

# Beusable Analytics

## User Guide

Analytics.beusable.net

Beusable Analytics User Guide Document v\_0.5

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# 01. About Beusable Analytics

## 1. About Beusable Analytics

### 1.1.1 Overview

- Beusable Analytics is an analysis tool that extracts and presents the customer's website navigation flow as visualized data. Without complicated dashboard settings or extra studying, you can optimize your service's customer experience by monitoring your 'Customer Journey' right away.
- Beusable Analytics provides features with expertise that sets it apart from other analytics tools, which can be used as a very realistic and specific solution for improving the customer experience.
- Beusable Analytics provides qualitative customer behavior data in the form of page navigation within the same domain. In addition, it also provides quantitative data such as session, PV, and page consumption status (conversion, drop off, rollback, refresh, Avg. duration, etc.).

### 1.1.2 User Environment for Beusable Analytics

- Beusable Analytics UI is most optimized for Google Chrome.

### 1.1.3 Key Points of Beusable Analytics

#### Service monitoring tool to aid with improving customer experience through data

- Beusable Analytics is a service that extracts and visualizes the quantitative data of the customer's authentic service journey through a website. Easy-to-see UI and screenshots of actual pages allow you to monitor the entire service with a glance.

- Beusable Analytics provides three different reports that can be used to match your analysis needs. Monitor the overall status of your website through the **Ranking** report and analyze customer journeys through the **Journey** and **Trend** reports.

#### Targeting customers through various segments

- Beusable Analytics supports various segmenting functions such as analysis period, campaigns, device, referrer, and new/returning users. Customers of the same service have different behavior patterns because they face different situations and conditions. To assist with analyzing this circumstance, Beusable Analytics provides a powerful segmenting feature that allows you to assort customers and discover various user flows.

#### Easy installation and instant utilization for every department

- Beusable Analytics can be installed quickly and easily by inserting a single line of code. In the past, 'Data Analysis' was an area only for very few professionals or experts. Suppose you are in or pursuing to be a professional in a web-related field as a planner, designer, marketer, developer, or sales representative. In that case, Beusable Analytics can assist with data analysis through a UI that does not require additional studying. Beusable Analytics supports professionals interested in improving the customer experience to get started.

#### 1.1.4 Contact Us

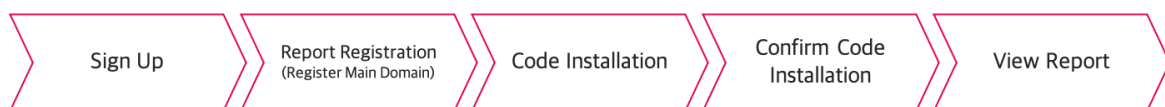
- Contact page: <https://analytics.beusable.net/en/help>
- Beusable Analytics user support: [beusable@4grit.com](mailto:beusable@4grit.com)

## 2. Data Acquired by Beusable Analytics

- Beusable Analytics can be installed on any web-based service and collects the following data:
  - URL based on the domain of the page accessed by the customer
  - URL that brought customers to the current domain
  - Web browser user agent information

- Country information from the customer's IP (We do not collect identifiable personal information.)
- Customer new/returning status based on the domain
- The time the customer accessed the page

### 3. Process of Using Beusable Analytics



- ① You can create a Beusable Analytics account and register for a plan by signing up.
- ② Register the main domain you want to analyze. Beusable Analytics analyzes data based on the main domain.
- ③ Install the tracking code that was issued after domain registration into a global area of your website (e.g., the header or footer). By installing the code into a global area, you do not have to additionally insert the code in other subpages of the same domain.
- ④ Check if the Beusable Analytics code is installed correctly.
- ⑤ The installed domain's status will switch to **Analyzing** once PV is collected or the Beusable Analytics server confirms the installation of the code. After about 2 hours, you will be able to access the report.
- ⑥ Customer visit data is collected per domain in accordance with the total PV provided in your current plan and the set PV usage limit per month.

NOTE\_Detailed information on report registration and installation

- For detailed information on report registration and code installation, refer to Section 3 Report Registration and Installation.

## 4. Beusable Analytics Terms

### 1.4.1 Indicator Terms

#### Session

- A **session** is a unit used to count the customer journey.
- One(1) session denotes one(1) customer journey from entry to exit.

#### PV (Page View)

- **PV** is the number of times a customer visits a page.

#### Conversion

- **Conversion** shows the navigation flow between pages.

#### Drop off

- **Drop off** represents the customers who did not continue their navigation journey and ended their session.

#### Rollback

- **Rollback** shows the ratio of customers that return to the corresponding page.

#### Avg. Duration

- **Avg. Duration** is the average time a customer stays on the visited pages.

#### Refresh

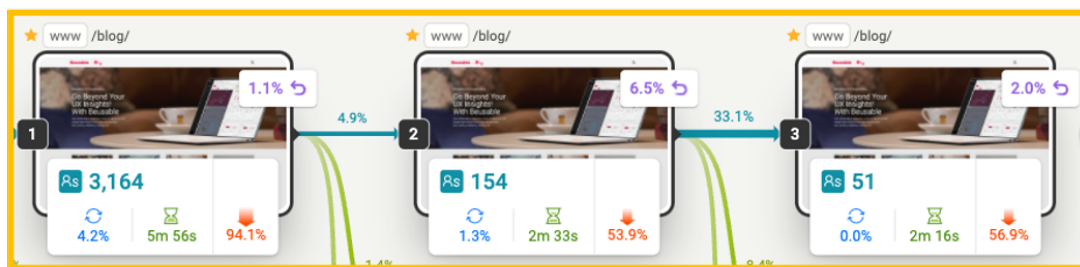
- **Refresh** indicates when customers revisit the same page without moving to another.

## 1.4.2 Main Concept

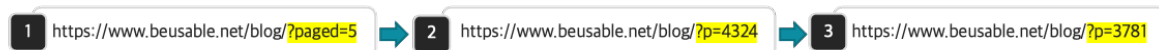
### Page

- In Beusable Analytics, a **page** is data that is grouped based on the **domain** (Sub, Main) and **path** (/) of the inputted URL. Data is collected regardless of **protocol** type (HTTP vs. HTTPS) or whether **www**, **parameters** (?), or **fragments** (#) are part of the URL.
- Whether a conversion, rollback, or refresh occurs between nodes is determined based on the entire URL.
- When looking at Journey and Trend, it may appear as if the customer converted to the same page. However, the customer has converted to a different URL. This URL can have another protocol type (HTTP vs. HTTPS) and may or may not use **www**, **parameters** (?), or **fragments** (#).

Same page repeated Continued conversion to pages with the blog path(/)



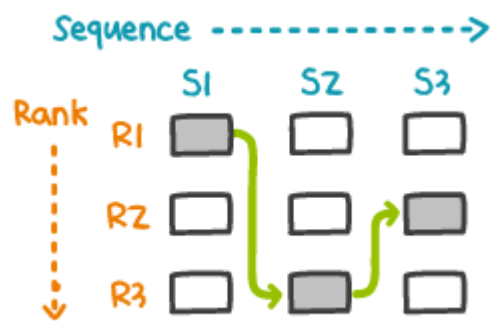
Converted URL The domain, path(/) is the same but the parameter(?) is different.



### Node

- A **node** refers to the pages shown in the customer journey.
- The same page should be understood as distinct **nodes** based on the position within the journey. (Applies to both **Journey** and **Trend**).





### Sequence (SEQ)

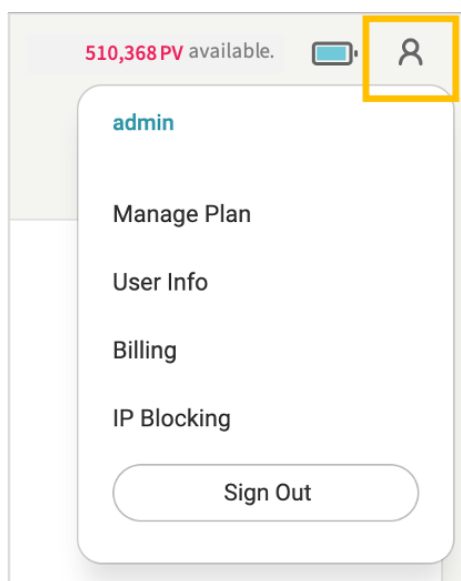
- Sequences refer to the journey steps that continue to the right.  
One (1) sequence refers to one (1) step of the journey.

### Ranking

- Ranking refers to the order based on the session count per sequence.  
One (1) sequence has at least one (1) rank.

## 02. Manage Account Info

### 1. Overview



- You can access your account settings by clicking the person-shaped icon at the top right of the **Dashboard** and **Report** pages.

### 2. Manage Plan

- **Manage Plan** allows you to manage and view information about your plan. You can view information about your Plan in Use (subscription terms, next plan start date, etc.) and Monthly PV (used and remaining PV). You can also view the status of your Plan Usage and PV Usage.

### 3. User Info

- You can manage your account information in **User Info**. You can delete your account or change your company name, contact number, and password.

#### NOTE\_Account Deletion

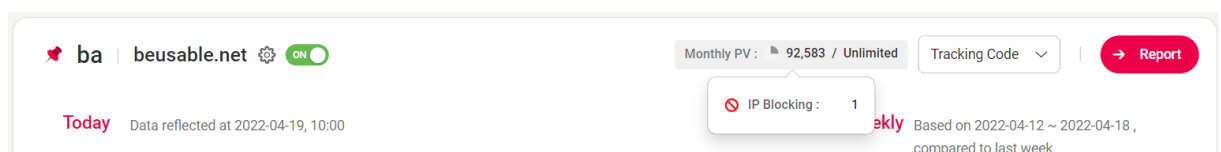
- Beusable accounts are integrated, meaning that deleting your Beusable Analytics account also deletes your Beusable account.

### 4. Billing

- Billing allows you to manage payment details for your current plan.
- If a payment method is already registered in Beusable, you can easily register payment information through the **[Bring a Beusable card]** button.

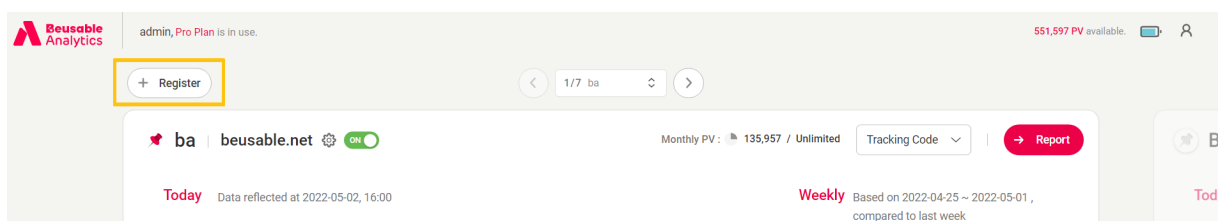
### 5. IP Blocking

- Per registered domain, you can block IPs from data analysis.
- Reports with **IP Blocking** will show the number of blocked IPs when hovering over **Monthly PV**.



## 03. Report Registration and Management

### 1. Report Registration



- A **[Register]** button is provided in the top-left area of the **Dashboard**.

#### NOTE\_Registration restrictions

- Only one (1) report can be registered when using a free plan.
- An unlimited number of reports can be registered when using a paid plan.

- The Report registration procedure is as follows.



- ① **Input domain to analyze (required):** Input the main domain you want to analyze. Beusable Analytics collects data based on the main domain, including the subdomain.
- ② **Details (required):** The report's **Domain name** and the **PV usage limit per month** can be set. The monthly PV limit is a feature limited to the paid plan.

- ③ Report registration complete: After completing registration, a report will appear on the **Dashboard**, and the tracking code to enable data collection for the domain will be issued. Refer to the following section, 'Tracking Code Installation', for how to install the tracking code.

#### NOTE\_Monthly PV Limit

- **Monthly PV Limit** is a function that allows you to limit the total PV a report can use. Please note that the data does not accumulate beyond the PV limit, and data collection stops once the limit is reached. The monthly basis for the limits is based on your current plan's start and end dates.

## 2. Tracking Code Installation

### 3.2.1 How to install the tracking code

- Beusable Analytics provides two ways to install the tracking code. Please complete the code installation in a way that best suits your user environment. For detailed installation instructions, please check the Code Installation Guide.

#### NOTE\_ Do I need to install the code on every page in my domain?

- We recommend installing the code on all pages where you want to analyze customer journey. For example, if you do not want to track customer journeys in any subdomain other than *www* and *auth*, you can install the code on pages with the *www* and *auth* subdomain. (Installing the code in a global area of *www* and *auth* is recommended)
- If a customer visits a page where the code is not installed during the navigation journey, it will be recorded as **Drop off**.

### Manual Installation (General Method)

- ① On the Beusable Analytics **Dashboard**, click the **[Tracking Code]** drop down, then click on **[Installation guide]**.
- ② Click on **[Copy]** to copy the tracking code.

- ③ Insert the copied tracking code before `</body>` tag. If you need to check whether the inserted code is installed correctly, refer to the next section detailing how to confirm code installation.

### Installation with Google Tag Manager (GTM)

- ① Click the **[Add a new tag]** button in Google Tag Manager.
- ② Enter a tag name.
- ③ Click on the **[Tag Configuration]** box.
- ④ Select **[Custom HTML]** from the list of tag types.
- ⑤ Enter the Beusable Analytics tracking code in the HTML text box.
- ⑥ Click on the **[Triggering]** box.
- ⑦ Select a trigger (**Name: All Pages / Type: Page View**).
- ⑧ Click the **[Save]** button.
- ⑨ Finally, click the **[Publish]** button to complete tracking code installation.

### 3.2.2 How to confirm code installation







- ① On the Beusable Analytics Dashboard, click the **[Tracking Code]** dropdown, then click on **[Inspect]** to confirm code installation.
- ② When the tracking code installation is confirmed, the report's status changes to **Analyzing**. After a maximum of two hours, the status changes to **Running** and the **[Report]** button becomes clickable.

NOTE\_ You can only verify code installation for manual installation.







- You cannot check the installation status via the **[Inspect]** button when installing through GTM or an external script. In this case, please visit the URL directly and check. When the installation is complete and data collection is in progress, the report's status automatically changes to **Analyzing**.

### 3. Report Status






① **Active State (ON)** Collects all data on the domain.

 **ba** | beusable.net   Monthly PV :  2,517 / Unlimited Tracking Code  | 

② **Inactive State (OFF)** Does not collect data on the domain.

 **ba** | beusable.net   Monthly PV :  2,517 / Unlimited Tracking Code  | 

③ **State Unchangeable (Free Plan)** Data collection is always in an active state. Collects all data on the domain.

 **ba** | beusable.net  Monthly PV :  2,517 / Unlimited Tracking Code  | 

- You can change the report's data collection status when using a paid plan.
- The data collection status refers to whether the data that occurs on the registered domain will be collected. The plan's PV will decrease based on the amount of data that is collected.

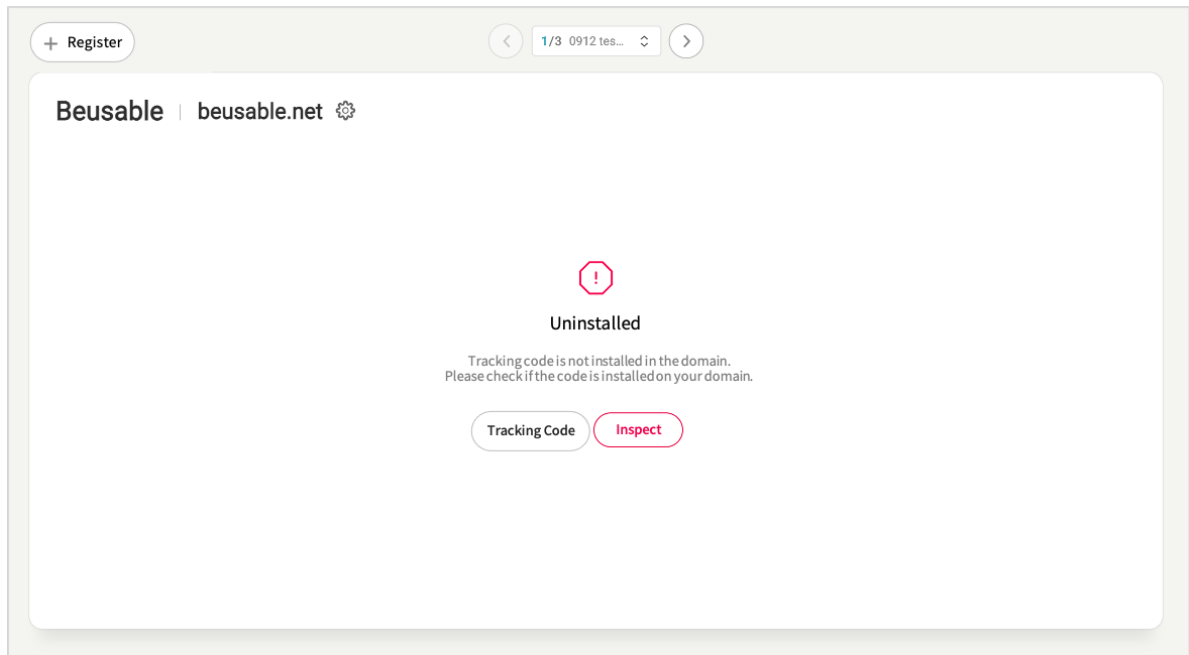
- ① **Active state (ON):** Data within the registered domain is collected when the report is in an active state. However, data collection will be halted depending on the plan's remaining PV, monthly PV limit, or code installation status.
- ② **Inactive state (OFF) :** Data collection does not occur when the report is in an inactive state, no matter the plan's remaining PV, monthly PV limit, or code installation status. Previously collected data from up to 13 months from the current date can be viewed by clicking the **[Report]** button.

NOTE\_ Changing from the paid plan to the free plan

- After changing from the paid to the free plan, the analysis stops for all reports (becomes inactive), excluding the single pinned domain. After upgrading to the paid plan, you can activate the inactive reports again.

## 4. Data Collection

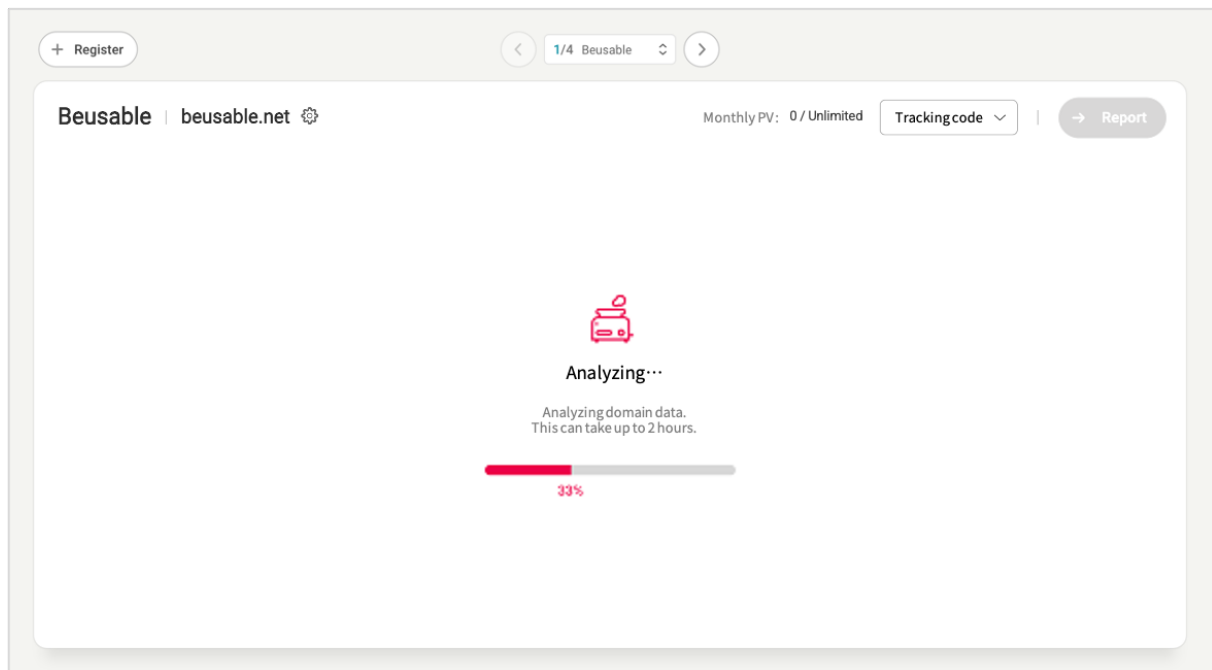
### 3.4.1 Uninstalled



- Before and immediately after installing the code, the status appears as **Uninstalled**.
- If the status does not change to **Analyzing** after code installation, please check the installation status with the **[Inspect]** button or directly visit the URL .

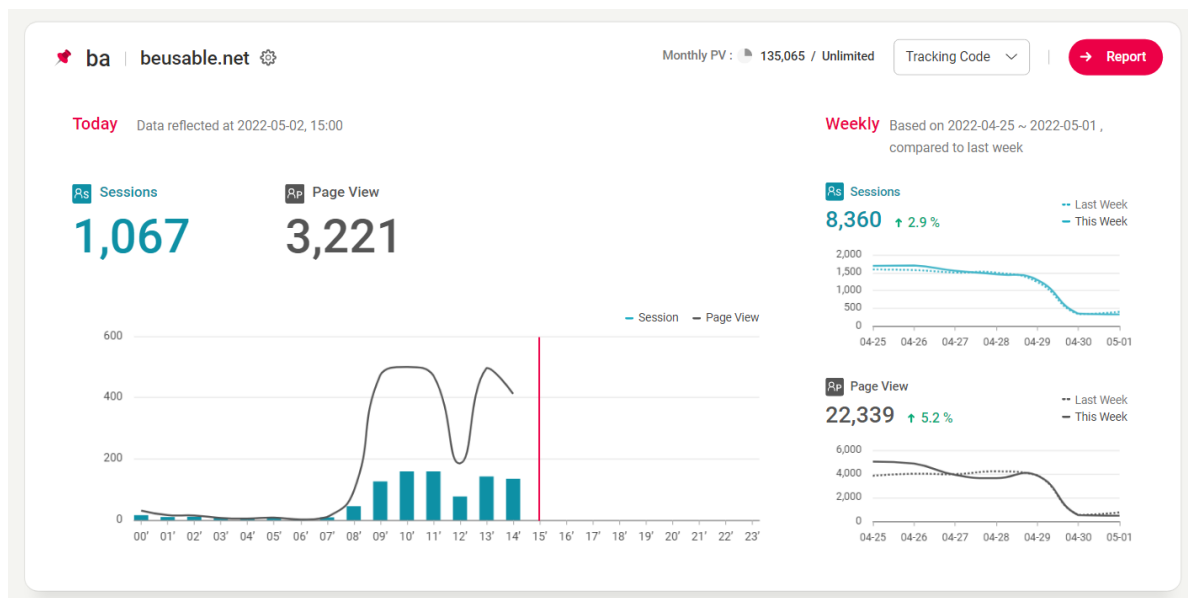


### 3.4.2 Analyzing



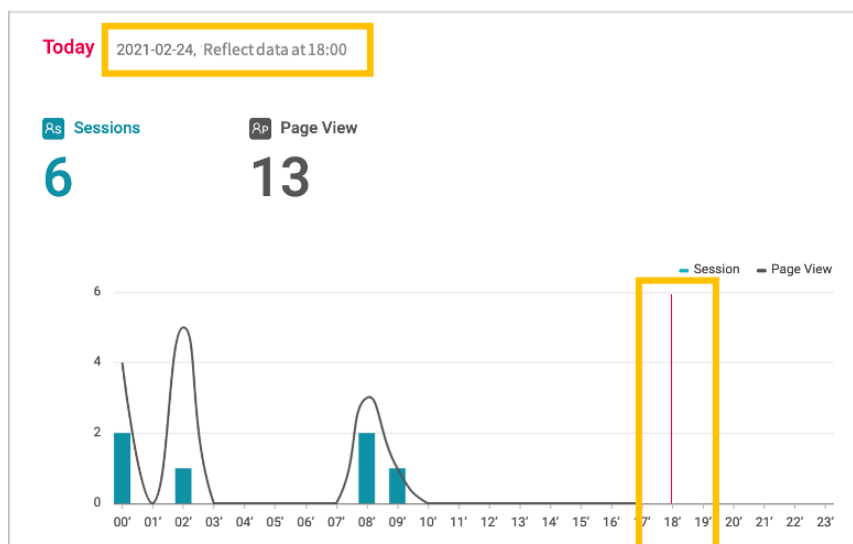
- Once the code installation is confirmed, the status changes to **Analyzing**. Changing from the Analyzing state to the **Running** state takes up to two (2) hours .

### 3.4.3 Running



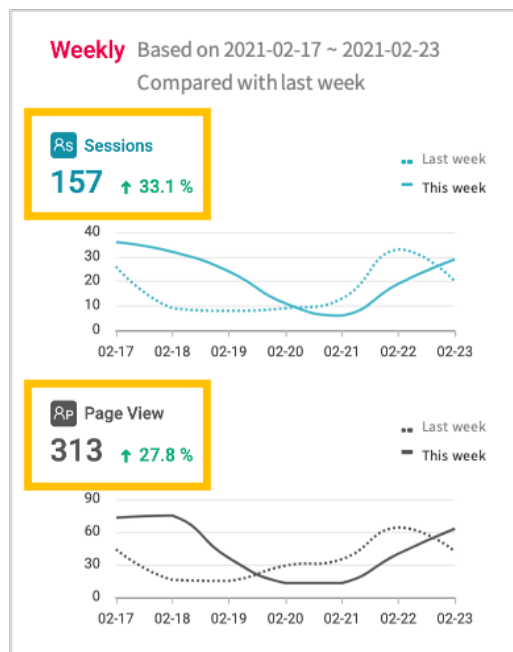
- Two (2) hours after the data is collected, the report's status changes to **Running**, allowing the report to be viewed.

#### Today Graph



- On the **Today Graph**, you can check whether data collection is progressing well. Please note the time the data was last updated and the red line in the graph. The report updates the collected data every hour.

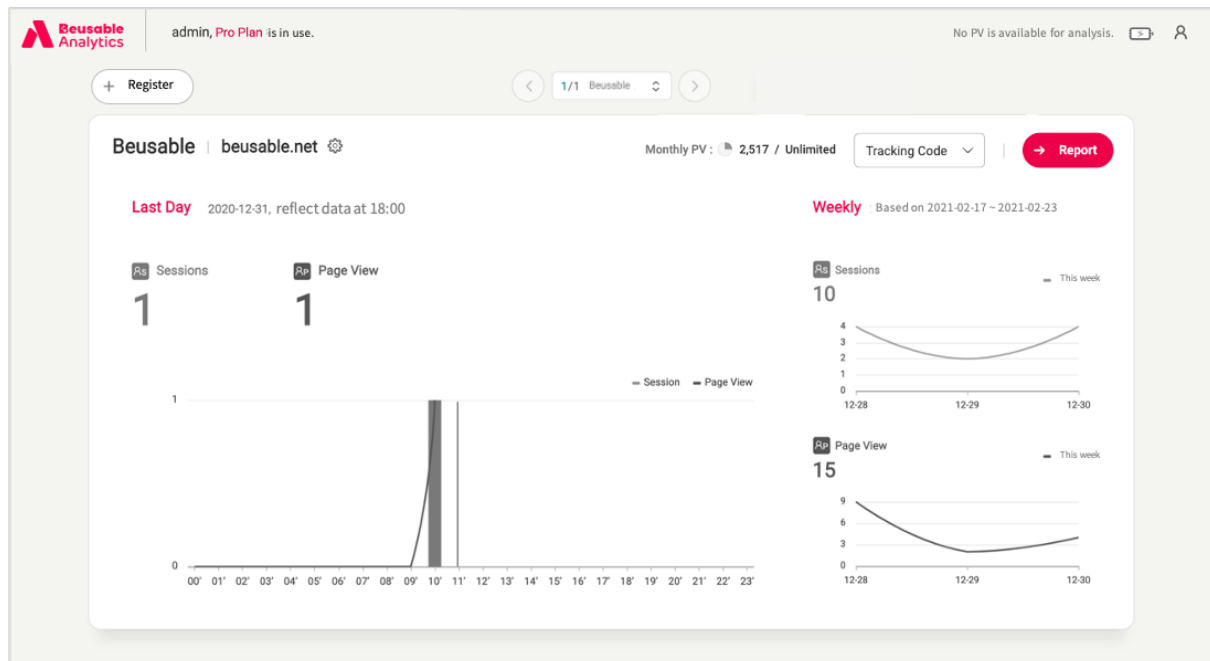
## Weekly Graph



- The **Weekly Graph** is available starting from the 2<sup>nd</sup> day of analysis. After 15 days of analysis, you can compare the current and previous week's number of sessions and PVs.

### 3.4.4 Temporarily Stopped Analysis

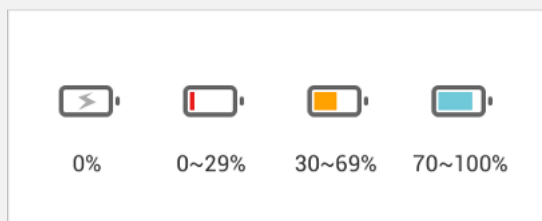
#### PV Exhaustion



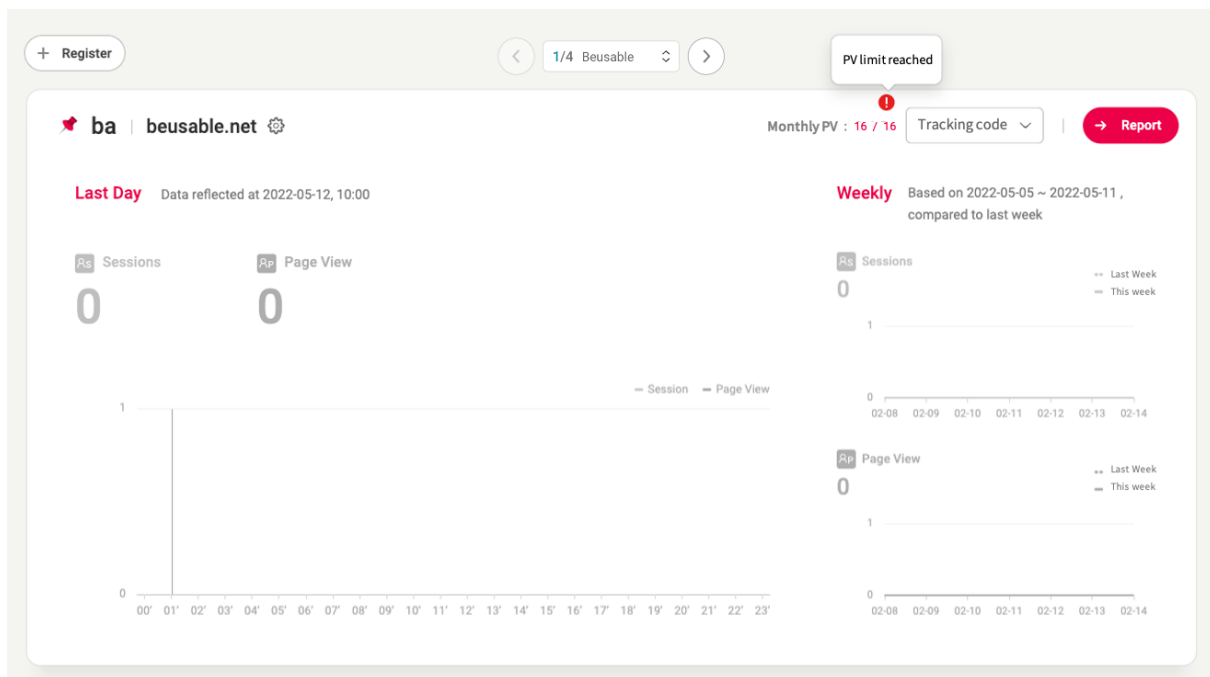
- When you use all the PV of your current plan, all registered reports will change to a **Temporarily Stopped** state. Data collection will resume when a plan with existing PV begins or when PV is topped up.

NOTE\_ Checking your plan's PV balance with the battery icon

- You can check your remaining analyzable PV from the battery icon's charge. Hover over the battery icon with your mouse to check the remaining PV.
- The color of the icon indicates the balance of the remaining PVs.



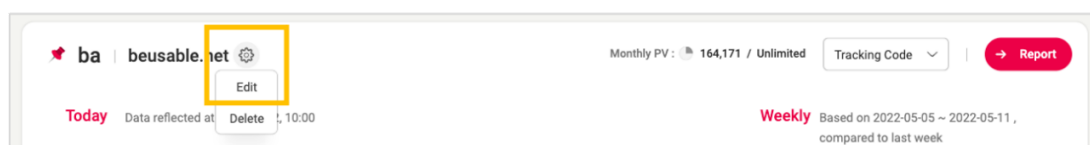
## Monthly PV Limit reached



- When the monthly PV limit set in the registration or editing process is reached, the report's status changes to **Temporarily Stopped**. If you want to see more customer journeys, please adjust the monthly PV limit.

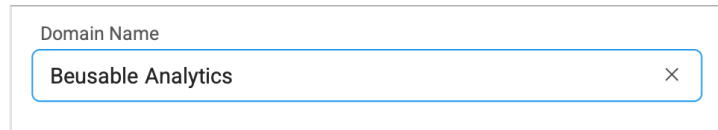
## 5. Editing and Deleting Reports

### 3.5.1 Edit Report



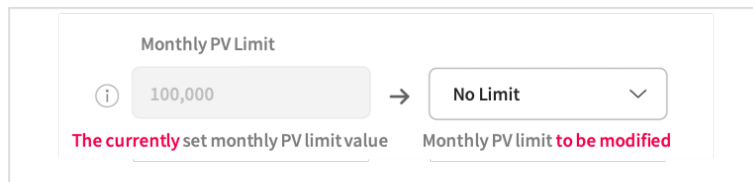
- You can select **[Edit]** to change the **Domain Name** and monthly PV limit by clicking the gear icon on the **Dashboard**.

## Domain Name



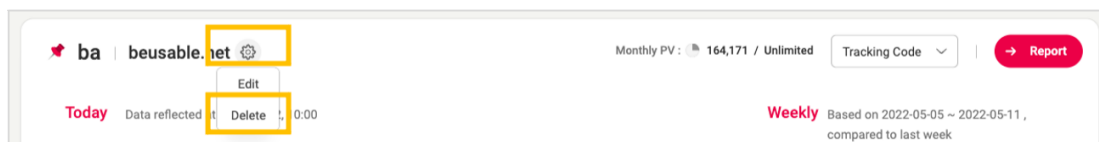
- You can change the **Domain Name** you set. If you have registered multiple reports, you could adjust the order they appear on the **Dashboard** with the **Domain Name**. The order on the Dashboard is sorted in the following order: Number > English > Korean.

## Monthly PV Limit



- The currently set monthly PV limit value (left) and the limit value to be modified (right) are displayed.
- Changes are reflected immediately if the modified value is higher than the currently set PV limit value.
- Changes are reflected starting from the subsequent plan if the modified value is lower than the current monthly PV limit.

## 3.5.2 Delete Domain



- You can delete the selected domain's report by clicking the gear icon on the **Dashboard** and then selecting the **[Delete]** button.
- If you delete a domain, all data stored in the report is permanently deleted.
- After deletion, you can re-register using the same domain.

## 04. Segments

### 1. Analysis Period

Mar 08, 2022 - Mar 14, 2022

Ranking Journey Trend

Timezone (+09:00) Asia/Seoul

Analysis period Jul 1, 2021 ~ Aug 31, 2021

< Jul, 2021 Aug, 2021 >

Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30	31				

● Free trial(Everyone) period ● Paid use (Pro) period

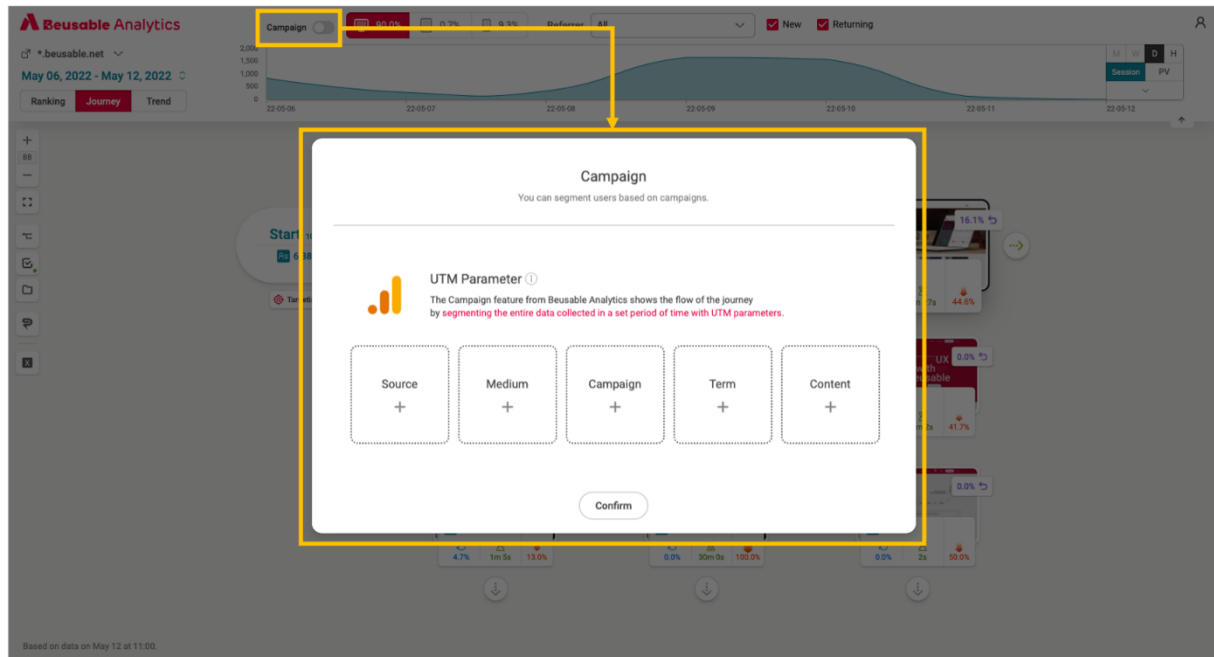
The maximum inquiry period is 6 months.

Cancel Apply

- The maximum period you can set is six (6) months. Collected data is stored for up to 13 months from the current date.
- Colors depict the periods when you have used the free and paid plans. During the paid plan period, you can use the **Campaign** function to analyze ad traffic and View URLs just before a rollback.

## 2. Campaign

- **Campaign** is a segment option that allows you to check the customer journey based on the set UTM Parameter campaign.
- This feature is available during paid plan periods. Using the calendar, you can check whether you are viewing data during the paid plan period.



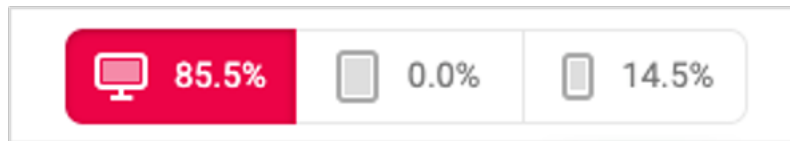
- After completing the selection process for each UTM Parameter category, customers who have entered the site through the selected campaign will be segmented. You can check the number of selected elements in each category in the layer below the **Start Node**.

### TIP\_Basis of UTM Parameter values

- Beusable Analytics collects the UTM Parameter values from the first node of the sessions. Build an effective marketing channel by checking which touchpoints brought customers to your site.



### 3. Device Type



- You can check customer journeys displayed in desktop, tablet, and phone environments.

### 4. Referrer



Referrer: ALL ▼

- You can view the top 10 referrers and their respective ratios for the set analysis period, Campaign, and device.
- You can view the customer journey of users that entered your site through a specific referrer by selecting it.

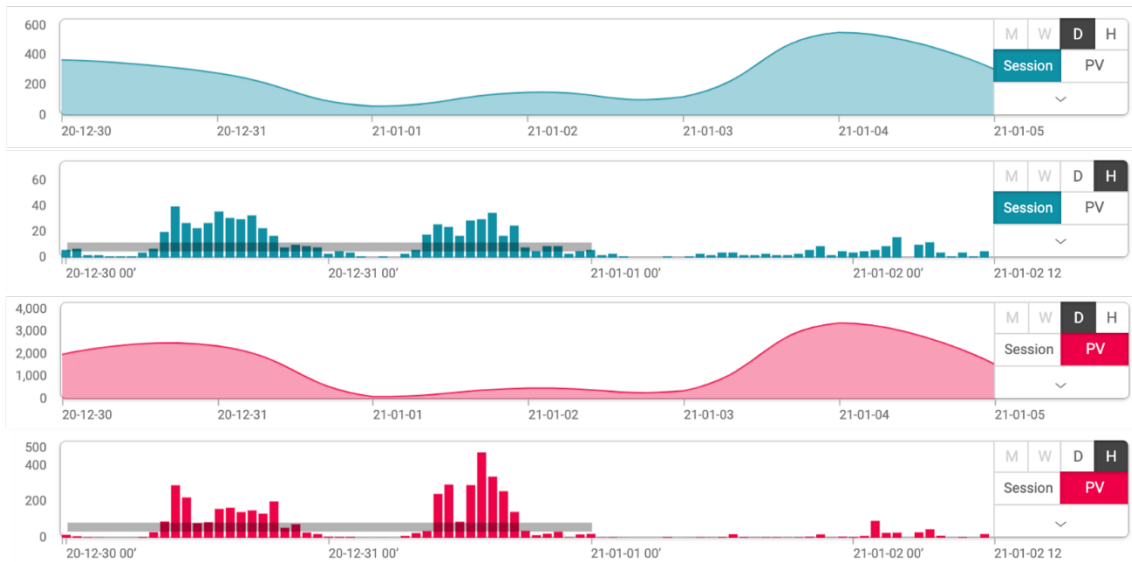
### 5. New / Returning



☒ New ☒ Returning

- Beusable Analytics distinguishes new and returning users starting from the point of code installation.
- New and returning users are determined by cookies stored per domain. If the user does not clear their cookies, the cookie is stored for about one (1) year.

## 6. Time Series Graph



- In the Time Series Graph, you can check the development of the number of sessions and PVs based on the applied segments. The segments which apply to the Time Series is as follows.
  - ① Analysis Period
  - ② Campaign
  - ③ Device type
  - ④ Referrer
  - ⑤ New / Returning
- The default settings of the time series graph are [D] (Daily, Day) and [Session].

### Session & PV

- Click the **[Session]** and **[PV]** buttons on the left side of the **Time Series Graph** to set the indicators to be checked in the graph.
- Session
  - A session refers to the series of records (journeys) of a customer's activity after visiting a domain. Sessions automatically terminate after 30 minutes of inactivity. A new session begins if a customer with an automatically terminated session resumes browsing activity.

- The number on the Time Series Graph is based on the time the first session begins.
- PV
  - PV (abbreviated form of page views) is an indicator that shows the number of times a page within the site is exposed to customers. One PV can be understood as one visit. The number of page visits (PV) does not always match the number of actual customers (UV = unique visitors) because the number of page visits can increase with the number of return visits.

### D & H (Daily, Hour)

- Click the **[D]** and **[H]** buttons on the left side of the Time Series Graph to set the units to be checked in the graph.
- D shows the total amount of data by day, and H shows the data accumulated by 1 hour.

#### NOTE\_M,W Units

- The inactive **[M]** and **[W]** buttons that show Monthly and Weekly data are upcoming features.

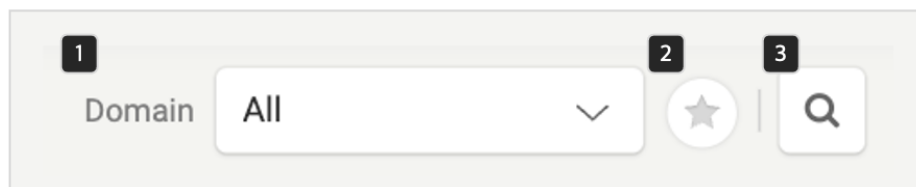
### Expand Button

- If you press the **[V]** button, you can view a bigger **Time Series Graph**.

## 05. Ranking Report

- **Ranking** is a report that allows you to monitor and manage the entire pages within your website.
- The **Ranking** report allows for data segmentation by analysis period and rankings.

### 1. Ranking Segment



#### 5.1.1 Subdomain

- A list of subdomains is created based on the pages collected during the selected Analysis Period.
- You can view a specific domain's **PV Summary** and **Ranking** by selecting it.

#### 5.1.2 Bookmarks

- Click on the [★] button next to the subdomain to view the **Ranking** of pages you bookmarked.
- Bookmarks can be set per page, and the bookmark settings apply to **Journey** and **Trend** reports.

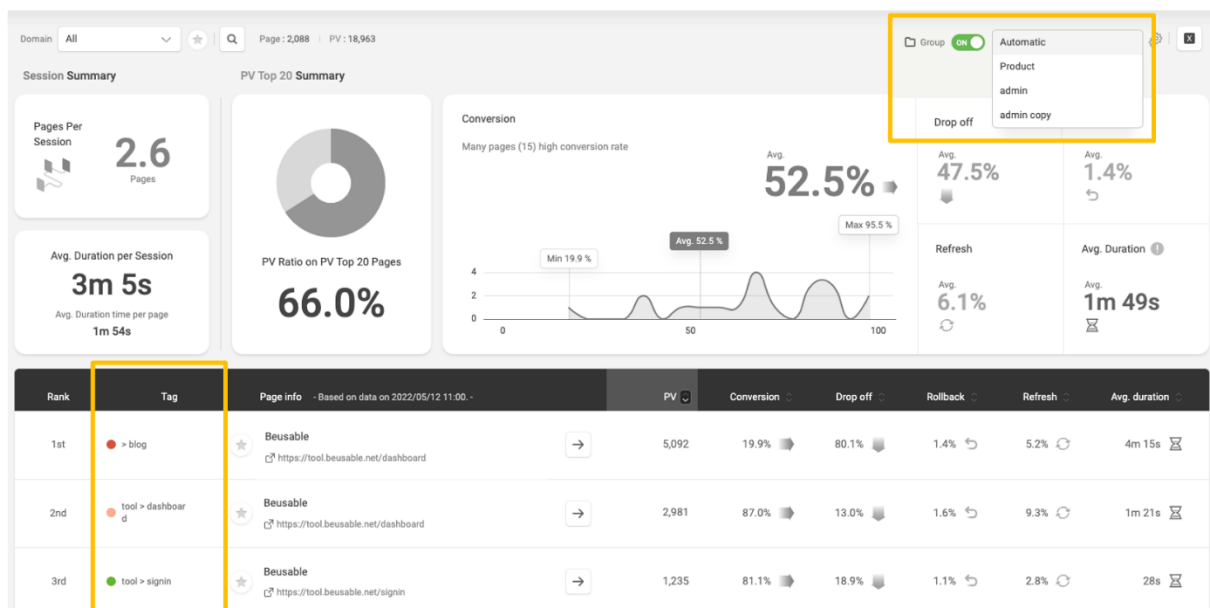
#### 5.1.3 Search

- You can search based on page titles or a page's path in the **Ranking** list.

## 2. Toolbar

- The **Ranking** toolbar is available on the top right of the screen. You can view groups or export your data as an Excel spreadsheet.

### 5.2.1 View Group



- A group list appears if you click on the **View Group** toggle. The default shown in the group list is the 'Automatic' group which has pages automatically sorted by the system. If groups were created in **Group Settings**, they would also be available in this list.
- If a group is selected from the group list, the tags assigned to each page will appear with the ranking information.

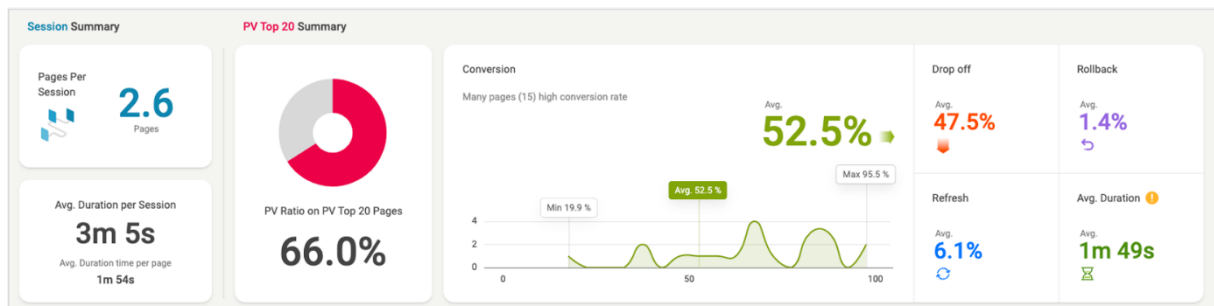
### 5.2.2 Export Data

- Ranking information with the subdomain, bookmark, search, and ranking indicators are available for download as an Excel spreadsheet.

## 3. Check Ranking

### 5.3.1 Summary

- **Summary** provides a quick overview of the data collected during the analysis period to monitor your website's status.



#### Session Summary

- **Session Summary** displays information based on the entire sessions from the registered domain.
- **Pages Per Session** is an indicator that shows the average number of pages a customer views before leaving.
- **Avg. Duration per Session** indicates the time it takes from one journey to exit.

#### PV Summary

- **PV Summary** presents information only from the top 20 pages. Thus, if the **PV Ratio on PV Top 20 Pages** is less than 50%, the data does not provide sufficient representation for the entire website.
- Based on the top 20 pages, a graph that displays the minimum, average, and maximum values are provided. The y-axis (vertical) represents the number of pages, and the x-axis (horizontal) represents the indicator. If the indicator heavily leans towards either side of the axis, the (!) icon suggests further examination.

### 5.3.2 Ranking Information

Rank	Tag	Page info <small>- Based on data on 2022/05/12 11:00 -</small>		PV	Conversion	Drop off	Rollback	Refresh	Avg. duration
1st	> blog	All-in-One UX Analytics Tool   Beusable <a href="https://www.beusable.net/en/">https://www.beusable.net/en/</a>		5,092	19.9%	80.1%	1.4%	5.2%	4m 15s
2nd	> dashboard	Beusable <a href="https://tool.beusable.net/dashboard">https://tool.beusable.net/dashboard</a>		2,981	87.0%	13.0%	1.6%	9.3%	1m 21s
3rd	> signin	Beusable <a href="https://tool.beusable.net/signin">https://tool.beusable.net/signin</a>		1,235	81.1%	18.9%	1.1%	2.8%	28s

- **Ranking** displays Rank, Bookmark, Page info, View Details, and indicators.
- Clicking on the View Details [→] button right of Page info displays a list of URLs included within the selected page.
- You can sort the list based on the rank or indicators. The default sorting order is based on PV.

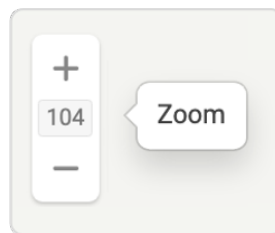
## 06. Journey Report

- **Journey** is a report that shows you the entire customer journey within your website.

### 1. Toolbar

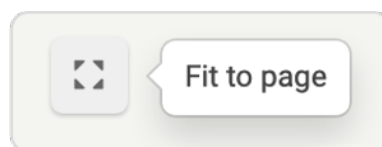
- The Journey toolbar is available on the left side of the screen.

#### 6.1.1. Resizing



- You can adjust the journey size by clicking the +, - or entering text in the [Resizing] function.

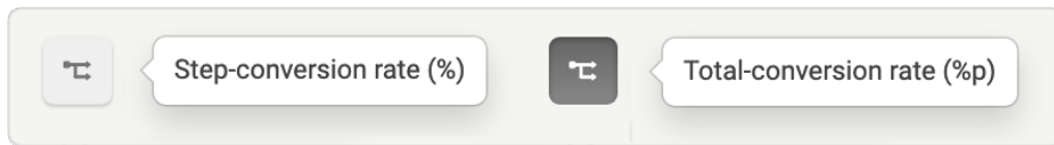
#### 6.1.2 Fit to Screen



- Clicking the [Fit to Screen] button will adjust the size of the report to match the resolution of the device in use.

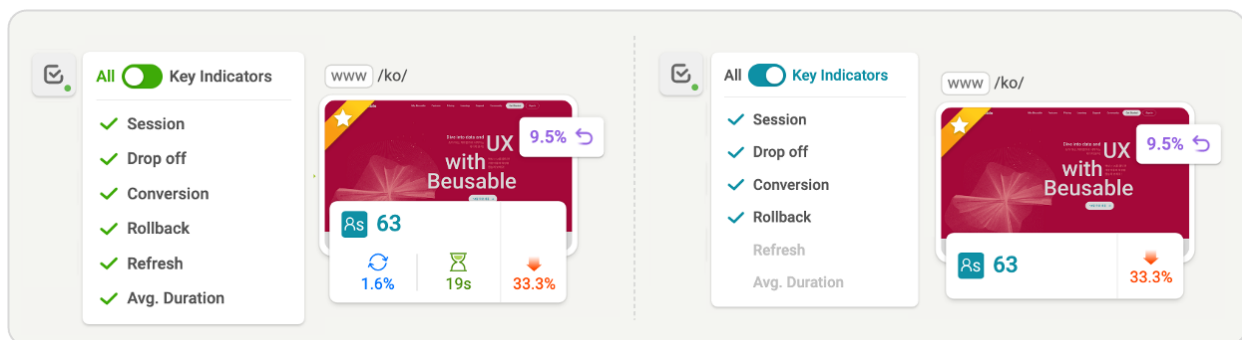


### 6.1.3 Conversion Rate



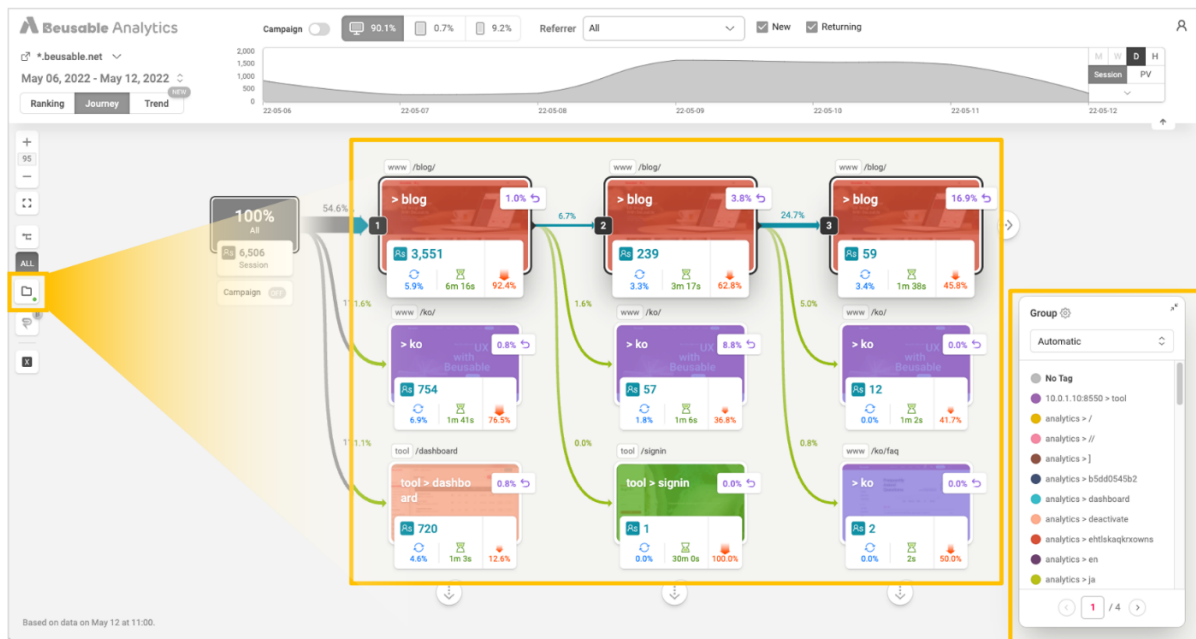
- **Step-conversion rate (%)** calculates the conversion rate based on the session value of the node just before conversion. You can check the conversion rate of customers from the previous node.
- **Total-conversion rate (%)** calculates the conversion rate based on the Start Node. You can check the rate of customers who continue specific journeys after entering the service.

### 6.1.4 View Indicators



- You can adjust indicators that are hidden or displayed.
- **All** displays indicators related to the page, while **Key Indicators** display indicators related to the journey.
  - Key indicators related to the journey: Session, Drop off, Rollback
  - Indicators related to page usage: Refresh, Avg. Duration

## 6.1.5 View Group

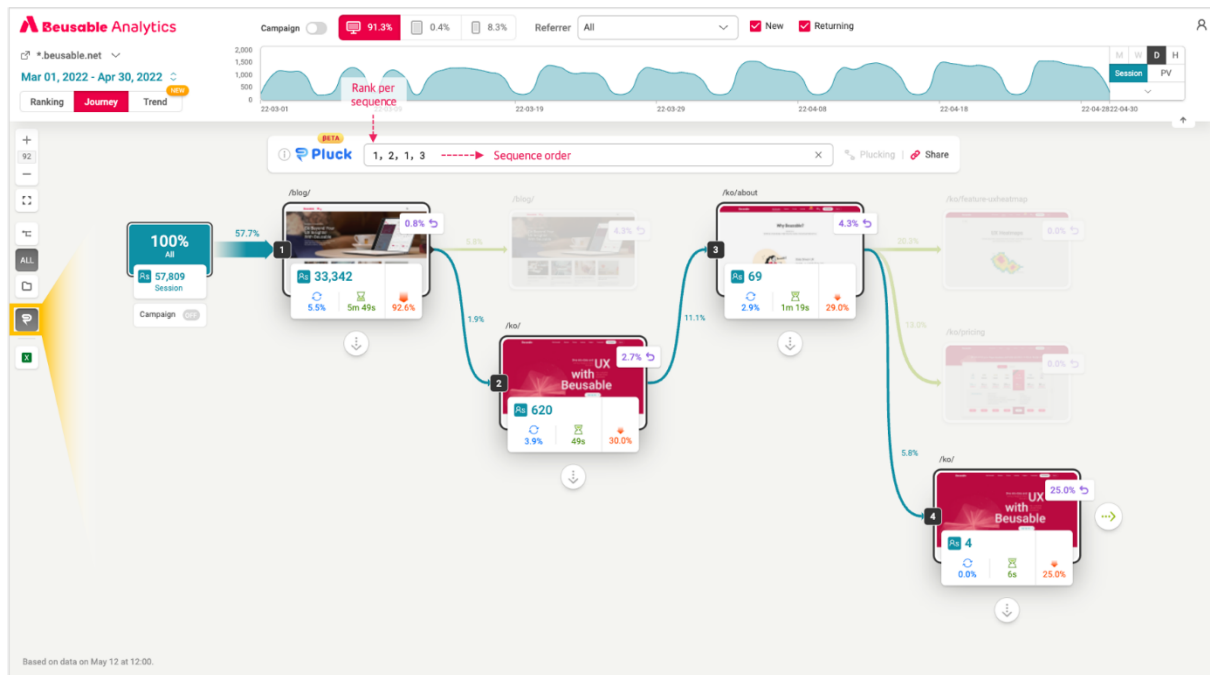


- By default, **View Group** is not applied to **Journey**. If you click [View Group], a list of groups will be displayed. Selecting a specific group will apply the settings to the journey.
- When a group is applied, the page's tag name and tag color from the group are added above the node screenshot.
- You can change the group or view the group's tag list from the bottom right window.

### Note\_About managing groups

- Refer to Section 8 Group Edit Mode to learn how to manage tags, and create and delete groups.

## 6.1.6 Pluck



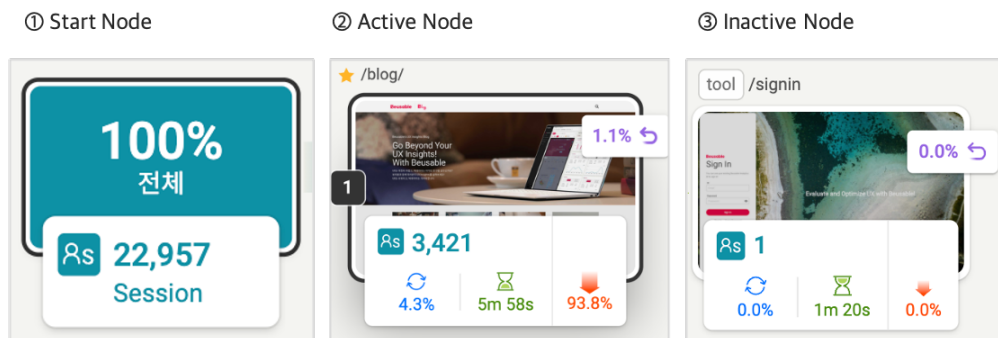
- Pluck is a function that helps you view a specific journey among the collected customer journeys.
- Type in the rank in the order of each sequence of the journey you want to check, then click [Plucking] to view the specified journey or [Share] to generate a shareable link.
- Only users who have access to the report can check the shareable link.

## 6.1.7 Export Data

- You can download an overview of the report, page information of active nodes, and all indicators as an Excel spreadsheet.

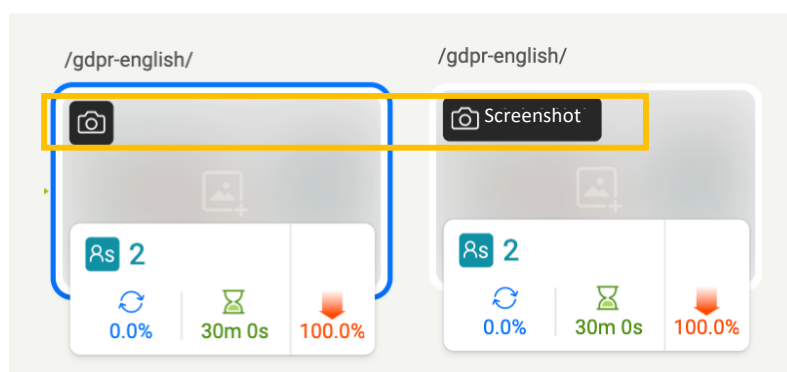
## 2. Checking the Customer Journey

### 6.2.1 Node Overview



- ① Start Node: The first node where the journey begins is called the 'Start Node'. The Start Node's rate will appear as 100% regardless of the actual entry rate. Check the actual entry rate by using the referrer segment.
- ② Active Node: A node part of the currently active journey is called an 'Active Node.' A sequence number and a black border are drawn around the node.
- ③ Inactive Node: A node not part of the active journey is called an 'Inactive Node.' A white border is drawn around the node.

### 6.7.2 Screenshot



- A blurred image appears on the node if the server does not capture a page screenshot. When you hover over the camera icon on the said node, a [Screenshot] button appears.
- Clicking [Screenshot] opens **Screenshot Settings**. You can enter the URL of the page you want to capture or upload an image.

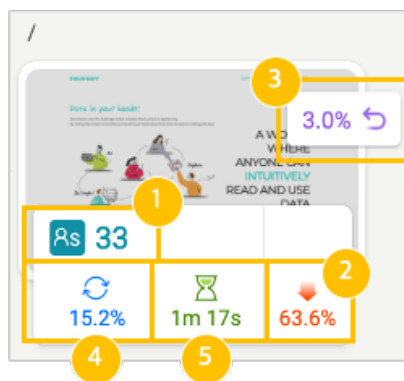
NOTE\_When there is no screenshot

- Immediately after the journey report is generated, the server may only capture a few screenshots. The server captures pages without screenshots every day, so please wait at least 2 days for the data to accumulate.
- The server cannot capture pages that require a login.

### 6.2.3 Expand Journey

- If more journeys exist, you can click the arrow button to expand the journey.
- If more journeys exist under the currently displayed rank, click the [↓] button at the bottom node to expand.
- If more journeys exist after the currently displayed sequence, click the [→] button next to the active journey. By hovering over **Inactive Nodes**, you can check if more journeys exist afterward.

### 6.2.4 Indicator Box



#### ① Sessions

- The node's total number of sessions is displayed.

## ② Drop off

- You can view the percentage of dropped sessions that did not continue the journey.
- Drop off rate is calculated as ' the node's dropped sessions / the node's total sessions(%)'.

## ③ Rollback

- Rollback refers to customers converting to the next node and then returning to the node.
- Rollback is calculated as 'the number of times the node was revisited (PV)/the node's total sessions(%)'.

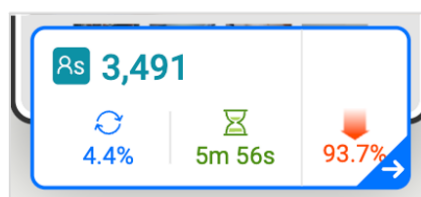
## ④ Refresh

- You can view the percentage refreshes on the node (page).
- Refresh is calculated as 'the number of refreshes(PV)/the node's total sessions (%)>.

## ⑤ Avg. Duration

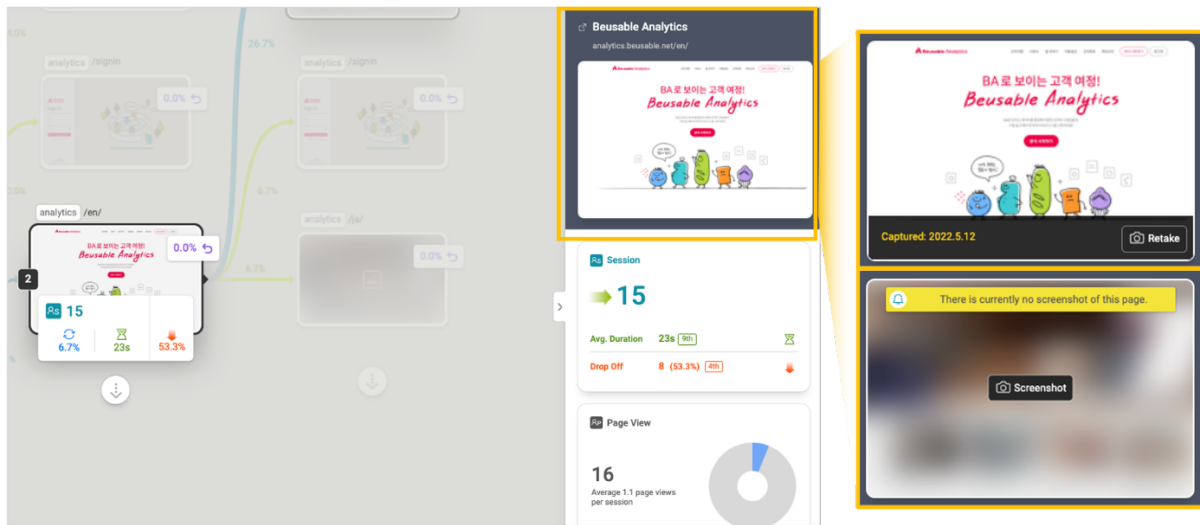
- The Avg. duration of pages is displayed based on the sessions that visit the node (page). (One page's Avg. duration)
- Avg. duration is calculated as ' the node's total duration/the node's number of page views (PV).'

## 6.2.5 Node Report



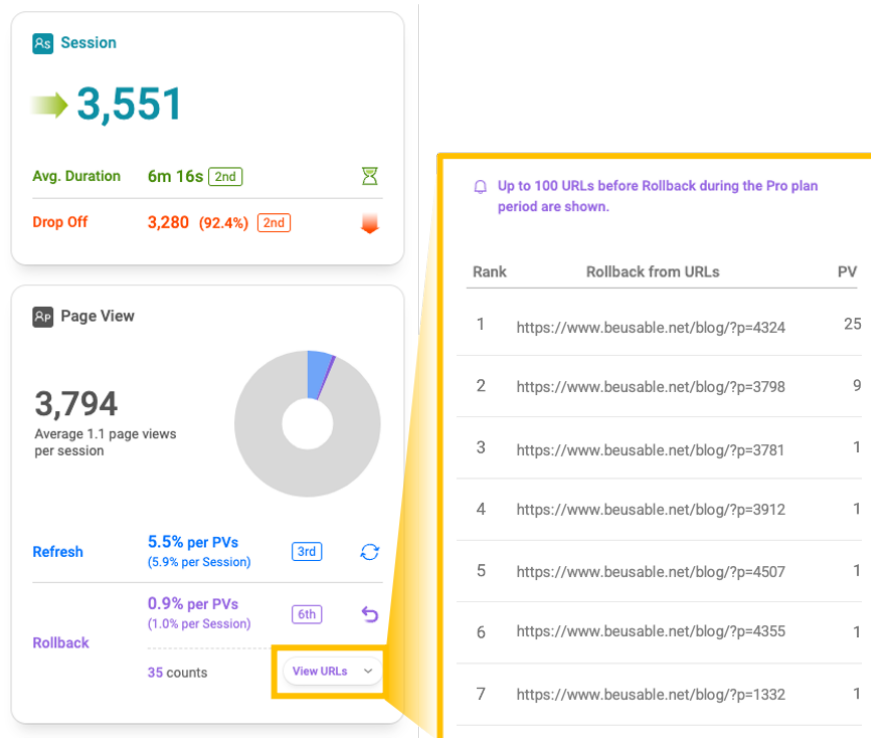
- If you click the [Indicator Box] of a node, a report that shows detailed information of the indicator of the node is provided on the right.

## Screenshot



- The top of the node report shows the page title, URL, and screenshot. When you hover over the screenshot, the date the screenshot was captured and a [Screenshot] button are provided.

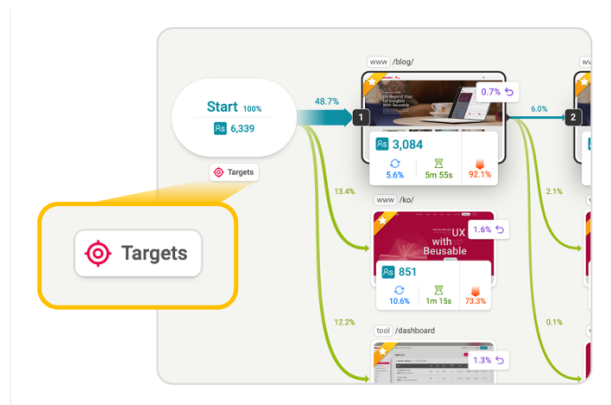
## Detailed Indicators



- You can check the percentage and values of the indicators. Data collection for drop off is session-based, while avg. duration, refresh, and rollback are PV (visit count)-based.
- The rank displayed on the right of session indicators is based on the journeys currently expanded by the user.
- Using the [View URLs] button under Rollback, you can check the node(page) that customers converted to and then returned in the form of URLs. This feature is available during paid plan periods.



### 3. Target(s)



- If you set a target page you want to analyze, you can use **Target(s)** to view the preceding journey leading to or the subsequent journey following the target page.

#### TIP\_How to Utilize Target

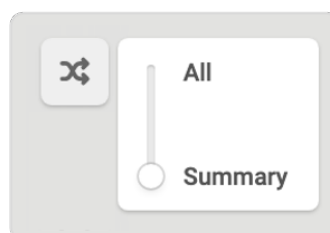
- If you have an intended e-commerce funnel such as "Ad traffic > Product Page > Cart > Checkout," try targeting crucial pages such as <Checkout>.
- If you view the navigation flow to Checkout with Target, you can discover characteristics of customers who complete Checkout or pages that interfere with completing Checkout.
- If you view the navigation flow after Checkout with Target, you can specifically study the journeys and experiences of customers who completed a purchase.

#### 6.3.1 Toolbar

##### Note\_ Toolbar features that are the same as General Journey

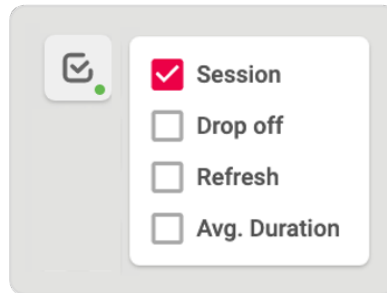
- The features provided in Target, which can also be found in General Journey (default), are: **Adjust Size, Fit to Screen, View Group**. Please refer to Section 6. Journey Report > 6.1 Toolbar.

#### View Connections



- This feature allows you to adjust the number of nodes that connect to the **Target Node**.
  - All (100%): Shows all conversions that connect to the Target Node. One (1) node provides up to three (3) connected nodes with the greatest number of converted sessions.
  - Summary (Top 10%): Shows the top 10% of connections based on the number of converted sessions.

## View Indicators



- You can display or hide indicators shown by the node with this feature.
- You can individually set the indicator data you would like to see for the pages shown in the Target Journey.
- The drop off indicator is unavailable in the Preceding Journey because drop offs do not occur before a customer reaches the Target Node.

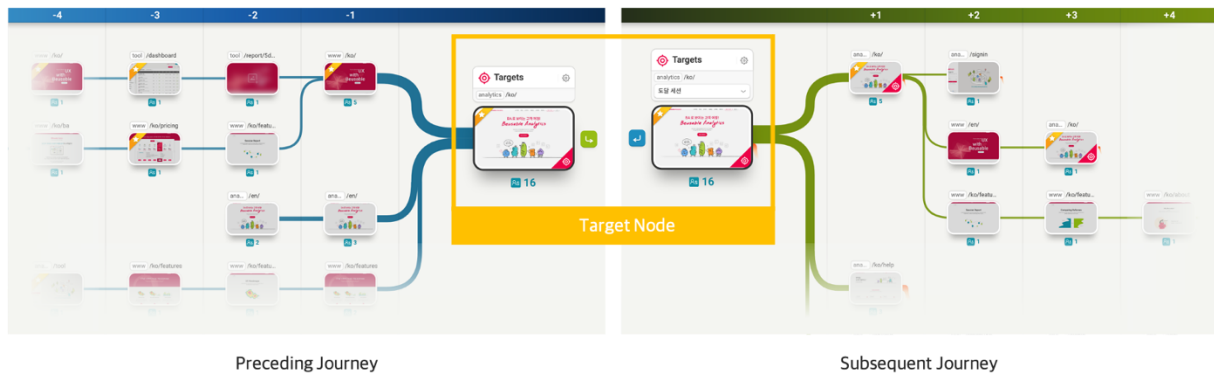
Note\_ Indicators that are the same as General Journey

- The indicators provided in Target, which can also be found in General Journey (default), are session, drop off, refresh, and avg. duration. Please refer to Section 6. Journey Report > 6.2 Check Journey > 6.2.4 Indicator Box.

## Export Data

- The overview of the report and the information about the currently displayed journeys are available for download as an Excel spreadsheet.
- The page information and indicators are provided per column.

## 6.3.2 Checking the Targeting Journey



### Target Node

- The page you set as your Target.
- Only bookmarked pages can be set as a Target Node.

### Preceding Journey

- The journey that leads to the target page.

### Subsequent Journey

- The journey after passing through the target page. The Subsequent Journey splits into “Landing Session” and “Passage Session.”
  - Landing Session: Displays journeys of sessions that begin from the target page only.
  - Passage Session: Displays journeys of sessions that pass through the target page during the customer journey
- Subsequent Journey is limited to the paid plan.

### Node Report

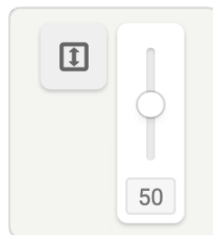
- When you click on a **Node**, a report that shows detailed information is provided on the right.

## 07. Trend Report

- Trend is a report that shows you the service's usage tendencies.
- It displays the rank and conversion patterns between pages based on the pages that customers visit the most during each journey sequence.

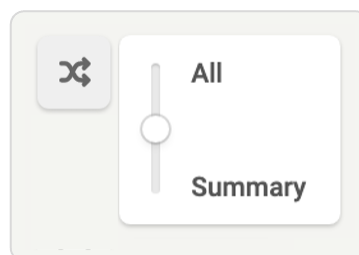
### 1. Toolbar

#### 7.1.1 Adjust Height



- You can adjust the entire node height with this feature. Adjusting the height helps distinguish the conversion arrows between nodes.

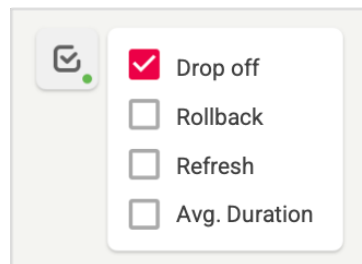
#### 7.1.2 View Connections



- This feature allows you to adjust the connections between nodes based on the conversion rate.

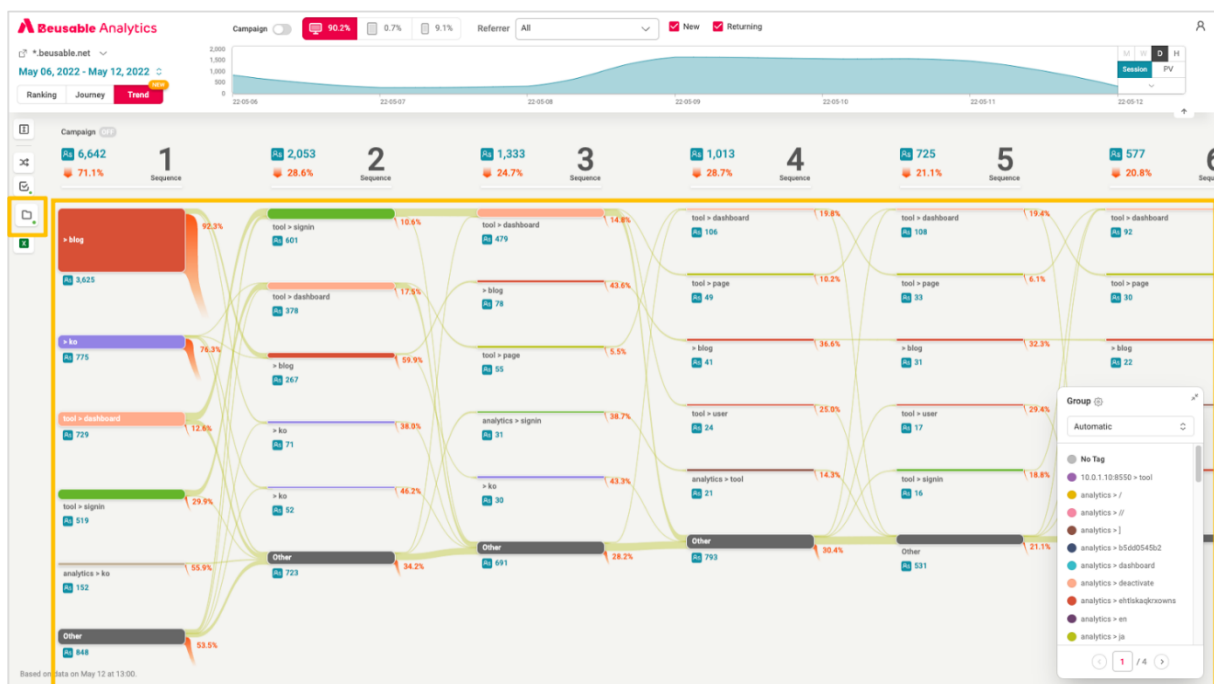
- All (100%): Shows all conversions between nodes.
- Summary (Top 10%): Shows the top 10% of conversions between the currently displayed nodes.

### 7.1.3 View Indicators



- You can display or hide indicators shown by the node with this feature.
- When [Set Focus Node for Session Highlight] is applied, the selectable options will be limited.

### 7.1.4 View Group



- By default, View Group is not applied. If you click [View Group], a list of groups will be displayed. Selecting a specific group will apply the settings to **Trend**.
- When a group is applied, the page's tag name and tag color from the group are added.
- You can change the group or view the group's tag list from the bottom right window.

### 7.1.5 Export Data

- The overview of the report and the information about the currently displayed nodes are available for download as an Excel spreadsheet.
- The conversion of the last SEQ cannot be determined because there is no information about the following sequence.
- A 'Highlight' column that displays highlighted indicators is also provided if [Set Focus Node for Session Highlight] is applied.

## 2. Checking Trends

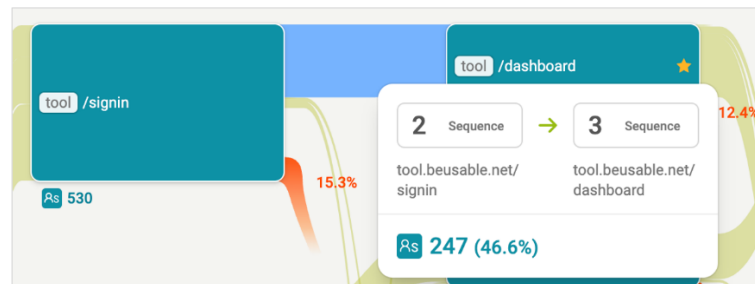
### 7.2.1 Node Overview

- The node's height is proportional to the number of incoming sessions. The taller the node, the higher the number of sessions visited the node.

### 7.2.2 Sequence and Rank

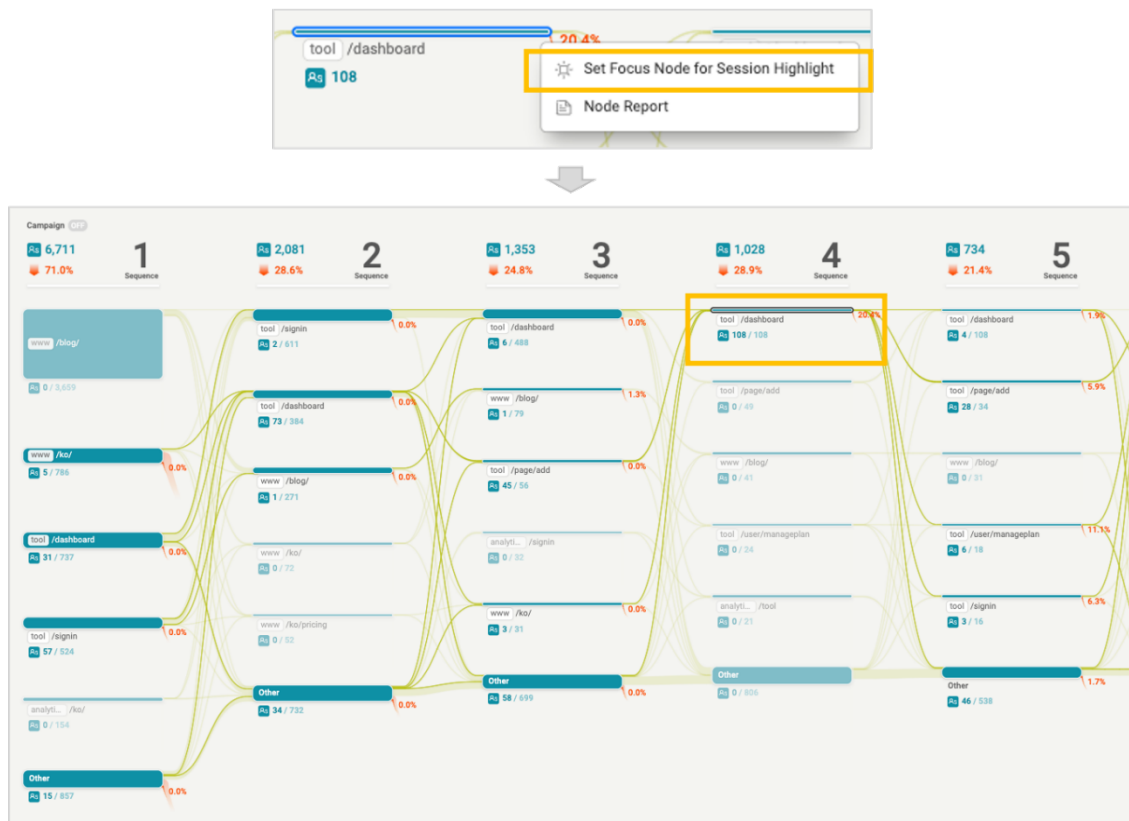
- The maximum number of sequences available for viewing is 20. For each sequence, you can check the total session count and each step's retention rate through the drop off rate.
- **Trend** only displays six ranks. Pages ranked 6th and below can be found under 'Other.'

### 7.2.3 Conversion Layer



- A conversion layer appears when you click the connecting line between nodes. You can check the conversion rate per session and information regarding the nodes before and after conversion.

## 7.2.4 Set Focus Node for Session Highlight

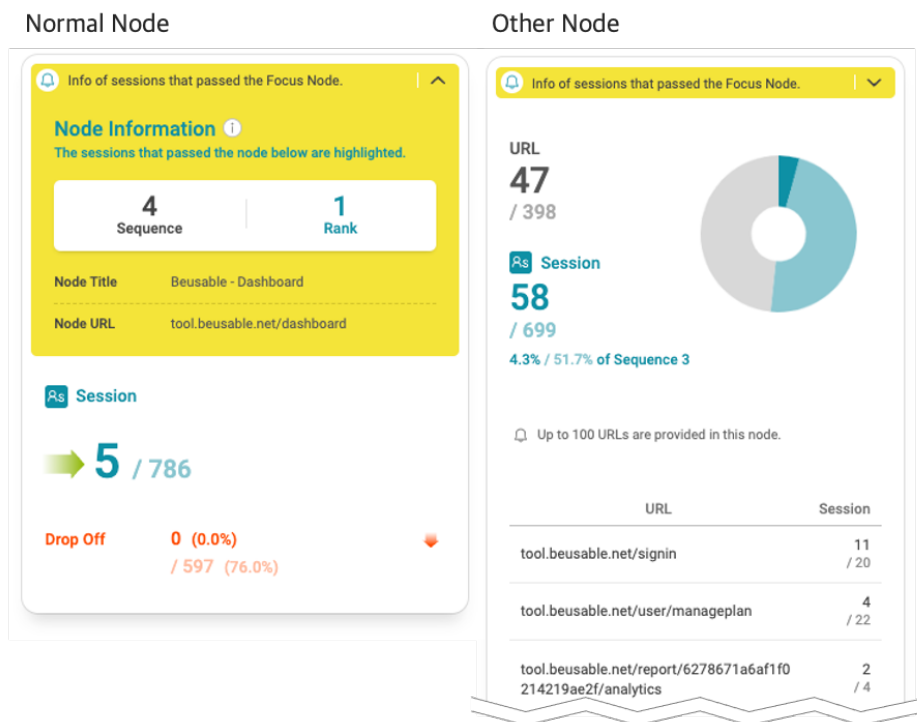


- When you click a node, a layer displaying the [Set Focus Node for Session Highlight] button appears. The highlight only applies to regular nodes and not the 'Other' node.
- [Set Focus Node for Session Highlight] highlights the sessions that visited the focus node. You can look at the conversion values of sessions that continued from the focus node, or the sessions that turned back and dropped off. Sessions that stop by the focus node, then proceed to rollback and convert forward are not included in the data.
- Only the key indicators related to the journey (conversion and drop off) are provided.



## 7.2.5 Node Report

- When you click a node, a layer displaying the [Node Report] button appears. The information provided in the Node Report changes when the Set Focus Node for Session Highlight function is applied.



- The information provided in the **Node Report** changes when the **Set Focus Node for Session Highlight** function is applied.
  - The information is provided in the following format: 'Indicators of sessions that visited the specified node/default indicators of the node.'
  - The general **Node Report** only displays session and drop off indicators related to the default journey.
- The 'Other' node's **Node Report** displays a URL list and the session count. Although the 'Other' node includes information regarding all pages ranked 6th and below, the URL list displays a maximum of 100 URLs.

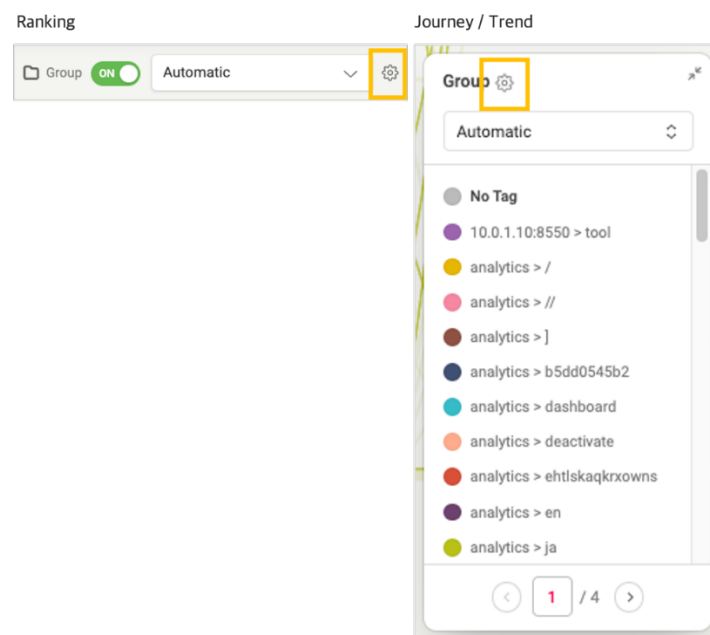
### Note\_About Node Reports

- The general **Node Report** provided in **Trend** is the same feature as the **Node Report** provided in **Journey**. Please refer to 'Section 6. Journey Report > 2. Check the Customer Journey > 6.2.5 Node Report' for further information.

## 08. Managing Groups

### 1. Overview

- **Group** is a feature that allows you to categorize the pages collected from the registered domain into 'tags.'
- After applying a group in **Ranking/Journey/Trend**, a gear-shaped [Settings] icon appears, which can take you to **Group Settings**.



- The groups are separated into the 'Automatic' group, which the system automatically creates, and the 'Manual' group, which you create yourself.
  - Automatic group: You can only view and request to update the tag.
  - Manual group: You can add/edit/delete groups and tags.
- Changes in Group Settings are applied immediately.

## 2. Automatic Group

- The Automatic group is created at 00:00 KST on the day after code installation is confirmed.

Tag List

Sub Domain > Pathname/

Page

No Tag

8,291

Update Tag

10.0.1.10:8550 > tool/

1

analytics > ]/

1

analytics > /

1

analytics > //

1

analytics > b5dd0545b2/

1

analytics > dashboard/

1

analytics > deactivate/

1

analytics > ehtiskaqkxowns/

1

analytics > en/

20

1 / 4

Items Per Page : 50

Page List

Page Title

Page Title	Domain	Path	Collection Date
Beusable	tool.beusable.net	/page/edit/620c98756af1f02a99f56e14	2022-05-12
Beusable	tool.beusable.net	/report/624d8f656af1f02142197575/analytics	2022-05-12
Beusable	tool.beusable.net	/report/6241889f6af1f007b69fb761/	2022-05-12
Beusable	tool.beusable.net	/report/627c8a4d6af1f0214219b5d5/	2022-05-12
Beusable	tool.beusable.net	/page/edit/627c8a2a6af1f0214219b5d4	2022-05-12
Beusable	tool.beusable.net	/report/627a10996af1f0214219b205/	2022-05-12
Beusable	tool.beusable.net	/page/edit/627c90446af1f0214219b5e4	2022-05-12
Beusable	tool.beusable.net	/report/6212f1e06af1f053ae3cd65c/referers	2022-05-12
Beusable	tool.beusable.net	/report/623ae7ef6af1f007b69fb000/	2022-05-12
Beusable	tool.beusable.net	/report/614d918b6af1f03c1b34adc9/	2022-05-12
Beusable	tool.beusable.net	/report/627c635f6af1f0214219b567/	2022-05-12

1 / 166

Items Per Page 50

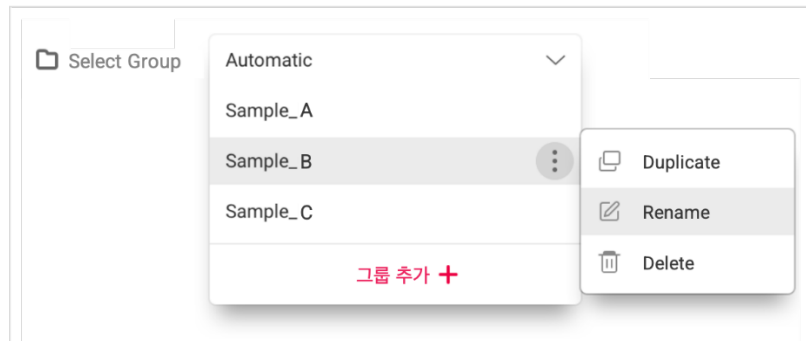
### 8.2.1 Tag List

- The Automatic groups' tag names use the following format: 'Subdomain > (URL's first) Pathname/'
- 'No Tag' stores pages that have not been sorted into other tags. If a page collected within three (3) days exists, a red dot appears next to the no tag count. If you click [Schedule Tagging], pages under 'No Tag' will automatically sort based on subdomains and the first pathname on the following day at 00:00 KST.
- You cannot change the assigned tag color or name.

### 8.2.2 Page List

- You can view the pages within the selected tag.
- You cannot move the page to another tag.

### 3. Manual Group



- From the group list, you can duplicate the automatic group or create a new group through [Add Group]. You can delete manual groups.
- You can create up to three (3) manual groups for each report.

#### Tag List

[Add Tag +](#)

Tag	Page
No Tag	8,291
10.0.1.10.8550 > tool	1
analytics.beusable.net > ]	1
analytics.beusable.net > /	1
analytics.beusable.net > //	1
analytics.beusable.net > b5dd0545b2	1
analytics.beusable.net > dashboard	1
analytics.beusable.net > deactivate	1
analytics.beusable.net > ehtlkaqkrx...	1
analytics.beusable.net > en	20
analytics.beusable.net > ja	19

Items Per Page: 50

#### Page List

[Move to Another Tag](#)

Page Title

Page Title	Domain	Path	Collection Date
<input checked="" type="checkbox"/> Beusable	tool.beusable.net	/page/edit/620c98756af1f02a99f56e14	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/report/624d8f656af1f02142197575/	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/report/6241889f6af1f007b69fb761/	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/report/627c8a4d6af1f0214219b5d5/	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/page/edit/627c8a2a6af1f0214219b5d4	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/report/627a10996af1f0214219b205/	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/page/edit/627c9046af1f0214219b5e4	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/report/6212f1e06af1f053ae3cd65c/referers	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/report/623ae7ef6af1f007b69fb000/	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/report/614d918b6af1f03c3b34adc9/	2022-05-12
<input type="checkbox"/> Beusable	tool.beusable.net	/report/627c635f6af1f0214219b567/	2022-05-12

Items Per Page: 50

#### 8.3.1 Tag List

- 'No Tag' stores pages that have not been sorted into other tags. If a page collected within three (3) days exists, a red dot appears next to the no tag count.
- You can click the [Add Tag] button to create new tags.

- Hovering over tags presents an icon that allows you to access the tag editing layer. You can change the tag's color and name or delete the tag.

### 8.3.2 Page List

- You can view the pages within the selected tag.
- The [Move to Another Tag] button becomes clickable if the checkbox next to the page is clicked. You can use this feature to move multiple pages to a different tag.

## 4. Search

- You can search the pages collected for the report based on page title or pathname.