



# CLICK MONITOR - FACTSHEET

## Usability tracking at a Glance

The Click Monitor **renders visually the clicks of your online visitors**—regardless of whether visitors click on links or unlinked items. You thus obtain a focused picture of how users perceive your web presence and where they expect to find links. The Click Monitor is **suitable for all web applications and business models** and makes it possible to always monitor design and user friendliness. Use the Click Monitor to quickly and easily analyze and optimize the usability of your website or webshop.

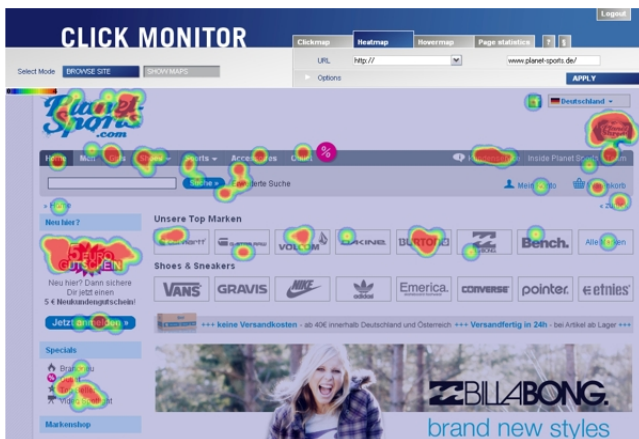
## Click Monitor Features

### Visual portrayal of visitors' actions on your website

The Click Monitor provides you with four different ways to view your online visitors' behavior. Clicks appear—like a transparent overlay—in the form of maps of request/interest "on top of" your website itself. Because visitors' clicks will appear directly above links, buttons or images, you can easily identify usability shortcomings as well as optimize design, content, and navigability.

## Heat Map

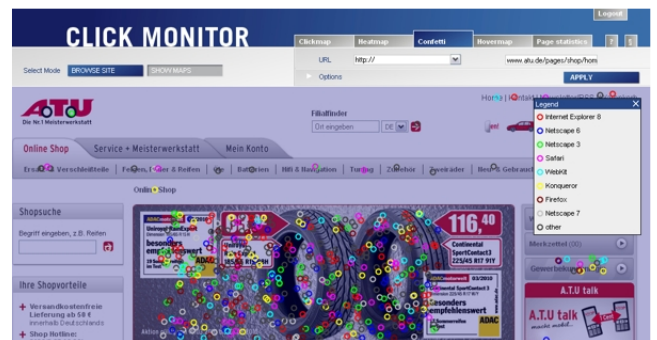
Hot/Cold portrayal illustrates the frequency of clicks



The Click Monitor's heat map visually depicts the click behavior of visitors in the form of a hot/cold map. Areas which look hot refer to items clicked relatively frequently by visitors. It thus becomes clear very quickly whether your visitors are using the items and functions as intended. When you continuously monitor your visitors' behavior, you can continuously optimize usability.

## Confetti Map

Distinguishing click analyses



The econda Click Monitor's confetti maps allow you to analyze clicks as per different categories. Clicks by visitors of different referrers, click times, visitor segments ... are displayed discretely as circles of different colors (like confetti). A confetti map clearly and succinctly distinguishes between, for instance, clicks generated within different browsers; it also identifies shortcomings concerning portrayal and functions.

## Your benefits

- Effective optimization of usability
- Continuous monitoring
- Clear analyses
- Flexible price model, beginning at 25 euros per month
- Can be integrated in mere minutes



# CLICK MONITOR - FACTSHEET

## Click Map

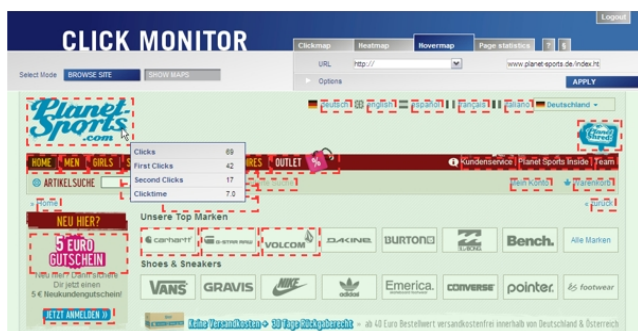
Recognize the distribution of clicks at a glance



A click map displays as a cloud of red dots the clicks made by website and webshop visitors. You see at a glance how visitors perceive the functions of your web presence. Visitors who select clickable items will remain on your website longer, allowing you to generate a conversion.

## Hover Map

Evaluation of concrete click quantities regarding items



With the econda Click Monitor's heat maps, you can collect concrete click quantities. If you place the cursor on a link, the values will be shown. Thanks to this method, all links remain visible and clickable for your navigation. Click quantities hover above a corresponding link—hence the term.

## Statistiken and Options

The econda Click Monitor offers numerous options and filtering opportunities for focused and comparative analyses. Make your analyses more sophisticated by:

- Freely defining time periods—even retroactively
- Having the average amount of elapsed time until a given item is clicked on displayed
- Differentiating the clicks of different browsers

## Opportunities for filtering

You will also receive a wide variety of pre-defined opportunities for filtering. You can filter the click analyses as per, for instance:

- Marketing channels: Campaigns, direct visits, visits via search engines, e-mail campaigns, keyword marketing ...
- Visitor segments: new, known or unknown visitors
- Countries: Germany, Austria, USA ...

## Browse Site mode

With the convenient econda Browse Site mode, you can precisely track individual linking paths. Navigate as usual within the econda Click Monitor and, as a result, fully intuitively on your website; if needed, have click-analysis maps displayed on any given page.

## Additional information

Please visit [www.econda.de](http://www.econda.de) to obtain additional information, register for a free and non-binding trial, and view an online demo.



## CONTACT

econda GmbH  
Eisenlohrstraße 43  
76135 Karlsruhe  
Germany



T +49 721.66 30 35 0  
F +49 721.66 30 35 10  
info@econda.de  
[www.econda.de](http://www.econda.de)