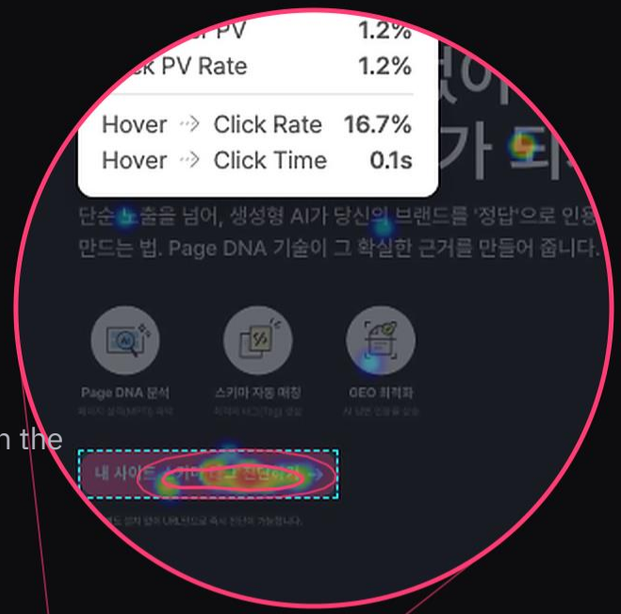
Beusable Analytics

PRODUCT INTRODUCTION

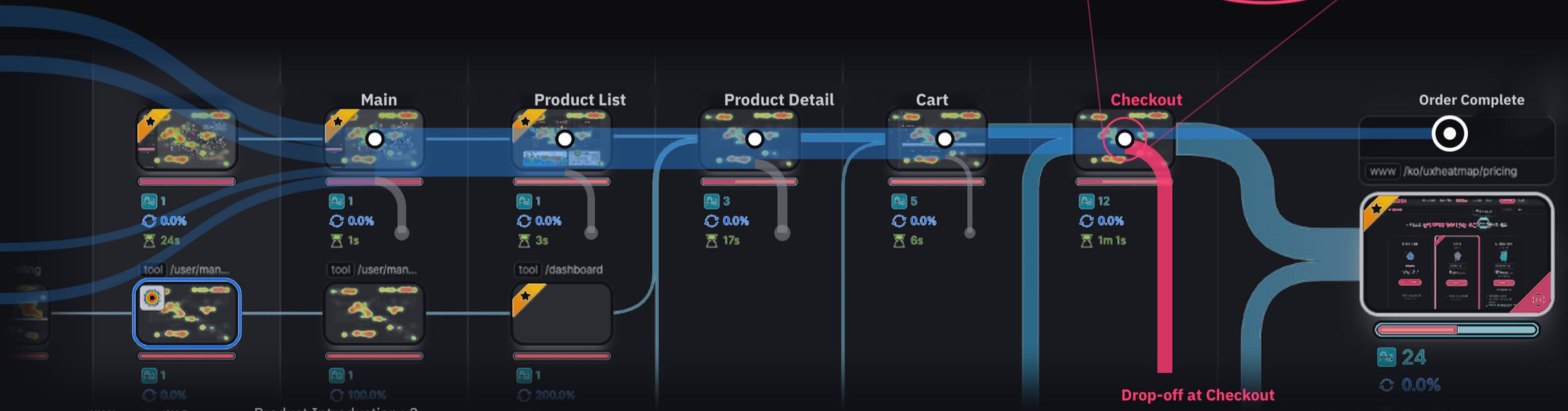
UX HEATMAP · WHY IT LEAKS



Find where conversions leak, and see why.

One line of script gives you UX Heatmap and CX Journeymap together. Pinpoint where customers drop off in the journey, then see what they looked at, hesitated over, and clicked on that screen.

CX JOURNEYMAP · WHERE IT LEAKS Line thickness = customers passing through · Illustrative



UX Heatmap · CX Journeymap Product Introduction v2

4GRIT Inc. · Oct 2026

WHY BEUSABLE

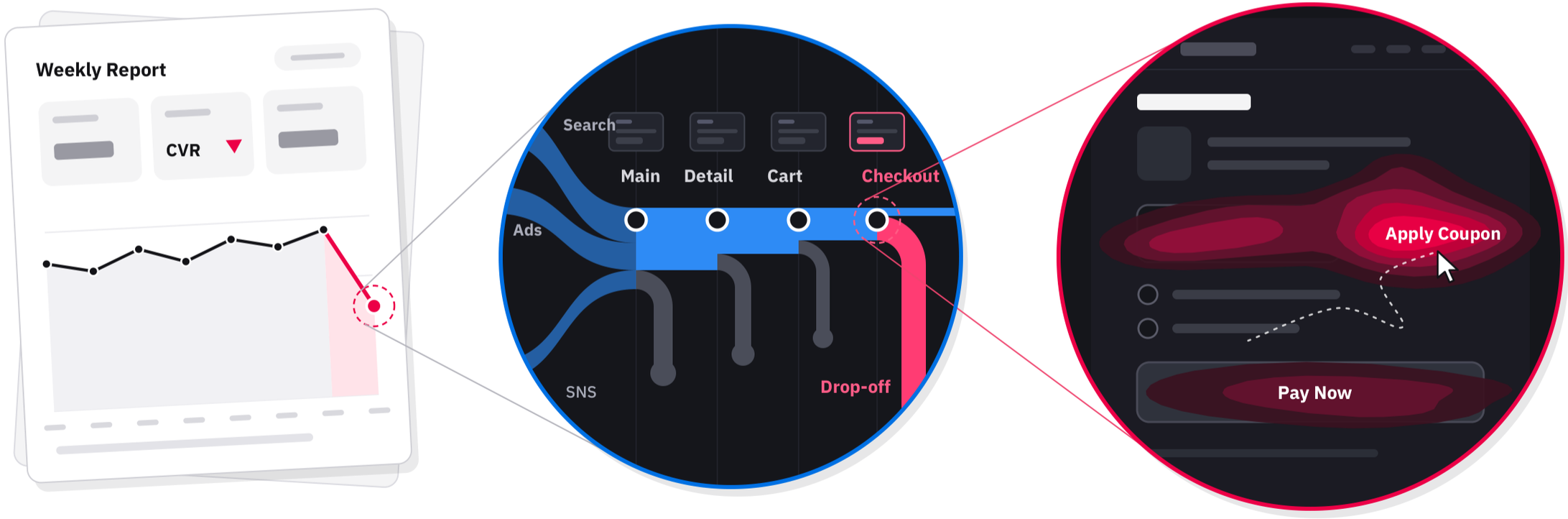
Numbers only tell you what happened.

Where and why customers left is recorded in the paths they took and the screens they saw. Beusable captures both with one line of script.

WHAT The numbers in reports

WHERE The paths customers took

WHY The screens they saw



You can see that a number dropped

Find the stage where conversions leak

Find why it leaks on the screen itself

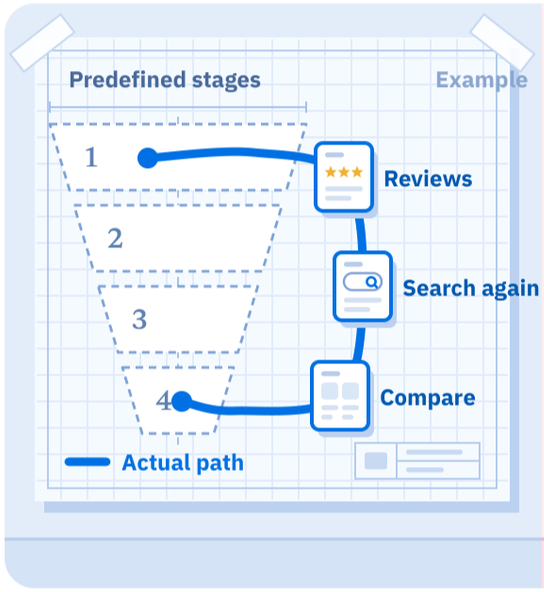
Your current reports · GA4, etc.

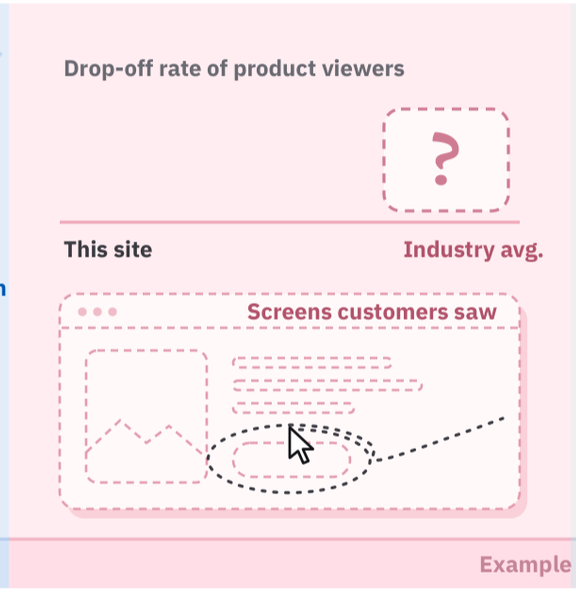
Beusable captures it all with one line of script

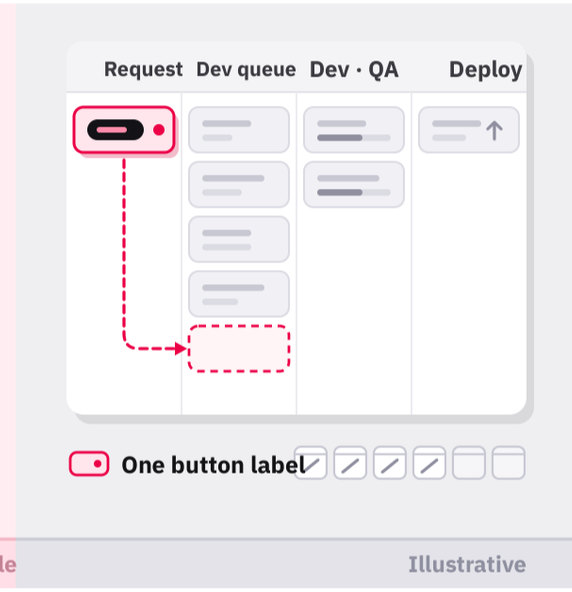
CONVENTIONAL ANALYTICS

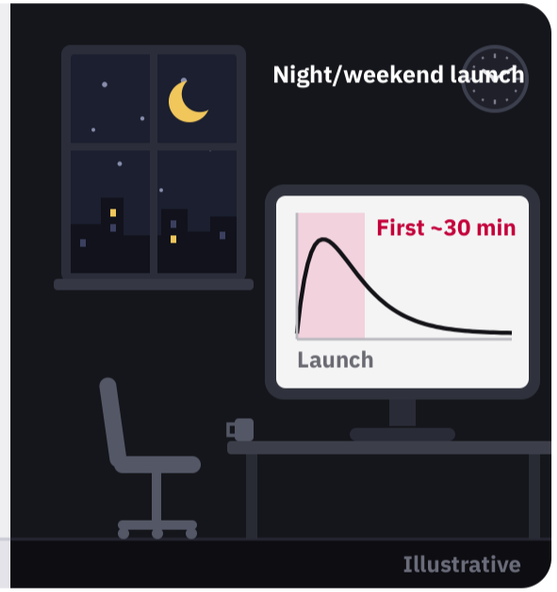
Numbers alone won't tell you what to fix first.

Reports show that conversion dropped. Beyond that, teams get stuck at four stages, from finding the leak to verifying the fix.









01 · FINDING THE LEAK

A funnel is only a hypothesis

Teams define stages in advance, assuming customers will follow that order. If the actual path differs, it is hard to notice.

What you miss **The actual conversion path**

02 · FINDING THE CAUSE

A drop-off rate alone isn't conclusive

Whether 62% is high or low only becomes clear against the same industry. Nor do the numbers show what customers saw or why they hesitated.

What you miss **Why they hesitated**

03 · FIXING THE LEAK

Every fix waits on the dev schedule

Every new screen needs tags, and testing even one button label requires development and deployment. Experiment design was left to analysts.

What you miss **The chance to test**

04 · VERIFYING THE FIX

No one is watching in the golden hour

First reactions cluster in roughly the first 30 minutes after launch. Launch at night or on a weekend, and those reactions are easy to miss.

What you miss **The first 30 minutes**

DATA COLLECTION

Add one line of script and analyze freely, with no tagging.



SURVEY

Survey Responses

Launch surveys with the same script and use the answers directly as segments.

JOURNEY · CX JOURNEYMAP

The journey across pages

Follow each customer's path from entry to exit.

IN-PAGE · UX HEATMAP

Behavior within a page

Clicks, taps, moves, scrolls, and attention are layered on the actual screen.

SCRIPT

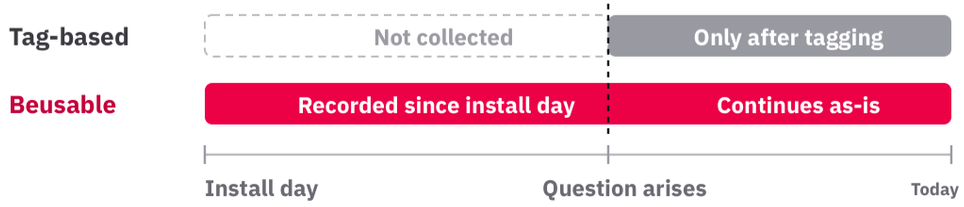
One line of script

Add it to your pages once, or install via Google Tag Manager.

Tag-based · e.g., GA4 custom events **Add tags every time a new question arises**		**Beusable** **Data accumulates from install day**
Set up a custom event for every button	Clicks	Captured by one line of script
Collected only from the day tagged	Questions	Answered right away with past data
Re-tag and re-validate	Redesigns	Recording continues uninterrupted
Missed tags leave gaps; wrong tags skew the numbers	Gaps · Errors	No tags to manage, so nothing for business teams to worry about

VS

When a new question comes up · Illustrative



CX JOURNEYMAP · UX HEATMAP

Find where it leaks in the journey, and why on the screen.

Beusable covers every step, from finding the leak to verifying the fix. All four steps use data collected by the same line of script.

01 Where is it leaking?

CX Journeymap

Target Journey · Key Journey p.05

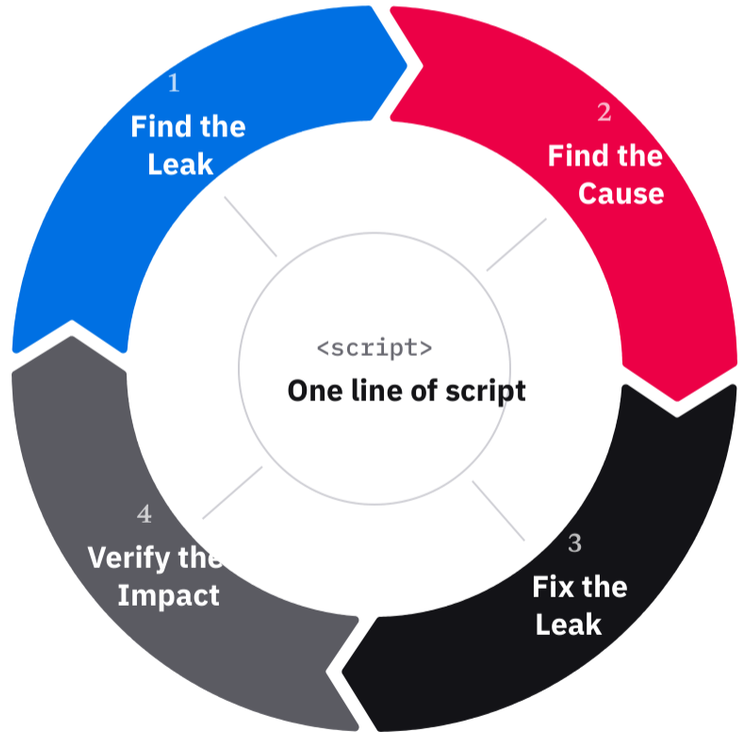
Industry Avg. · Friction Index · Login Bridge pp.06–07

02 Why is it leaking?

UX Heatmap

Five Heatmaps · Live pp.08–09

Segmentation · Survey Responses p.10



Once the impact is confirmed, the cycle starts again

04 Did the fix work?

Real-time · Scheduled · Journey Comparison

War Room · Time Machine p.14

Before-and-After Journey Comparison p.17

03 What to fix first?

AI · UX Writing A/B

On-Screen AI Report p.11

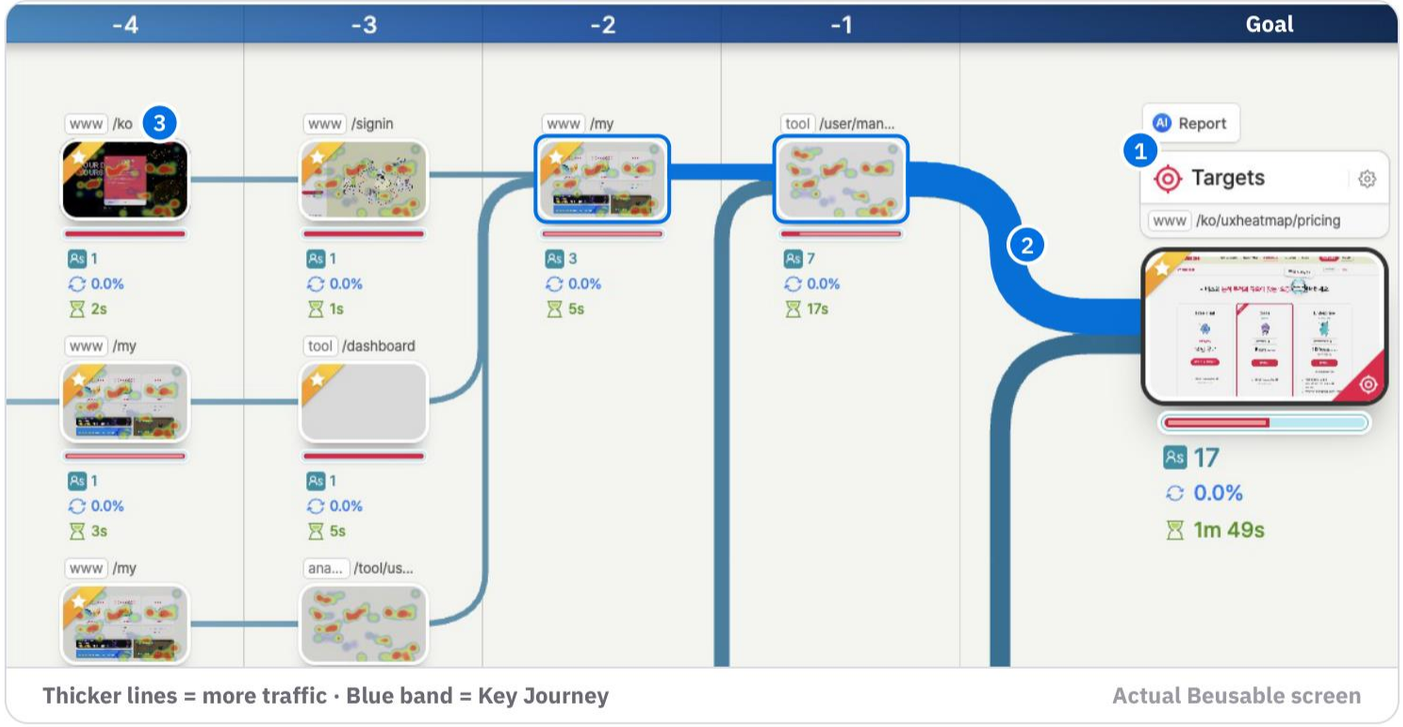
AI Docent · A/B Test Design p.12

UX Writing A/B Without Dev p.13

CX JOURNEYMAP

Set one goal page, and the actual conversion paths unfold.

Choose a goal page, such as order completion, and trace backward how the customers who reached it got there. No need to build funnel stages in advance.



1 CONVERSION PATH TRACKING

Trace converting customers' paths backward

Every page visited before the goal page unfolds step by step.

2 KEY JOURNEY

AI identifies the most-traveled path

Improve the pages on this path, and the change reaches the most customers.

3 AD LANDING TRACKING

See where ad-driven visitors scatter

Add UTM parameters to break results down by campaign.

CASE STUDY

Food E-commerce

The Target Journey showed **a 25.3% drop-off at the [Place Order] step**, the highest in the ordering journey. Time on page was over 3× the average. The screen didn't change after a coupon was applied, so customers kept rechecking the same details.



CX JOURNEYMAP

Is a 62% drop-off high or low? Compare it with your industry.

INDUSTRY BENCHMARK · EXAMPLE

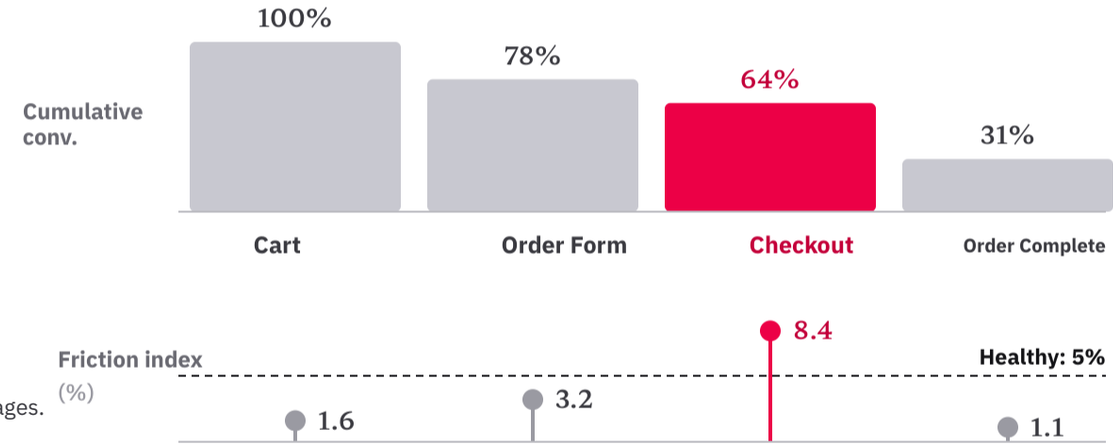
62% of customers who viewed a product left without going to the cart. The e-commerce average for the same period and segment is 55%.



See progression, exit, back-navigation, refresh, and time on page at every stage, side by side with industry averages.

FRICTION INDEX · UX FRICTION INDEX · EXAMPLE

Counts refreshes and back-navigations per 100 page views. 5% or lower is healthy.



REAL CASE · BEUSABLE LOGIN PAGE **The login page's friction index fell from 15.9% to 5.1% within 3 hours**

STATUS

15.9%

UX Friction Index

664 refreshes pushed it past three times the healthy threshold (5%).

DIAGNOSIS

0.82

Correlation with mobile

The cause was a mobile script error right after a deployment.

ACTION

Rollback

Deployment reverted

Rolled back the deployment and checked loading timeouts.

RESULT

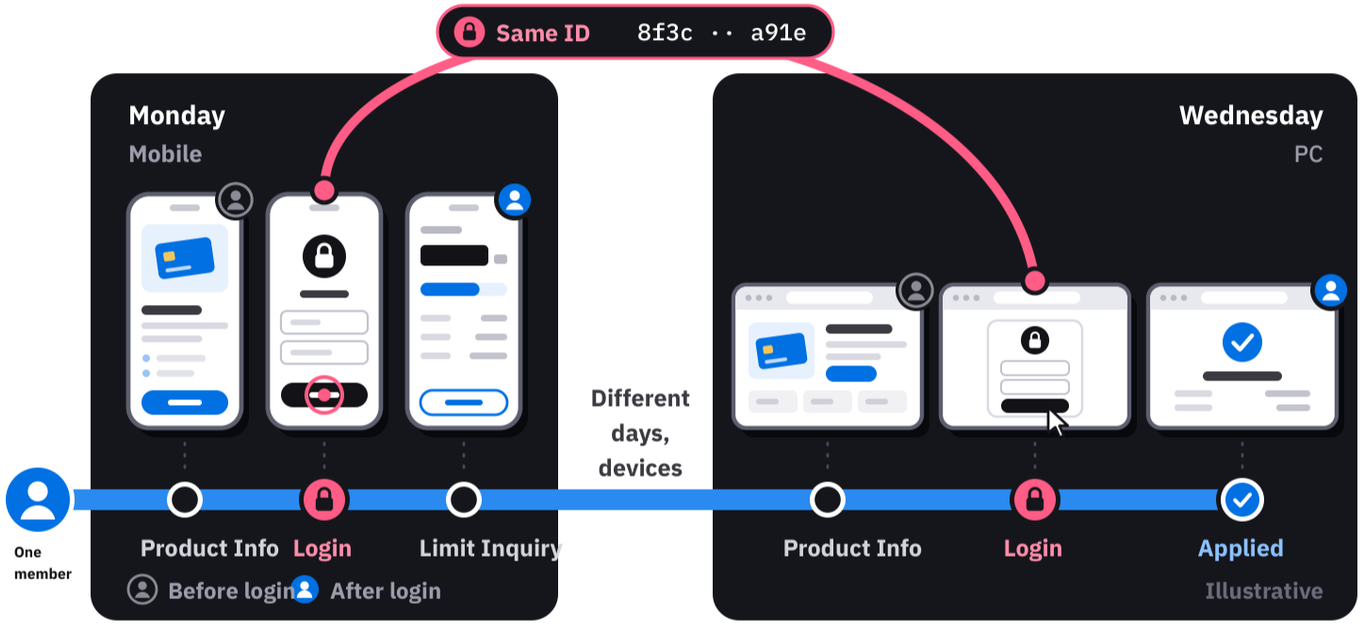
5.1%

Within 3 hours

After the rollback, the friction index dropped to 5.1%.

CX JOURNEYMAP

Connect pre- and post-login activity into one journey.



SCOPE Visits from different devices and days are unified into one member's record.

SETUP Configure it once. You choose which value serves as the customer ID during installation.

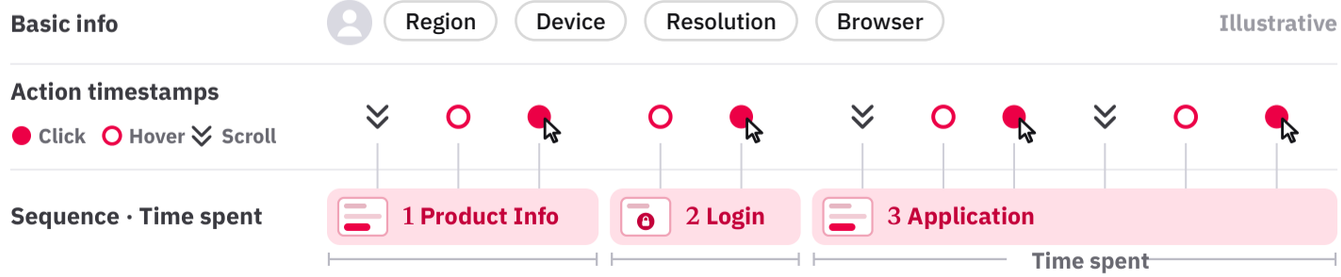
PRIVACY Customer IDs are protected with one-way encryption. p.18

USE When AI Docent segments high-value customers, purchases on other devices are counted too. p.12

VIEWING A SINGLE VISIT · UX HEATMAP

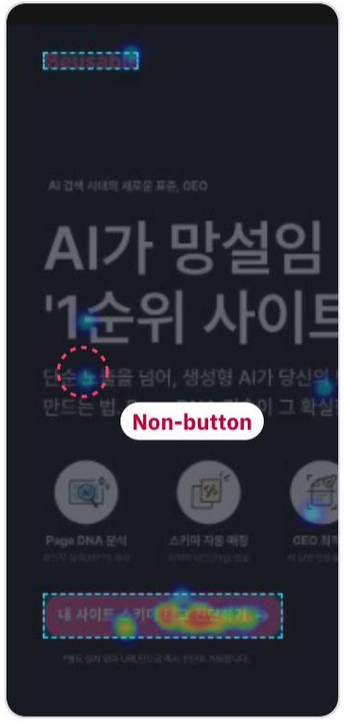
Session Report

See the order in which a visitor browsed and where and how long they stayed, with timestamps for each click, hover, and scroll. Region, device, resolution, and browser are also shown.



UX HEATMAP

See where customers clicked, passed, and lingered with five heatmaps.



01

Click

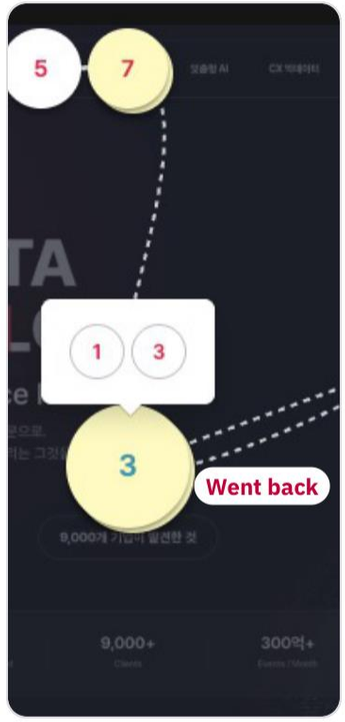
Shows clicks even on non-buttons



02

Touch · Mobile Gestures

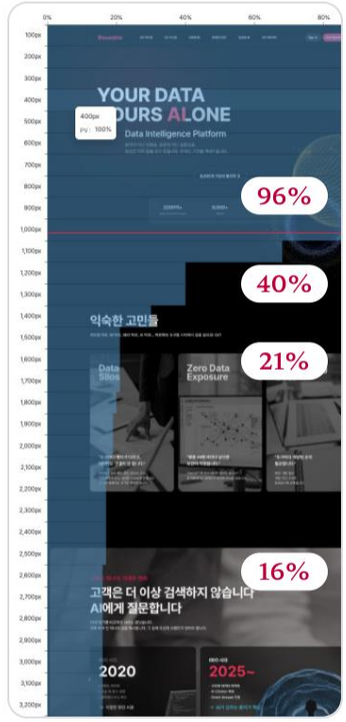
Where users swipe and why they zoom



03

Move

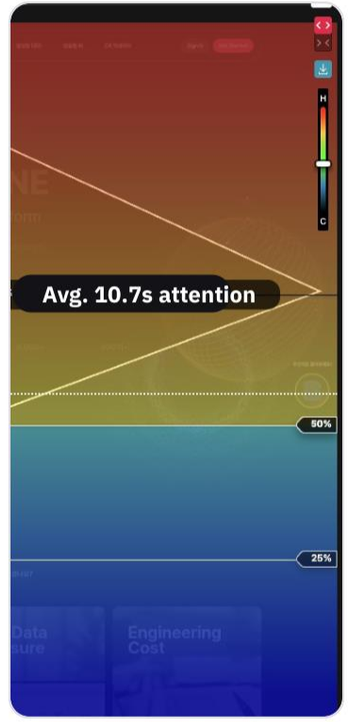
Where users hesitated and turned back



04

Scroll

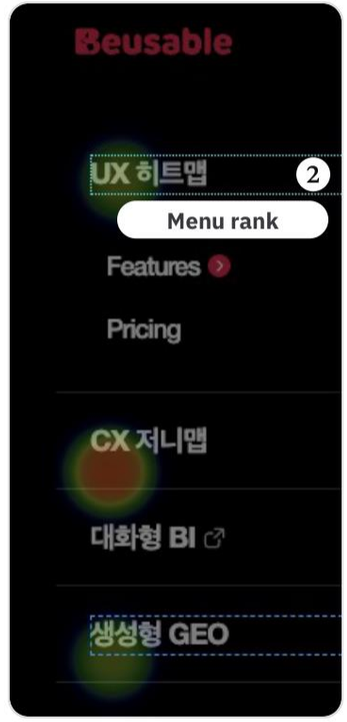
What % of visitors see content below



05

Attention

Skimmed vs. actually read



06

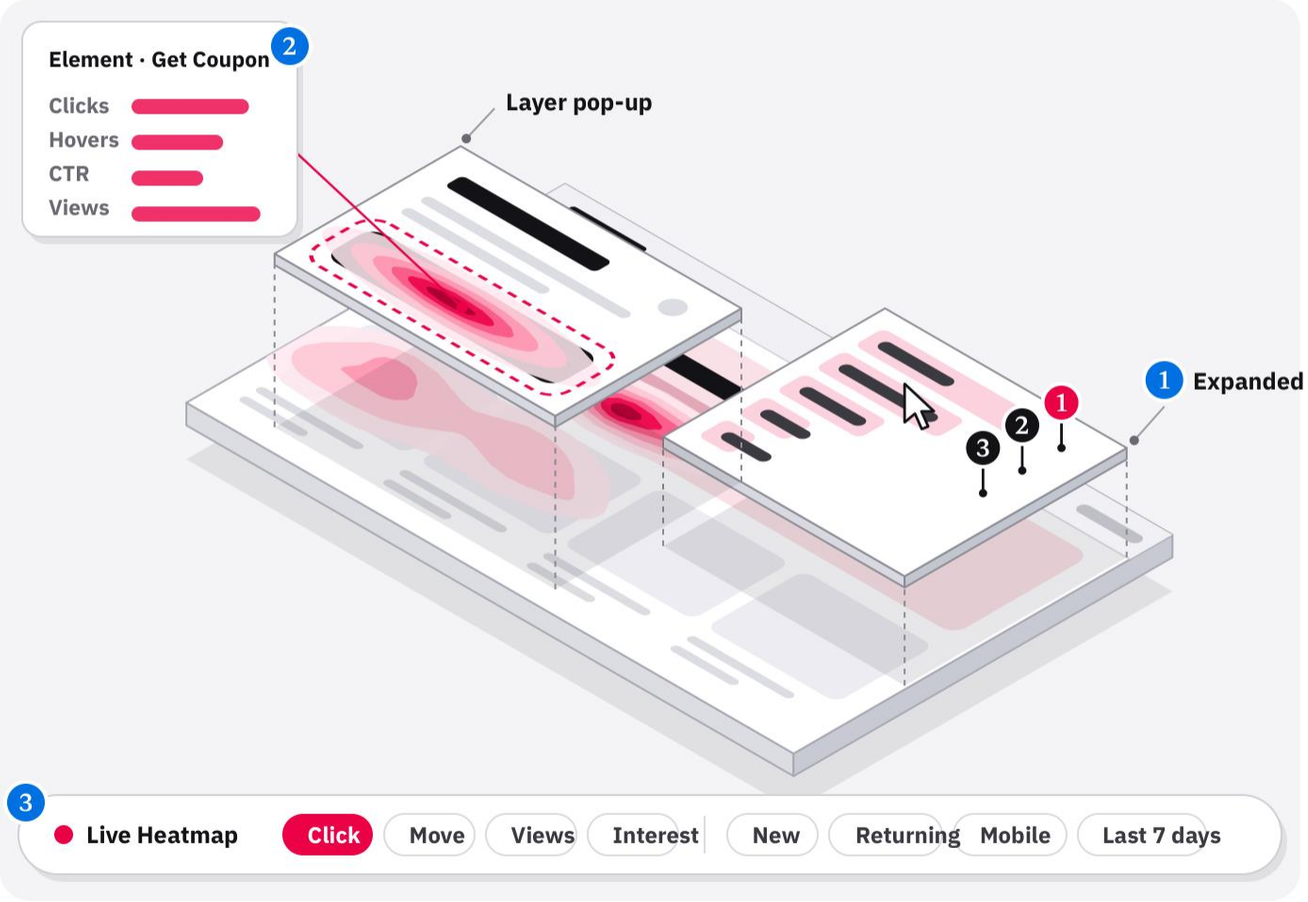
Live · Dynamic UI

Content shown only after interaction, no tagging

Actual Beusable screens · Scroll % read from the reach graph

UX HEATMAP

See inside hidden menus and pop-ups, no setup or dev needed.



Reconstructed screen · Illustrative · Ranks and bars are examples

1 Inside expanded menus

Each item in a collapsed menu gets its own click count and rank. The same goes for pop-ups, carousels, and tabs.

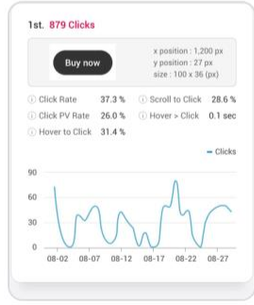
2 Element-level performance

Select any menu or button to see clicks, hovers, CTR, and views in place.

3 Period and audience

Filter by period, traffic source, new vs. returning, and device.

ELEMENT-LEVEL METRICS · NINE FOR EVERY BUTTON AND BANNER



Actual screen

Click rate	Share who clicked the element
Click rate per PV	Clicks per page view
Hover-to-click rate	Share who clicked after hovering
Hover-to-click time	Time from hover to click
Attention time	Time spent on the element
Rage tap	Repeated taps on one spot
Dead click	Clicks that trigger nothing
Position & size	Location on screen
Segment comparison	Breakdown by audience

Dynamic · Modal · Pop-up · Carousel · Tab · Accordion · Tooltip · Sticky

SURVEY RESPONSES

Isolate the customers hidden behind averages.

High-value customers

Group only customers who clicked conversion buttons, such as Add to Cart, or key banners.

Visit frequency

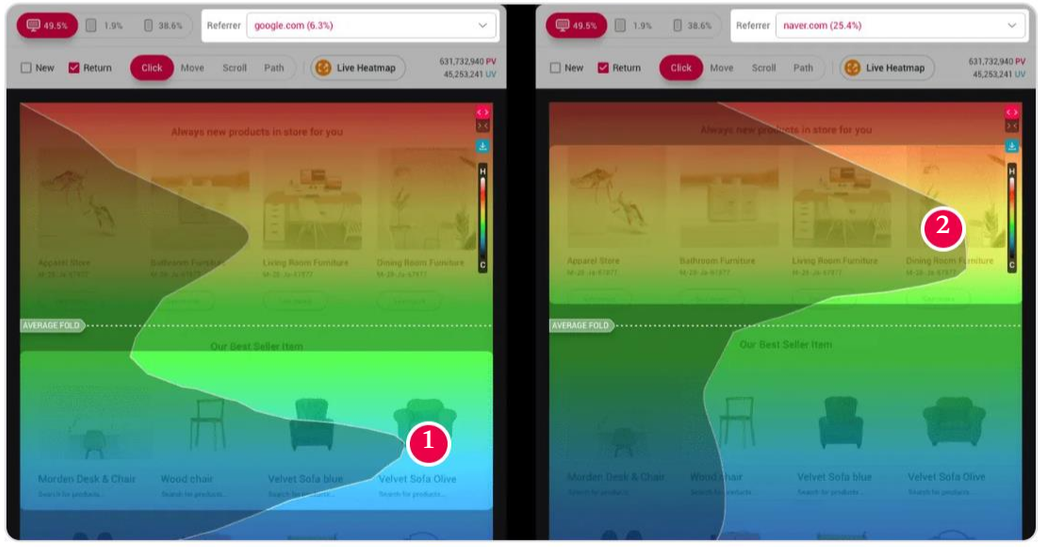
Compare how first-time, occasional, and loyal visitors behave on the same screen.

Source · Device · AI

Separate ads from search, PC from mobile. Visits from AI services like ChatGPT are grouped separately.

Survey Responses

Segment by the survey answers customers chose: Satisfied, Neutral, or Dissatisfied.



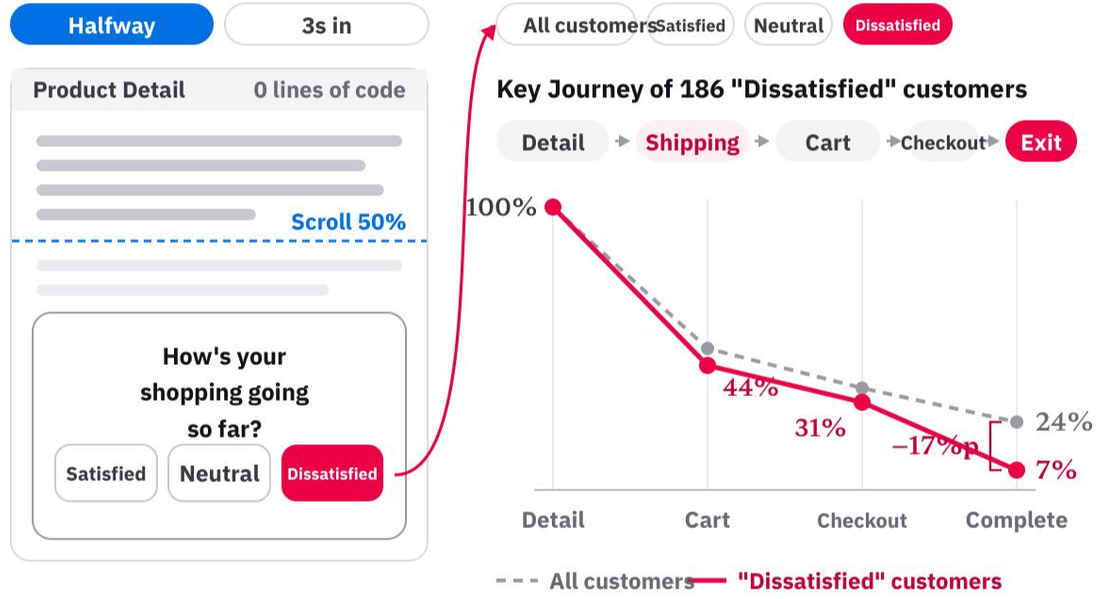
1 Visitors from Google spent the most time on the best-seller row

2 Visitors from Naver spent the most time on the category row above the fold

Same page compared by traffic source · Actual screen

SURVEY RESPONSE SEGMENT · EXAMPLE

Journeys and funnels for "Dissatisfied" respondents, generated automatically



1

Start with just the install code

Launch anytime, with no separate survey tool or new tags.

2

Ask in context

Show it at the right moment, e.g., halfway down or 3s after entry.

3

Use answers directly as segments

The Key Journey and funnel for each answer are generated automatically.

ON-SCREEN AI REPORT

AI reads the screen itself and pinpoints what to fix first.

Analyzes the page screen with the numbers to diagnose a page **in under 30 seconds**. Finds areas users reached but didn't stop at, and stopped at but didn't click.

OTHER HEATMAP TOOLS' AI SUMMARIES

Results delivered as text

AI Summary

- Reach drops from 86.8% to 50.2% in the 13–15% zone.
- Content at 46–49% draws 6.2× avg. attention, yet 88.2% of visitors never see it.
- Moving it to 25–30% is projected to raise exposure from 11.8% to 78.2%.



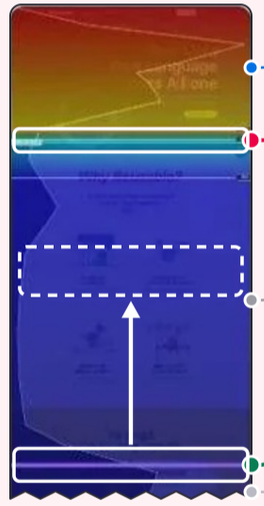
Example · Same diagnosis as text

VS

Beusable

Results shown on the screen itself

Reach → Attention → Interest → Action



0%

Hero 0–14% — Seen by all visitors, with high attention — **Strength**

Killing Point 13–15% — **Fix first**
Reach drops from **86.8%** to **50.2%**

25%

Middle Content 16–45% — Declines gradually further down — **Moderate**

Hidden Gem 46–49% — **Opportunity**
6.2× avg. attention, yet **88.2%** of visitors never see it
Move to 25–30%: exposure 11.8% → 78.2% projected · content unchanged

50%

Bottom 50–100% — Few visitors scroll to the end — **Low reach**

Actual diagnosis of the beusable.net home page · Upper half

You must find the described zone on the screen yourself	Location	**See the exact spot next to the diagnosis, no searching**
Each reader pictures a different spot	Sharing	**Planning, design, and dev discuss the same spot**
Each point must be checked against the heatmap	Verify	**Heatmap and figures sit beside the diagnosis for instant checks**

Zones and figures are actual diagnostic results; 78.2% is the AI's projection if the content is moved. The display of other tools' AI summaries as text in a side panel was verified against Microsoft Clarity and Contentsquare official documentation on Nov 11, 2026.

CX JOURNEYMAP

Hand off high-value customer analysis and A/B test design.

AI Docent Example

Actual question: Find our high performers' critical path and draft an A/B test plan.

High-Performing Customers' Checkout Path and A/B Test Plan

Last 90 days · 1,284 high-performing customers

1 The path they took

Members with 2+ purchases in 90 days and 3+ return visits within 30 days. 63% took the path below.

Detail → Compare → Reviews → Cart → Order Complete

Among other members, 41% dropped off at Product Detail.

2 Scenarios and priorities

Top Others

P0 Show reviews first
Sessions viewing reviews
71%
24%

P1 Link straight to comparison
Detail → Comparison
72%
19%

P2 Change mobile cart button label
Mobile cart entry rate is half that of PC

3 P0 plan

Hypothesis	Variant A · B	Success metrics
Guiding visitors to reviews first will raise the conversion rate of product detail visitors	**Reviews (1,240)** · See Buyer Reviews First	Primary: Conversion rate · Secondary: Review entry rate

This example follows the format of actual AI Docent responses; figures are illustrative. Only the question is real.

HOW THE DOCENT BUILT ITS ANSWER

It queries and cross-references nine types of data collected on this site before answering.

1. **States how high performers are defined**
   Defined by purchase count and return visits, stated in the answer
2. **Ranks the largest gaps first**
   Compared with other members, backed by figures
3. **Builds hypotheses and Variants A and B**
   Execution continues in UX Writing A/B
4. **Sets the success metrics**
   Decides in advance what must rise for B to win

WHEN INVESTIGATING A SUDDEN SPIKE IN DROP-OFF

Manual 40 min 4 tool switches

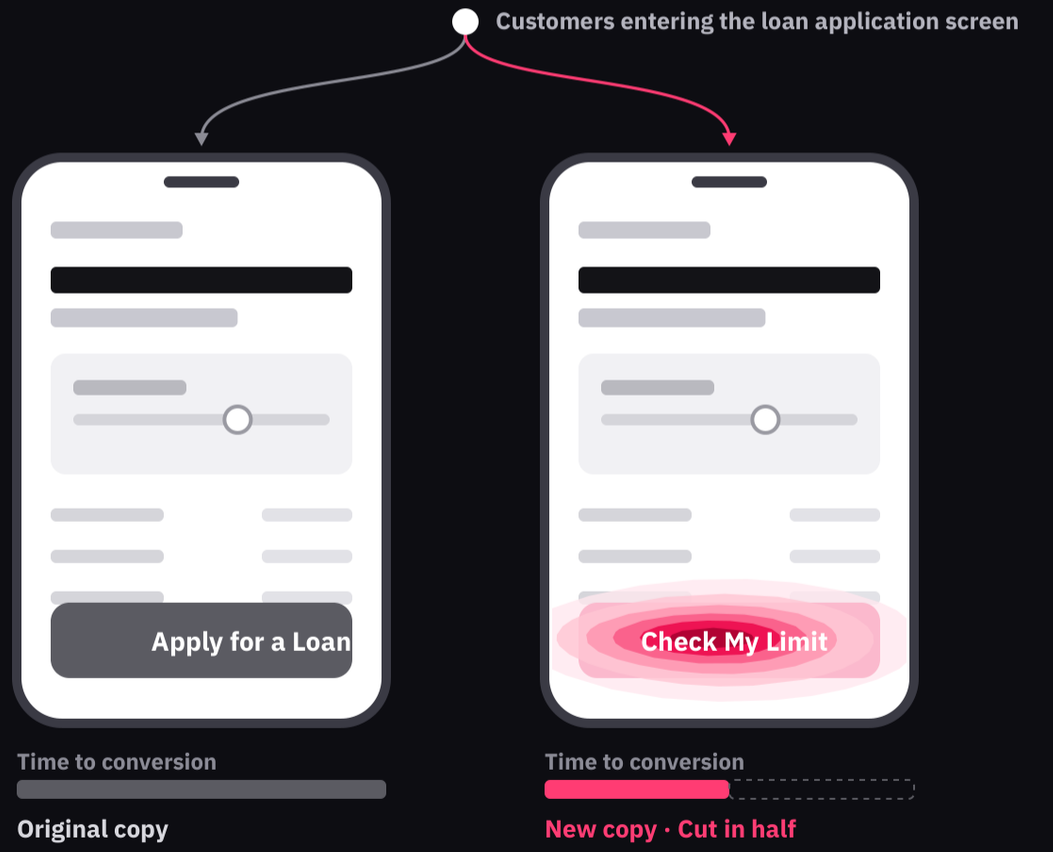
Docent 3 min 3 exchanges

AI Report Builder

Get a draft of recurring analysis reports in one click. Combine reports, save them in Mine, and share as PDFs.

SHINHAN CARD

One button label, no dev deployment: approx. KRW 35 billion in operating profit impact.



13 days
Test period

0
Developers involved

50%
Faster time to conversion

~KRW 35 bn
Operating profit impact

Shinhan Card split the button label on its loan application screen into two versions and tested them for 13 days. Instead of sending it to dev for deployment, a marketer set up and ran the test in a few clicks within Beusable. When the copy led with what customers wanted to know first, rather than urging them to apply, time to conversion was cut in half.

NOT SURVEYS

Choose by real customer clicks

Show two labels to separate groups and compare CTR, conversion rate, and time on page. Surrounding behavior shows in the heatmap.

NO DEVELOPERS

A few clicks, set up in 10 min

No tagging or dev requests. Marketers start and stop tests in Beusable, right where they view heatmaps.

NO DEPLOYMENT

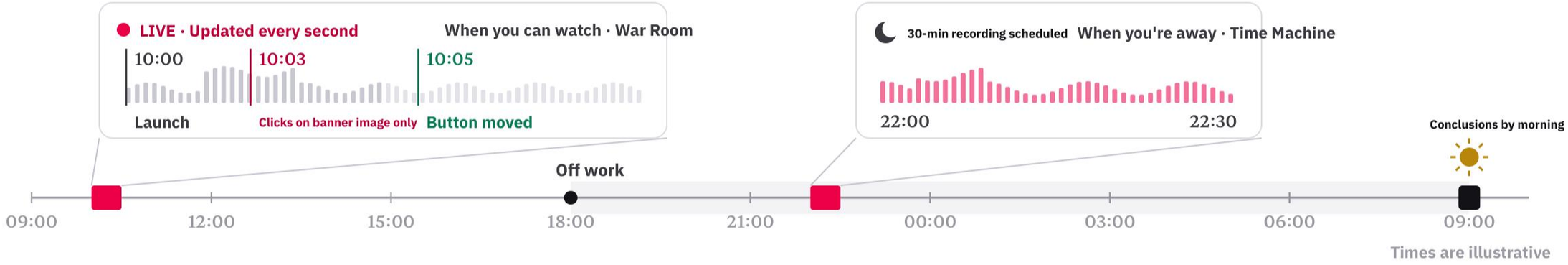
Change only the copy you pick

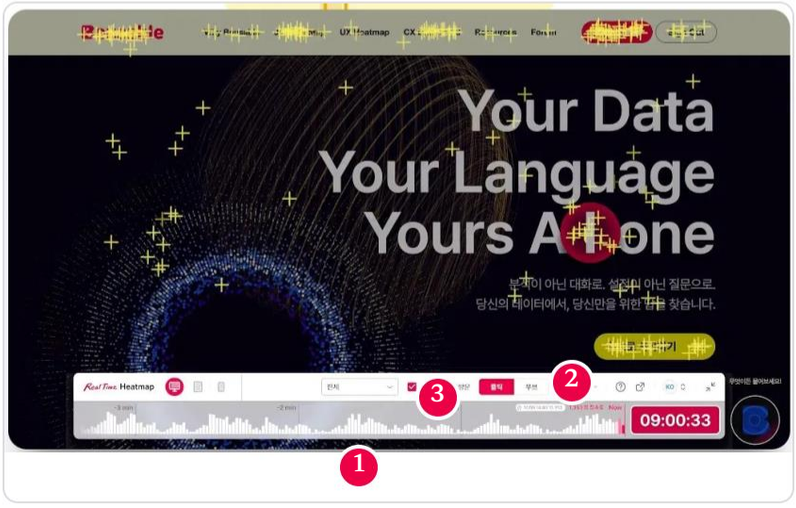
The Beusable script changes copy only on the customer's screen. Site code is untouched, so no deployment or rollback.

WAR ROOM · TIME MACHINE

Watch the first 30 minutes after launch live, or replay the recording later.

After a promotion or new page launches, roughly the first 30 minutes are the golden hour, when first reactions peak and first impressions form.





WAR ROOM · ACTUAL SCREEN

1 Who's here now
The bar below shows the last 3 minutes of flow and current visitors

2 Where clicks concentrate
The more yellow "+" marks pile up, the more clicks a spot gets

3 Only who you want
Switch between new/returning, devices, and click/move views

WHEN THE WINDOW ENDS, AI SUMMARIZES CONCLUSIONS IN A REPORT

Numbers and text kept apart
The engine calculates the figures; AI writes only the interpretation

Claims match the evidence
Four levels: Confirmed, Needs Verification, Hypothesis, Low Confidence

If nothing's wrong, it says so
With no anomalies, it starts with what went well

Limitations are stated
The report states what can and cannot be measured

Korean English Japanese One-page report · Recurring schedules for weekly events

PAGE GUIDE

What to do first depends on your role and industry.

THE FIRST QUESTION EACH ROLE ASKS		WHERE TO LOOK	
Marketing · Growth	"We know conversion is low, but what should we change first?"	Converters only AI fix-first diagnosis	p.10 p.11
UX · Design	"Can we see where customers get stuck with real data, not a few usability tests?"	Five heatmaps Nine element metrics	p.08 p.09
Commerce · Promotion Ops	"Can we see reactions as soon as a campaign goes live? What about night launches?"	War Room · Time Machine	p.14
Data Analytics	"Can we take the numbers and conclusions AI produces at face value?"	Engine-built reports Docent evidence Tagless data	p.14 p.12 p.03
Dev · Security	"How is it installed, and can it run on our own servers?"	Installation · On-premises	p.18
Leadership	"What results have others achieved? Can our team do this without developers?"	Case studies Use by industry	pp.13, 17 Table at right

USE BY INDUSTRY · COMMON QUESTIONS AND HOW TO ANSWER THEM

Financial Services

At which step do applicants abandon loan or card applications?

Test application button copy with UX Writing A/B, and use Live Heatmap to find where users get stuck at each step.

E-commerce · Retail

Why do customers leave product pages and carts?

Compare customers who clicked Buy with those who didn't using click/touch heatmaps and high-value segments, and watch campaigns in War Room.

SaaS · B2B

Do new sign-ups follow onboarding guidance to the end?

Use scroll and attention heatmaps to check whether guidance is read, and compare first-time and frequent visitors.

Media · Content

How far do readers get before leaving?

Use scroll and attention heatmaps to see how far content is read, and compare loyal and first-time readers.

Travel · Booking

Do users search and compare, then leave right before booking?

Analyze dynamic UI like carousels and filters with Live Heatmap, and isolate customers who clicked Book.

ENTERPRISE CUSTOMIZATION

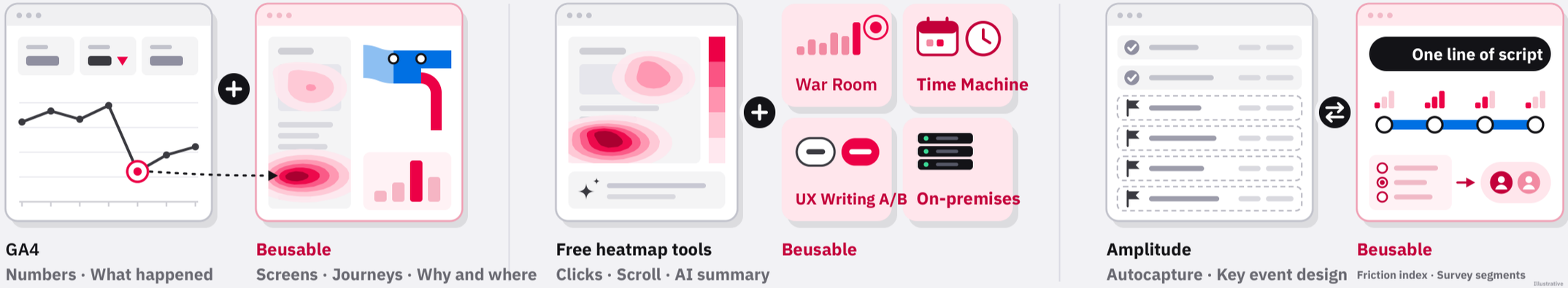
We configure your metrics, screens, report templates, and permissions to fit your internal rules.

Custom metrics · Templates & permissions · Custom development

GA4 · FREE HEATMAP TOOLS · AMPLITUDE

Add to or replace the tools you already use.

Relation Your tool · What it does What Beusable adds or replaces



GA4 — Use alongside

Shows what happened in numbers. Existing reports stay in GA4, and Path Exploration traces backward from an end point.

Add one line of script to a site already running GA4. See why on the screen itself, and view customer paths and friction index in the Journeymap, with page screens, step metrics, and industry averages on the path.

Free heatmap tools — Adds four capabilities

Click and scroll heatmaps plus AI summaries.

Adds War Room with per-second updates, Time Machine (AI summarizes conclusions on schedule), UX Writing A/B without dev, and on-premises installation.

Amplitude — Consider switching for journeys

Autocapture collects page views, sessions, clicks, and forms; other key events must be designed and implemented. Page-level refresh and back metrics could not be found in its official docs. Data centers: US or EU.

Start with one line of script, no event design. Every step shows a friction index, and survey answers become segments. If switching now is hard, start with the friction index, scroll-depth surveys, or on-premises for membership and payment flows.

Amplitude details were verified against official documentation on Oct 4, 2026. Pricing and contract terms of the two products were not compared.

CASE STUDIES · ADOPTION

We measured how much things improved after each fix.

SHINHAN CARD · UX WRITING A/B

~KRW 35 bn

Operating profit impact



13-day test · 0 developers · Time to conversion halved

Shinhan Card tested its loan application button copy for 13 days without a single developer.

BEUSABLE LOGIN PAGE · FRICTION INDEX

15.9→5.1%

Within 3 hours



Timeline is illustrative

Found a mobile script error right after a deployment and rolled it back.

KIDSMILE · BEFORE-AND-AFTER JOURNEY COMPARISON

13.8% lower

Avg. drop-off across journey stages



Avg. drop-off by stage · Indexed to April = 100

Comparing trends before and after the new skin, the average was 13.8% lower than in April.

Customers
9,000+

Events processed per month
30 billion

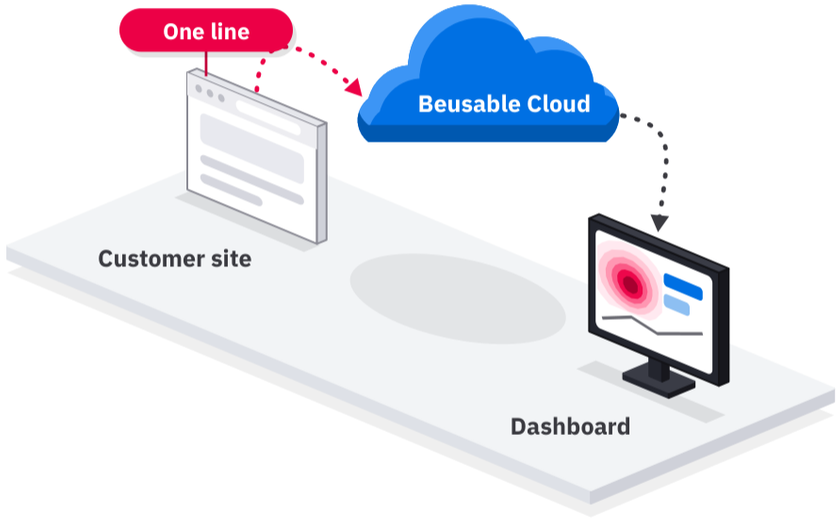
ShinhanCard · KB국민은행 · SAMSUNG 삼성화재 · SAMSUNG ELECTRONICS · LG Electronics · SK telecom · NAVER · CJ ENM

SETUP AND SECURITY

Start right away in the cloud, or install on your own servers.

CLOUD

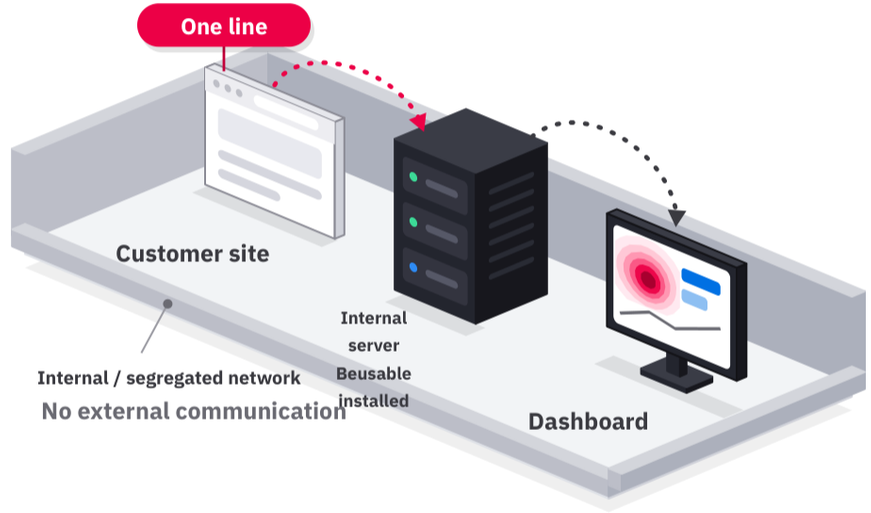
Add one line of script or install via Google Tag Manager



Also installs via GTM · Usually about 5 minutes, and collection starts immediately

ON-PREMISES

If data can't be stored in an external cloud, install on internal servers



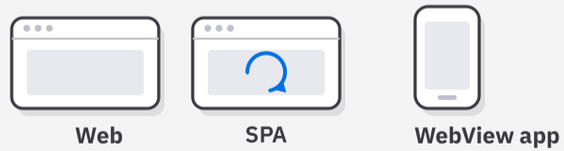
Configuration and timeline are set during consultation; we support you from build-out to handover

Samsung Fire & Marine, Shinhan Card, and KB Kookmin Card use on-premises.



Single install

Heatmap, Journeymap, and survey data share one script.



Environments

Web · Single-page apps (SPA) · WebView hybrid apps



Customer data

Customer IDs linking pre- and post-login are one-way encrypted.

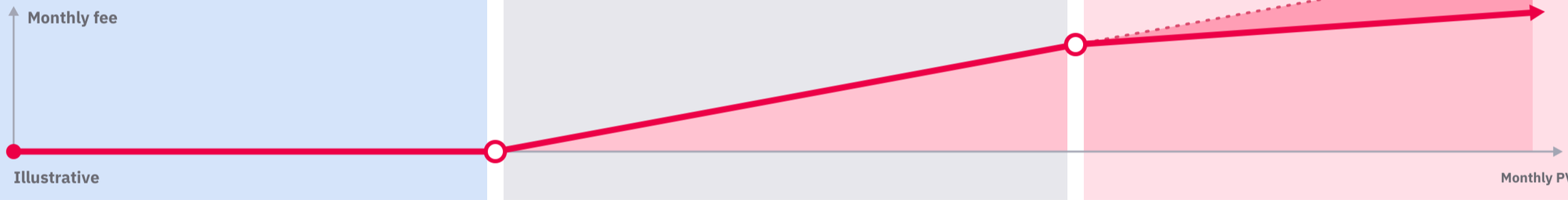
BASED ON MONTHLY PAGE VIEWS

Pay less when you use less; get volume discounts when you use more.

TO START
KRW 0

AS PV GROWS
Pay as you go

AT HIGH PV
Volume discounts



UX Heatmap **14-day free trial**

CX Journeymap **Free up to 300K PV**

From KRW 60,000/mo PV counts only on pages registered for heatmaps.

Upgrade to a higher plan as PV grows.

Custom quote

REQUEST A QUOTE

We'll quote the right price for your site.

Tell us your monthly PV and pages to analyze, and we'll send a plan recommendation with volume discount terms.

beusable@4grit.com

WWW.BEUSABLE.NET

Prices are billed monthly, exclude VAT, and are as of October 2026.

Beusable

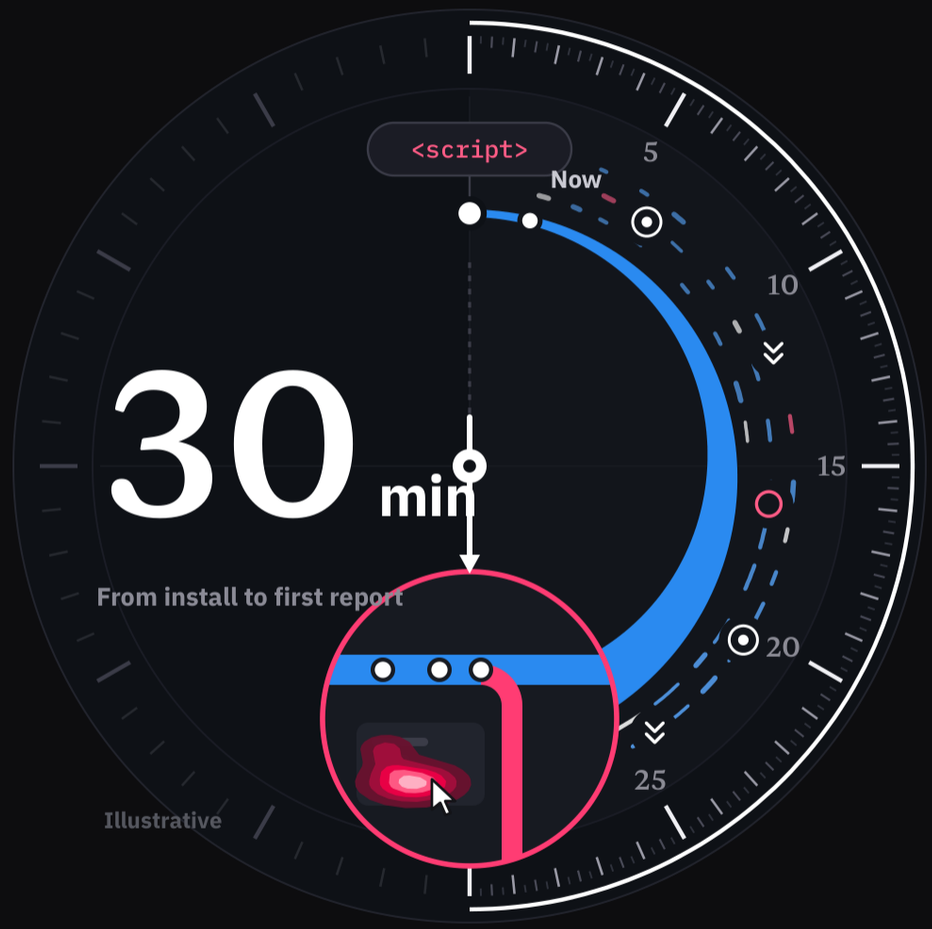
Install today.
See results today.

Add one line of script and collection begins; your first report is ready 30 minutes later.

0 min
Install one line of script

Now
Collection begins

30 min later
Report · Leaks and causes



CONSULTATION

Find the right deployment for you

Our team helps you choose cloud or on-premises, size the page views to analyze, and plan migration from your current tools.

beusable@4grit.com

START FREE

Try it first with your own site's data

UX Heatmap: all features for 14 days, up to 10,000 PV. CX Journeymap free plan: 300,000 PV per month and 3 AI chats.

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