

Conversion Analytics

What if you could see the way people are shopping on your site, right now? Imagine being able to respond to this information instantly!

Meet ConversionPro V8's Analytics Suite

Live tracking, Real time analytics and Heatmap overlays for keeping your site current, relevant and fully optimized.

The powerful analytics technology is now fully integrated into **ConversionPro V8**, giving you the ability to monitor and analyze shopper's behavior, in real-time. Not only will you benefit from an "under the hood" look at what's bringing your visitors to your site, you will also see what those visitors are doing and why they are not converting into paid customers.

Celebros' conversion analytics suite includes a smart **LiveSight Analytics** feature which is based on live customers actions that show you what type of visitors are visiting your shop, what they are searching for, how visitors use your site – where people are clicking, scrolling to, what links brought them to the site, what they are paying attention to while visiting your shop or what they are ignoring. **LiveSight** enables you to enjoy some of the most advanced live tracking analytics features:



X-ray Heatmap technology displaying user clicks and mouse movements

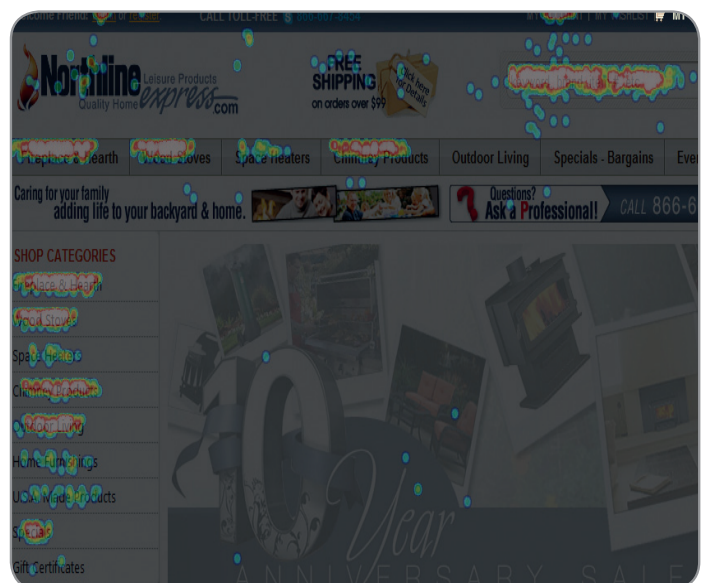
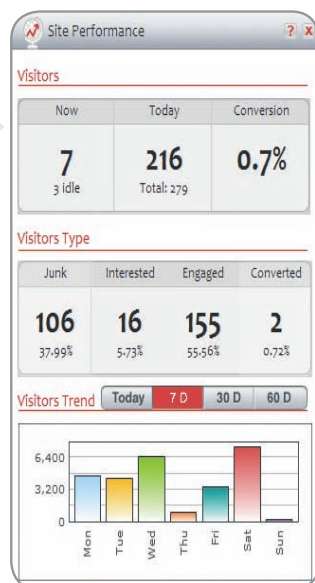
Take the guess work out of your site. Use the X-Ray Heatmap report to see where and how site visitors are interacting with your site. Immediately evaluate and test your site's various areas and fix underperforming sections.

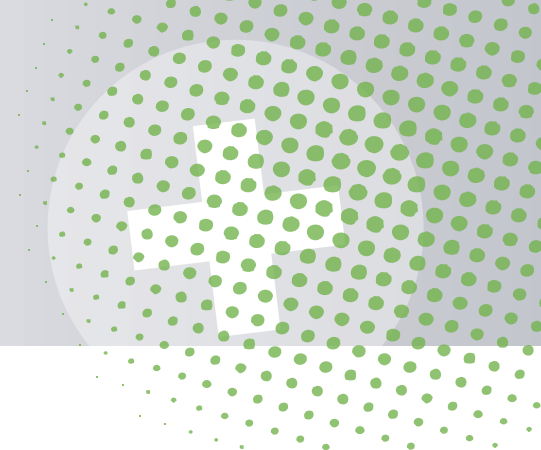


Current traffic and users types

The Site Performance report will present you with a macro view of all site visitors, traffic segments and the e-commerce conversion rate.

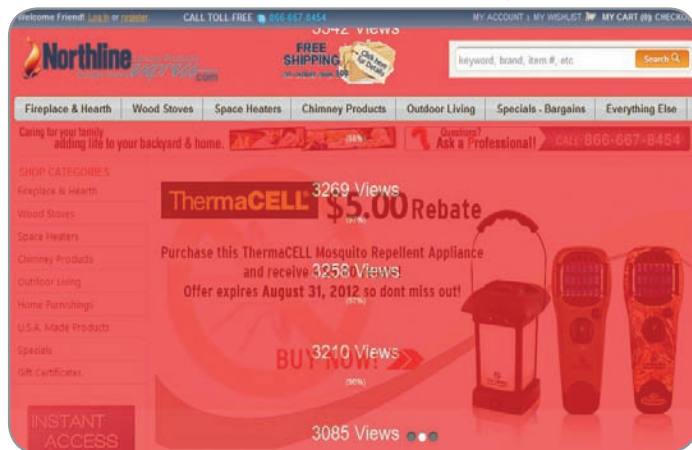
The report will effortlessly divide and present the visitor types into four easy to understand categories such as Junk, Interested, Engaged and Converted.





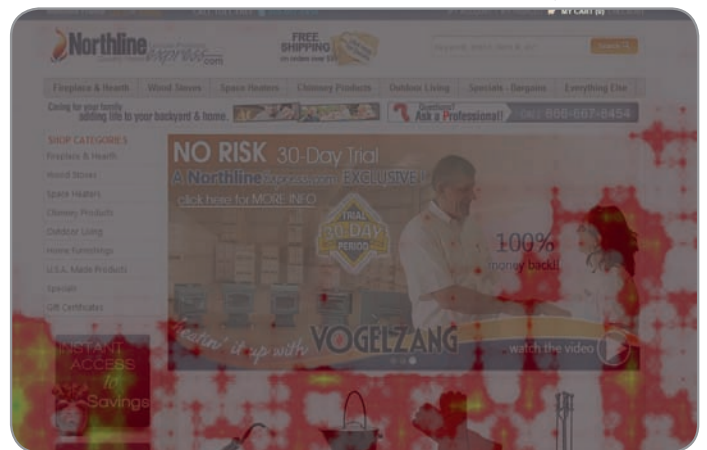
Scroll heat maps

See how far down each page your customers are scrolling. This will help you design your site's layout in a way that ensures all important information is clearly displayed where most people can see it.



Mouse movement Heatmap

See which parts of your site are being viewed the most by your visitors by tracking their every mouse movement. Areas with high traffic mouse movement are displayed in white and red, while areas with lower attention are displayed in green and yellow.



Top Queries

The Conversion Analytics suit also provides action based intelligence about the most popular search queries your shoppers are performing while browsing your store, and on queries that didn't bring back the results your customers were hoping for (Fallbacks). Both reports indicate click through rates and markers showing the trend associated with any search term used on your site.

Queries

Type a word or a SKU

Top Queries Fallbacks

View top Queries for: Current Month

Query	Frequency	CTR	Clicks
Blank Query	81	0%	0
tea	9	44%	4
oil	7	0%	0
vitamin d	7	28%	2
braggs apple ci...	6	0%	0
calcium	6	100%	6
welada	6	50%	3
wheatgrass	6	16%	1
faith in nature	5	100%	5
agnus castus	4	50%	2
aloe vera	4	100%	4
anise	4	0%	0
argan oil	4	75%	3

First Prev 1 2 3 4 5 6 7 Next Last

LiveClick Heatmaps

LiveClick Heatmaps show's clicks in real time. If you just activated an important campaign, operating a time limited happy hour, or any other time sensitive activity - the live Heatmaps will show you what your users are doing in real time allowing you to readjust your site as the action happens.

With the **ConversionPro V8's** powerful merchandizing web studio merchants get the most updated data and are able to act upon this information in real-time by adding or editing synonyms, creating landing pages, new banner campaigns, redirect campaigns, virtual categories etc.

