



Analyze Customer Reaction at A Glance, Introduction to Beusably

BEUSABLY SERVICE INTRODUCTION



2018.09

Copyright © 2018 FOUR GRIT. All Rights Reserved.

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.

Contents

| | |
|---|----|
| What is a heatmap? | 4 |
| Analysis of customer reaction using heatmap | 5 |
| Analyze complex website with Beusably | 6 |
| Preview key features | 7 |
| How to utilization Beusably | 9 |
| Comparison with other service | 10 |
| Synergistic Beusably | 11 |
| Beusably support | 12 |
| Pricing plan | 13 |
| FAQ | 14 |
| CONTACT & FIND US | 16 |

What is a heatmap?

1 What is a heatmap?

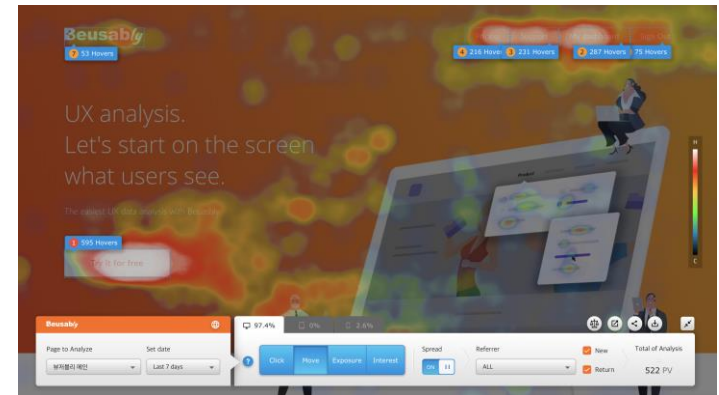
Heatmap is a visualized data of the customer mouse movements and touch on the mobile device on the website. Enables to track the customer behavior in an easy and intuitive way.

2 Why do you need heatmap?

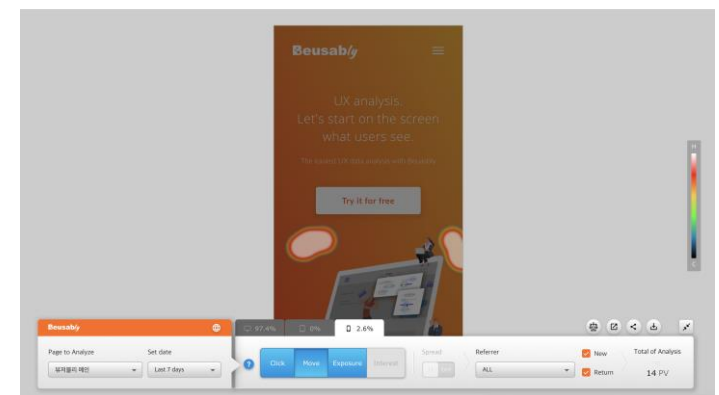
By just inserting a single line of script code on your website. You can start analysis right away. No need to pay to outsource or use an expensive equipment.

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.



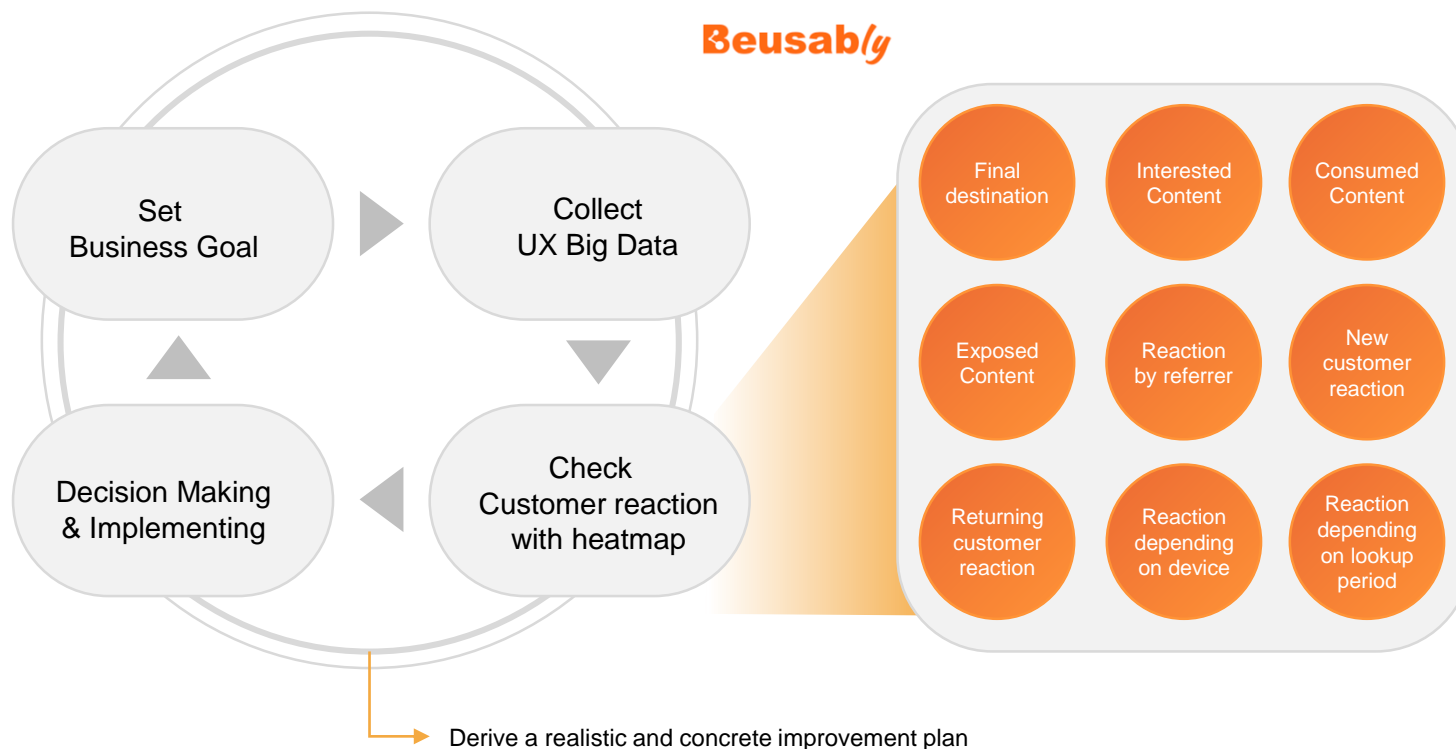
Desktop Move Heatmap



Mobile Move Heatmap

Analysis of customer reaction using heatmap

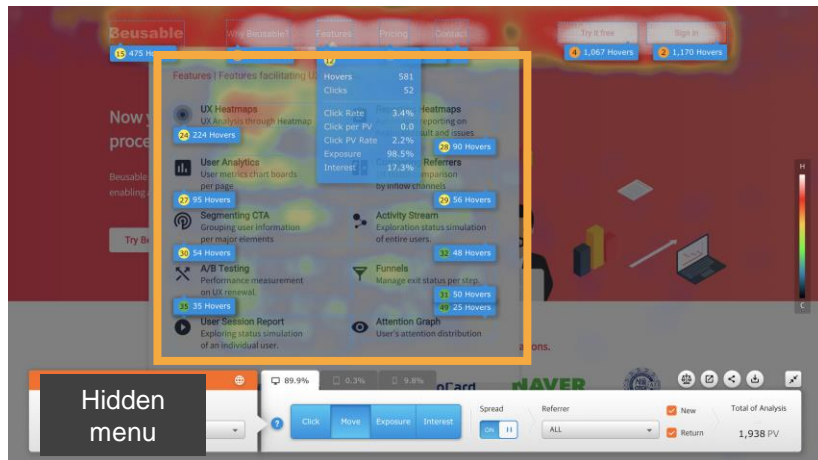
Customer reaction analysis analyzes customer's website visits and builds upon them to continue to improve the website through decision making. Heatmap provides insight into detailed customer behavior data, to achieve realistic and concrete improvements.



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

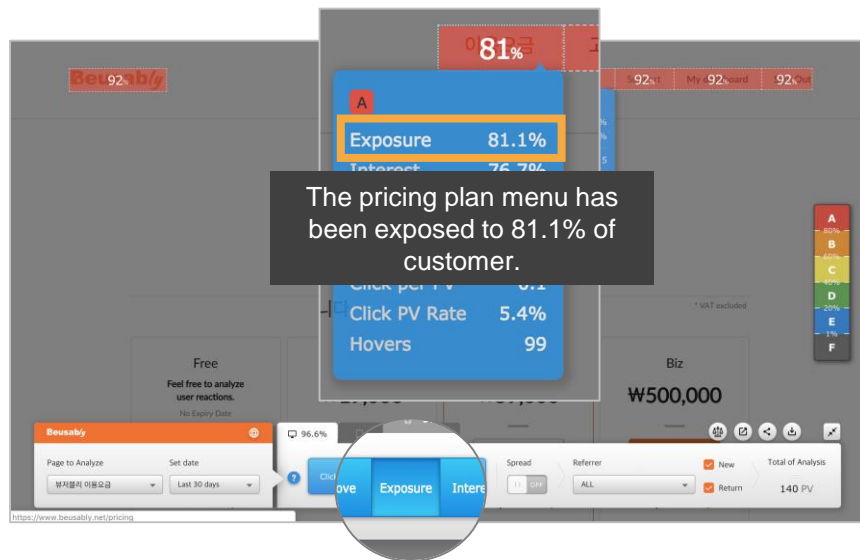


Beusably is the only service that supports various devices and web pages. Including desktop, tablet to smartphone, it also supports responsive, adaptive, SPA and parallax web page. Moreover, pages which can be accessed after logging in can be analyzed.

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.

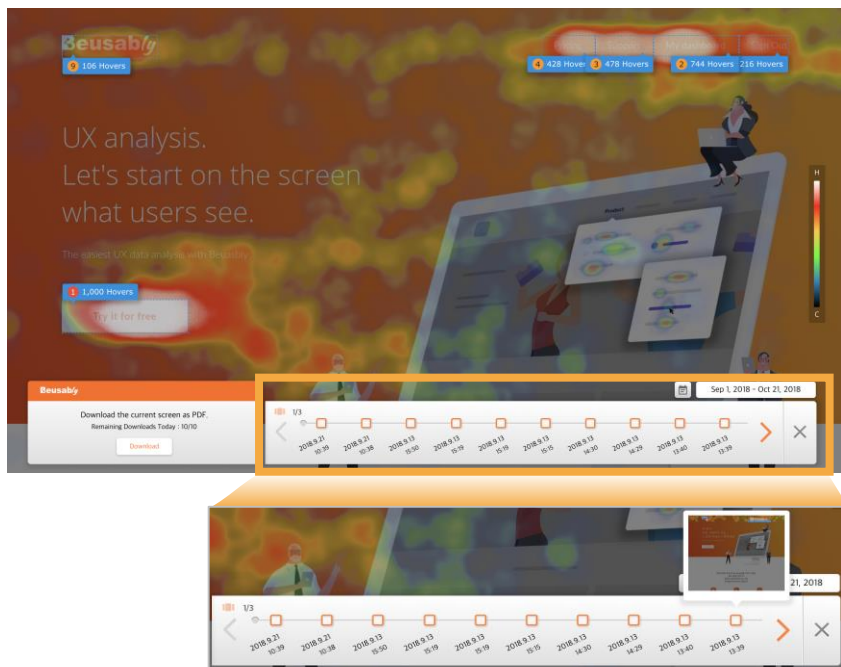
2 Interest Heatmap



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

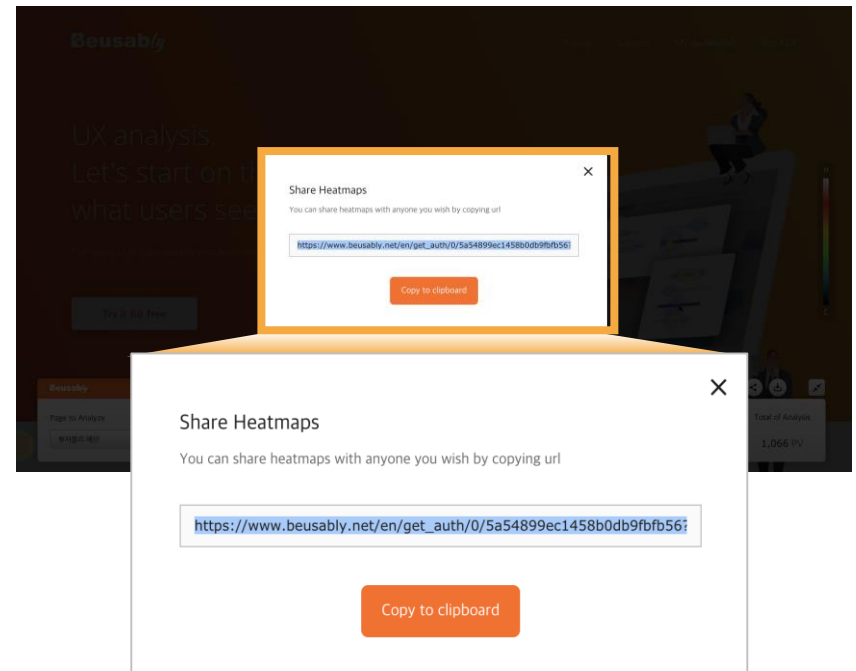
Preview key features

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 Beusably, 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

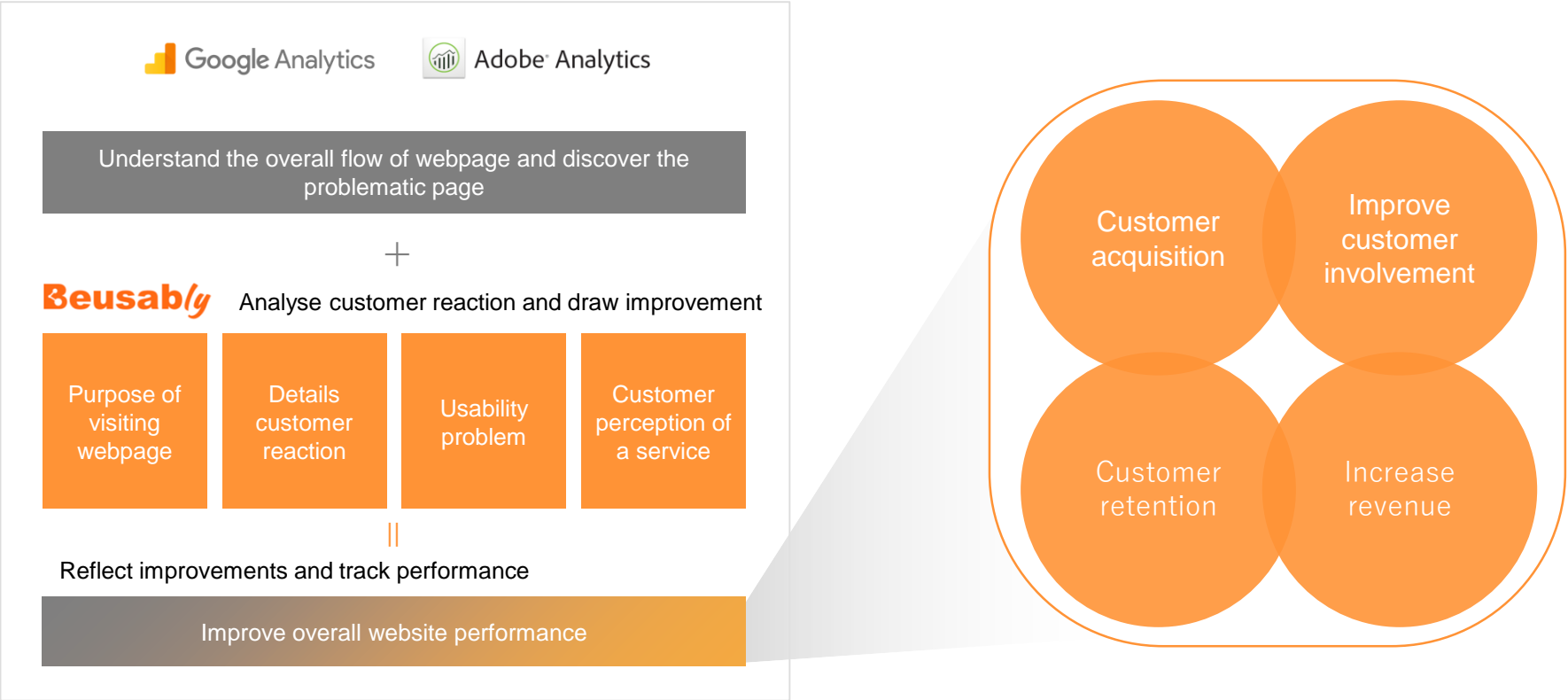
Beusably can track dynamic elements such as a carousel, drop-down lists, pop-up layers that were not available with traditional snapshot methods. Be in customer's shoes as browsing real websites and discover their needs.



| | | | |
|---|---|---|---|
| Support for Live Heatmap (Dynamic element tracking) | ✓ | | |
| Click heatmap | ✓ | ✓ | ✓ |
| Move heatmap | ✓ | ✓ | |
| Exposure heatmap | ✓ | | |
| Interest heatmap | ✓ | | |
| Scroll heatmap | | ✓ | ✓ |
| Web history managing | ✓ | ✓ | ✓ |
| Export | ✓ | ✓ | ✓ |
| Share | ✓ | ✓ | ✓ |
| Rich UI (Parallax, Response, etc.) support | ✓ | | |
| Mobile (Tablet, smartphone) support | ✓ | ✓ | ✓ |

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.



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

*VAT excluded

| | Free | Basic | Pro | Biz |
|----------|---|---|--|---|
| Monthly | | ₩19,000 | ₩59,000 | ₩500,000 |
| Annually | No Expiry Date | ₩205,200 Save ₩ 22,800 every year | ₩637,200 Save ₩ 70,800 every year | ₩5,400,000 Save ₩ 600,000 every year |
| | PV per page 1,000 /day Registerable pages 1 Page | PV per page 5,000 /day Registerable pages 10 Pages | PV per page 10,000 /day Registerable pages 10 Pages | PV per page 10,000 /day Registerable pages 100 Pages |
| | | |  Save the analysis page as PDF |  Share analytics results to clients |
| | | |  Set the time to start data collection |  Included Pro features |

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

Home page www.beusably.net
Facebook www.facebook.com/beusable
Instagram www.instagram.com/with_4grit
Blog brunch.co.kr/@beusable

Address 1st floor, 4Grit, Hwangsaeul-ro 311, Bundang-gu,
Seongnam-si, Gyeonggi-do, Republic of Korea

Email beusably@4grit.com

Business partner 031-625-4397
inquiry biz@4grit.com

Service use 031-625-4386
inquiry operation@4grit.com