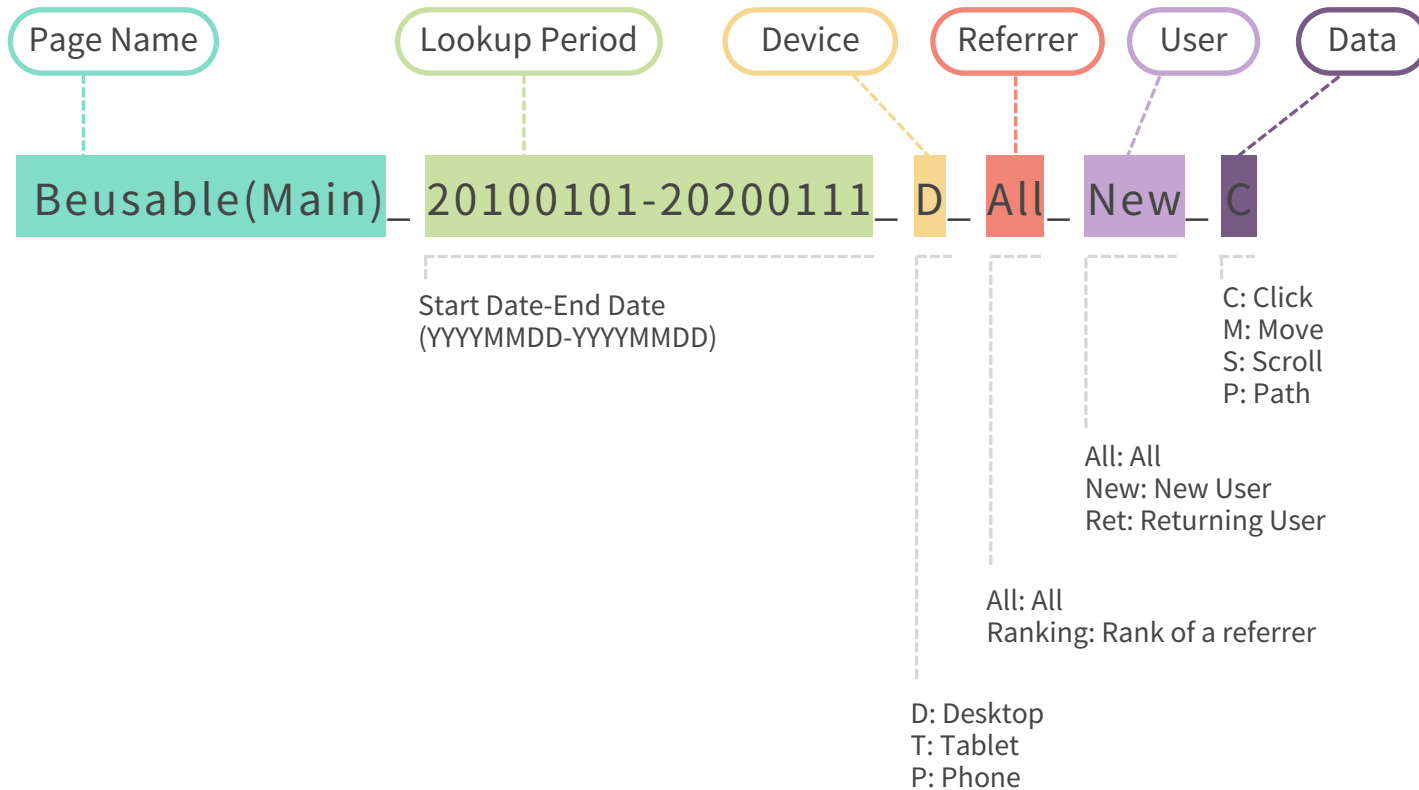
* Segment info is only provided when additional segmentation is applied in Path, A/B Testing and Segmenting CTA.



<Example of Image Filename>

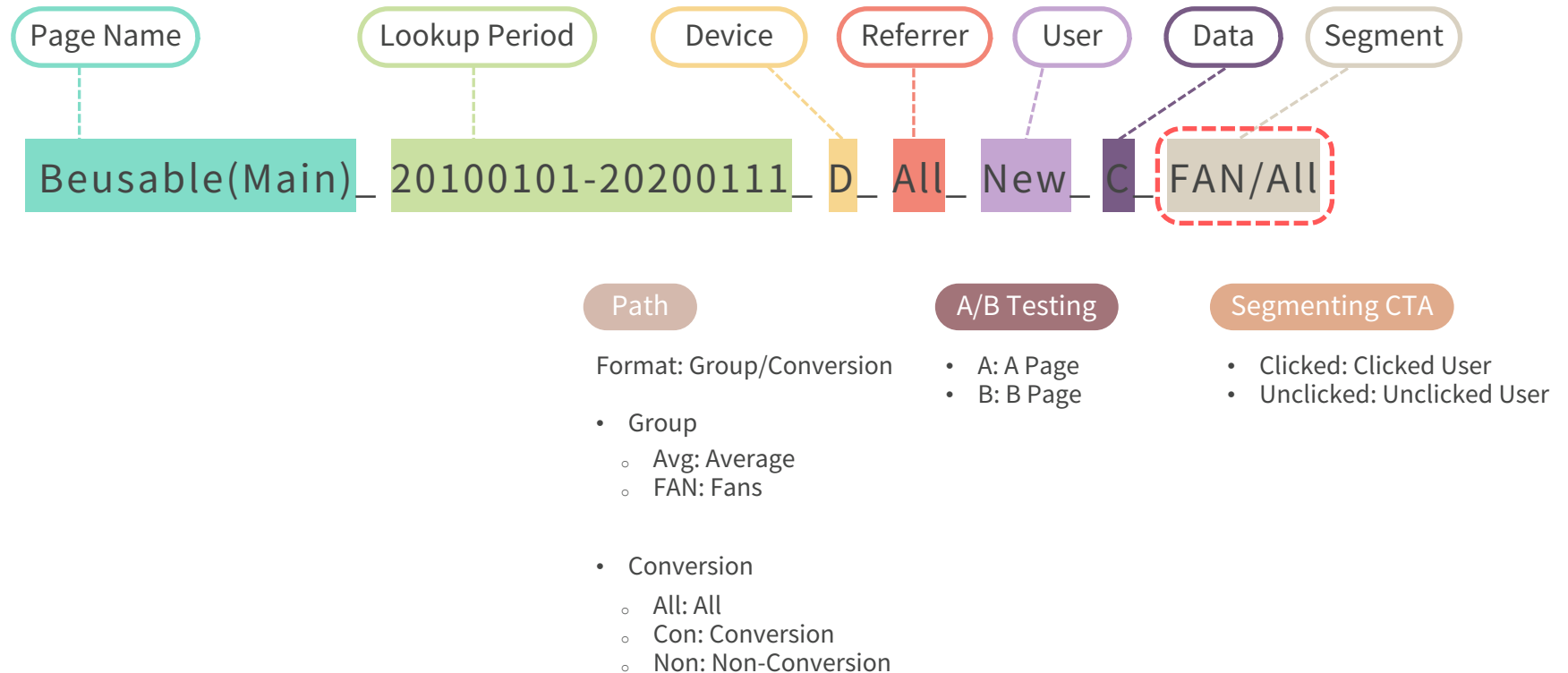
2. File Name Configuration

When you download a heatmap, the file name is created based on the following criteria.
(Case without additional segments set)



2. File Name Configuration

When additional segmentation has been set in Path, A/B Testing, or Segmenting CTA, the file name is created based on the following criteria.



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Thank you

www.4grit.com | www.beusable.net | www.beusably.net

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Gyeonggi-do, Republic of Korea

