



Permaleads User Manual for Session Replay / Heat Map

Permagroup GmbH

The Symbols in the Visitor Overview

Session Replay

VISITORS JOURNEY

22.10.2021 15:17:18 07.10.2021 10:59:25 10.05.2021 16:24:06 12.06.2020 15:15:43 12.06.2020 14:42:58

DATE & TIME	DURATION	URL	TITLE
07.10.2021 10:59:25	8s	https://www.permagroup.ch/?gclid=EAlaI0obChMlhsiDq_O3BwVkf93ChzqJwHaEAMYAyAAEglhgvD_BwE	
07.10.2021 10:59:34	49s	https://www.permagroup.ch/permacall/	
07.10.2021 11:00:25	35s	https://www.permagroup.ch/permaleads/preise/	
07.10.2021 11:01:01		https://www.permagroup.ch/permacall/	

Heatmap

The **visitor journey** visualizes the pages/URL viewed by the company with date & time and duration. The history of repeated visits of the same company are automatically recorded.

The optional “Session Replay  and Heatmap ” provides an additional level of detail regarding the specific interest of the company visiting your website.



What is «Session Replay»?

A website “session” refers to the duration of interaction a user has within a website, within a certain window of time. The session can include multiple pages, events, purchases, inputs, and even off-site activity.

So, a session recording is when software is used to track that user’s activity during that session. Clicks, scrolls, hovers, and other mouse data is tracked. So are keyboard inputs (except for anonymized forms) and navigation, documenting users as they fill out forms or search bars and navigate to different pages.



Use of «Session Replay»

See Duration
Start Play
Repeat
Next Session

#1/4 (00:24): /permaleads/permaleads-connect/ 00:05 00:24 x1

Mausbewegung & Scroll
Klick & Tippen
Formular-Interaktion
Inaktivität

Permalitics Permadigital **Permaleads** Permacall Über uns KONTAKT LOGIN

Integrieren Sie Ihre Webseiten-Leads direkt in Ihr CRM

Telefon
URL
KONTAKT AUFNEHMEN

Was ist Permaleads Connect?

Permaleads Connect integriert die Firmeninformationen Ihrer Webseiten-Besucher automatisch in Ihr Microsoft Dynamics 365 oder Salesforce CRM. Die automatisierte und somit einfache Übernahme von neuen Firmeninformationen, sowie die Ergänzung von bestehenden Kundeninformationen, reduzieren den manuellen Aufwand und steigern das Leadmanagement substantiell.

Permaleads Connect bietet eine kompakte Lösung für folgende Fragestellungen:

- Wie können neue Leads automatisch im CRM erfasst werden?
- Wie kann die Effizienz in der Bearbeitung der Leads gesteigert werden?
- Wie können Aufgaben und Opportunitäten automatisch den entsprechenden Vertriebsmitarbeiter zugeteilt werden?
- Wie kann die Effektivität von Marketing-Kampagnen direkt im CRM gemessen werden?

81% zoom
https://eu.mouseflow.com/websites/9d129280-8752-4250-88bb-cca99a6d6cb9/recordings/bb326b6e6baa17b135c461597e13f498/play?token=6QEg8nV-A0-PQChpoV_Lnw#

Space Wiedergabe/Pause
10 Sek. zurück
10 Sek. vor
Schneller
Langsamer
PgUp Vorherige Seite
Home Zum Anfang
D Details ausblenden
Aufzeichnung merken



What is a «Heat Map»?

A heatmap shows you how visitors interact with your website and - just as importantly - how they don't interact.

In statistics, it's a graphical representation of data where the data values are shown as colors. Where other services like Google Analytics show static data such as session length, heat maps give extraordinary details about how your users actually use your site.

This means you can pinpoint elements of your website layout that deserve extra attention and care.



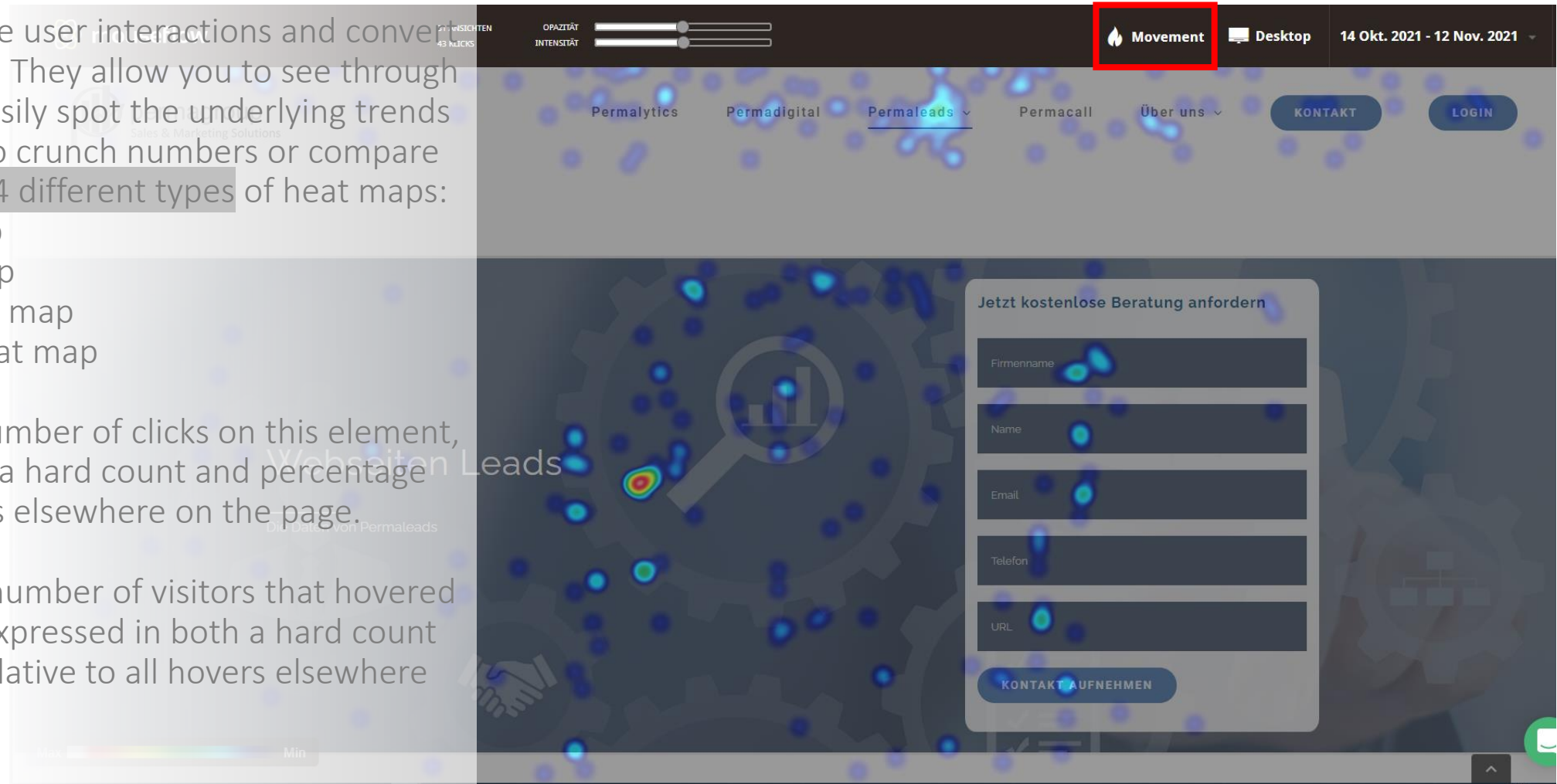
Why use «Heat Map»?

Heatmaps measure user interactions and convert them into insights. They allow you to see through all the data and easily spot the underlying trends - without having to crunch numbers or compare metrics. We have 4 different types of heat maps:

- Click Heat map
- Scroll Heat map
- Attention Heat map
- Movement Heat map

Clicks: The total number of clicks on this element, expressed in both a hard count and percentage relative to all clicks elsewhere on the page.

Hovers: The total number of visitors that hovered on this element, expressed in both a hard count and percentage relative to all hovers elsewhere on the page.





permaleads

Digital Leadgeneration

