

Watch Movies of Your Users' Actual Browsing Sessions.

Watching your visitors interact with your site is a valuable way to discover what areas of your site are and aren't working. While traditional web analytics provide aggregated visitor data across web pages, Clicktale provides information about individual visitor behaviour on the site, showing website owners movies of browsing sessions as well as meaningful reports of behaviour inside their webpage by aggregating thousands of visitor sessions.

What is ClickTale?

ClickTale that bridges an important gap in online analytics by providing full movies of visitors' every mouse movement, every click and every scrolling action, affording valuable insights and improving website usability. This is enhanced by reports that aggregate the data from thousands of movies into easily comprehensible statistics.

Why ClickTale?

ClickTale gives website owners the ability to watch their visitors browsing habits, just as a shop manager visually monitors customer shopping habits. This is the best way to fully understand visitor behavior, enabling quick improvements to website usability. These movies are then aggregated into reports summarizing key metrics.

Key Benefits

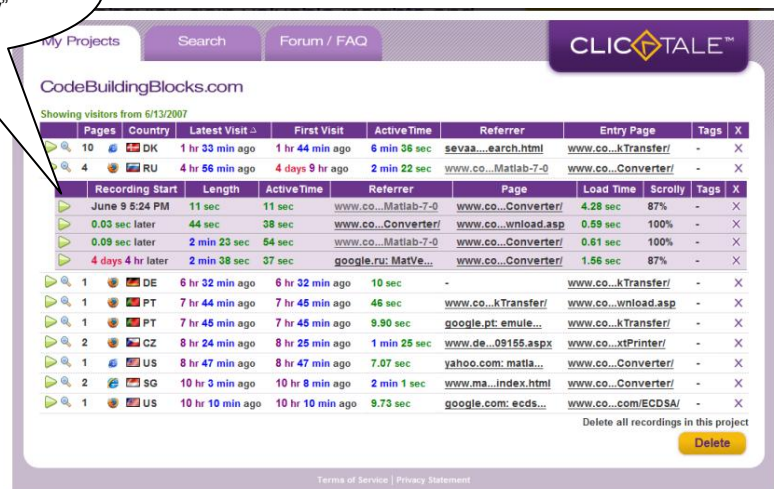
- Play back an entire user website visit, incorporating all input events via an intuitive interface with one click access. A sample movie can be seen at <http://www.clicktale.com/demos/movie1/play.htm>
- Understand where user pay attention and interact with your site
- Discover where users leave your website
- Access detailed, easy to read aggregate reports that show what visitors look at and how far down they scroll, enabling educated decision-making regarding the location of visual elements
- Detect website errors easily, and correct them to increase customer acquisition and retention

Features

Movies:

Each recording can be launched by pressing "play"

Playback function for each sampled visitor:



Recording Start	Length	Active Time	Referrer	Page	Load Time	Scrolly	Tags
June 9 5:24 PM	11 sec	11 sec	www.co...Matlab-7-0	www.co...Converter/	4.28 sec	87%	- X
0.03 sec later	44 sec	38 sec	www.co...Converter/	www.co...wload.asp	0.59 sec	100%	- X
0.09 sec later	2 min 23 sec	54 sec	www.co...Matlab-7-0	www.co...Converter/	0.61 sec	100%	- X
4 days 4 hr later	2 min 38 sec	37 sec	google.ru: MatVe...	www.co...Converter/	1.56 sec	87%	- X

Each sampled visitor is displayed individually with key stats, and easy access to that recording

- Ability to download movies to desktop. Data is stored by Clicktale for a limited timeframe, but you can download the movies to your desktop for later viewing
- Visual feedback depicting various user input events. This enables you to see when users used their keyboard, when they left/right clicked the mouse

Playback of movie

All mouse and keyboard events are captured in real time. Question marks denote keyboard input

Essential stats about the current visitor being viewed

Each click is clearly marked during playback

Visitor	Country	Recording Start	Active Time	Referrer	Page	Load Time	Tags
...	GB	Mar 13 2:24 PM	1 min 34 sec	www.cl...icing.html	www.cl...count.html	1.65 sec	username_eq_pass, pass_mismatch, signup_submit

Input: tag:'username_eq_pass'; tag:'username_eq_pass'; tag:'username_eq_pass'; tag:'pass_mismatch'; tag:'signup_submit';

Recordings are viewed simply by clicking the "play" button

Link Analytics

Home	About Us	Our Products	Our Partners	Our Clients	Contact Us
0.3 sec	0.9 sec	0.7 sec	0.6 sec	0.9 sec	0.5 sec

Clicks: 2 (4.7%) Time to Click: 5.8 sec Hovers to Clicks: 100.0%

Hovers: 2 (3.2%) **Avg Hover Time: 0.5 sec** Hesitation: 0.5 sec

Avg Hover Order: 1.5 Visitors Clicked: 2 (2.7%)

Attention: 36 sec Visitors: 73 (100.0%) Total Time: 44 min 38 sec

Hover maps show click and hover stats for segments of the screen.

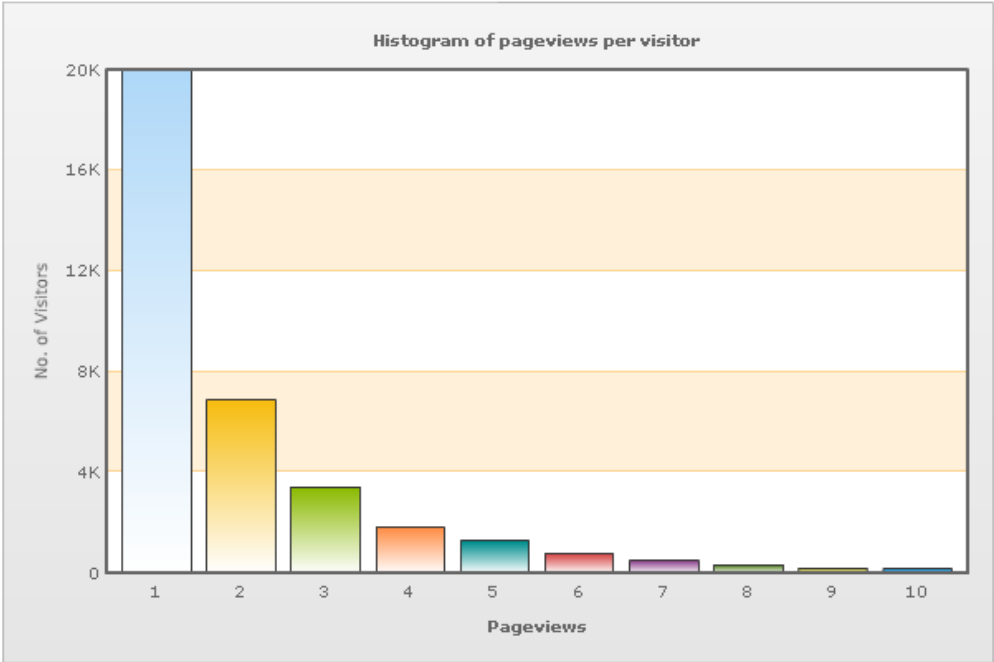
- Hovers over links: Indicates the number of mouse hovers over a link, which tells how attractive a link is to a visitor
- Hover to click ratio: The proportion of mouse hovers that eventually convert into mouse clicks
- Hesitation time: The average time elapsed from the beginning of a mouse hover to the time of the click
- Hover time: The average time the mouse hovers over a link, indicating visitor interest level
- Hover Order: Aggregates the average order that users browse from link to link

- Time to click: The average time between the moment a page has been loaded and the moment a link is clicked. This helps understand which links are most attractive

Visual Reports:

- Innovative scrolling map which shows how far down visitors are scrolling
- Colour-coded overlay highlights high activity sections
- Summary stats displayed on each link
- Customisable report metrics: clicks, hovers, attention span and more

History of Average Pageviews/Visitor



Extra graphical stats about visitor behaviour are also included