# Clarity

https://clarity.microsoft.com/

## Services

- Heatmaps

- Session recordings

- Insights

→ Integrate with Google Analytics, Zapier, HubSpot etc.

## Finding Scripts

> Success stories from Clarity users
> Go behind the scenes to see how other sites are using Clarity to improve engagement.
>
> 🔺 https://clarity.microsoft.com/case-studies

- Lists customers that use Clarity ordered by most recent

- More relevant customers are the ones on top

- ▼ RoundE

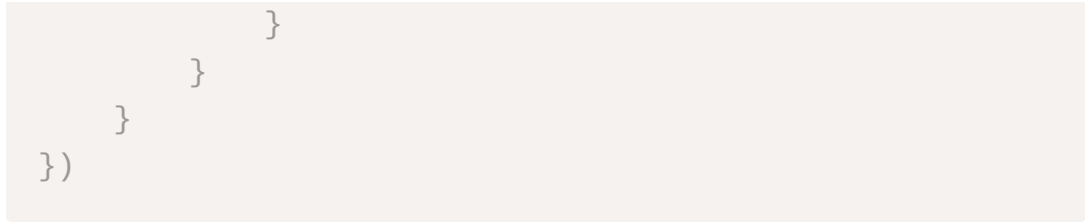  https://clarity.microsoft.com/case-studies/rounde/

  - Using Clarity for their Decision tree
  - Check event listeners: `mousedown` , `keydown` , `click` are being called by `DwOcVOrG.js`
  - Copyright is for Vue framework
  - CTRL-F for Clarity

▼ Code

```
function Sv(e) {
    return xv("clarity", t => ({
        scriptInput: {
            src: `https://www.clarity.ms/tag/${t.id}`
        },
        schema: void 0,
        scriptOptions: {
            use() {
                return {
                    clarity: window.clarity
                }
            }
        },
        clientInit: () => {
            window.clarity = window.clarity || function(
                (window.clarity.q = window.clarity.q ||
            }
        }
    }), e)
}
const jT = Ke({
    name: "scripts:init",
    env: {
        islands: !1
    },
    parallel: !0,
    setup() {
        return {
            provide: {
                $scripts: {
                    clarity: Sv({
                        id: "n1zyqlegmy"
                    })
                }
```

```
                    }
                }
            }
        })
```

- Console logs `selected _` when clicking the options

- Script is failing to be loaded in

    ▼ Image

    

- Error shows it's not working on Chrome so open with Edge

▼ Zobaze

https://clarity.microsoft.com/case-studies/zobaze/

- Mobile app

- Maybe look into later

▼ Ecommerce Boost

https://clarity.microsoft.com/case-studies/ecommerce-boost/

- URL in image is https://beyli.com.au/cart

- Opening Network tab and click around

    ○ `collect` requests are being sent to https://v.clarity.ms/collect

    ○ In Initiator can find `clarity.js`

▼ Felix & Norton

https://clarity.microsoft.com/case-studies/felix-and-norton/

- `clarity.js` in Sources tab


▼ Etc. Scripts are the exact same

https://clarity.microsoft.com/case-studies/brandformance/

https://clarity.microsoft.com/case-studies/visual-sp/

https://clarity.microsoft.com/case-studies/answerthis-io/

https://clarity.microsoft.com/case-studies/turknet/ + Google Tag Manager

https://clarity.microsoft.com/case-studies/gym-geek/ - Google Tag Manager

So far scripts seem to be identical when compared and they are all using the same version

- ▼ Turum-burum

  https://clarity.microsoft.com/case-studies/turumburum/

  - Clicking around causes a `collect?v=...` request to be sent to `https://analytics.google.com/`

  - In the payload we have `dr:` `https://clarity.microsoft.com/` which seems to imply Google Analytics have been integrated with Clarity

  - Instiator points to `js?id=G-MVRVE62KVS&l=dataLayer&cx=c` which is owned by Google

    - Under `www.googletagmanager.com/gtag`

    - Likely not an actual script

  - From event listeners for `click`, `mousedown` etc. points to scripts in `script.ringostat.com` and `statics.esputnik.com`

  Need to look more into this

- ▼ Mobile Apps

  https://clarity.microsoft.com/case-studies/social-gains/

- ▼ Funnelsupply

  https://clarity.microsoft.com/case-studies/funnelsupp-ly/

  - Doesn't seem to be using web analytics anymore

  - Very few event listeners

  - Nothing in source

- ▼ Adapt Worldwide

[https://clarity.microsoft.com/case-studies/adapt-worldwide/](https://clarity.microsoft.com/case-studies/adapt-worldwide/)

- Oldest customer listed

- Also using Clarity v0.7.47

**Scripts**

| Aa Script Name | 🗓 Date | 🔗 Website URL | ☰ Company | ☰ Path |
|---|---|---|---|---|
| clarity.js | @October 3, 2024 | https://rounde.nl/survey | Microsoft | www.clarity.ms → s/0.7.47 → clarity.js |
| clarity.js | @October 3, 2024 | https://beyli.com.au/cart | Microsoft | www.clarity.ms → s/0.7.47 → clarity.js |
| clarity.js | @October 3, 2024 | https://www.felixandnorton.com/ | Microsoft | www.clarity.ms → s/0.7.47 → clarity.js |