Analyze Customer Reaction at A Glance, Introduction to Beusably
Start easy customer reaction analyzing with Beusably!

Beusably will support your successful business

1. **Introduction hurdles are low.**
   Easy and simple features, do not require any learning, can be used right away.

2. **Track user behavior of dynamic elements.**
   You can track customer behavior data for hidden dynamic elements which only show when users click on.

3. **Give specific solution through analysis.**
   With special Beusably feature such as Exposure heat map, Interest heat map makes it possible to know the cause behind the result. This allows you to draw specific action plans and improve your business performance.

4. **From Desktop to Mobile device**
   You can analyze all kinds of websites from desktop, tablet to smartphone.
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What is a heatmap?

1. What is a heatmap?
   Heatmap is a visualized data of the customer mouse movements and touch on the mobile device on the website. Enables to track the customer behavior in an easy and intuitive way.

2. Why do you need heatmap?
   By just inserting a single line of script code on your website. You can start analysis right away. No need to pay to outsource or use an expensive equipment.

3. What actions can you identify with a heatmap?
   You can figure out where is the customer's final destination, what kind of banner or product has the highest interest of customer, Find out which products were most popular among your customer.
Analysis of customer reaction using heatmap

Customer reaction analysis analyzes customer's website visits and builds upon them to continue to improve the website through decision making. Heatmap provides insight into detailed customer behavior data, to achieve realistic and concrete improvements.

Derive a realistic and concrete improvement plan
Analyze complex website with Beusably

Beusably supports rich UI website, including responsive, adaptive, SPA and parallax webpage.

1. Check the data of hidden elements

Beusably enables you to check the customer reaction of a hidden UI, such as an element only appears by clicking or hovering.

2. The only service supports rich UI

Beusably is the only service that supports various devices and web pages. Including desktop, tablet to smartphone, it also supports responsive, adaptive, SPA and parallax web page. Moreover, pages which can be accessed after logging in can be analyzed.
Preview key features

Beusably offers four types of professional heatmaps: Click, Move, Exposure, and Interest.

1. Exposure Heatmap

Shows the percentage of content exposed to the customer's screen, such as products and banners. Content that has been significantly exposed to customer is expressed in high numbers.

The pricing plan menu has been exposed to 81.1% of customer.

2. Interest Heatmap

Shows the percentage of actual exposed content that the customer has accessed and viewed. The higher the number, the more interested the exposure.

19.3% of the customer actually looked into Beusably logo.
Preview key features

3. Download heatmaps as a PDF & Manage History

Save web pages as a PDF to manage content and design history. You can also easily share the heatmap or write reports with it.

4. Share heatmaps

You can share heatmaps to anyone, even to the people who do not have a Beusably account.
How to utilization Beusably

Optimize your website and business by analyzing customer reaction with Beusbly, regardless of your business size.

1. Planner / UX Designer
   - Find the website improvement
   - Usability test
   - Use as a means of communicating with other teams
   - Track performance for specific elements
   - Report material

2. Marketing manager
   - Measure campaign performance
   - Optimize content for marketing
   - Report material

3. Sales manager
   - Optimize sales activity materials
   - Content optimization for potential customer

4. CS manager
   - Analyze customer behavior and improve webpage

5. Developer
   - Reduce development resources for data analysis

Cost reduction on customer reaction research
Business Improvement
Analyze data fast and easy
Comparison with other service

Beusably can track dynamic elements such as a carousel, drop-down lists, pop-up layers that were not available with traditional snapshot methods. Be in customer’s shoes as browsing real websites and discover their needs.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Beusably</th>
<th>hotjar</th>
<th>crazyegg</th>
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<tbody>
<tr>
<td>Support for Live Heatmap (Dynamic element tracking)</td>
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<tr>
<td>Click heatmap</td>
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<td>Move heatmap</td>
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<td>Exposure heatmap</td>
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<td>Interest heatmap</td>
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<td>Scroll heatmap</td>
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<td>Web history managing</td>
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<td>Share</td>
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<td>Rich UI (Parallax, Response, etc.) support</td>
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<td>Mobile (Tablet, smartphone) support</td>
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Synergistic Beusably

The synergy effect is maximized when used in conjunction with web log analytics services such as Google Informatics and Adobe Analytics. Get a comprehensive view of the web site's flows and trends with web log analysis services and draw detailed improvement measures for each page in Beusably.

Understand the overall flow of webpage and discover the problematic page

[Google Analytics] [Adobe Analytics]

Beusably: Analyse customer reaction and draw improvement

Purpose of visiting webpage
Details customer reaction
Usability problem
Customer perception of a service

Reflect improvements and track performance

Improve overall website performance

Customer acquisition
Improve customer involvement
Customer retention
Increase revenue
Beusably support

Rapid customer consultation and technical support

- Professional operations managers will assist you through online enquiries and wire-line inquiries. We also guarantee advanced technical support of the staff of our research center.
- Specialized counseling is available in Korean, English, and Japanese.
- Support for an introductory consultation via visit.

Support for data driven UX consulting

- Supports data driven UX consulting by professional researchers. We'll be the best partner for your business success.

Provides analysis training and seminars

- Hold service utilization and data analysis training for clients.
- Hold seminars regularly to share the results and know-hows to use Beusably.

Provides a know-how guide

- From installing, using service and making a report document, we provide a friendly guide that explains how to utilize the service.

These are supported when using enterprise plans. Contact us at 031-625-4386 or operation@4grit.com for inquiries to use enterprise plan.
## Pricing Plan

<table>
<thead>
<tr>
<th>Plan</th>
<th>Monthly</th>
<th>Monthly Cost</th>
<th>Yearly Cost</th>
<th>Annual Save</th>
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**PV per page**
- Monthly: 1,000/day
- Annually: 5,000/day

**Registerable pages**
- Monthly: 1 Page
- Annually: 10 Pages

**Included Pro features**

- Save the analysis page as PDF
- Share analytics results to clients
- Set the time to start data collection

*VAT excluded*
FAQ

Q. Does Beusably work on multi devices except desktop web page?
A. All our features work on all websites optimized for desktop, tablet, and mobile. Beusably is the only service supporting Rich UI such as responsive and adaptive website, SPA, and parallax website.

Q. Could Beusably analyze native application?
A. As a website analysis service, Beusably also provides hybrid application analysis. Unfortunately, for now native application service is unavailable.

Q. Could Beusably also analyze a membership-only page (*only accessible after logging in)?
A. Beusably can analyze pages requiring login such as a member-only webpage with simple settings.

Q. Could Beusably slow down my site?
A. Beusably has little impact on loading and user performance on website. Our service has been verified through a large-scale global service, so it has been worked well without causing any issue.
FAQ

Q. Which plan do I need to choose?
A. Please select a plan based on the number of pages you want to analyze and pageview (PV) for daily analysis.

Q. What Beusably differs from Beusable?
A. As a novel visual analytic tool, Beusably visualizes heatmaps on real websites in real time. Beusably supports speedy analysis service by providing basic features (click, move heatmaps). In contrast, Beusable, an all-in-one analytic tool, provides all data necessary to UX analysis with screenshots of heatmaps.
# CONTACT & FIND US

<table>
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<tr>
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