

# Beusable Service Introduction

The All-in-One UX Analysis Solution



1. Why Beusable?

▪ Why You Should Use Beusable	4
▪ Key Strengths and Advantages of Beusable	8

2. Beusable Service Overview

▪ Beusable Service Overview	12
▪ Amazingly Simple Installation and Operation	16

3. Key Features of Beusable

▪ Key Features and Segments of Journey Map	19
▪ Key Features and Segments of UX Heatmap	30

4. Resource

▪ Comprehensive Resource Support	46
▪ Pricing	47
▪ Key Clients and Partners	49
▪ Frequently Asked Questions (FAQ)	50

# Why Beusable?

- Why You Should Use Beusable
- Key Strengths and Advantages of Beusable



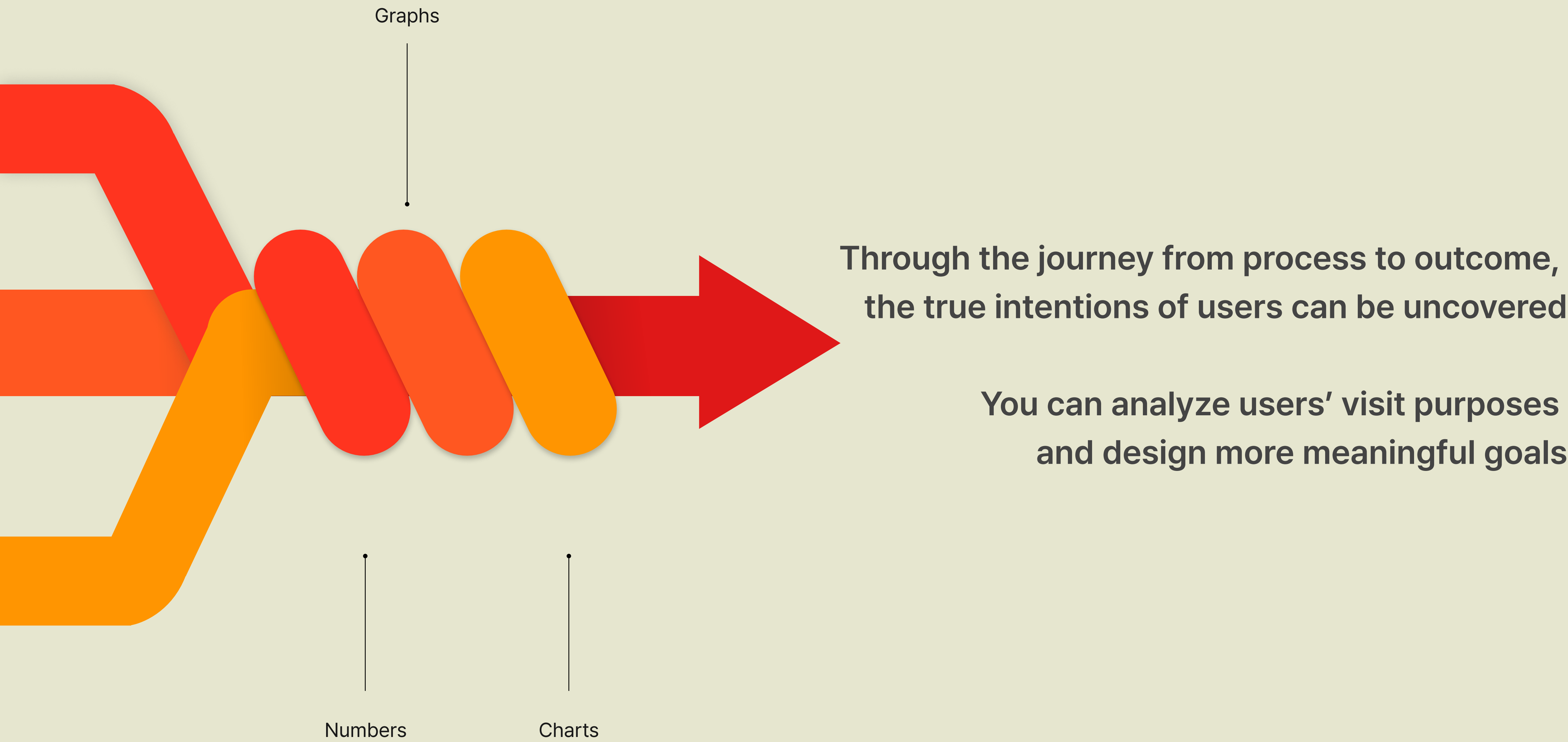
# Why You Should Use Beusable

**Beusable explores the processes leading to outcomes, offering deep insights into UX.**

1. Why Beusable?

**Beusable**





## Why is the 'Customer Journey' important?

### Uncover users' intentions

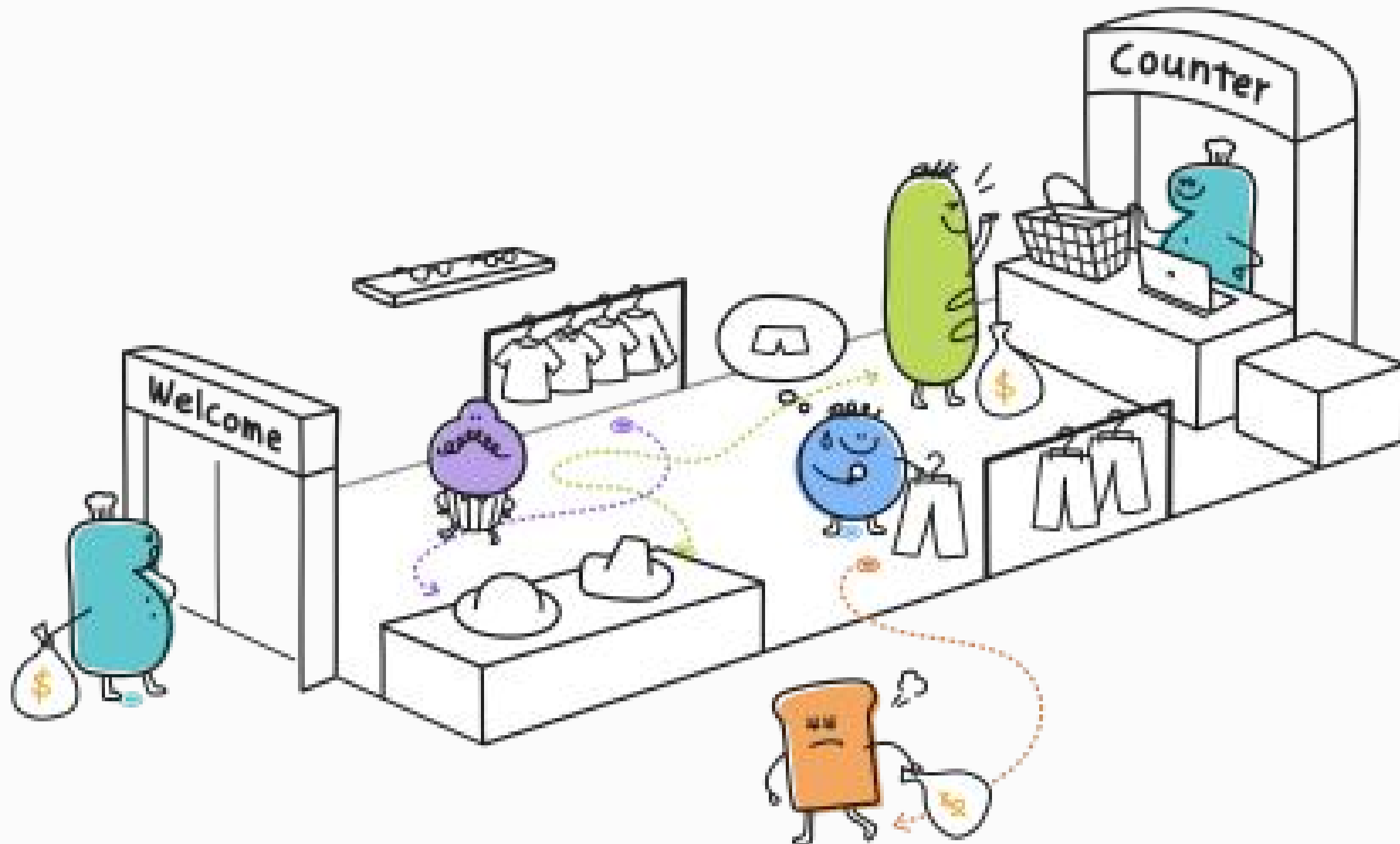
The flow of user conversions reflects their purpose for visiting the site. Analyze user journeys based on key pages to gain insights into their objectives.

### Identify opportunities for improvement

Find areas for enhancement by examining positive or negative experiences during the customer journey. You can focus on reducing resources while increasing customer satisfaction.

### Identify potential customers

How can you convert potential customers into paying customers? Explore their primary entry channels and paths to select optimized marketing channels tailored to their needs.



## Focusing on the Process

---

### Understand User Behavior

Analyze not only the outcomes but also in-page behavior patterns and user paths. This provides deep insights into user actions and decisions, enabling user-centered UX design.

---

### Optimize Conversion Rates

Improve sections with high drop-off rates and enhance CTAs and content that drive conversions. By refining content that leads to drop-offs, you can effectively optimize user conversion rates.

---

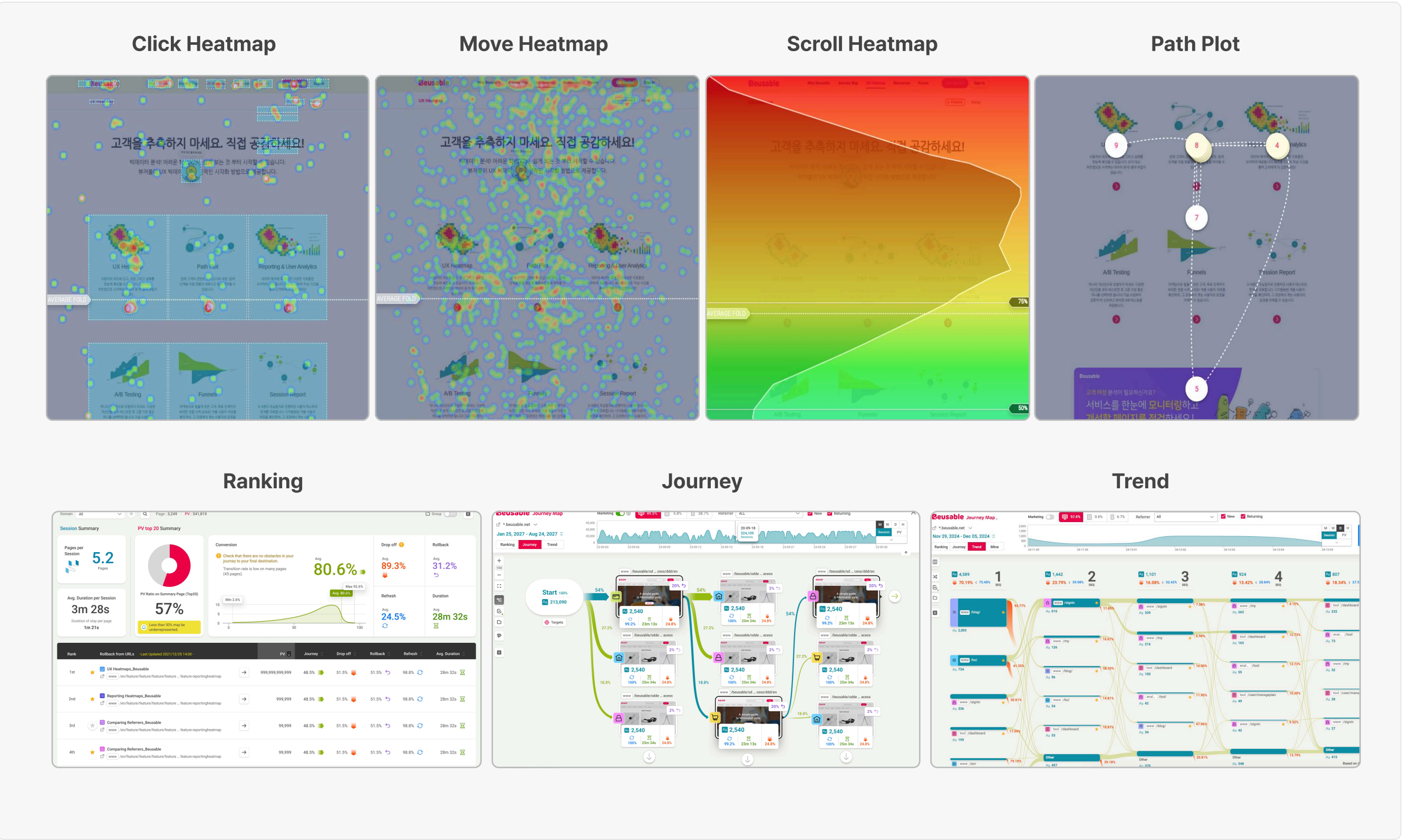
### Support Detailed Analysis by User Group

Even with the same outcomes, the processes may vary depending on the characteristics and patterns of user groups. Segmented analysis by group is essential for delivering personalized services.



Ultra-Visualization  
That Speaks for Itself

Beusable delivers all collected data as visualized insights, simplifying complex information to enable accurate and reliable decision-making.





## UX Analysis for Everyone

Beusable makes it easy for anyone to analyze user experience (UX). Even non-experts can use Beusable to understand user behavior and data, enabling improvements for a better user experience!



**Designers**



**Marketers**



**Product Planners**



**PM.PO**

Freedom from Privacy Issues

Beusable does not collect any personal information.  
This ensures there is no risk of user data breaches, while providing detailed UX analysis using only non-identifiable information.

Information Collected by Beusable

User Environment Information	Visit Analysis	User Event Information	Network information
<ul style="list-style-type: none"><li>• User device type</li><li>• User OS information</li><li>• Browser agent details</li><li>• Browser information</li><li>• viewport, contents, screen size(width, hieght)</li></ul>	<ul style="list-style-type: none"><li>• Current URL (the page URL accessed by the user)</li><li>• Referrer URL (the URL that led to the current page)</li><li>• Country information of the user's IP (Original IPs classified as personal information are not collected.)</li><li>• Page access time</li><li>• Page exit time</li></ul>	<div>Desktop<ul style="list-style-type: none"><li>• Click, Focus, Mouseover, Mousemove, Scroll, Visibilitychange, Resize, Exposed</li></ul></div> <div>Mobile (Tablet+Phone)<ul style="list-style-type: none"><li>• Touchend, Zoom in/out, Swipe, Scroll, Visibilitychange, Exposed</li></ul></div>	<ul style="list-style-type: none"><li>• Domain access time</li><li>• Domain exit time</li><li>• New/Returning visitor status by domain</li></ul>

# Beusable Service Overview

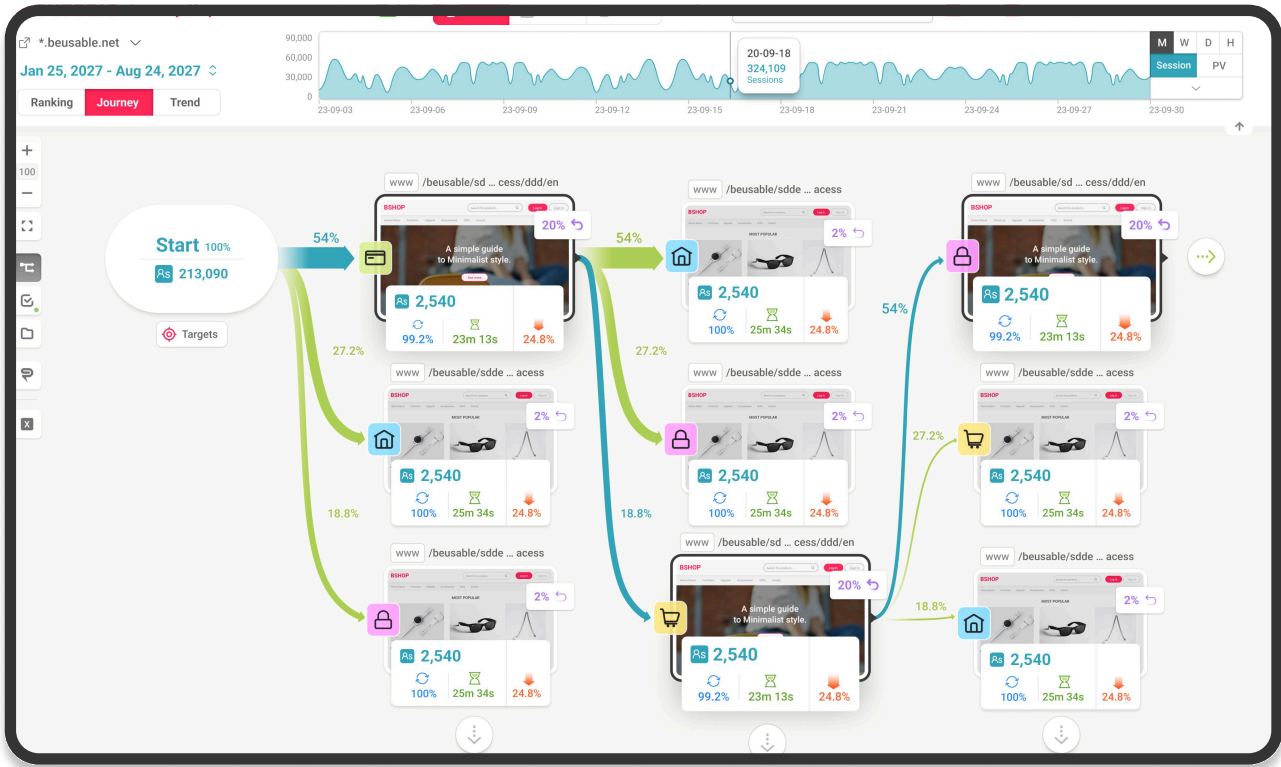
- UX Heatmap Service Overview
- Journey Map Service Overview
- CX Report Overview
- Amazingly Simple Installation and Operation

 Beusable

2

Journey Map

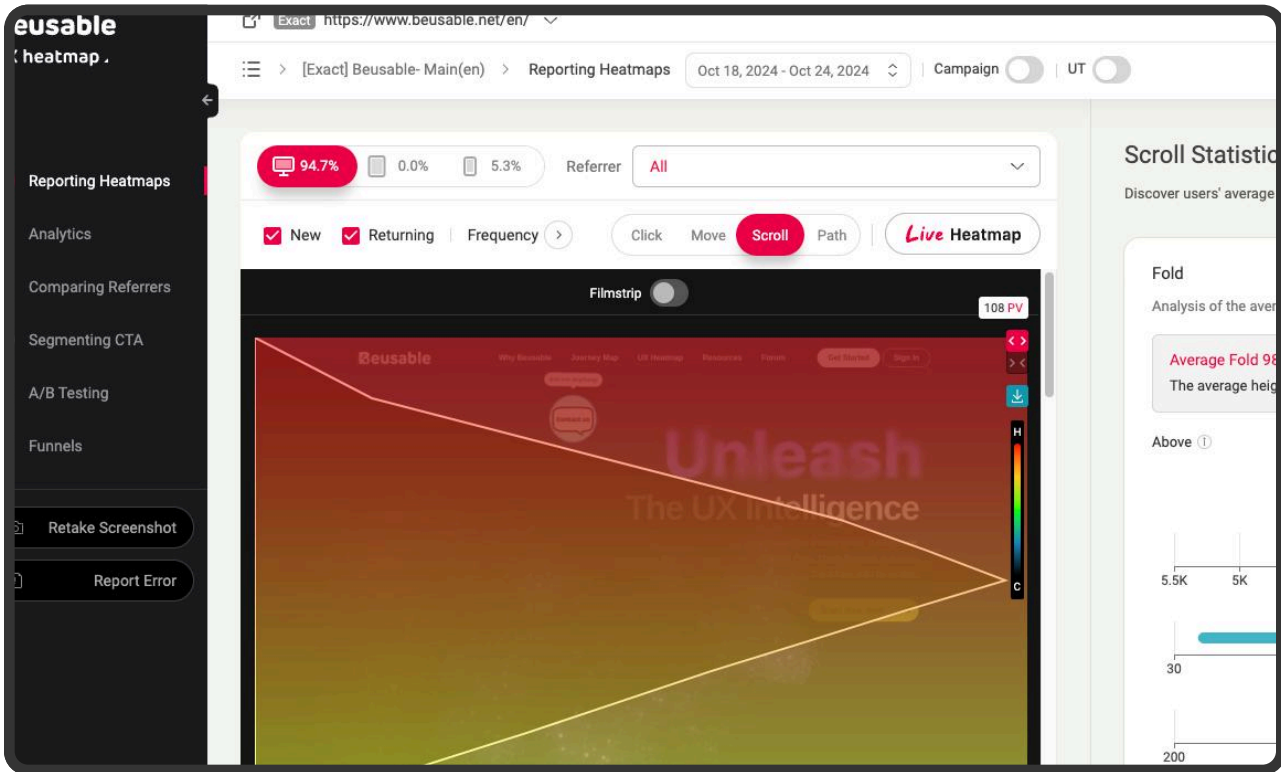
Monitoring Customer Journeys on Websites



#Benchmark #Customer\_Journey  
#Conversion #Drop\_Off #Funnel

UX heatmap

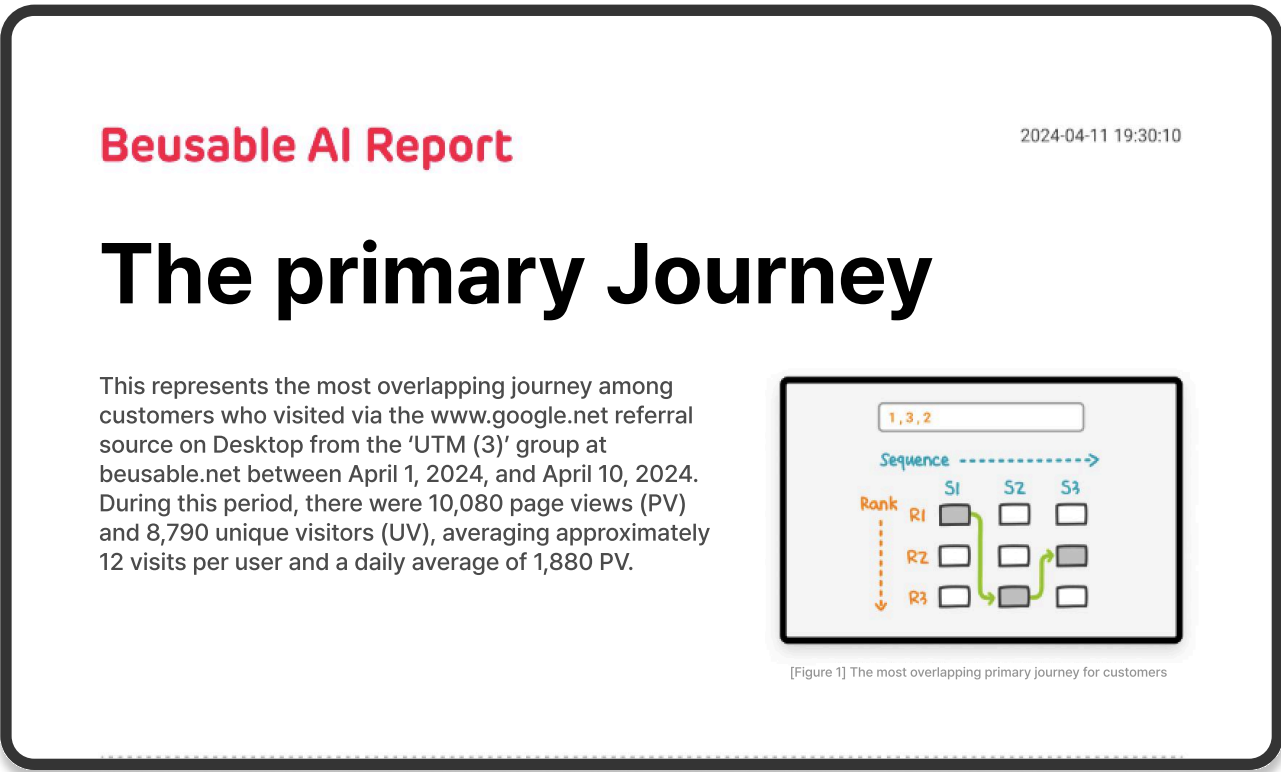
In-page UX Analysis



#User\_UX\_Analysis #Process\_Focus

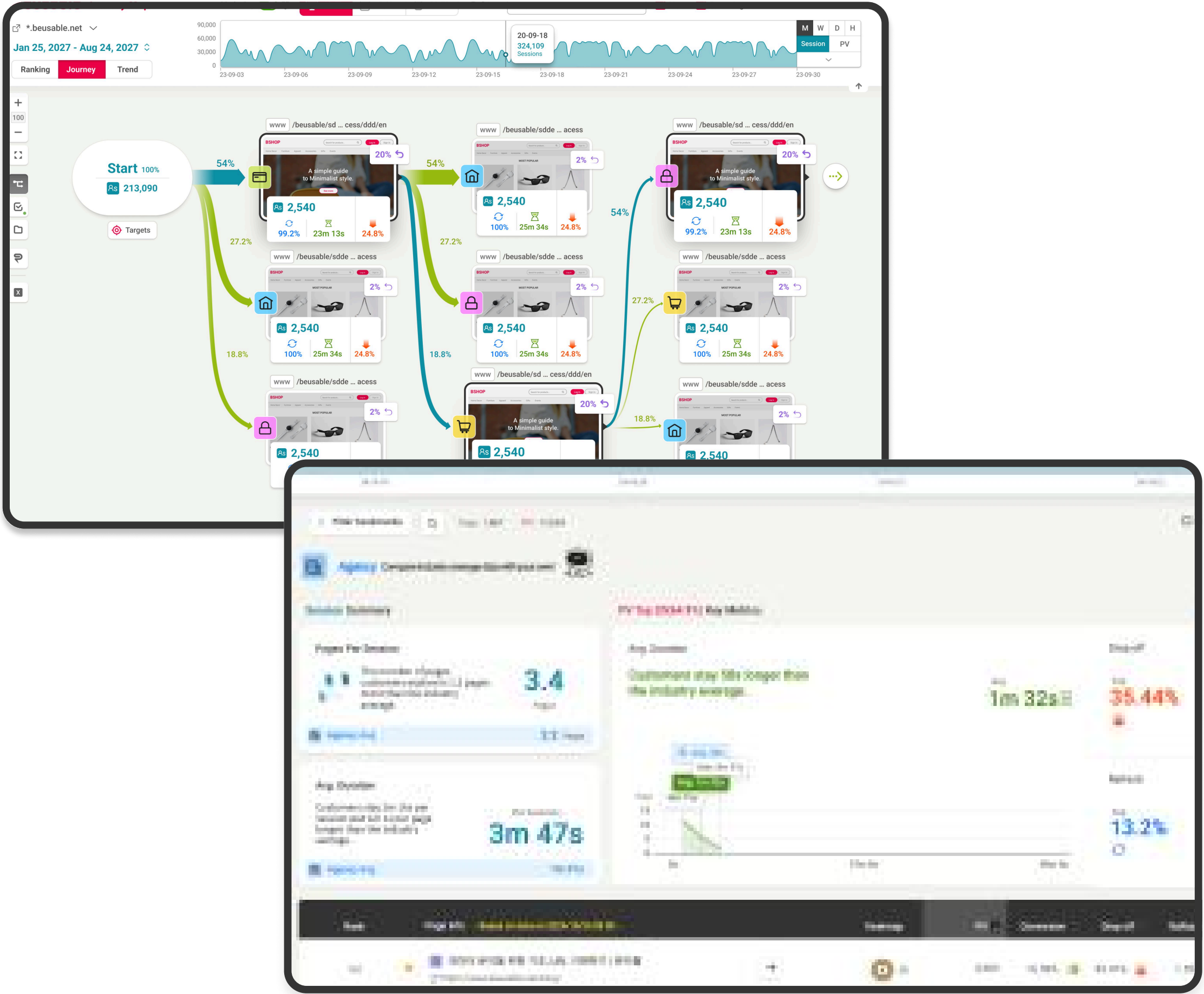
AI CX Report

Automated Results Report



#Key\_Journeys  
#CX\_Metrics\_Based\_AI\_Report





Journey Map    Service Overview

Journey Map offers a powerful feature to visualize **the entire customer journey on your site at a glance**. By analyzing user funnels, you can clearly understand their objectives and combine this insight with industry benchmark data to establish meaningful improvement goals, creating the optimal user experience!

Metrics Provided

Page Views (PV),  
Sessions, Conversion Rate,  
Drop-off Rate, Average  
Duration, Refresh,  
Rollback, etc.

Features Offered

Benchmark, Ranking,  
Journey, Trend, Targeting,  
Survey, etc.

## UX heatmap Service Overview

This feature enables a detailed analysis of in-page UX. Dive deep into UX data to understand which elements users clicked on the most, how far they scrolled, and the order in which they navigated through a specific page!

### Metrics Provided

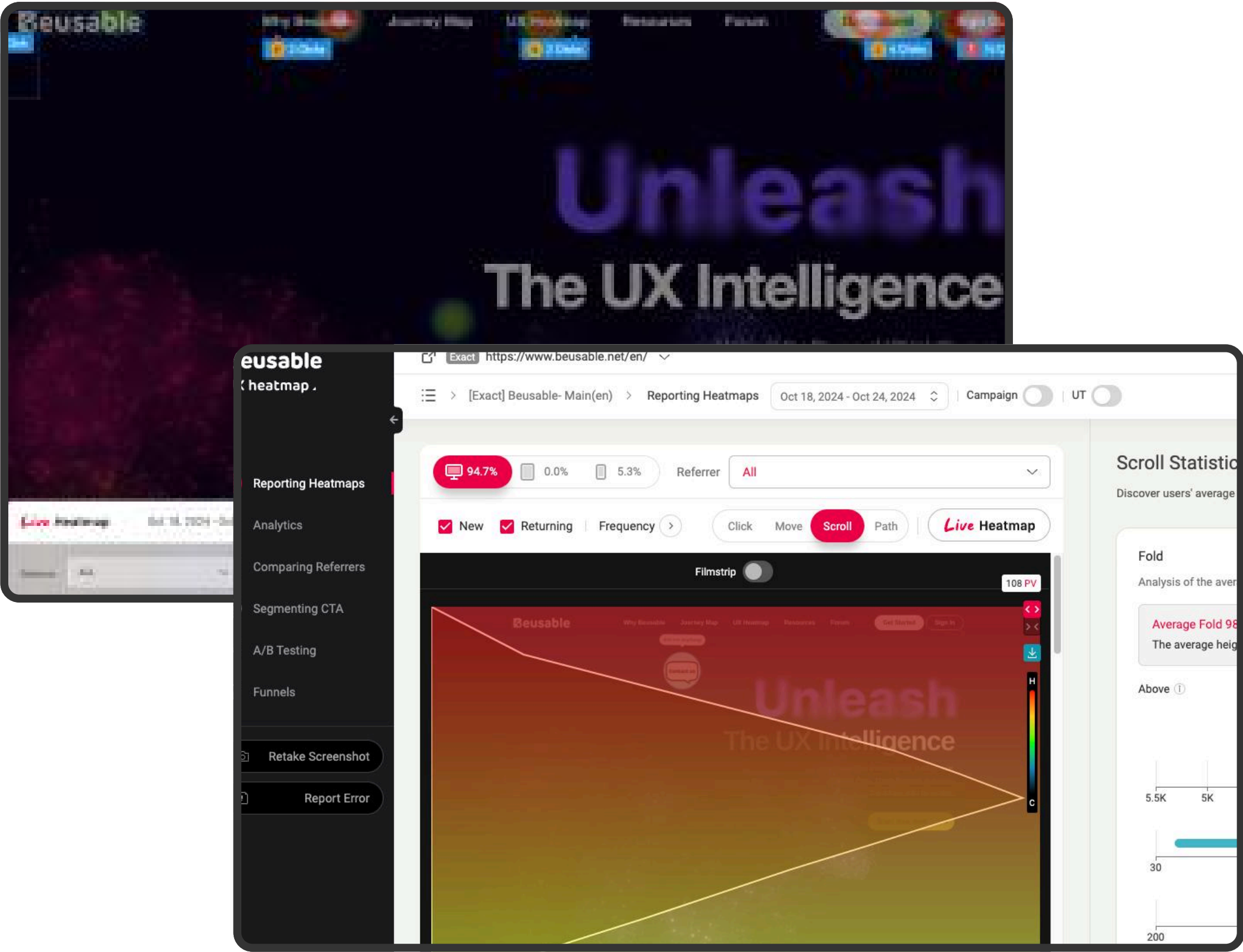
Click, Move, Scroll, Tap, Path Plot, Swipe, Zoom, etc.

### Features offered

Reporting Heatmap, Funnel, A/B Testing, Live heatmap, etc.

### Segments Provided

Campaign, Frequency of UV, Hourly PV Status, New/Returning Visitors, etc.



Beusable CX Report 

Ai

CX Report is an automated report based on key journeys and metrics. It processes the entire workflow—[① Data Collection, ② Processing, ③ Analysis, ④ Automation]—in one step, reducing the time required for analysis (3M/M) to just a single click.

1. \*.beusable.net Page Type Classification

agency

The branding of the service should be clearly visible, and various information should be easily navigable.

Page Structure

Order

Payment

Cart

Request

Support

Personalization

Merchant

My page

Sign in

Product

Info

Event

Detail

Job search

Search

List

Item

Primary Analysis Purpose

Info in progress

Item

Info

Form

List

Detail

CTA

CTA

Look at Attention to see if users are paying attention to where your important CTA links are located.

Review whether you're converting well to important call-to-action links.

Personalization (75.2%)

users should be able to accurately check personalized information tailored to them.

Detail (7.2%)

detailed information is provided, so it should encourage active exploration by users.

A. Major Page Metrics Analysis

A-1. Page 1 (Data Analysis Basics, Understanding URLs | Beusable, beusable.net/blog/)

	Data1
Page Views	2637
Conversion Rate (CVR)	14.79%
Drop Rate	85.21%
Reload Rate	3.72%
Rollback Rate	1.40%
Interval (s)	292.45

Detailed Analysis:

This page, titled "Data Analysis Basics, Understanding URLs," shows a significantly high drop rate of 85.21%, which is much higher than the average drop rate of 33.89% across other pages. This indicates that while the page attracts a good number of views, it fails to engage users effectively, leading to them leaving the page without meaningful interactions. The conversion rate is also notably low at 14.79%, suggesting the page content or user interface may not be effectively driving user actions. The high interval time suggests users spend a considerable amount of time on the page, which could be due to either engaging content or difficulty in finding desired information. Given the high drop rate, it's likely the latter. Improvements could include optimizing the content layout, enhancing navigational cues, and ensuring key information is more accessible to decrease the drop rate and improve conversions.

A-2. Page 2 (SignIn, beusable.net/signin)

	Data1
Page Views	1679

3. Key Metrics Ranking Analysis

During this period, users spent 3m 34s on the site and viewed 3.5 pages.

3-1 Top 20 Pages by PV

Top 20 64.0%

The top 20 pages account for 64.0% of the total PV. These pages have a significant impact on overall traffic, and their performance directly affects the service. Analyzing these key pages helps you understand user interests, behaviors, and areas for improvement.

3-1-1 Key Metrics to Watch: Conversion/Drop-off

66.0%

GOOD

total beusable.net/pages/

Conversion 96.0% ↑ 29.0%p

Drop-off 5.0% ↓ 29.0%p

34.0%

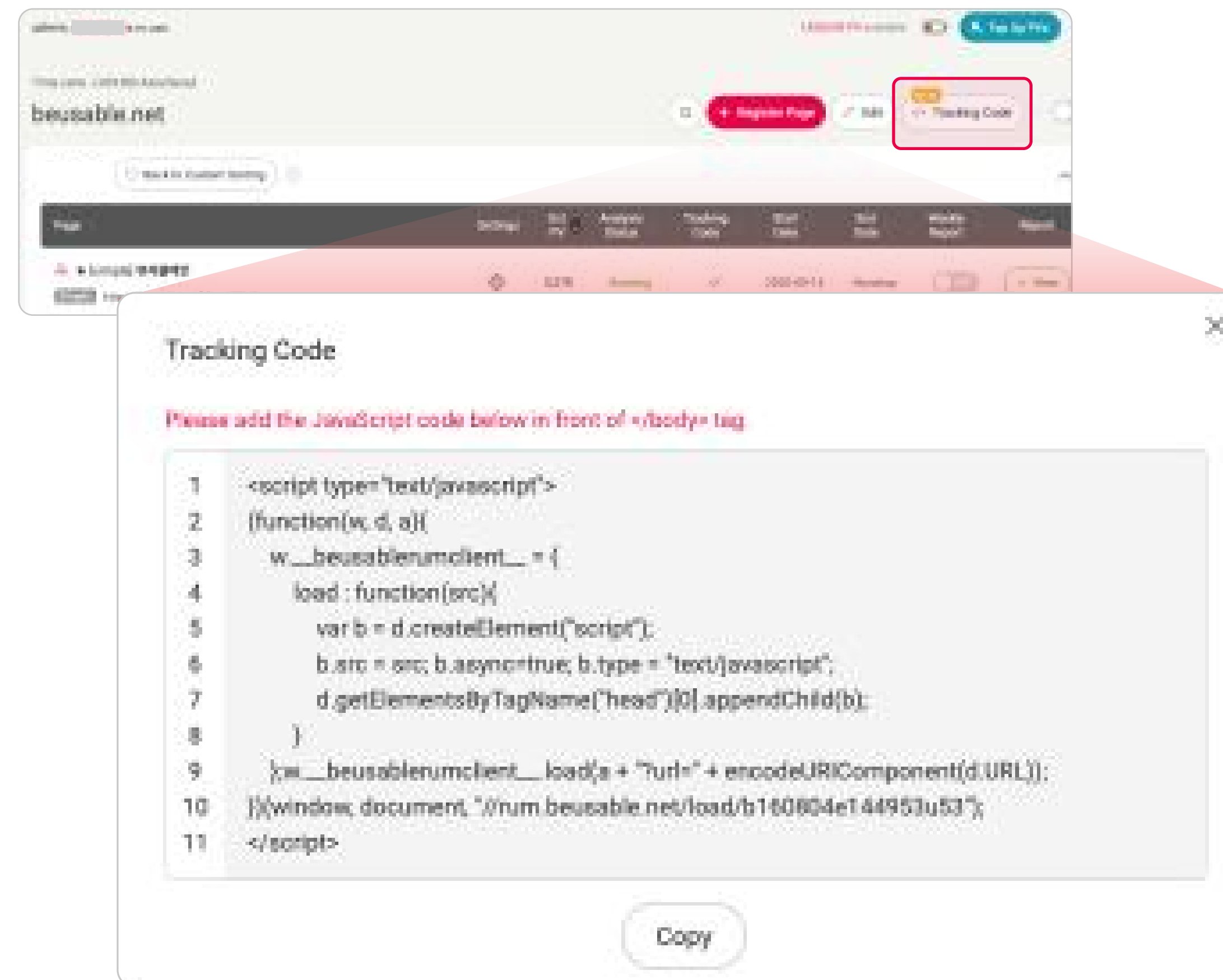
BAD

beusable.net/blog/

Conversion 14.8% ↓ 51.2%p

Drop-off 85.2% ↑ 51.2%p

All these features and services are accessible with just a single line of code installation.



## Cost Reduction in Implementation

---

Beusable does not require any introduction or implementation costs.

## Management Efficiency

---

It does not require management or maintenance as it is a cloud service.

## Real-time Updates

---

Beusable collects user data in real-time and update it on an hourly basis.

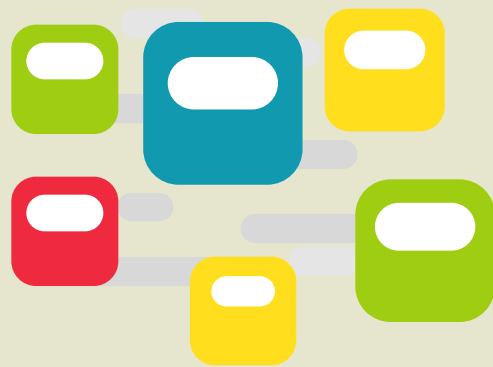


# Key Features of Beusable

3

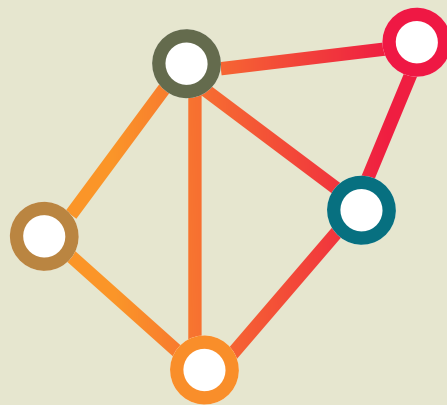
- Key Features and Segments of Journey Map
- Key Features of UX Heatmap
- Key Segments of UX Heatmap

 Beusable



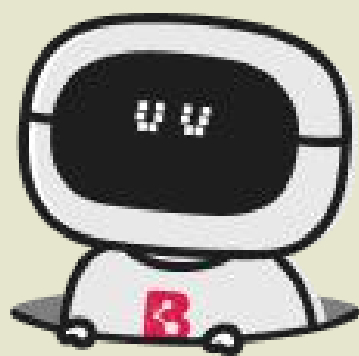
## Mine

In the Mine Menu, you can view generated CX Reports, compare data over time, and create various CX Reports through mashups.



## MPTI

How is our page categorized? Identify the type of each page and receive analysis goals tailored to its category. This makes it easy for users to set their analysis objectives.



## Segment CX Report

Download the screen as a CX Report. Extract a CX Report directly from the current screen without applying segments separately—just download exactly what’s displayed.



## Benchmark

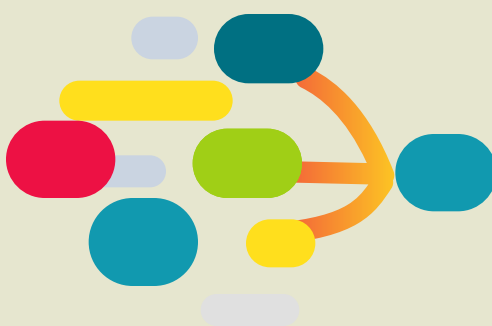
Utilize industry benchmark data based on accumulated websites in Beusable. Compare your site’s CX data with industry averages and design improvement goals to enhance performance.

# Key Features of Journey Map (Summary)



## Ranking

In the 'Ranking' section, you can monitor the service and compare your site's CX metrics against industry averages. This serves as an essential guide for data analysis.



## Targeting

Focus on key pages to explore the customer journey. By analyzing the journey before and after users reach the target page, you can develop meaningful hypotheses.



## Journey

Analyze the real user journey. We collect every journey happening on our site and provide visualized insights.



## Survey

Ask the right customers for their feedback at the right moment! Collect user opinions directly and use them as key metrics to improve meaningful journeys.



## Trend

Would you like to get a clear overview of your site's trends? With Trend, you can understand the relationships between pages and focus on the key journeys of your site.



## CX Heatmap

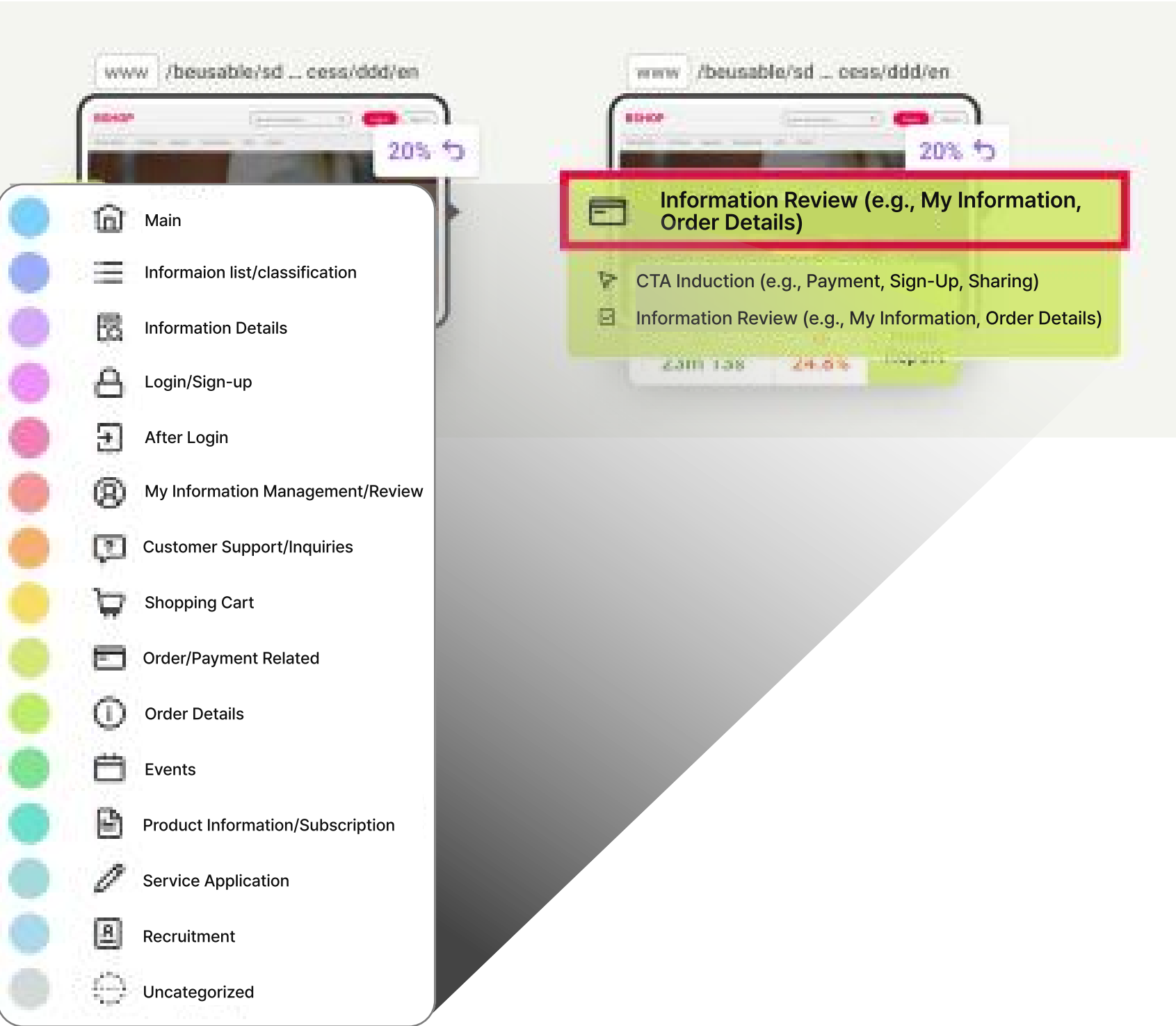
Would you like to analyze a journey-based user heatmap? One of the advantages is that you can also utilize a differentiated heatmap with segments specialized for the journey, such as conversion/ drop-off, refresh, and rollback.



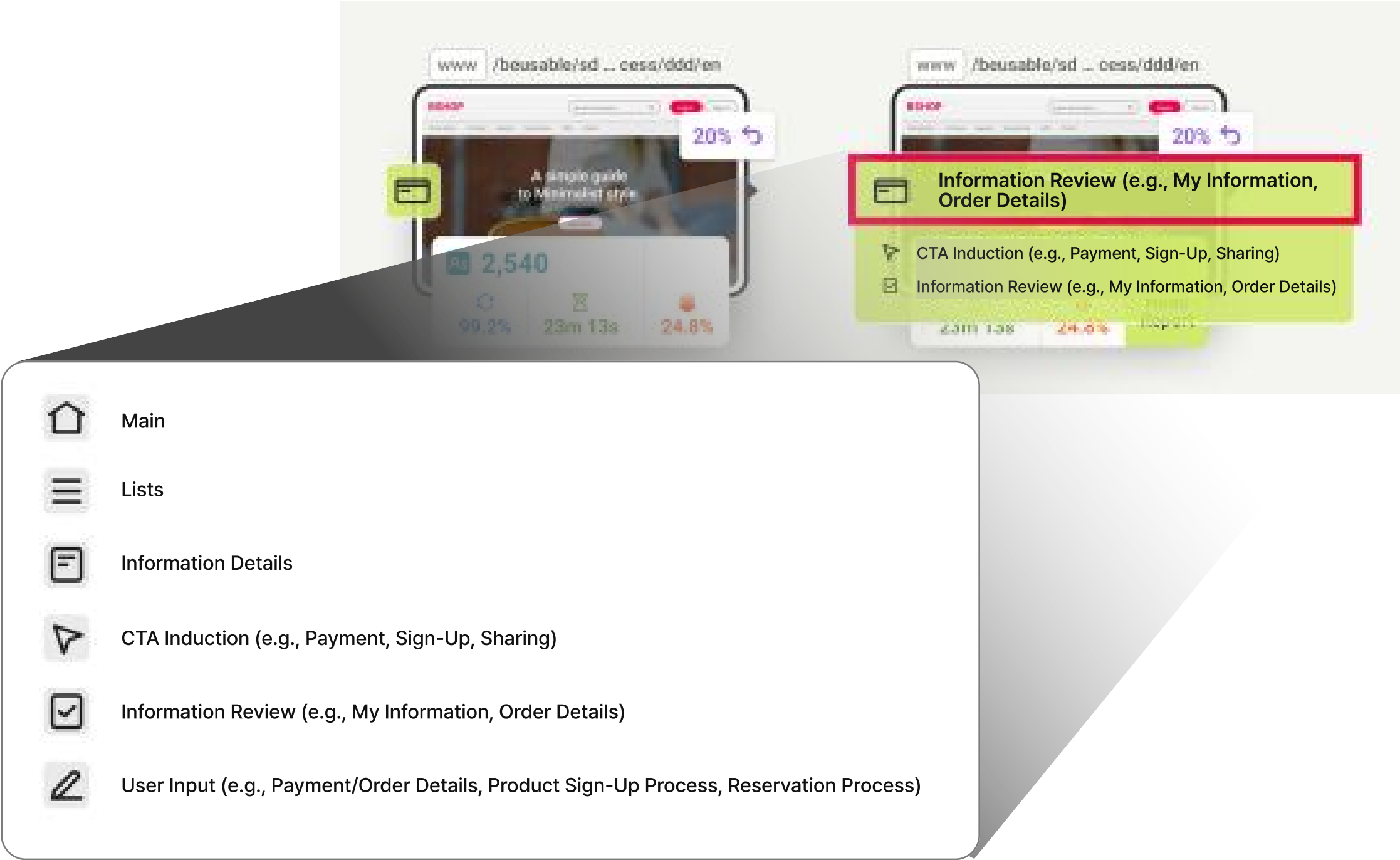
**MPTI**  
(Main Page Type Indicator)

Pages belonging to registered domains are categorized based on eight classified industry sectors. For each category, summarized suggestions are provided on the analysis objectives each page should have. Users can leverage this information to set their initial analysis goals.

**1 Secondary Classification : Page Type**

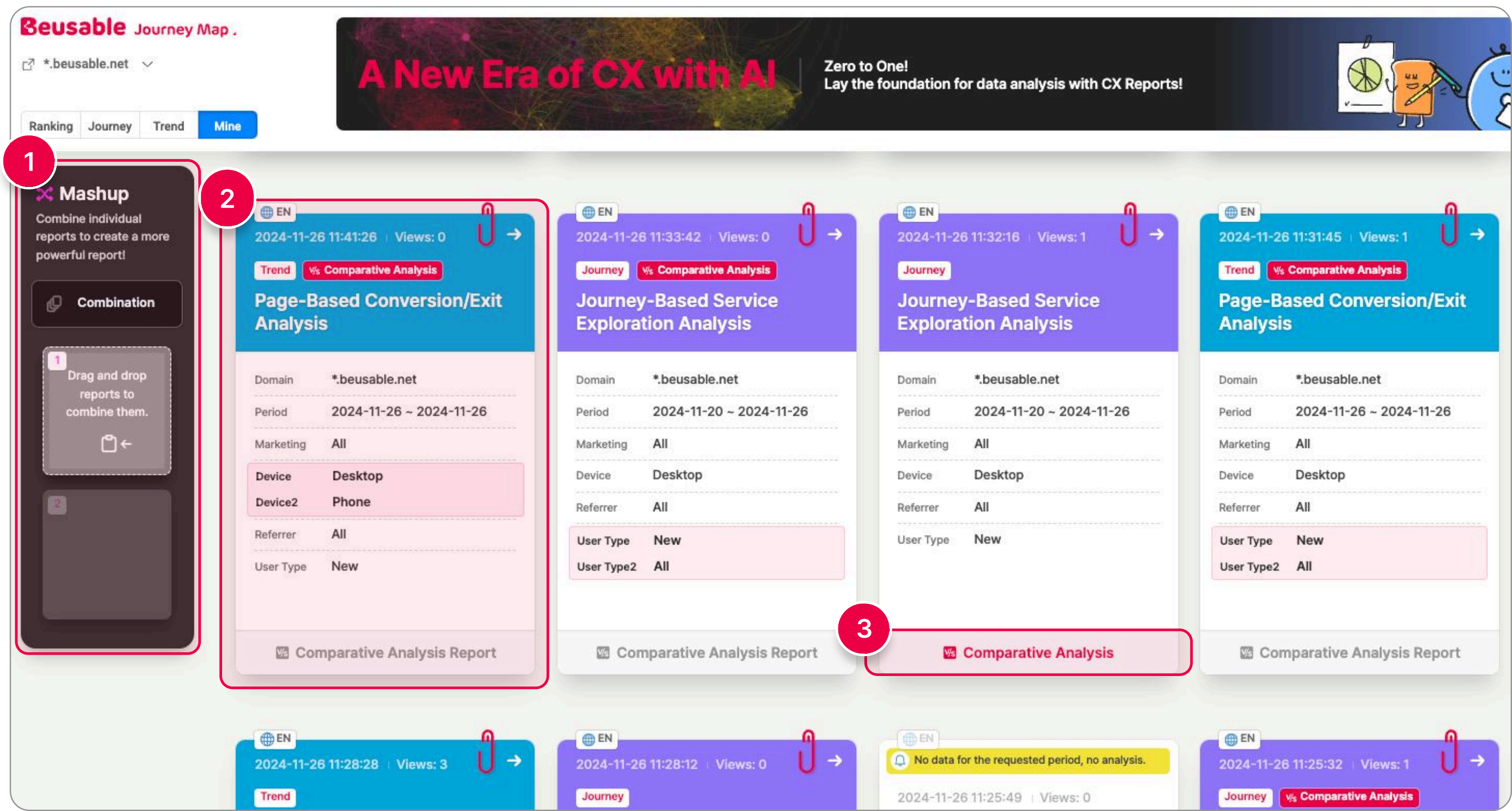


**2 Tertiary Classification : Page Purpose**



Mine

In the Mine section, you can view and manage your list of generated CX Reports. Additionally, you can create period comparison reports or combine multiple reports to generate more in-depth analyses.



1 Mashup

This feature allows you to combine two of your currently generated CX Reports to create a more in-depth CX Report.

2 CX Report Cards

Here is the list of CX Reports generated so far. You can view detailed segment information such as title, domain, period, marketing, device, referral source, and visit type.

3 [Comparative Analysis] Button

This button allows you to create reports that compare desired segments—such as time period, device, referral source, and user type—based on the currently generated report.



## Segment CX Report

The Segment CX Report feature generates a CX Report based on the Journey Map screen the user is viewing. There's no need to set additional segments, as the report is created using the segments already applied.

1

"AI Analysis of the Current Screen"

By clicking this button, an AI report is generated exactly as it appears on the current screen you are viewing.



2

Creating and Purchasing Segment AI

Segment AI offers various use cases. Select your desired example to instantly generate a CX Report!

Segment CX Report Generation

1

Select segment

2

Review and purchase segment

Analyze this screen with AI

Examples of AI recommendations

We recommend popular analysis examples used by many users!

1. Analyze the key journeys of new customers acquired over the last 7 days to improve retention.

2. Set funnel performance goals and journey improvement objectives based on key customer journeys from last month.

3. Analyze device-specific exploration patterns from Phone customer journeys over the last 7 days.

Segment CX Report Generation

Select segment

Review and purchase segment

Report TitleJourney-Based Service Exploration Analysis

Journey

Domain

\*beusable.net

Period

2024-11-29 ~ 2024-12-05

Marketing

All

Device

Desktop

Referrer

All

User Type

All

Report Language

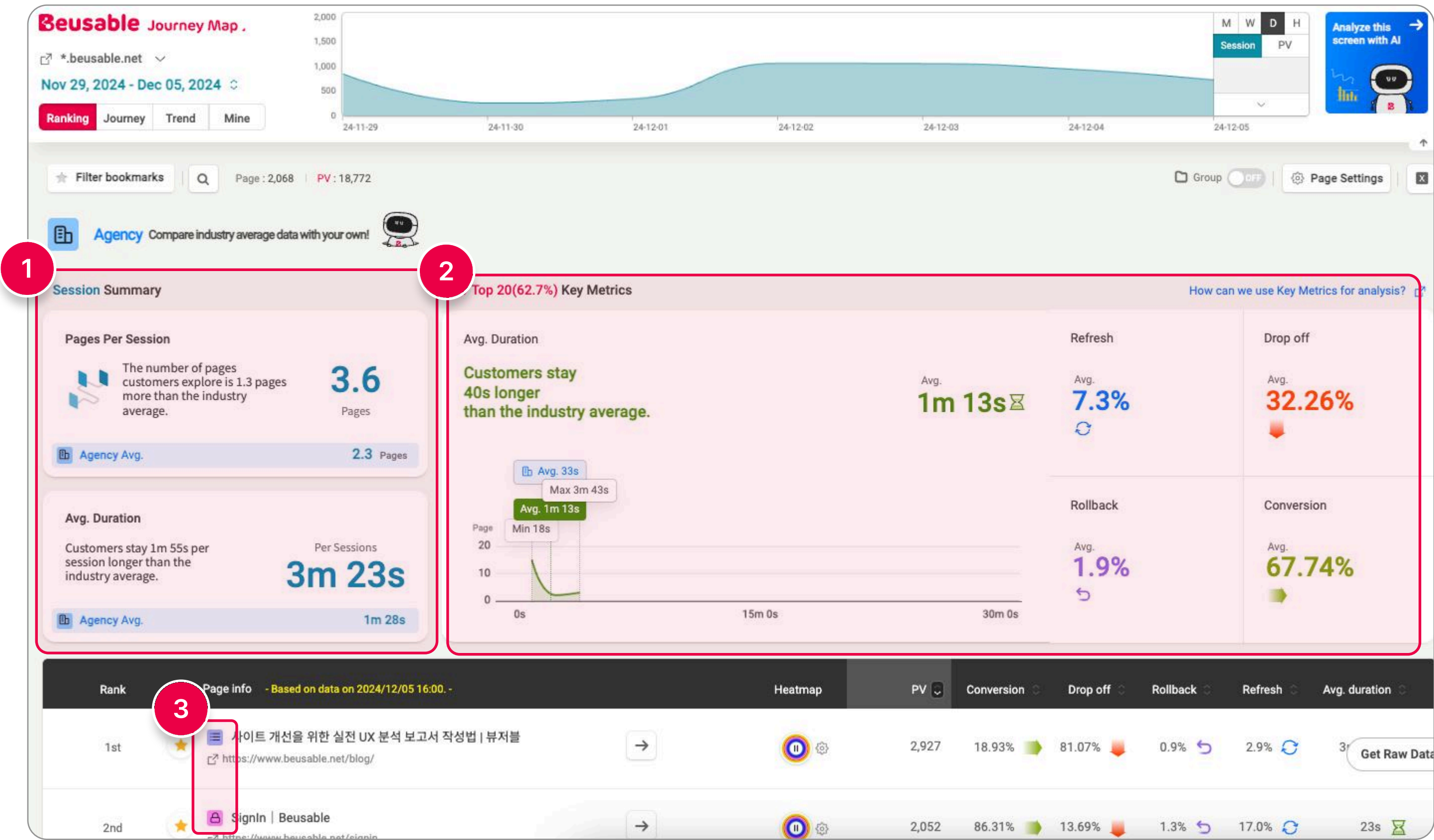
< Back

Next >

# Key Features of Journey Map

Ranking

This is a Ranking Report that allows you to view summarized information at a glance for all page data collected from your registered domain.



Ranking Report of Journey Map

- 1

### Benchmark : Session Summary

Check the number of pages per session and average duration on our site compared to industry averages.
- 2

### Benchmark : Top 20 PV Metrics

By reviewing the CX metrics of key pages compared to industry averages, you can quickly identify issues within your service.
- 3

### AI Automatic Classification

The AI understands pages, automatically categorizes them, and sets analysis objectives appropriate for each page type.

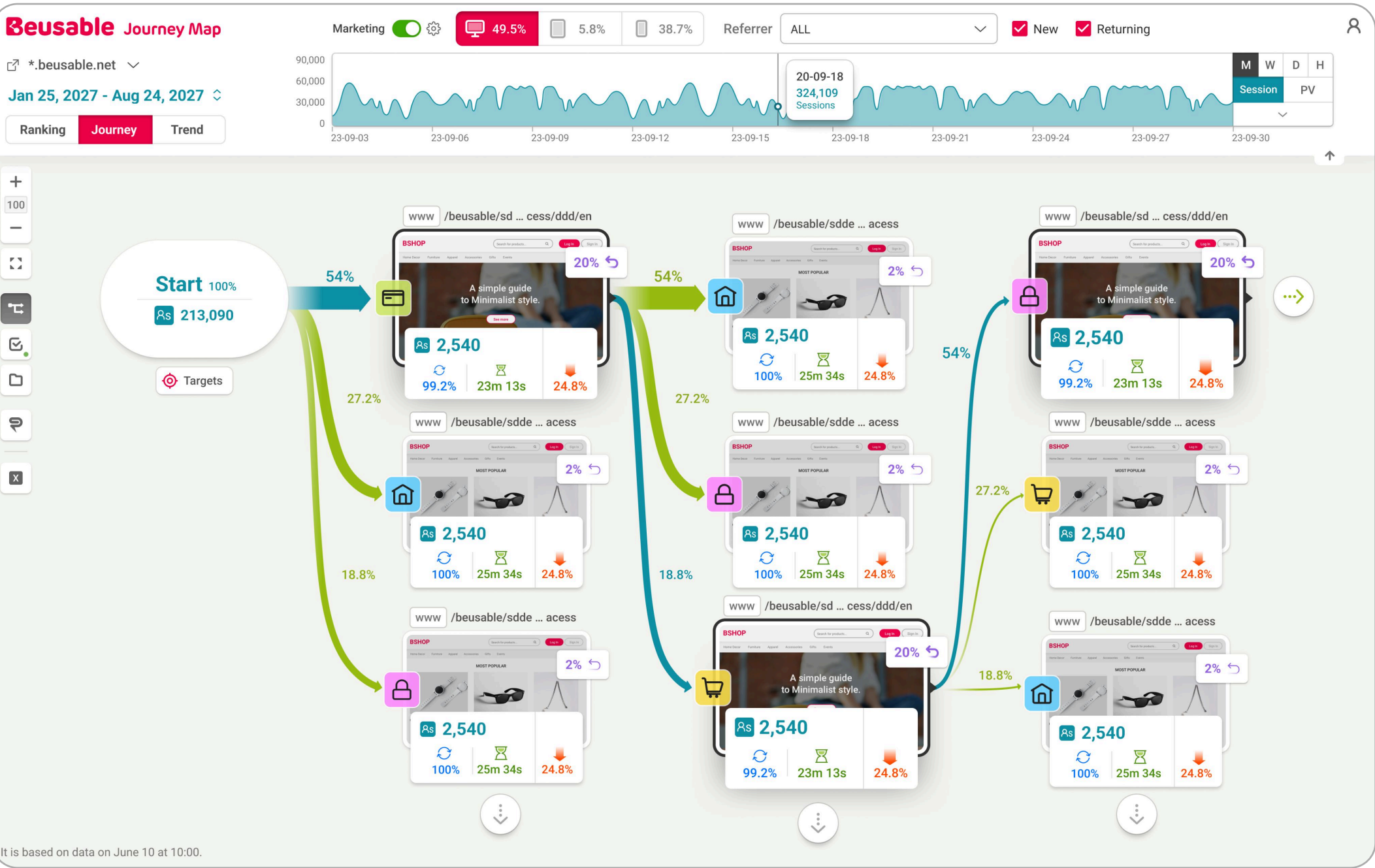


# Key Features of Journey Map

## Journey

It presents actual user journeys exactly as they occurred, without any data manipulation.

It provides various metrics such as conversions between journeys, drop-offs, rollbacks, refresh rates, and average duration. Additionally, you can apply segments like targeting and surveys to analyze journeys in greater detail.



Journey Report of Journey Map

### ➡ Conversion

You can determine the scale of customers who continued to navigate within the service.

### ↩ Rollback

By analyzing customers who canceled a conversion and returned to the previous page, you can identify factors that hinder conversions.

### ⌚ Avg. Duration

Is the average duration too short?  
Encourage users to stay longer on your website and continue exploring.

### ➡ Drop-Off

Set goals to increase conversion rates to your target pages and reduce drop-off rates.

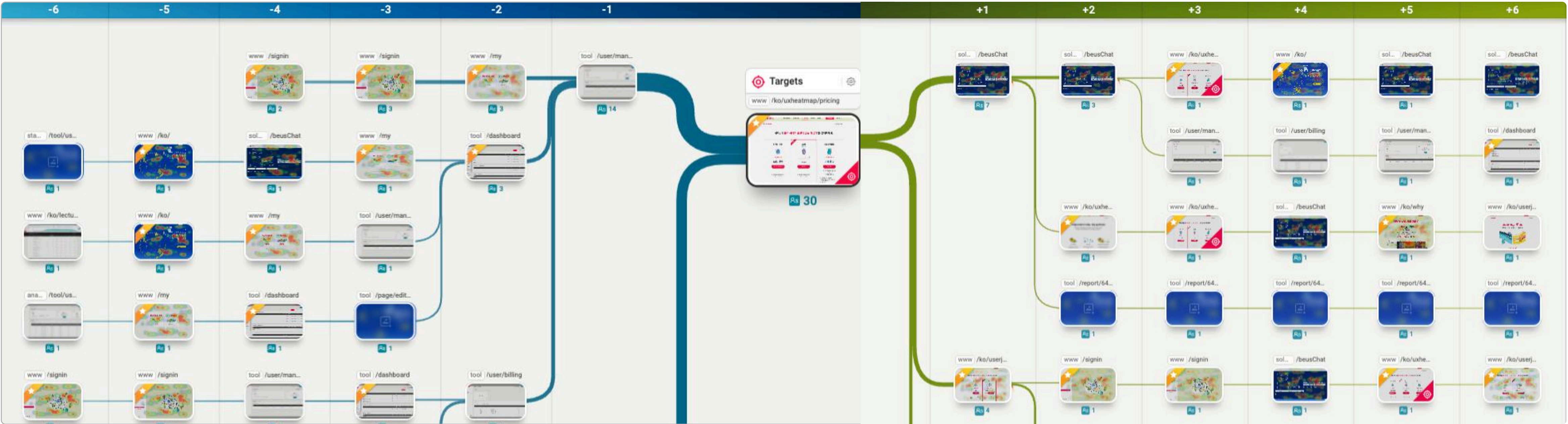
### 🔄 Refresh

If there is a high frequency of repeated refreshes on the same page, you should check for technical issues.



Targeting

Journeys targeting key pages represent the actual purpose of use. By analyzing how users navigate to the target page and which pages they convert to, you can clearly identify the purpose behind their visit to your site.

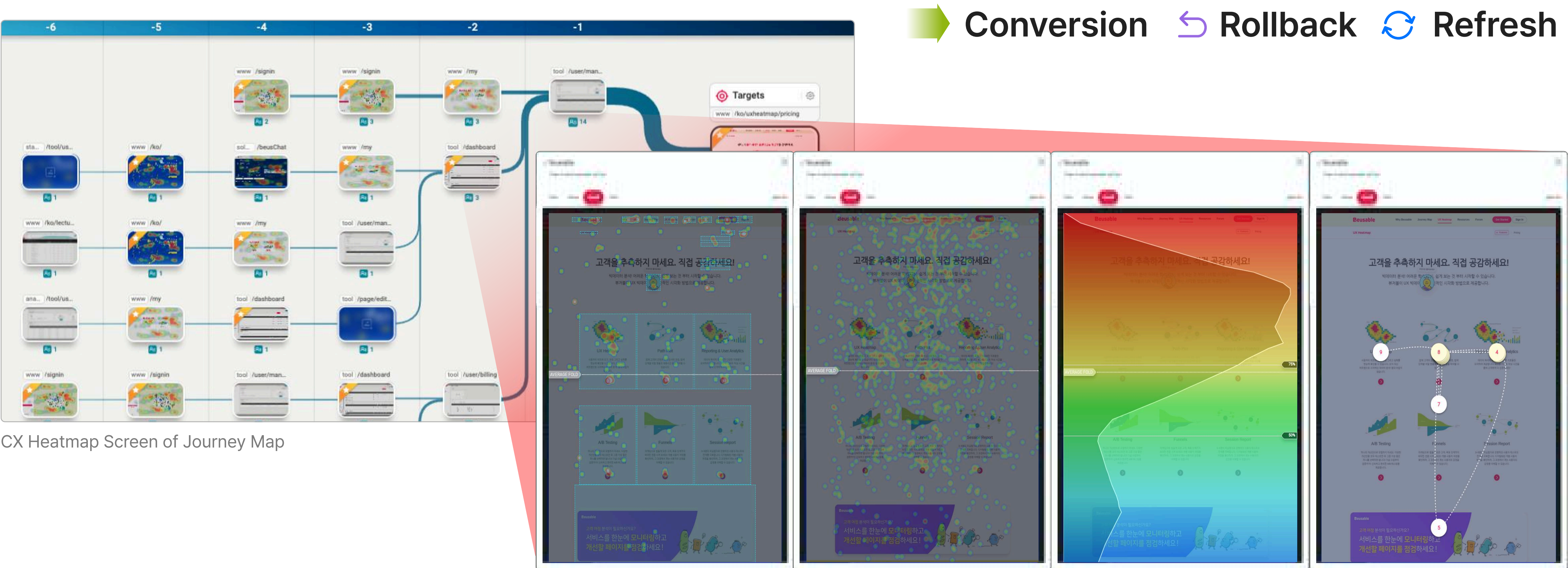


'Targeting' Screen of Journey Map

◀ Previous Journey      Next Journey ▶



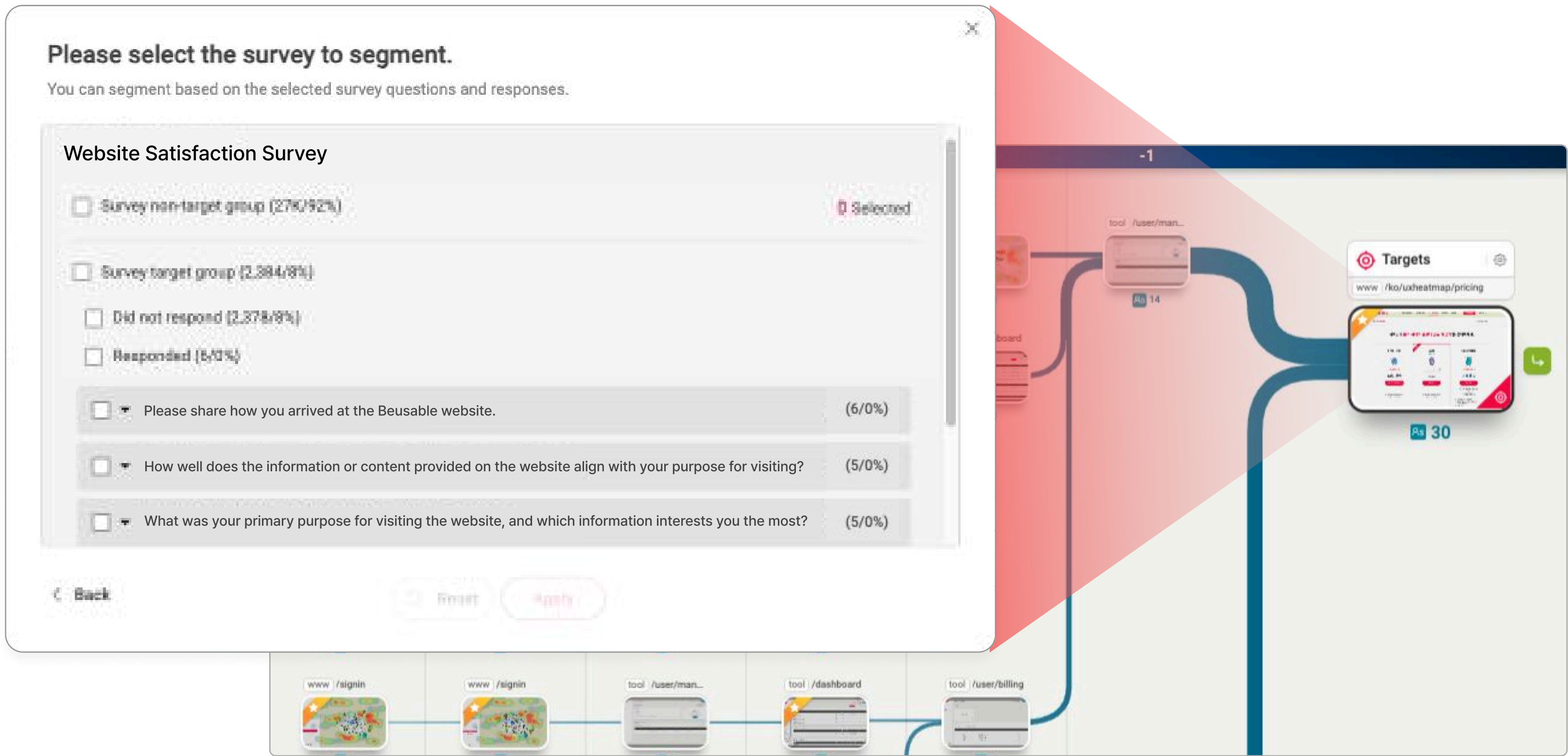
**CX Heatmap**      The CX Heatmap provides **UX data collected from specific journeys in a heatmap**.  
Take advantage of unique segments available exclusively in Journey and leverage differentiated, detailed UX data!





Survey

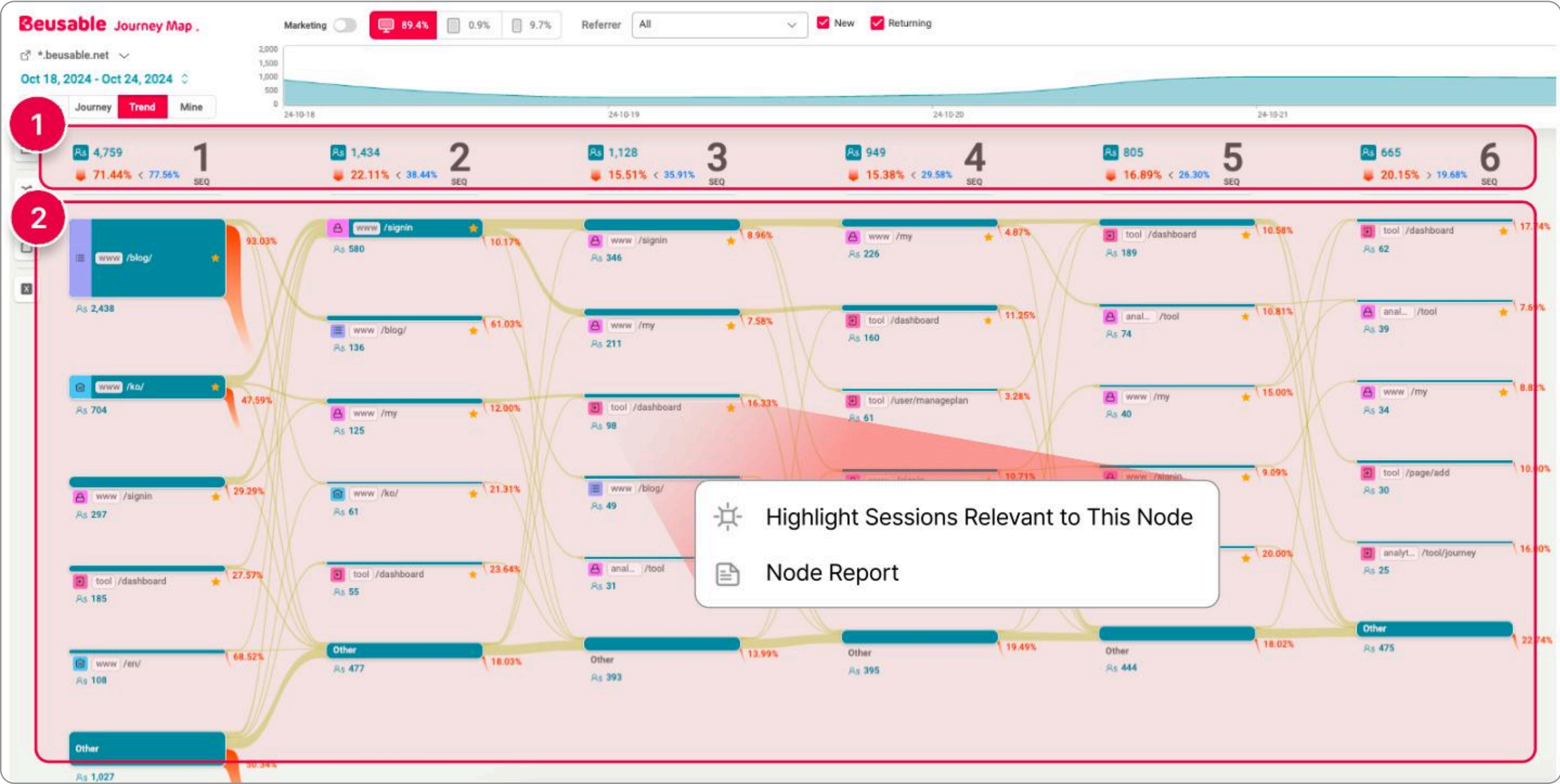
Creating surveys is no longer a challenge.  
With just a few clicks, you can display surveys directly on your site and gather diverse user feedback!  
Apply the collected responses to actual journeys and analyze meaningful paths based on your customers' voices (VOC).





Trend

The Trend Report provides an overview of your site’s patterns at a glance. By identifying pages with the highest visit rates at each stage, you can quickly grasp key journeys and understand the relationships between individual pages.



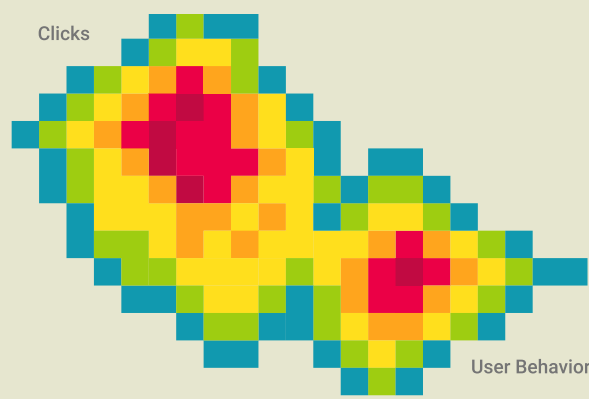
1 Page Ranking by Stage

Check which pages have the highest visits at each journey stage to determine the main journeys and their respective pages within your site. Also, compare the drop-off rate for each sequence (stage) against the industry average. If your site’s drop-off rate is high, you can set a goal to reduce it.

2 Page Relationships

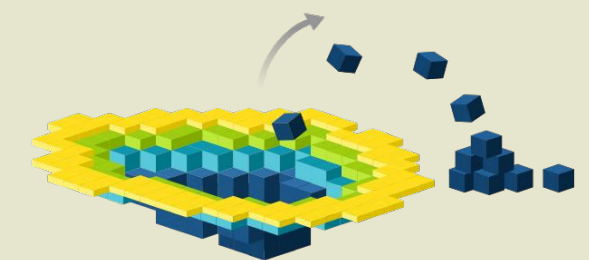
Infer the main paths using transition arrows between pages! Identify specific pages that have a high impact at each stage, and by highlighting sessions that passed through that node, you can examine the relationships between pages at a glance.

# Key Features of UX Heatmap (Summary)



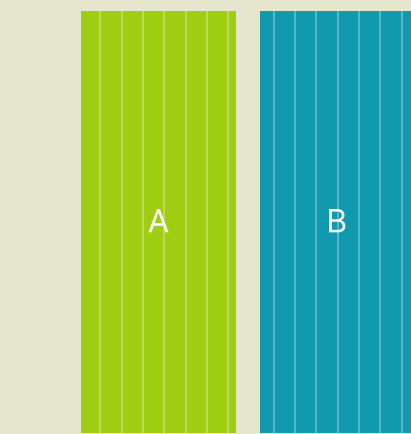
## Reporting Heatmap

You don't need complex hurdles like numbers and graphs. With just a glance, you can easily understand user intentions, needs, and even failures.



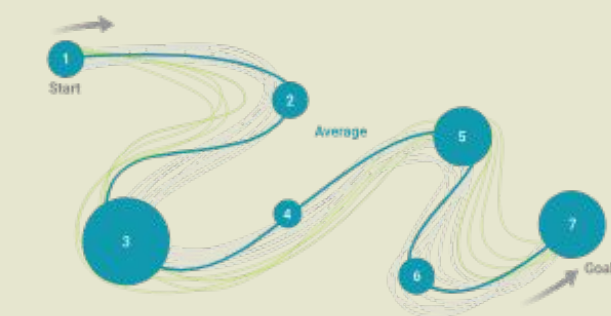
## Live Heatmap

Need data on various interactions? Go beyond the limitations of static screenshots with the Live Heatmap, allowing you to analyze data in an environment identical to your site.



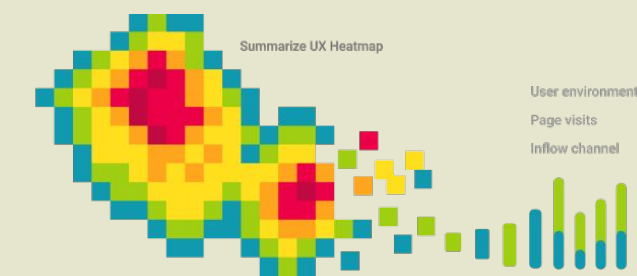
## Comapring Referrers

What's the difference between users who enter through Google search and those from Naver search? You can compare customer UX patterns based on different traffic sources at a glance.



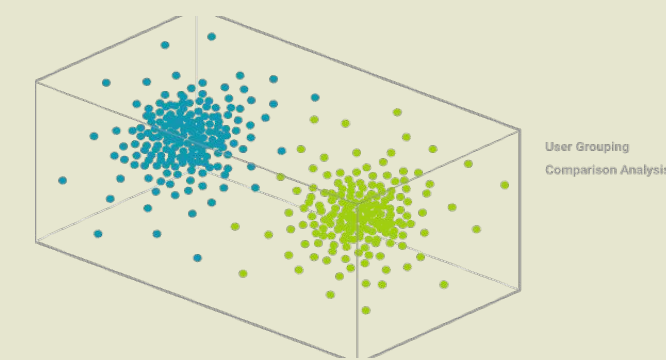
## Path Plot

It provides a continuous flow of the process leading up to results like conversion or drop-off. Use Path Plot to trace both the process and the reasons behind it.



## User Analytics

Do you really need to look at complex numbers and graphs for quantitative data? We visually present only the core metrics necessary for UX analysis. Complexity and difficulty are no longer needed.

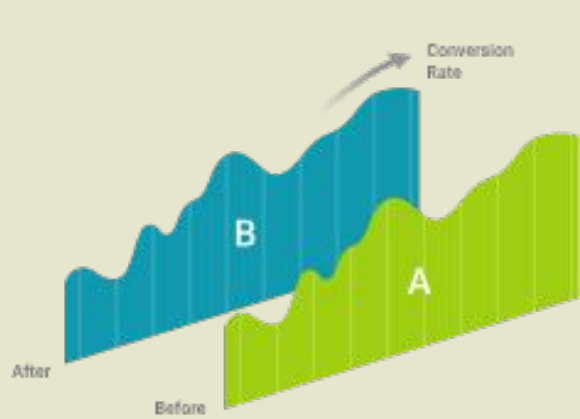


## Segmenting CTA

With just one click, you can grasp the characteristics of key customers. Use Segmenting CTA to explore the traits of converting and non-converting users!

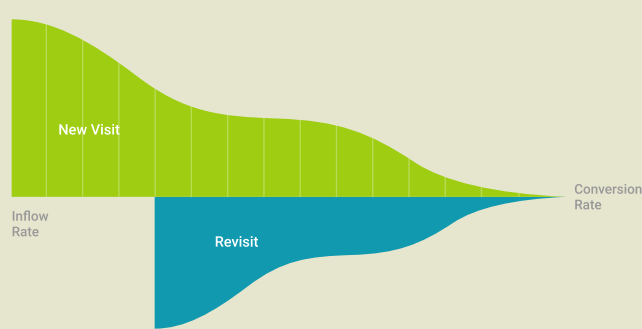


# Key Features of UX Heatmap (Summary)



## A/B Testing

Was the hypothesis you designed effective? Track our performance in the quickest and most reliable way through immediate experiments and results.



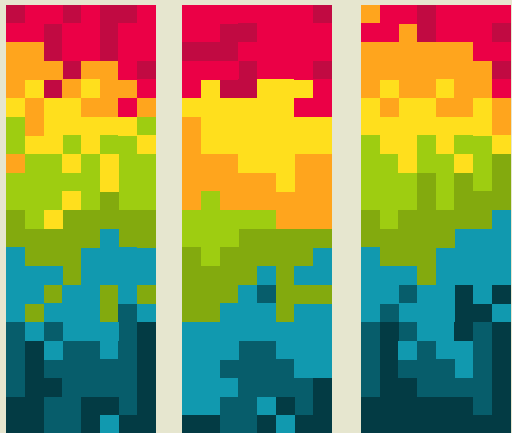
## Funnels

Are users converting as per the journey you designed? From the initial visit to conversion and drop-off, check the customer journey you’ve designed at a glance.



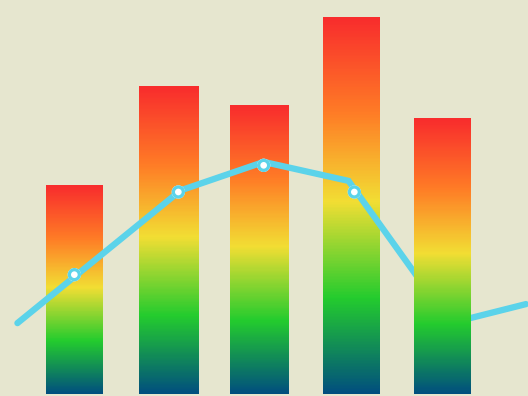
## Session Report

Need detailed data on users who converted or dropped off in the funnel? From funnel setup to detailed data for each individual user, everything can be managed with a single feature.



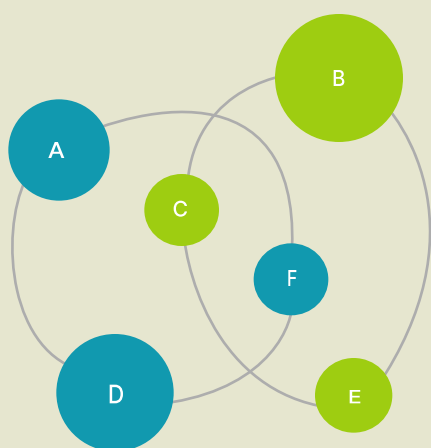
## Film Strip

Would you like to check the scroll heatmap sorted by date at a glance? You can easily view the reach rate and attention by date for your desired period, eliminating the hassle of selecting dates one by one.



## Frequency of UV, Hourly PV Status

Segment your users in greater detail with advanced segmentation options. You can select users who have visited your site multiple times and compare them based on different time periods throughout the day.



## Button Element Grouping

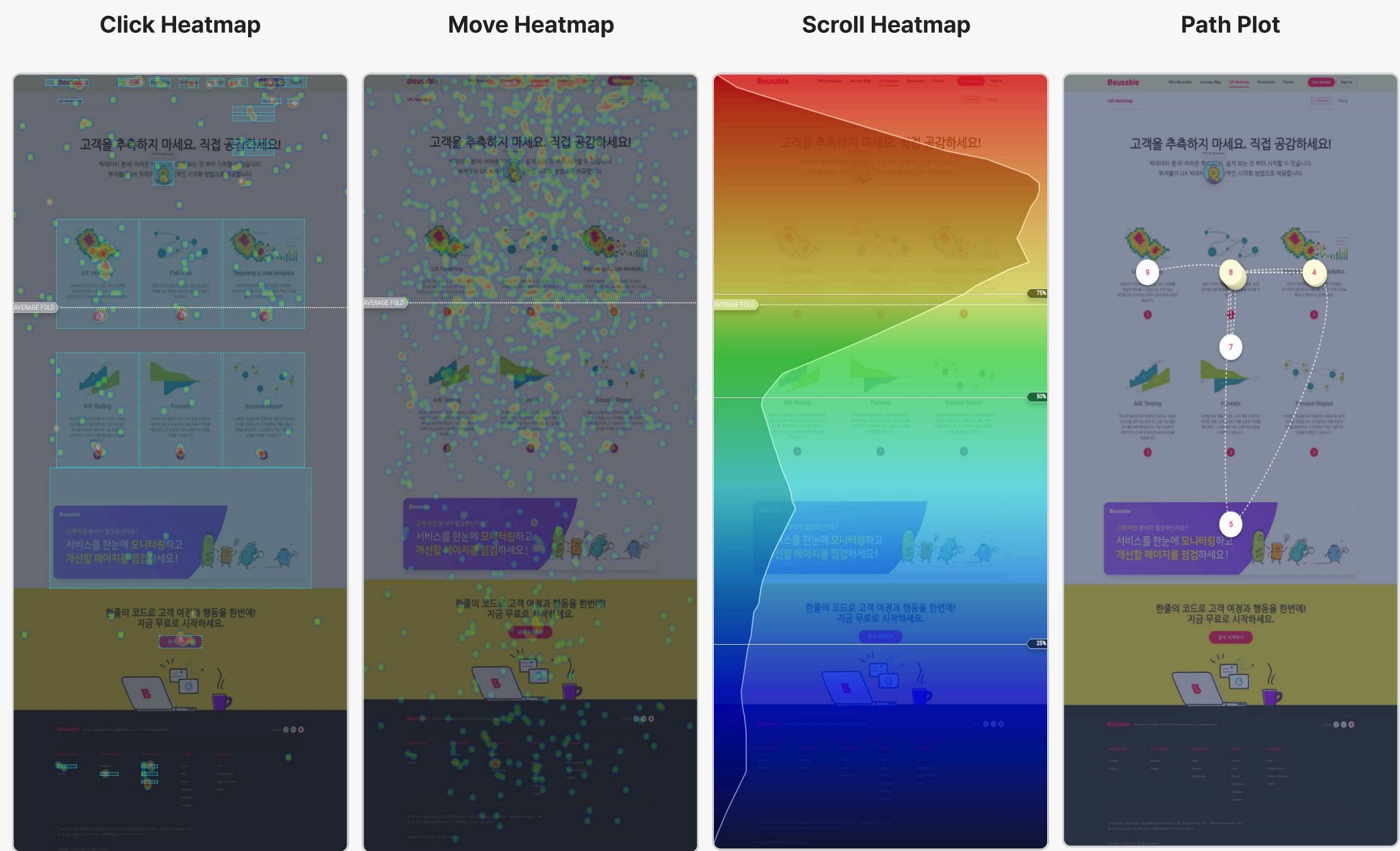
What if you could group Click/Tap data for specific buttons? You can select and group desired button elements, allowing you to go beyond individual elements and analyze data at a broader area level!

# Key Features of Journey Map : Reporting Heatmap

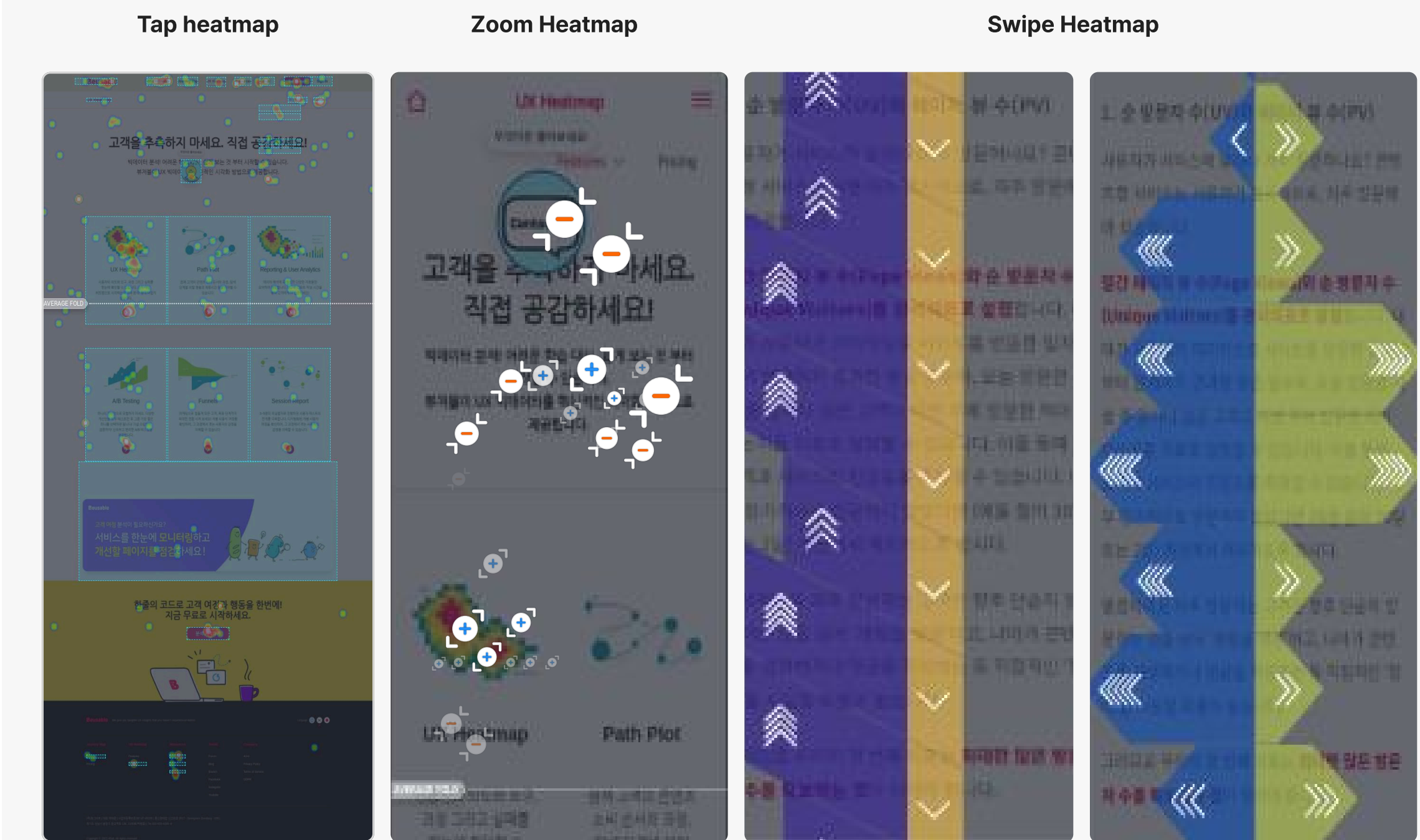
Here’s an introduction to the features offered by Beusable’s Reporting Heatmap.

Explore in-depth insights through heatmaps optimized for Desktop, Tablet, and Phone.

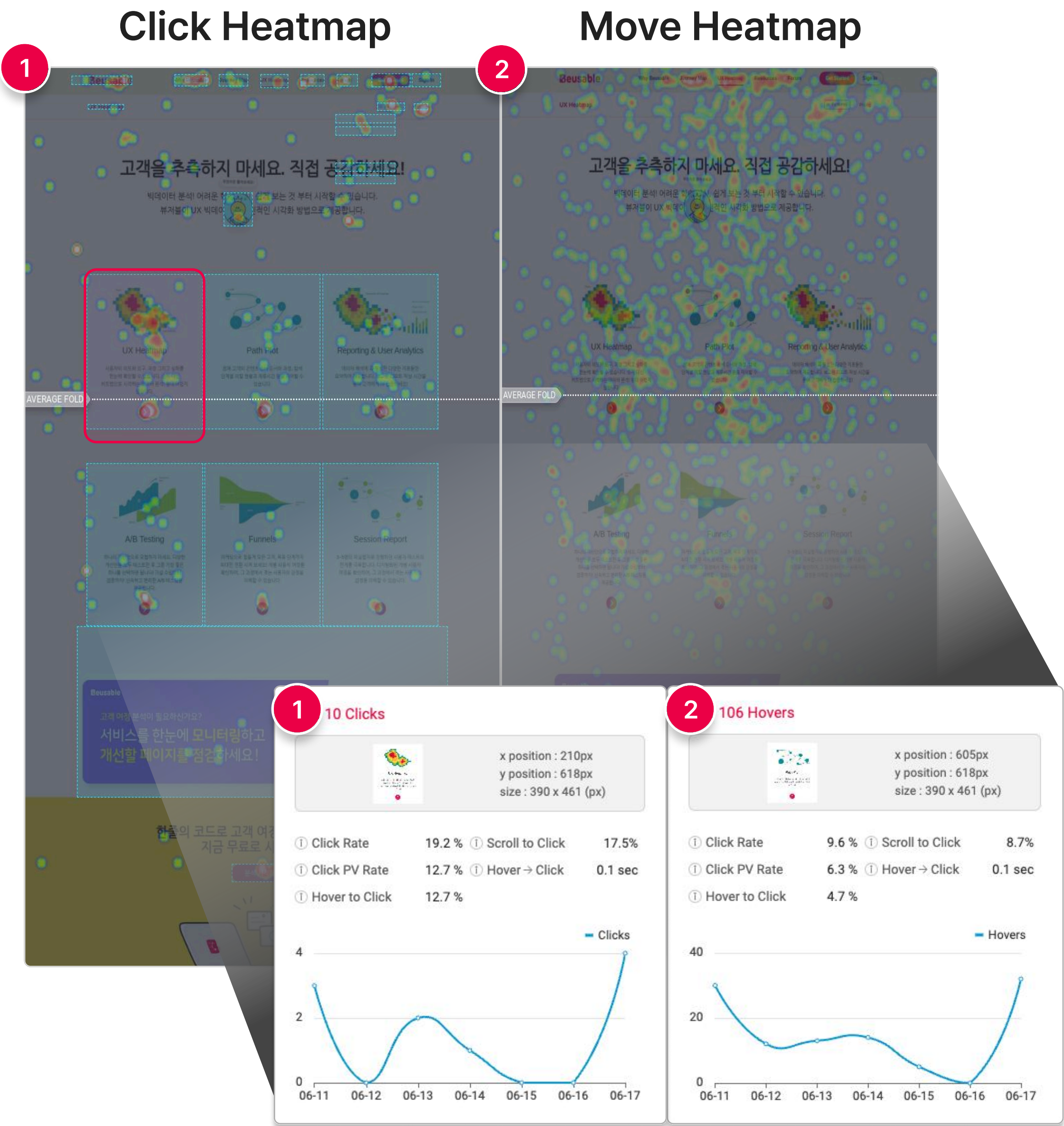
## Desktop



## Tablet / Mobile







- 1

Click/Tap Heatmap

This is the Click/Tap Heatmap, representing user decisions. Which elements received the most clicks? Were there clicks on areas that were not meant to be clickable?
- 2

Move Heatmap

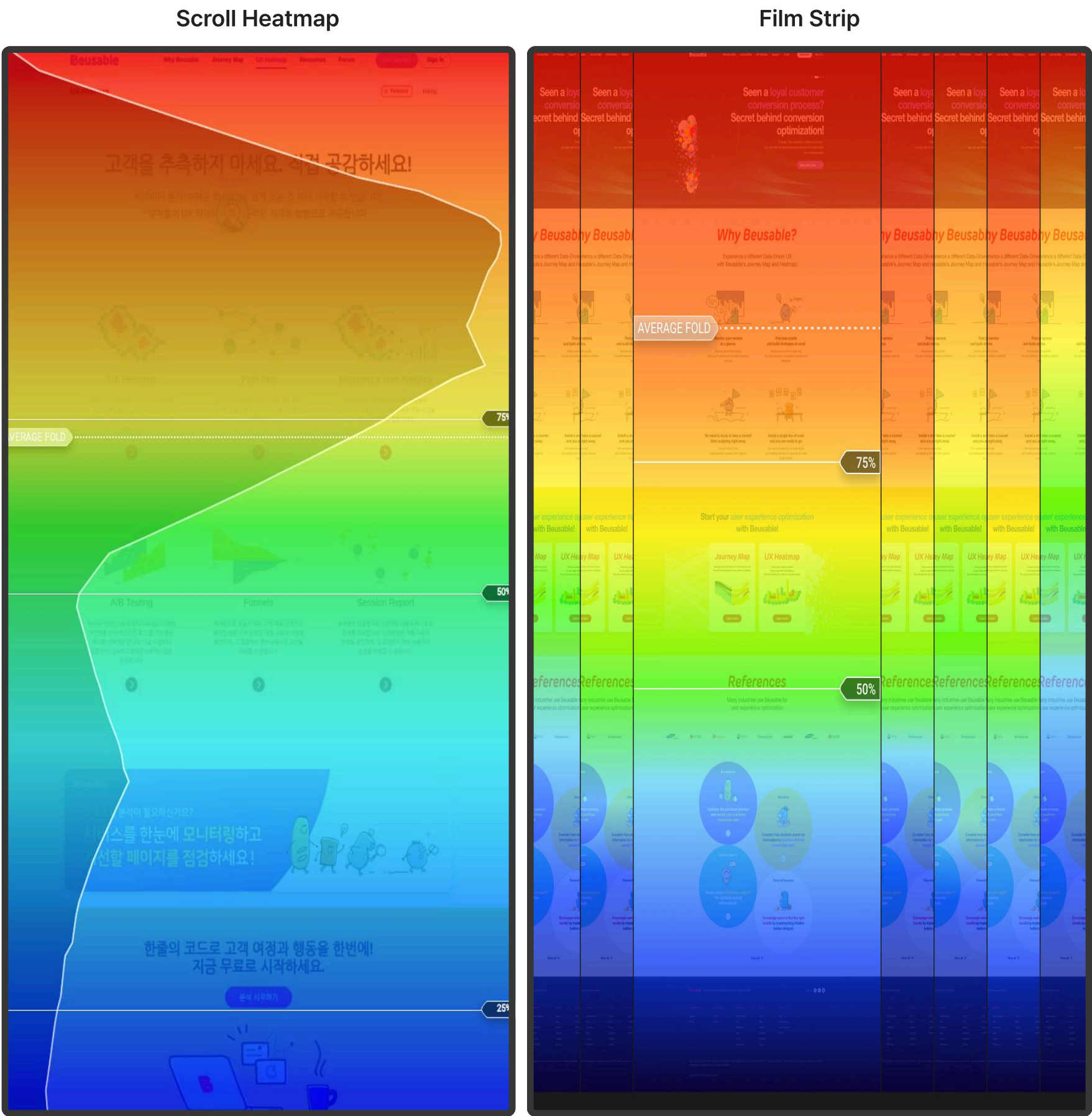
One way to measure key interest metrics is through mouse movement. Frequent mouse movements can be interpreted as higher levels of interest. You can also perform a cross-analysis to determine whether areas of concentrated interest lead to actual decisions (clicks).



# Key Features of Journey Map : Reporting Heatmap

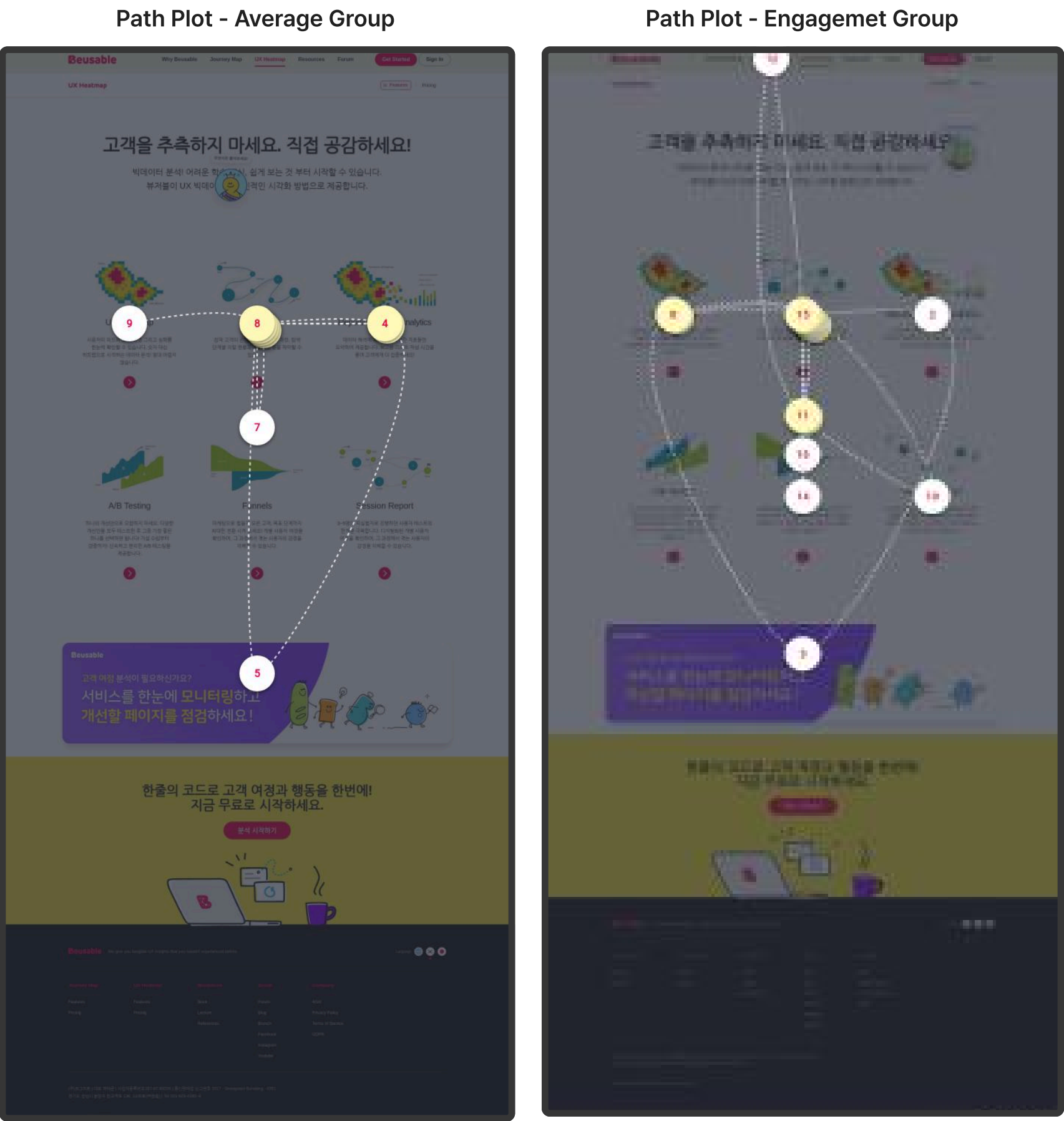
## Scroll Heatmap

How far down the page are users reaching?  
Which areas are they most interested in and spending the most time on? Use the Scroll Heatmap to understand how efficiently your page is being consumed!



## Path Plot

Path Plot is a metric that shows the journey users take before converting or dropping off from our site. Pay special attention to the highly active Engagement Group! High engagement often translates into meaningful outcomes.



# Key Features of Journey Map : Reporting Heatmap

## Zoom Heatmap

Is your page's content being presented to users at an appropriate size? Use the Zoom In/Out Heatmap to determine the optimal text and content size, and identify the ideal dimensions optimized for your target users!



## Swipe Heatmap

Curious about the content navigation experience of mobile users? With the Swipe Heatmap for vertical and horizontal swipes, you can analyze mobile navigation experiences by section and content.





# Key Features of UX Heatmap : Live Heatmap

The Live Heatmap overlays data directly onto your live site, providing real-time insights. Use the Live Heatmap to analyze hidden areas or dynamic elements, such as carousels, that are difficult to assess with the Reporting Heatmap. The possibilities for data analysis are endless!

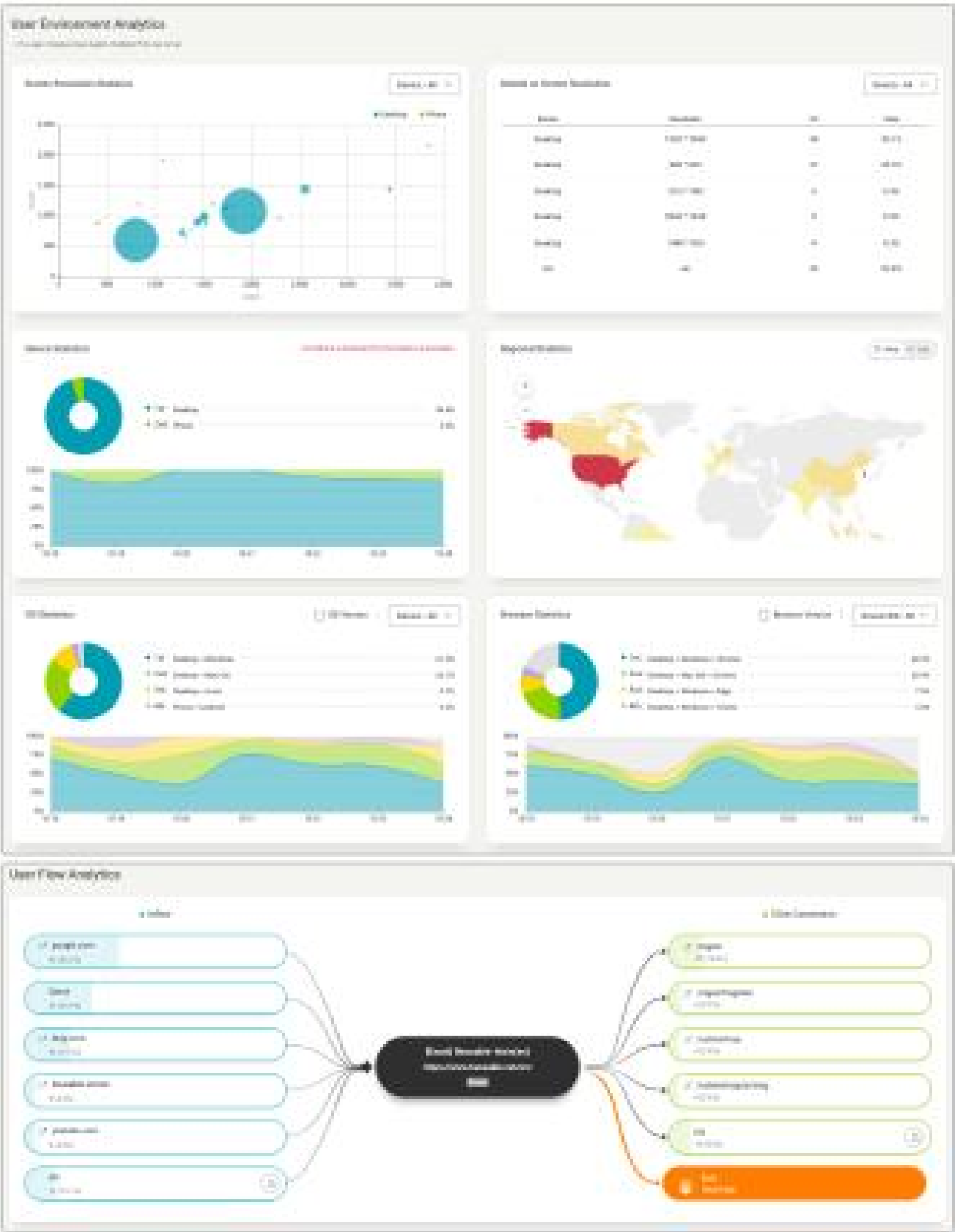
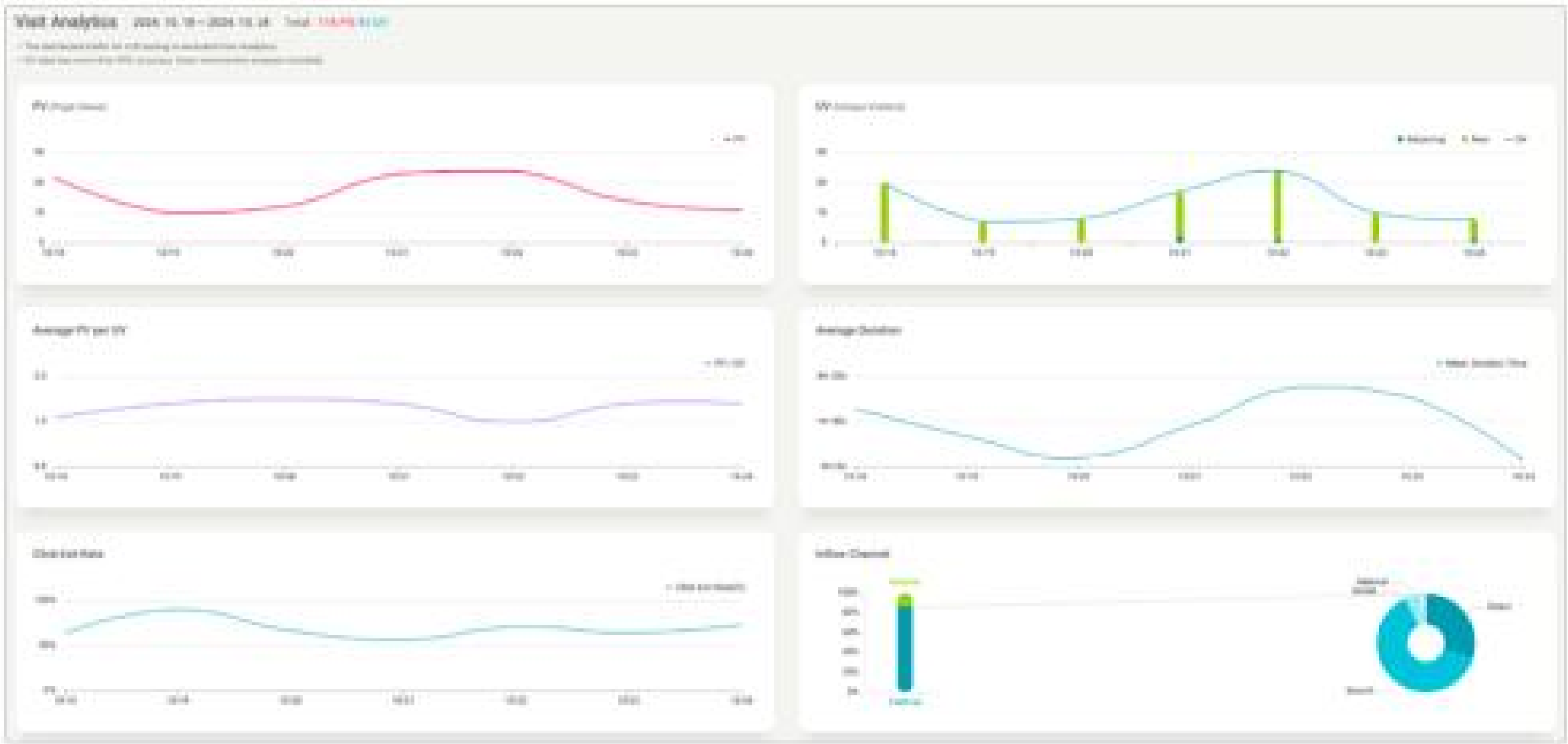




# Key Features of UX Heatmap : User Analytics

Analytics provides a clear overview of user data, including visit analysis, user flow analysis, and user environment analysis.

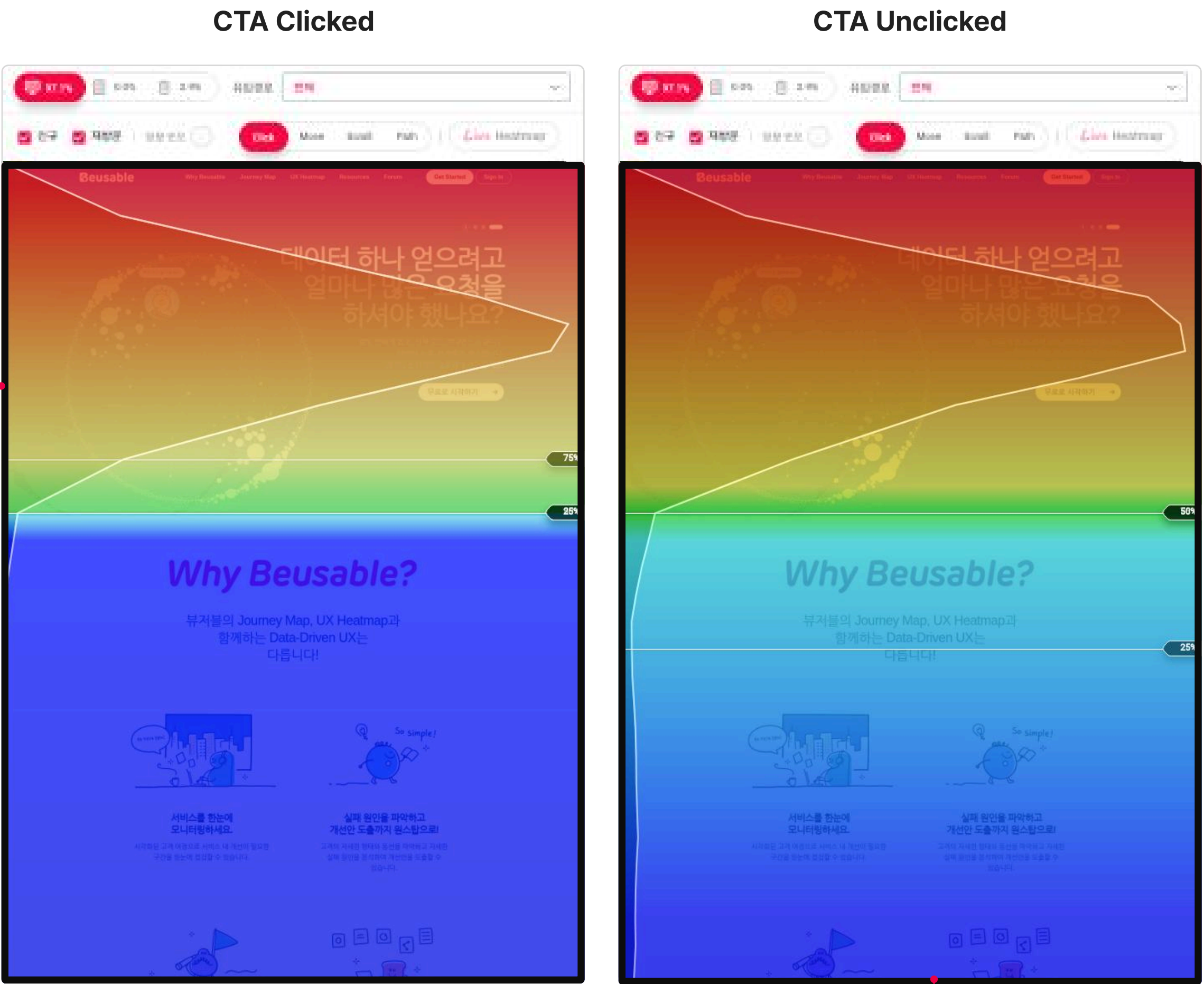
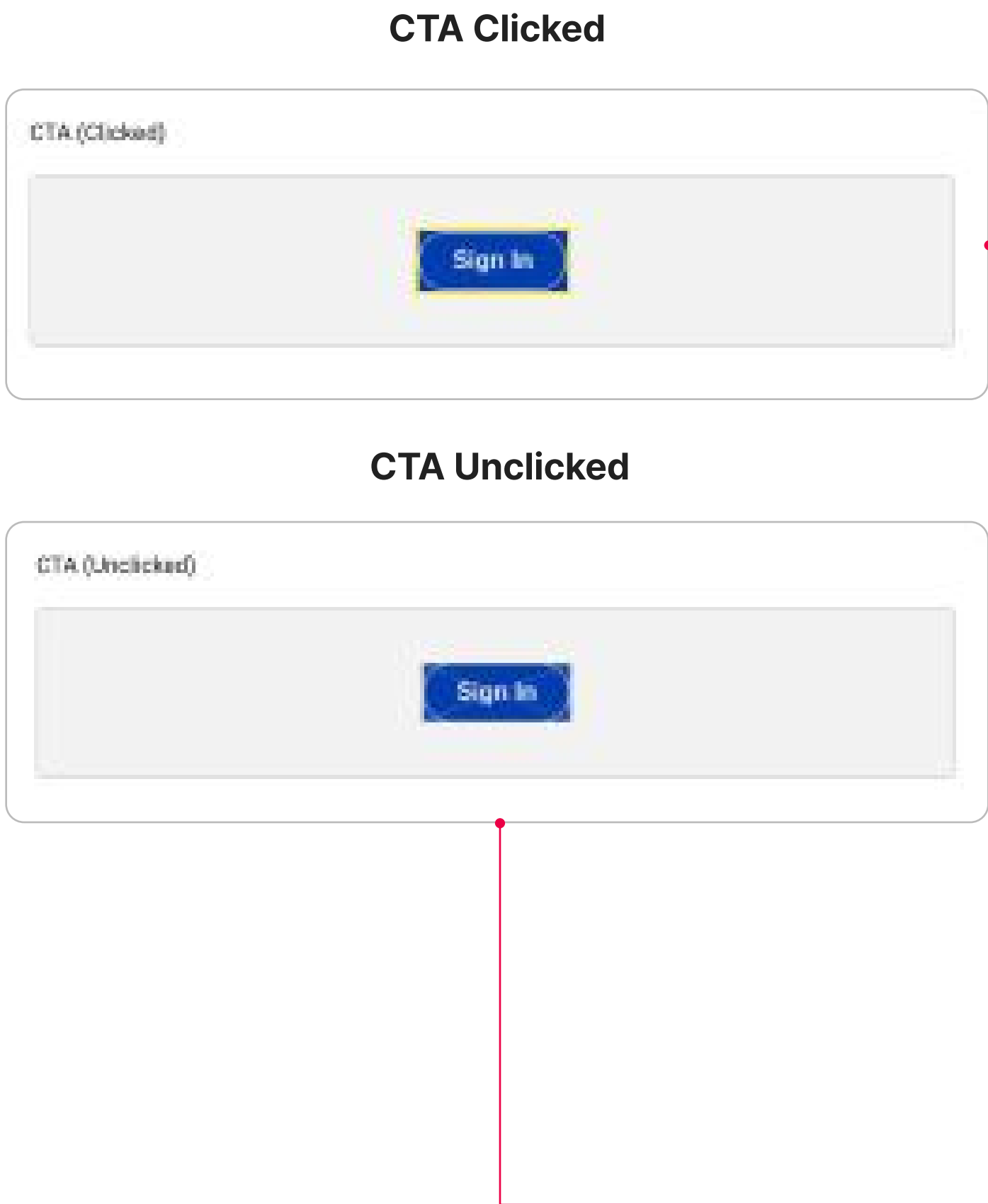
Beusable does not collect any personal information, ensuring there are no concerns about data breaches. Instead, it supports UX strategy development using only non-identifiable information.



# Key Features of UX Heatmap : Segmenting CTA

We report on the information of users who clicked on key conversion elements, such as CTAs (Call-To-Action), and those who did not, by backtracking their behavior.

This data can be used to establish personas based on UX.



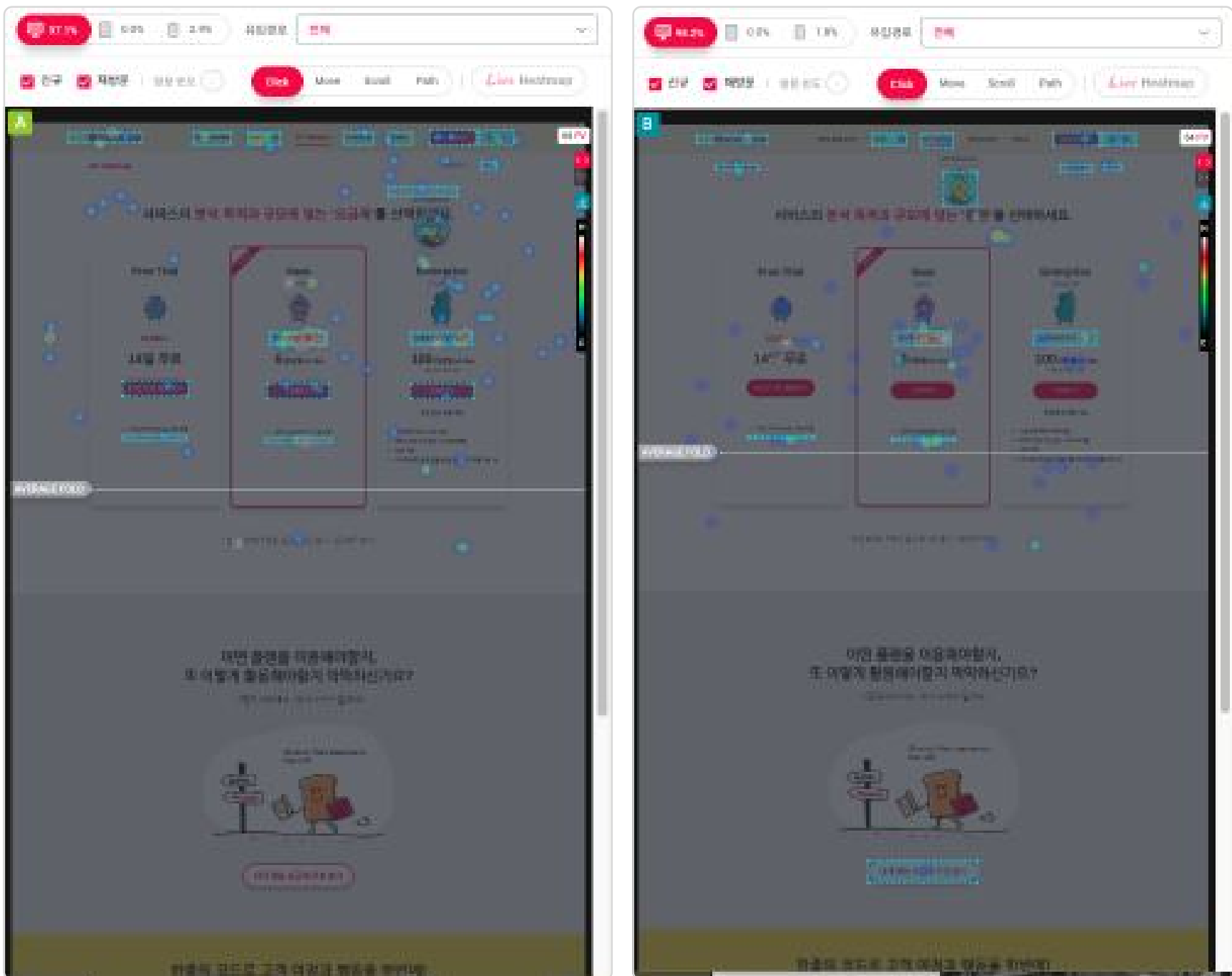
# Key Features of UX Heatmap : A/B Testing

Minimize development resources and conduct A/B testing with just a few clicks.

Directly edit the text of key CTAs to evaluate the performance of your marketing messages instantly.

## 1 A/B Testing - URL Split

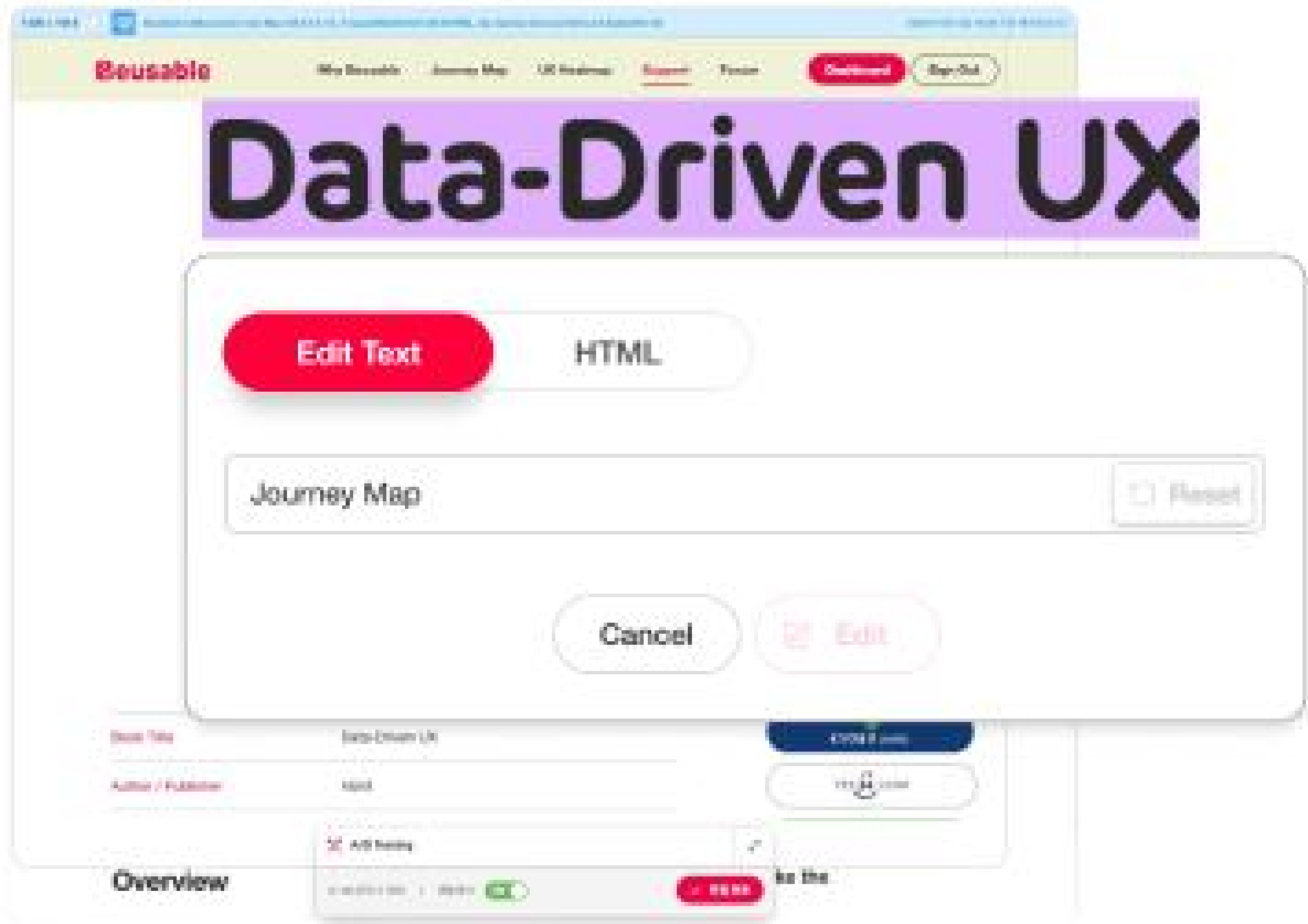
By simply registering the URL of page B in Beusable, a portion of users will be automatically assigned to page B, allowing you to run A/B tests.



## 2 A/B Testing - UX Writing

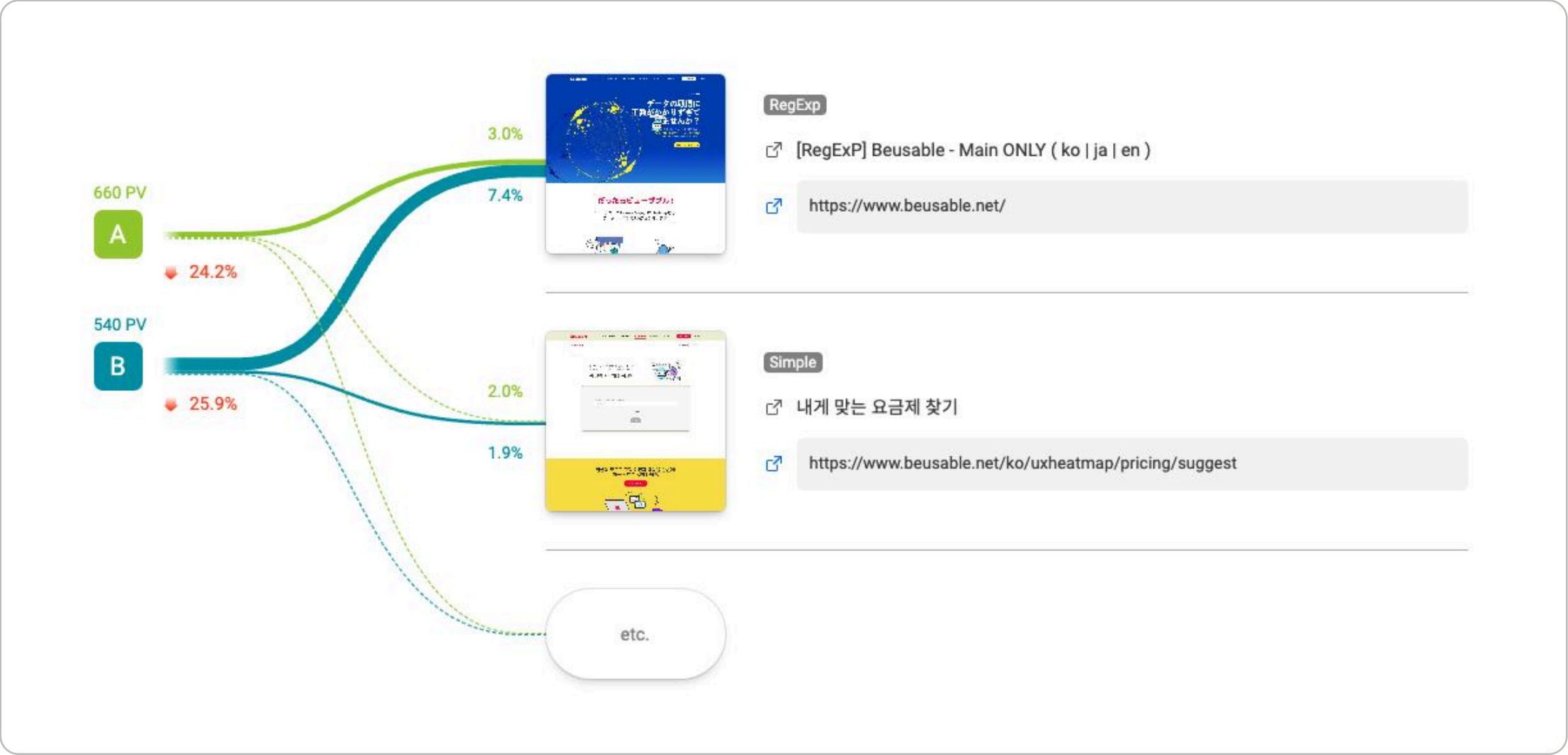
Edit text directly through Beusable and apply changes instantly.

No development is required for text modifications, enabling quick and efficient text-based A/B testing.



## 3 A/B Testing - Set Conversion Goals

There’s no better metric for measuring performance than the conversion rate to a target page.  
Set a target page during the A/B testing registration process, and instantly analyze and refine the results based on conversion outcomes!





# Key Features of UX Heatmap : Funnel&Session Report

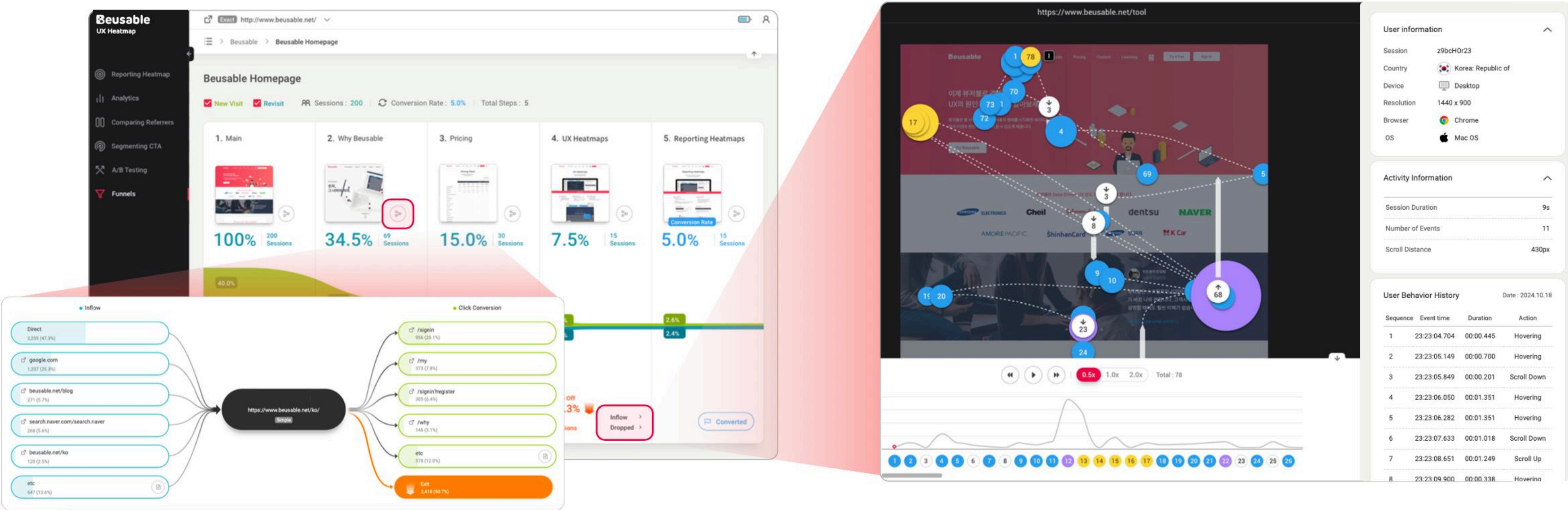
## 1 Funnel

How are users converting to the target page?

Analyze whether users are converting as intended and use this insight to identify and improve sections that hinder target conversions!

## 2 Session Report

Overcome the limitations of traditional user testing conducted on a small scale. By analyzing the digitized individual user journeys, you can gain a deeper understanding of the emotions users experience throughout their journey.

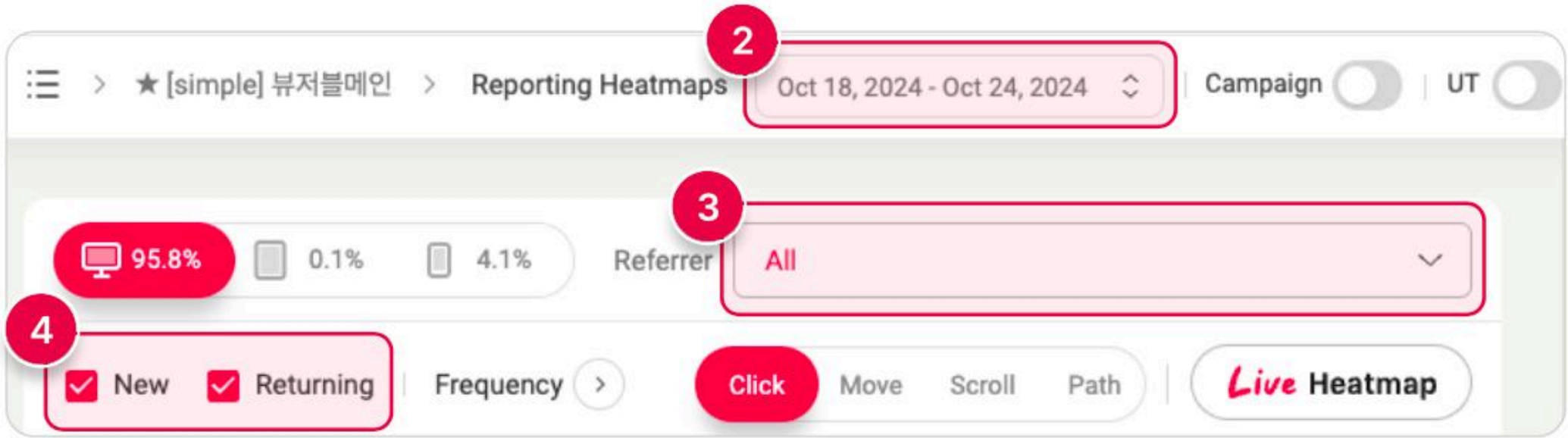
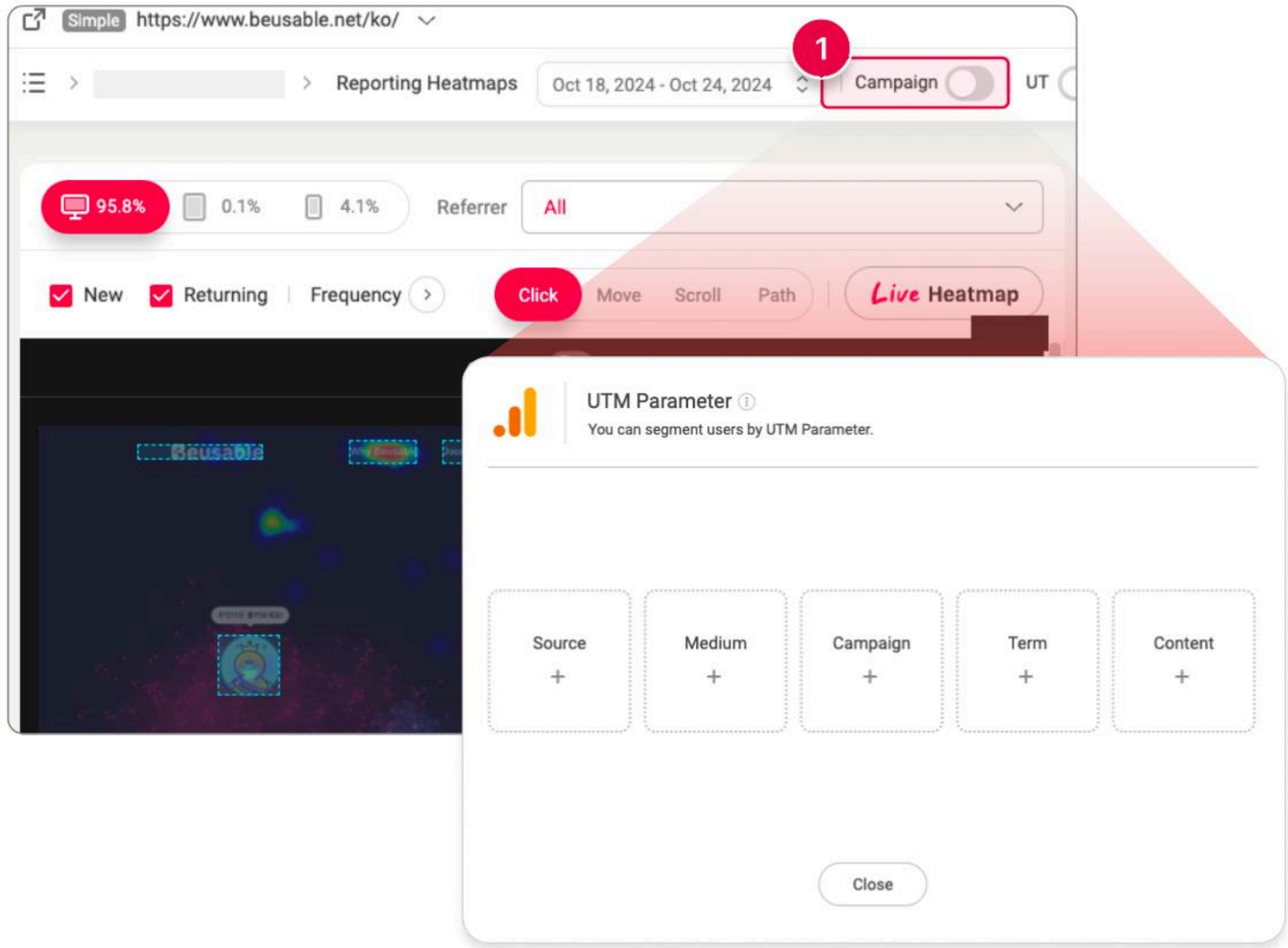




# Key Segments of UX Heatmap

## 1 Campaign

Segment users based on UTM parameters.  
By analyzing user behavior patterns across different advertising channels and campaigns, you can use this data to measure the performance of your ads.



## 2 Analysis Period

This allows you to view data for a specified period. If you set a past date, you can retrieve the data collected during that period.

## 3 Traffic Source

This shows the page the user visited just before landing on your site. By analyzing the previous page, which is different from ad traffic, you can develop strategies focused on strengthening high-traffic pages.

## 4 New/Returning Visitors

New and returning visitors are distinguished based on the time of Beusable code installation. What differences can you find in the behavior patterns between new users and returning visitors?



Discover the exclusive features and segments offered only in the Plus Plan of UX Heatmap.

Upgrade to the Plus Plan for more advanced and detailed UX data insights.

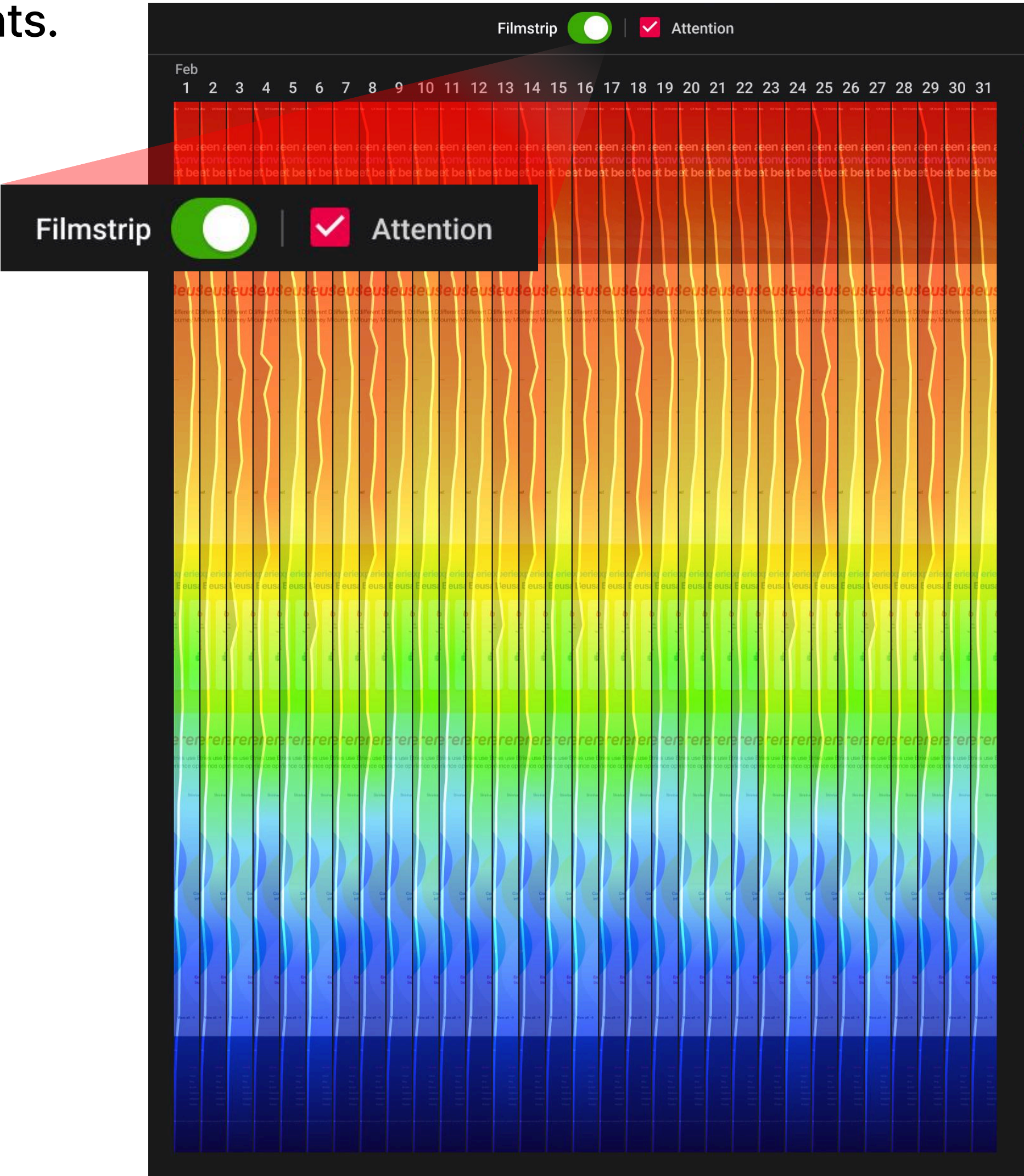
1

Film Strip

Would you like to compare and analyze user page reach rates and engagement efficiency for a specific marketing day at a glance?

**With the Film Strip feature, you can view heatmap data by date in a single, streamlined view!**

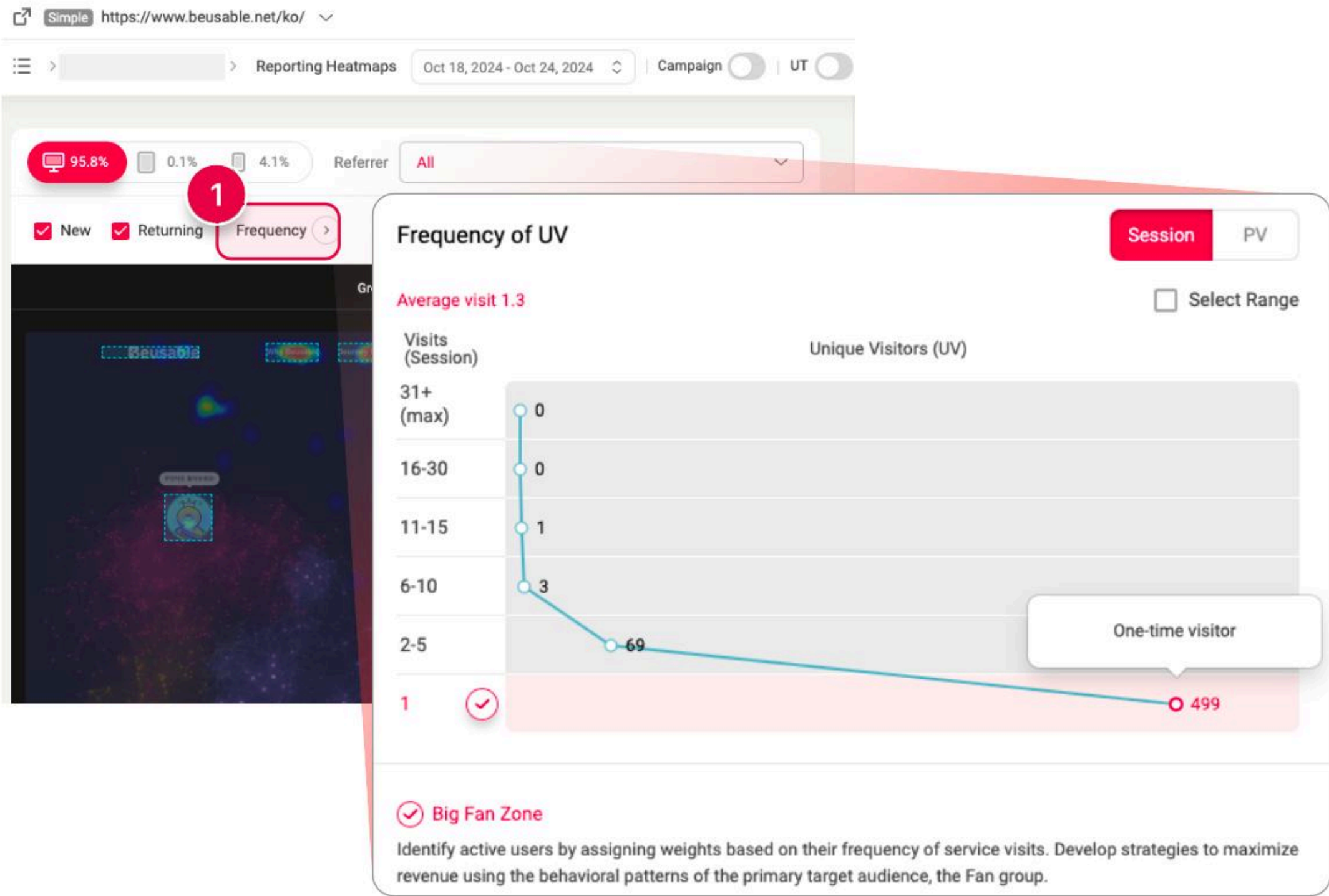
Eliminate the hassle of selecting dates repeatedly and enable intuitive data analysis.





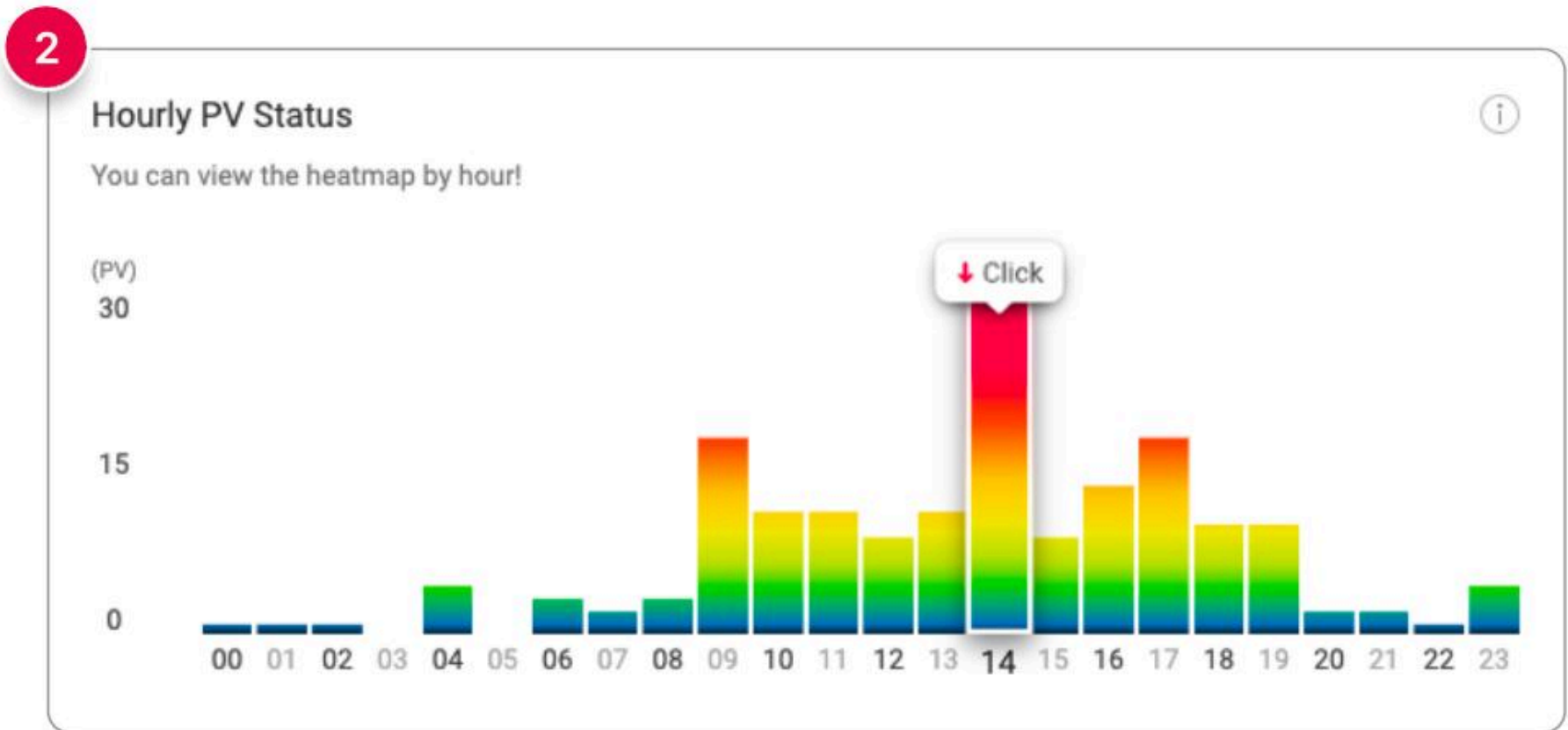
1 Frequency of UV

Would you like to select users who haven't returned after their first visit? You can thoroughly evaluate whether your site wasn't engaging enough for them or if they encountered difficulties during their browsing experience from multiple perspectives.



2 Hourly PV Status

When are users most likely to visit throughout the day? By using time-series graphs, you can track the optimal times to launch marketing campaigns during the day.



# Resource

4

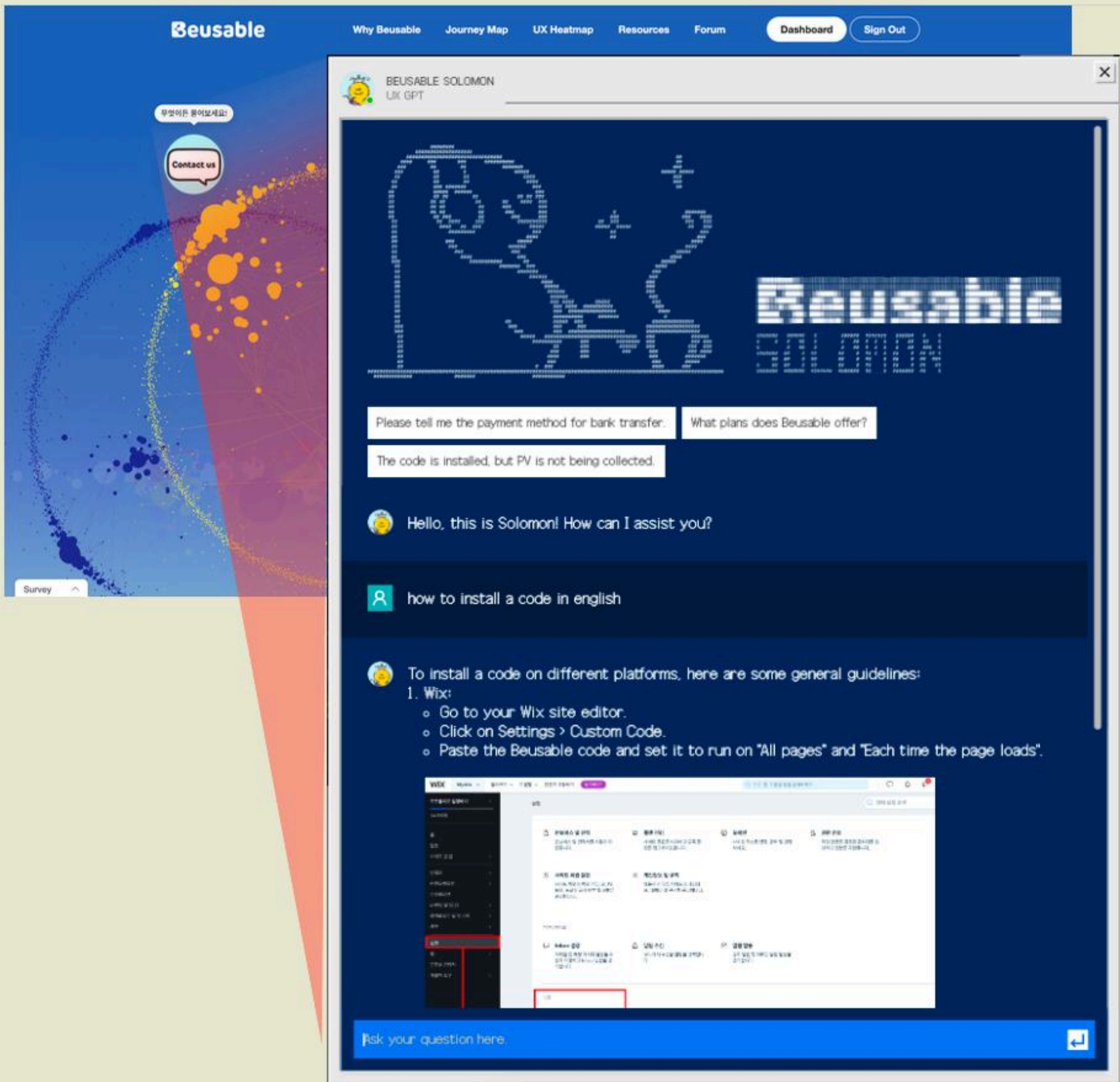
- **Solomon & Beusable Forum**
- **UX Heatmap Plans**
- **Journey Map Plans**
- **Key Clients and Partners**
- **Frequently Asked Questions (FAQ)**

 **Beusable**



Home page > Solomon

Click the Contact Us floating button on the homepage, and Beusable’s dedicated assistant, Solomon, will provide real-time answers to your questions.



Forum > Case Study

In the Case Study section of the Beusable Forum, you can find real-life examples and guides on how to utilize Beusable effectively.





Only the registered pages will consume PV, and the traffic is measured based on page views.  
Choose a pricing plan based on the monthly PV (page views) of the pages you wish to analyze.

Free Trial	SaaS	SaaS +
10,000 PV	<ul style="list-style-type: none"><li>• Starter(50,000 PV/month) ~ Pro(500,000 PV/month)</li><li>• Cloud 1M(1,000,000PV/month) and above – subject to negotiation</li></ul>	<ul style="list-style-type: none"><li>• Starter + (50,000 PV/month) ~ Pro+ (500,000 PV/month)</li><li>• Cloud 1M + (1,000,000PV/month) and above – subject to negotiation</li></ul>
2-week Free Trial	<ul style="list-style-type: none"><li>• Starter Plan: 60,000 KRW (excl. VAT per month)</li><li>• 1 KRW per PV (excl. VAT)</li></ul>	<ul style="list-style-type: none"><li>• Starter+ Plan: 90,000 KRW (excl. VAT per month)</li><li>• 1.5 KRW per PV (excl. VAT)</li></ul>
Includes all UX Heatmap features		<div>Exclusive features available only in SaaS+:</div> <ul style="list-style-type: none"><li>• Frequency of UV and Hourly PV Status Segments</li><li>• Hourly registration available in A/B Testing</li><li>• CTA Grouping</li></ul>

- For annual payments or wire transfer options, please contact us!
- For more details about the plans, please refer to our pricing page: (<https://www.beusable.net/en/uxheatmap/pricing>)

The Page Views are consumed across the entire site, and traffic is measured based on Page Views.  
Select a pricing plan based on the total monthly PV (Page Views) of the site you wish to analyze.

Everyone	Pro	Master	Custom	Agency	Enterprise
300,000 PV (monthly)	300,000PV (monthly)	300,000PV (monthly)	Customizable	10,000,000 PV (Yearly)	Separate Agreement
1 free CX Report per week	4 CX Reports per month	10 CX Reports per month	Customizable	Over 150 CX Reports per year	Separate Agreement
Free	300,000 KRW (excl.VAT/monthly)	600,000 KRW (excl.VAT/monthly)	Varies by settings	Starting from 20,000,000 KRW (excl. VAT, per year)	Separate Agreement
Including all basic features			<div><div>• Exclusive Pro Features</div><div>• Provides subsequent journeys in Targeting</div><div>• Full selection of UTM parameters</div><div>• Detailed selection of survey responses</div></div>		

- For annual payments or wire transfer options, please contact us!
- For more details about the plans, please refer to our pricing page: (<https://www.beusable.net/en/userjourneymap/pricing>)

Beusable is shaping a new era of Data-Driven UX in collaboration with leading companies worldwide.

With over 3,930 accumulated clients ranging from startups to large enterprises, we have tracked 18 billion events.

## Global Partners



## Major Clients in Korea





**Q. Can I analyze mobile web/APP with Beusable?**

**A.** Beusable is a web-based service that supports PC web, mobile web, and hybrid apps.

**Q. Is there any risk of personal information exposure?**

**A.** Beusable analyzes user behavior through mouse event information, IP addresses, and cookies, ensuring that personal information is not exposed. Rest assured, there is no risk of privacy breaches.

**Q. Will there be any conflict when used with Google Analytics?**

**A.** Beusable's tracking code operates independently of Google Analytics tagging, so there is no script conflict. Both services can be used simultaneously without any problems.

**Q. Can Beusable analyze pages that require login?**

**A.** With a simple setup, you can analyze login-required pages, such as member-only pages.

**Q. Will inserting the Beusable tracking code affect the performance of my web service?**

**A.** Beusable has minimal impact on website loading and user performance. It has been proven effective without issues in large-scale and global services.

You can find more guides and FAQs in the Beusable Forum.

# CONTACT



Website	<a href="https://beusable.net/en/">beusable.net/en/</a>
Facebook	<a href="https://www.facebook.com/beusable">www.facebook.com/beusable</a>
Instagram	<a href="https://www.instagram.com/with_4grit">www.instagram.com/with_4grit</a>
Blog	<a href="https://www.beusable.net/blog">www.beusable.net/blog</a>
Youtube	Search for "Beusable" on YouTube!
Forum	Search for "Beusable Forum" on Google!
Service Inquiries	+82 031-625-4395 (10:00~19:00) <a href="mailto:beusable@4grit.com">beusable@4grit.com</a>
Address	1100, 136 Pangyoyeok-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea (Baekhyeon-dong)

