

Hotjar

Come realizzare e leggere dati
qualitativi nel web





Avere la possibilità di gestire dati qualitativi ed interagire con l'utente in modo diretto

Hotjar

01

Analizzare visivamente il comportamento degli utenti e le loro azioni e reazioni di fronte al proprio prodotto

03

Entrare in empatia con gli utenti e capire dove si interrompe il loro percorso e perchè

02

ricevere feedback direttamente dalle persone senza intermediari

04

Migliorare continuamente il proprio approccio alla comunicazione web e stabilire un contatto con chi ci segue



Dashboard

co.uk

CONVERSION UPLIFT LTD

BASIC

Get unlimited insights with Hotjar Business.

IP

1

Tracking A

Last 24 Hour Activity

27
Pageviews in Heatmaps

14
Visitor Recordings

No Funnels Created.

0
Responses in Polls

No Active Surveys.

No Active Recruiters.

0
Responses in Incoming Feedback


Refer your friends to Hotjar – and win awesome prizes!

Refer **5 friends** to receive our brand new official Hotjar t-shirt... or hit the top spot on our monthly leaderboard to win a LIFETIME free Hotjar BUSINESS account!

Start sharing now

Referrals this

Position this



Recent User Activity

Neal Cole created a user feedback widget **Incoming feedback**
FEEDBACK 3 minutes ago

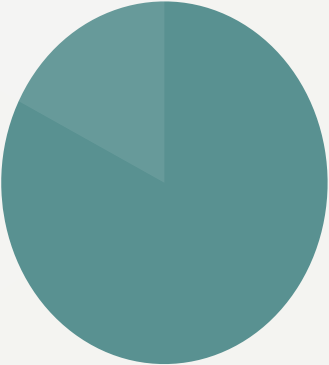
Neal Cole started recording visitors in **Recordings**
RECORDINGS 4 hours ago

Neal Cole modified a poll **Contact details**
POLLS 5 hours ago

Neal Cole modified a poll **Contact details**
POLLS 5 hours ago

Neal Cole modified a poll **New post ideas**
POLLS 3 days ago

Neal Cole created a poll **Homepage**
POLLS 3 days ago



Recordings 3,786 of 10,000 daily recordings complete

1,000 of 10,000 recordings

	#	USER	PAGES	K.PAGES					DATE	
<input type="checkbox"/>	9171706	af988a7b	/from_source=Carbond...	2 pages	0:37				4 seconds ago	Play
<input type="checkbox"/>	9171704	6ef4d81b	/Notes/258025/Heatmap...	6 pages	3:12				4 seconds ago	Play
<input type="checkbox"/>	9171703	ec9054e3	/Notes/258025/Heatmap...	22 pages	5:01				6 seconds ago	Play
<input type="checkbox"/>	9171702	ec7a10d5	/Notes/258025/Heatmap...	2 pages	0:45				15 seconds ago	Play
<input type="checkbox"/>	9171701	8444e3b0	/Notes/258025/Heatmap...	2 pages	1:25				16 seconds ago	Play
<input type="checkbox"/>	9171700	a4a4d81b	/Notes/258025/Heatmap...	3 pages	2:06				21 seconds ago	Play
<input type="checkbox"/>	9171699	63994833	/Notes/258025/Heatmap...	1 page	0:59				23 seconds ago	Play

Filters

Recording attributes

DATE RANGE

2017-11-21 - 2018-02-19

VISITED PAGE

Starts with

ENDING PAGE

Starts with

EXIT PAGE

Starts with

TAGS

Selected tags

OR PAGE

1 10

VISIT DURATION

0 600

15

tools: heatmap - move - video recording



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BUSINESS	PLUS	BASIC
For organizations with 100+ employees and 100+ sites	Unlimited insights for less than \$1 a day	A limited package for part-time use
\$29 per month	\$29 per month	FREE
Included per site	Included per site	Included per site
Sample size of 10,000 page views per day	Sample size of 10,000 page views per day	Sample size of 2,000 page views per day
Snapshot size of 5,000 unique heatmaps, forms and recordings	Snapshot size of 4,000 unique heatmaps, forms and recordings	Snapshot size of 1,000 unique heatmaps, forms and recordings
Manage up to 10,000 unique heatmaps, forms and recordings	Manage up to 10,000 unique heatmaps, forms and recordings	Manage up to 1,000 unique heatmaps, forms and recordings
Data storage for 1 year	Data storage for 6 months	Data storage for 3 months
Start 15 Day Trial	Start 15 Day Trial	Start With Basic
No credit card required	No credit card required	No credit card required

Work with clients?
Every member account allows you to:
✓ Manage multiple client organizations from one central account
✓ Get discount volume pricing on your client organizations
✓ Add your logo to the member interface
Contact us for more info.

Enterprise?
Hotjar also offers Enterprise grade data collection, allowing you to scale up your sample size, or estimate it entirely.
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