



VISITOR SESSION RECORDING AND REPLAY

CLIENT PROFILE

Our client is a leader in the Swedish market which provides A/B testing and conversion optimization platform. It provides a product suite for lead generation, providing insights and sales from the website. It is also a leader in the A/B testing tools.

BUSINESS CHALLENGE

Our client overlooked to assist his consumers understand how their users interacted with their sites and apps. They knew they were being visited by users with different needs and goals, but it was a challenge for their digital marketing team to isolate these customer segments and to help them achieve their goals.

The client also wanted to address concerns with the implementations on its sites, monitor how its users changed behaviour over time, and remarket to all segments once they were identified.

For help with solving this problem, the client turned to Suretek, who delivers strong results.

SURETEK SOLUTION

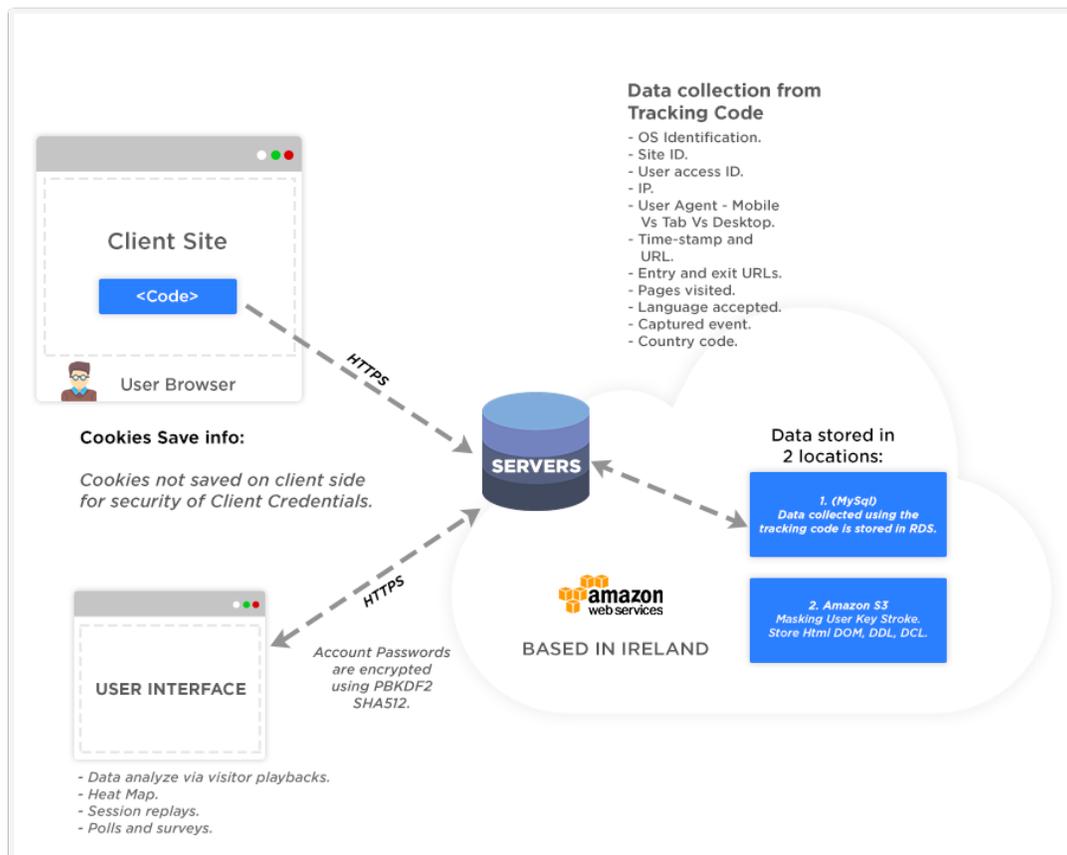
Suretek alongside with its client reflected towards the business requirements through a series of visualized meetings and developed a technical solution to foresee the business vision. Suretek proposed the evolution of Web Tracking Tool.

In order to reveal true website user behaviour and experience as well as help one see a birds-eye view of user experience and conversion rate which would help target a better conversion rate, Democratizing User Analytics & feedback tool came into the picture.

Suretek's contribution:

- Set up Heatmap on high traffic & high bounce landing page. Heatmap is a powerful tool which allows to look for areas on pages which are getting more attention from the visitors, these could be clicks, mouse overs and Heatmaps are also segmented by desktop, mobile and tablet.
- Set up a Funnel to identify the site's biggest barriers. Funnel is a section which would allow detection of obstacles which leads to users abandoning the site.
- Employ Visitor Playback to replay sessions to reveal user interface barriers. This helps view recordings and watching users browse the home page which can help optimize the user interface and user experience to optimize the customer rate.

- All the above employed plans allows visibility to empower a better website.
- The Functionalities altogether will provide visibility to monitor what each and every user tends to attempt at the site, the data captured can be put to use in many fields similar to AB testing and content optimization which would lead to luring in as many consumers as possible.
- Administering the Analytics API would empower the clients to see and feel every move ever made since as the user interface is more interesting. Analytics API sanctions the clients to analyse, compare and optimize the site as per the necessity.
- To top it all off, easy integration with survey testing tools.



TECHNOLOGIES USED

Node JS, MySQL, PHP, jQuery, Amazon Web Services