

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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FOUR GRIT **Beusable**

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1. How to Download Heatmaps

1. How to Download Heatmaps

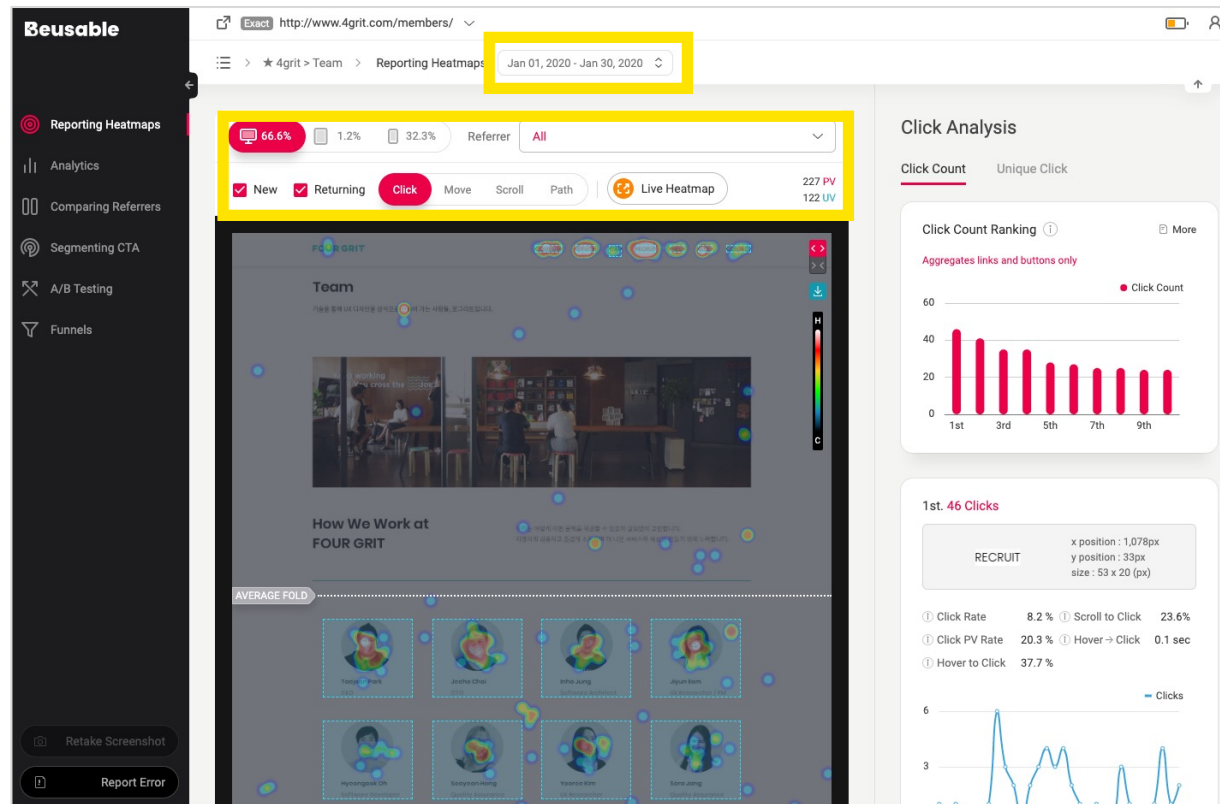
First, open the Beusable report to download heatmaps.

The screenshot shows the Beusable dashboard interface. On the left is a sidebar with a list of domains: 4grit.com, beusable.co.jp, beusable.net, and beusably.net. Under 4grit.com, there are four groups: Group 1 (selected), Group 2, Group 3, and Group 4. The main content area displays a table of tracking pages for 4grit.com. The table has columns for Page, Settings, Feb PV, Analysis Status, Tracking Code, Start Date, End Date, Weekly Report, and Report. The first row, '4Grit > Main' with a 'Simple' tracking code 'http://www.4grit.com/', is highlighted with a yellow border. Other rows include '4Grit > Main' (Exact), '4grit > Team' (Exact), '[Simple] 4grit > Team', '[Simple] 4Grit > Company', '[Simple] 4Grit > Recruit', and '4Grit > Company' (Exact). Each row includes a 'View' button and a 'Weekly Report' toggle.

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 heatmap of a webpage titled "Team" with various elements like "How We Work at FOUR GRIT" and "AVERAGE FOLD". A red box highlights the "Download" button (a blue arrow pointing down) in the top right corner of the heatmap viewport. The sidebar on the right shows "Click Analysis" with a "Click Count Ranking" bar chart and a "1st. 46 Clicks" section. The "Click Analysis" section includes a "Click Count Ranking" bar chart and a "1st. 46 Clicks" section with a table of click data.

Click Rank	Click Count
1st	46
2nd	40
3rd	35
4th	32
5th	28
6th	25
7th	22
8th	20
9th	18

1st. 46 Clicks

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

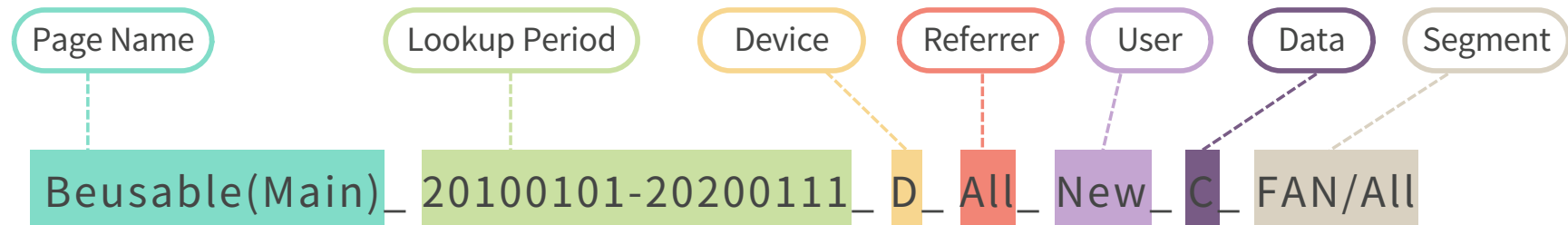
Click Rate: 8.2% | Scroll to Click: 23.6%
Click PV Rate: 20.3% | Hover → Click: 0.1 sec
Hover to Click: 37.7%

2. File Name Configuration

2. File Name Configuration

A heatmap image filename is created with the following configuration:

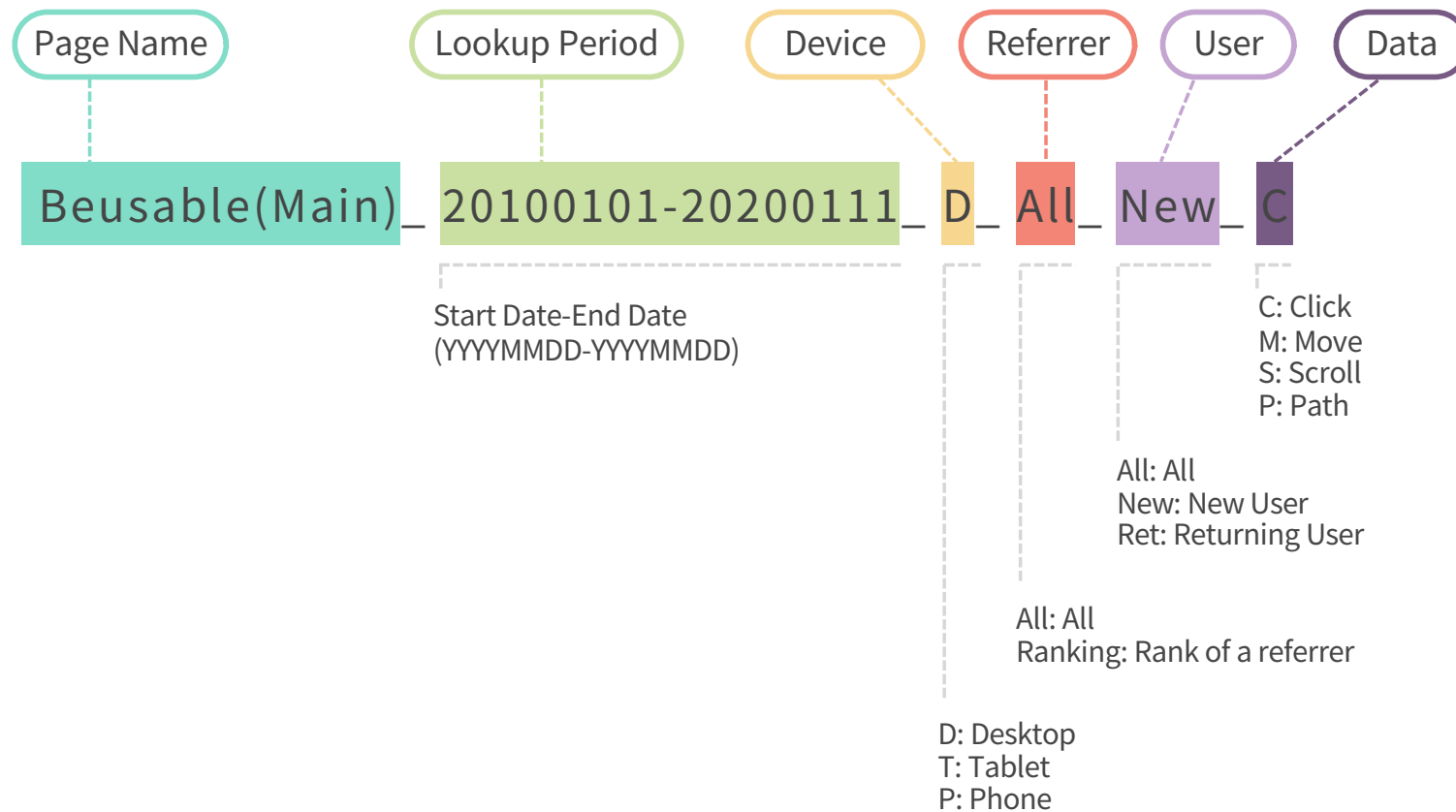
* Segment info is only provided when additional segmentation is applied in Path, A/B Testing and Segmenting CTA.



<Example of Image Filename>

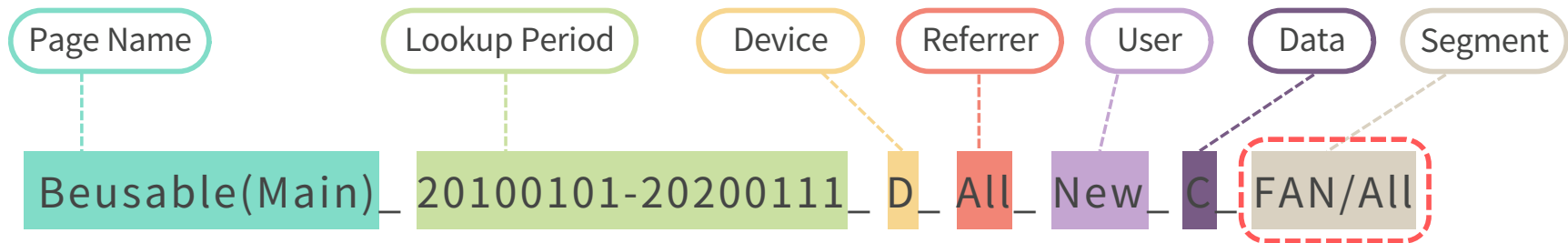
2. File Name Configuration

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.



Path

Format: Group/Conversion

- Group
 - Avg: Average
 - FAN: Fans
- Conversion
 - All: All
 - Con: Conversion
 - Non: Non-Conversion

A/B Testing

- A: A Page
- B: B Page

Segmenting CTA

- Clicked: Clicked User
- Unclicked: Unclicked User

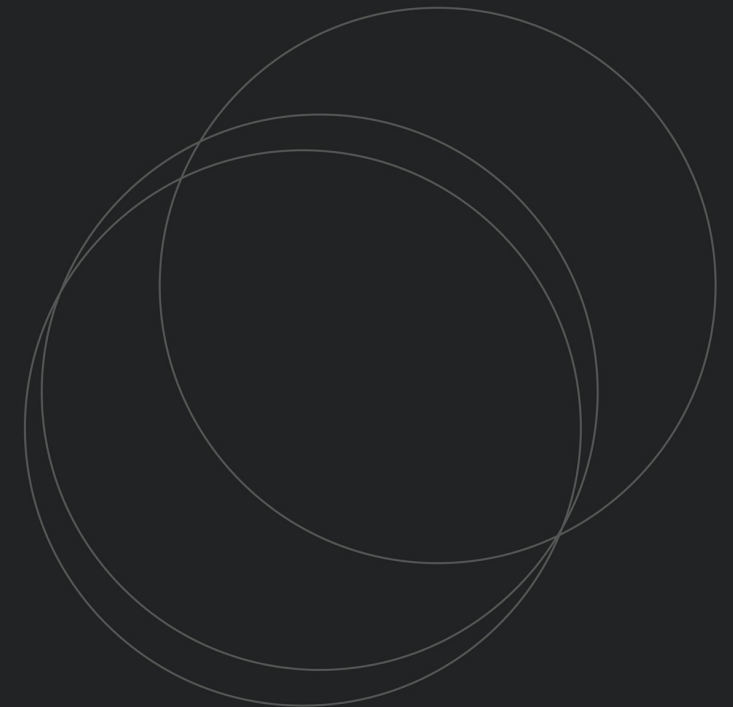
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Thank you

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