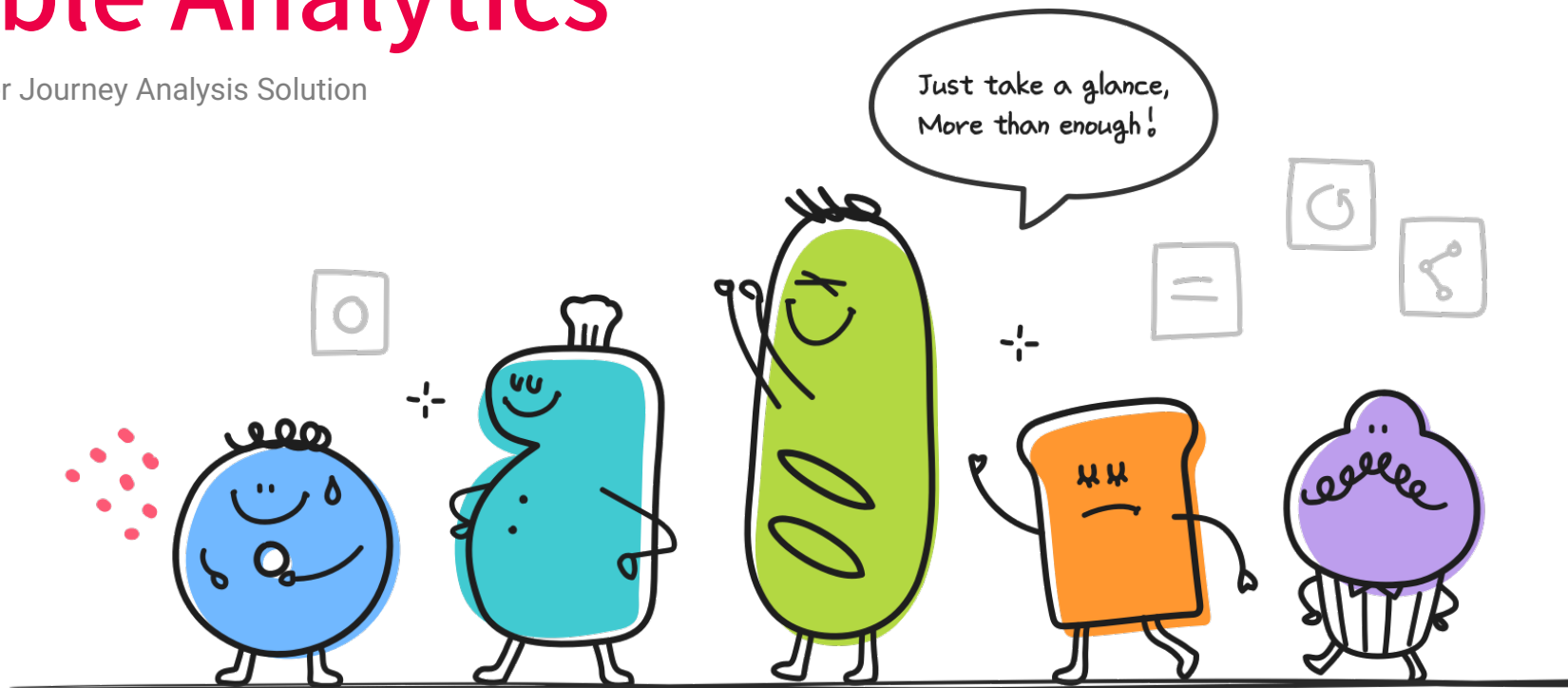


# Customers journey shown by **Beusable Analytics**

The All-New Customer Journey Analysis Solution

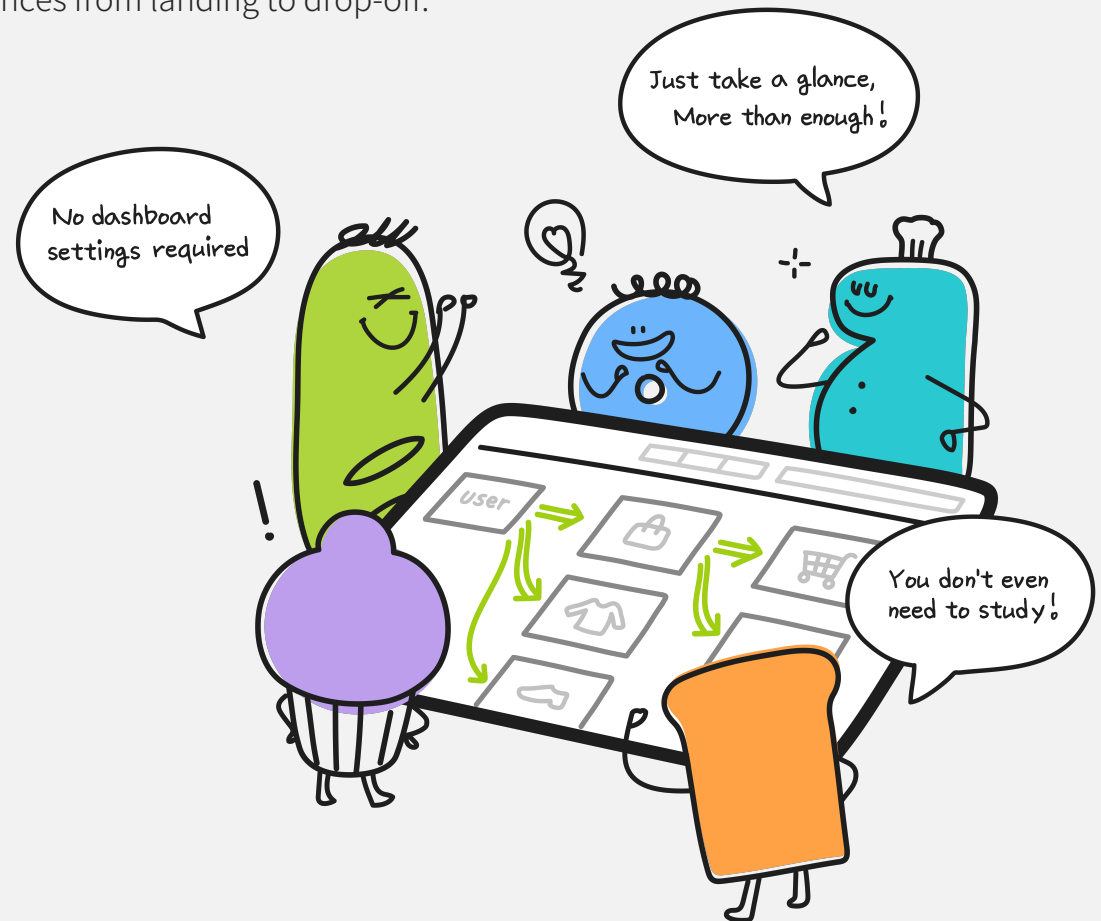


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Beusable Analytics **doesn't require** complicated settings or learning.  
You can see the 'Customer Journey' right away.

The customer journey is a series of steps that a customer takes to navigate the service.  
These steps include your customers' entire experiences from landing to drop-off.



# Why is the 'Customer Journey' so important?

You worked so hard to acquire a customer! But what should you do after?

The customers are experiencing failures in places you're not aware of.

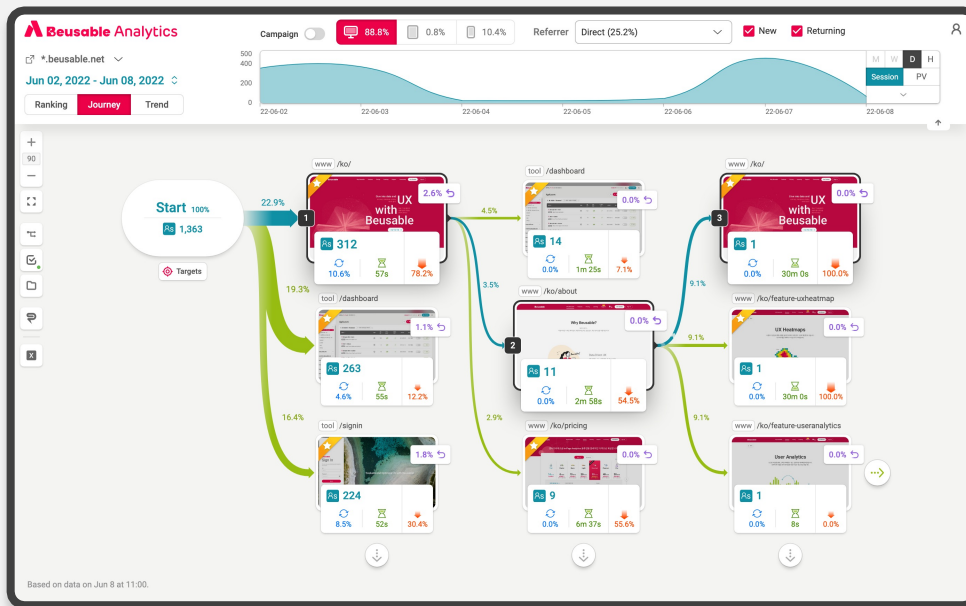
The repeated failures could drive the customer that you've put enormous effort into acquiring away.





# Seeing the customer journey is more than enough!

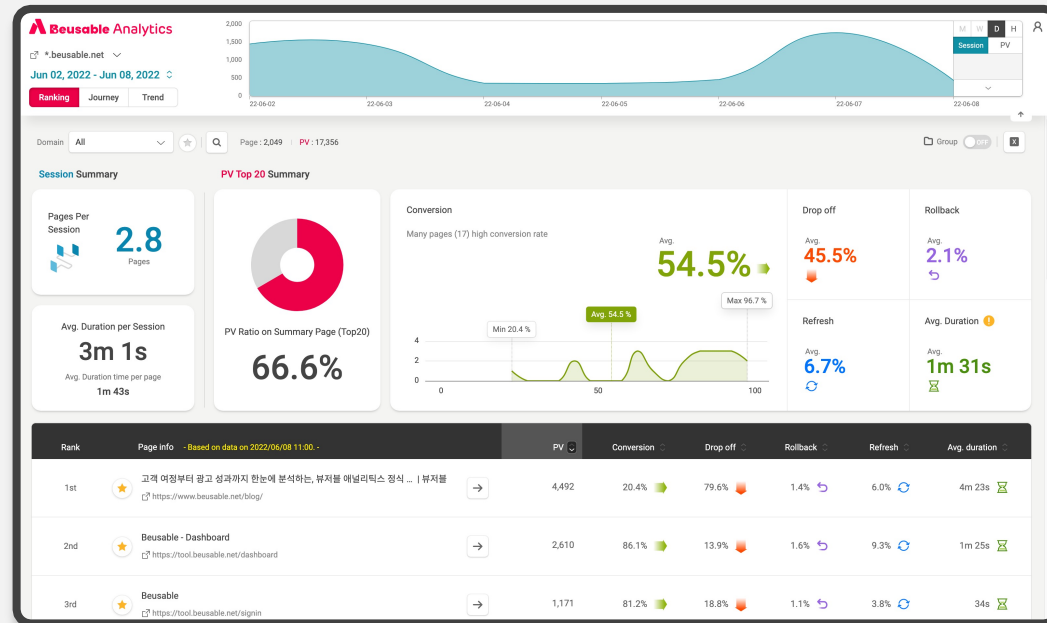
Beusable Analytics (BA) is a solution optimized to provide a complete customer journey analysis for your service. Find out and analyze whether customers experience failures in places that are not so apparent.



▲ Sample image of customer journey analysis using Beusable Analytics

- 1 Let's look at the customer journey!  
There is no better way to monitor than to see the entire service traffic in one view. With the visualized customer journey, you can see trees before the forest. The truths you've been missing will unfold before you.
- 2 Discover flows that differ per customer!  
Customers of the same service have different behavior patterns because they face different situations and conditions. BA provides a powerful segmenting feature that allows you to assort customers and discover various user flows to assist with analysis.

# What does Beusable Analytics make possible? (1/4)



Monitor the entire service with a glance.

## 1 Ranking

With 'Ranking,' you can monitor your entire service. No need to brood over how to determine your service's metrics! The Summary Dashboard and page list will be your data analysis guide.



## Session Summary

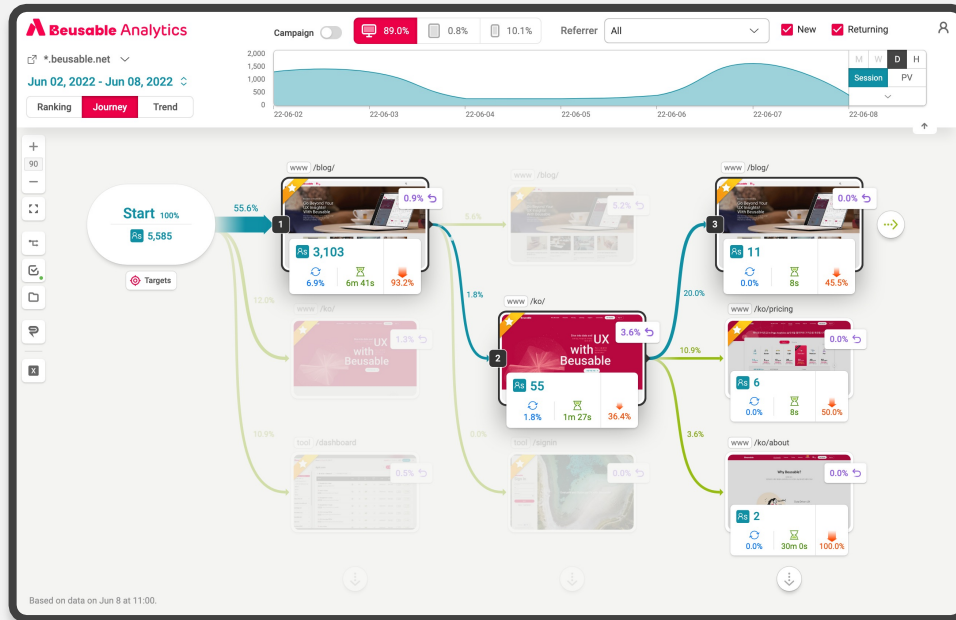
You can check how long customers stay on your service and how many pages they view.



## PV Summary

You can check the status of each metric for key pages to quickly determine issues within your service.

# What does Beusable Analytics make possible? (2/4)



View the entire customer journey.

## 2 General Journey

BA displays the entire journey of visiting customers as is. View your service's customer journey through thumbnails rather than long URLs! Following the actual customer journeys can help uncover what to inspect and improve.



### Conversion

Discover the rate of customers that continued the journey through your service.



### Drop Off

Discover the rate of customers that dropped off at specific points.



### Rollback

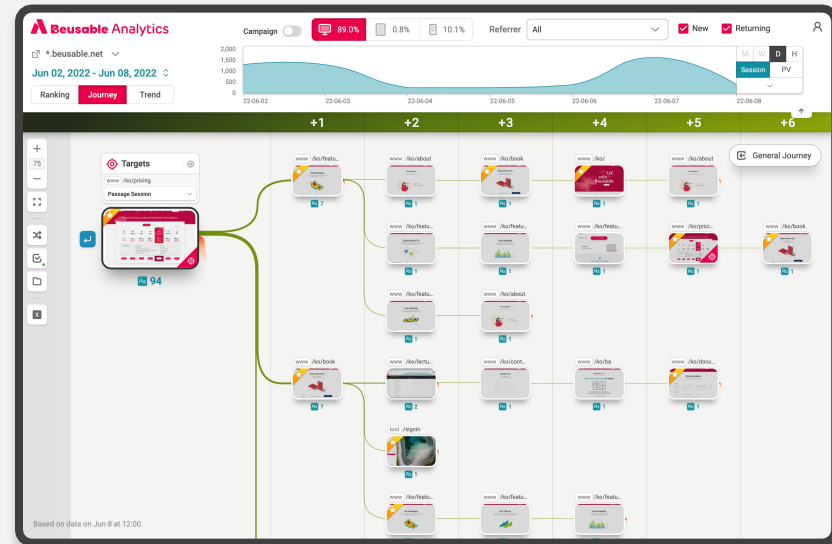
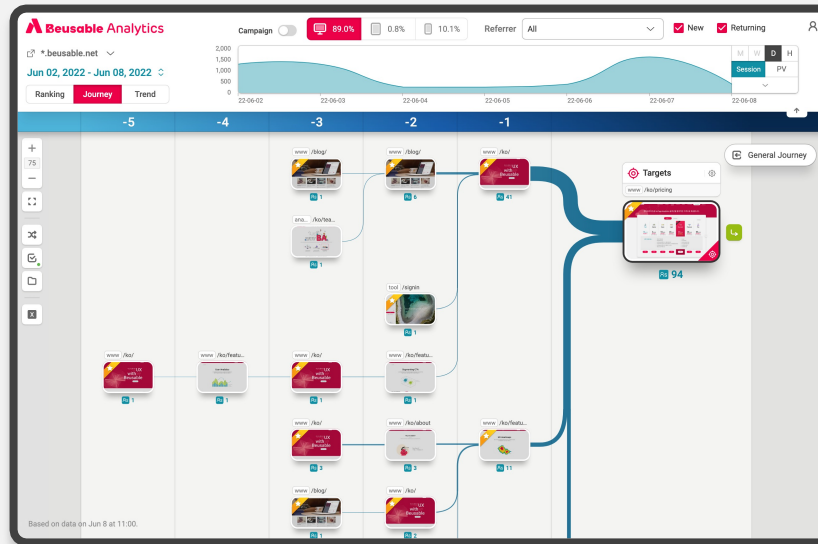
Inspect the causes that interrupt conversion through customers that cancel converting by returning to the previous page.



### Refresh

Inspect technical issues by observing patterns of repeated load requests on the same page.

# What does Beusable Analytics make possible? (3/4)



Check journeys that pass through the target.

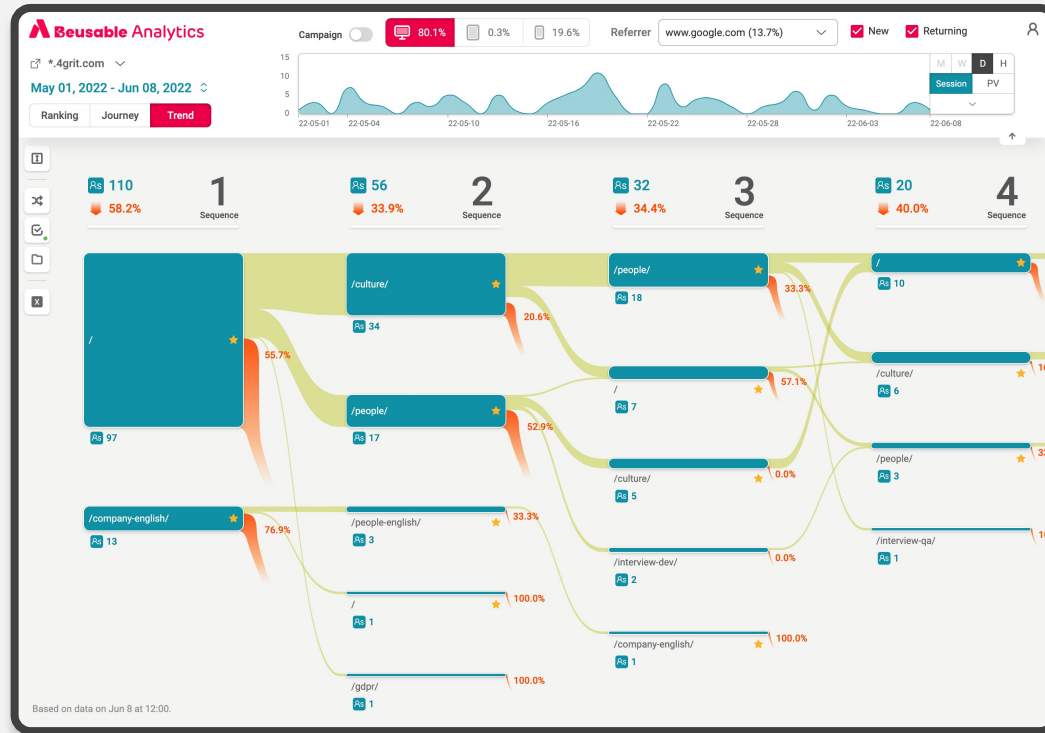
## 3 Targeting Journey

How do customers navigate to the cart page? Do journeys continue through to completed purchases?

With 'Target,' you can check a targeted page's preceding and subsequent journeys.

Track the customer's actual journey instead of guesswork!

# What does Beusable Analytics make possible? (4/4)



Grasp the service's trends.

## 4 Trend

What pages are visited the most in each sequence?

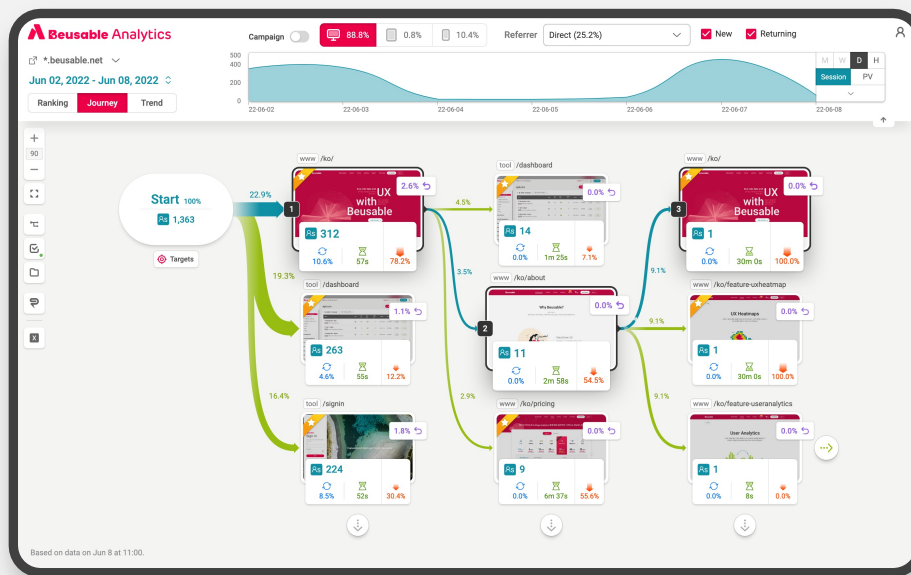
How are the pages related to each other?

While 'Journey' allows you to check the entire customer journey carefully, 'Trend' allows you to understand the service's trends better.

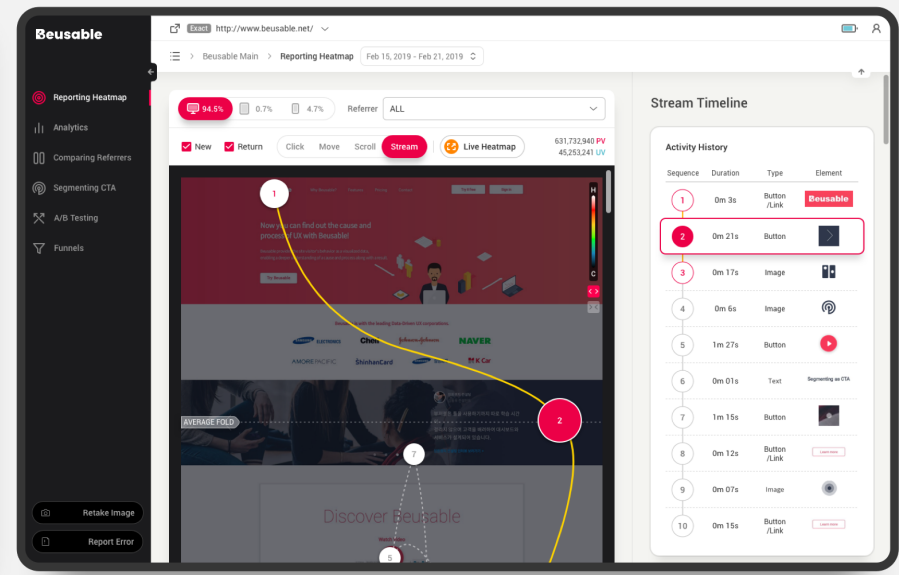
# See the forest with Beusable Analytics and see the trees with Beusable

The synergy effect that Beusable Analytics and Beusable create.

Beusable Analytics allows you to determine the patterns and rate of failures that customers experience within the whole service (the forest). And through Beusable, the area where customer failures occur on a page (the tree) can be analyzed quickly, resulting in quick and easy improvements.



 **Beusable Analytics**



**Beusable**

# Contact



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**Homepage**    [analytics.beusable.net](https://analytics.beusable.net)

**Address**    302, USpace1 A, 660, Daewangpangyo-ro,  
Bundang-gu, Seongnam-si, Gyeonggi-do,  
Republic of Korea

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**Service Related  
Inquiries**    +82 031-625-4395 (KST 10 AM ~7 PM)  
beusable@4grit.com

# The All-New Customer Journey Analysis Solution