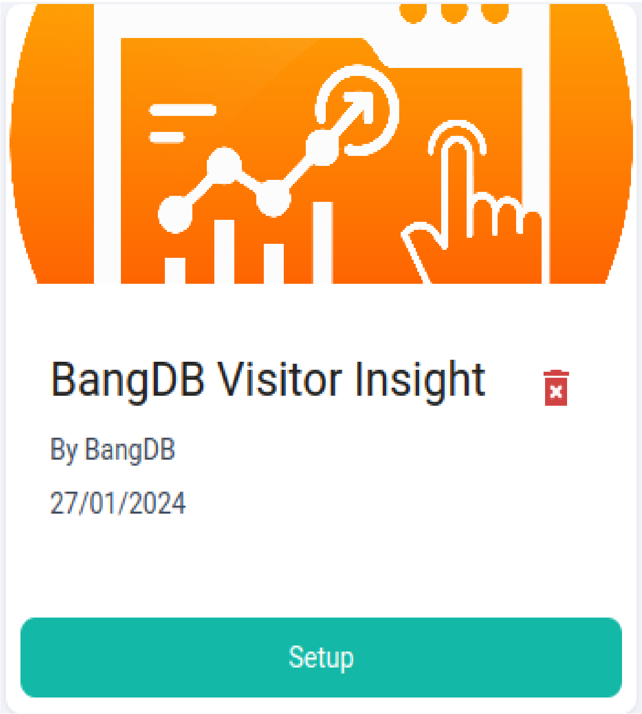
BangDB Visitor Insight

Introduction

Unlock the power of understanding your website's heartbeat with the BangDB Visitor Insight App. This innovative tool empowers you to delve into the intricacies of your online platform, providing invaluable insights into user behavior, interests, and overall engagement. By seamlessly tracking visitors' interactions, our app equips you with the knowledge to discern what's working effectively and what might need enhancement.



Navigate through the digital landscape as the BangDB Visitor Insight App sheds light on the nuanced details of user journeys. Gain a comprehensive understanding of your audience's preferences and tendencies, enabling you to optimize your website strategically. Armed with this data, you can make informed decisions to enhance user engagement and boost conversion rates.
Join us, where the BangDB Visitor Insight App becomes your trusted ally in unraveling the mysteries of your website's performance. Elevate your online presence by harnessing the power of insightful analytics and transforming raw data into actionable strategies for success.

Why this App?

Analytics serve as the foundation of a triumphant online marketing campaign. No matter how much content or how many ads you deploy, their efficacy remains unknown without insights into your site's performance.

With BangDB Visitor Insight analytics tools, you gain the capability to examine:

1. Website traffic volume.
2. Impact assessment of your call-to-action (CTA) phrases.
3. Visitor click and mouse movement patterns.

4. Return frequency of your site visitors.
5. Customer profiles and their geographic origins.

These analytics prove invaluable for fine-tuning your website to cater to your specific audience and gaining a competitive edge within your industry.

Differentiators

What makes BangDB ClickSteam different from others:-

- With 100% data ownership: Embrace complete control and ownership of your data with BangDB Visitor Insight App. Unlike other solutions, our platform ensures that you retain sovereignty over every piece of information generated, providing you with peace of mind and compliance with data privacy regulations.

- Add custom tags and trigger notifications based on user behavior on the website: Tailor your analytics experience by adding custom tags and effortlessly triggering notifications based on user behavior on your website. This level of customization sets BangDB Visitor Insight App apart, enabling you to respond dynamically to user interactions and events that matter most to your business.

- Trigger live notifications: Experience real-time awareness with BangDB Visitor Insight App's live notification feature. Stay in the loop as user activities unfold on your website, allowing you to make instant decisions and capitalize on emerging opportunities.

- Both quantitative website traffic data and qualitative user website behavior data: BangDB Visitor Insight App goes beyond just quantitative website traffic data; it delves into the qualitative realm of user behavior. Gain a comprehensive understanding of how visitors engage with your site, empowering you to refine strategies based on both quantitative metrics and nuanced user interactions.

- Unlimited Historical statistics:: Unlock the power of unlimited historical statistics with BangDB Visitor Insight App. Unlike other solutions that may limit your access to past data, our app allows you to delve into the complete journey of your website, providing insights from the very start and enabling long-term trend analysis.

One image depicting

Features	BangDB Visitor Insight	Google Analysis	Mixpanel Analysis	Kissmetrics	Adobe Analysis	Hotjar
Real-time update	YES	NO	YES	YES	less than 2 mins delay	YES
privacy protection	YES	NO	YES	YES	YES	YES
A/B testing	NO	YES	YES	YES	YES	YES
custom event tracking options.	YES	YES	YES	YES	YES	YES
Customizable dashboard	YES	YES	YES	YES	YES	YES
LifeTime Analysis	NO	YES	YES	YES	YES	YES
Easy Setup	YES	YES	NO	NO	NO	YES
Customer Segmentation	NO	YES	YES	YES	YES	YES
Unlimited Historical statistics	YES	NO	YES	NO	NO	NO
Trigger Notification	YES	YES	YES	YES	YES	YES
Campaign Analysis	YES	Integrate with Google Ads	YES	YES	YES	YES
Add Patterns to user behavior	YES	NO	NO	NO	NO	YES

Features

- Shows real-time updates and activities, which is crucial for analyzing the behavior of visitors.
- Stay on top of your website's dynamics with real-time updates and activity tracking. Analyze visitor behavior as it happens, enabling you to make informed decisions and respond promptly to emerging trends.

- See powerfull key metrics and trends at a glance in your dashboards.Track quantitative data, like sessions or bounce rate, organized in dedicated reports, to learn what's happening on your site.
- Gain valuable insights at a glance with powerful key metrics and trends displayed in intuitive dashboards. Track quantitative data, such as sessions and bounce rates, organized in dedicated reports to provide a clear understanding of your site's performance.

- With 100% data ownership, users can safely use analytics without worrying about data being used for marketing or any other purposes.
- Experience peace of mind with BangDB Visitor Insight App's commitment to 100% data ownership. Use analytics confidently, knowing that your data is secure and won't be utilized for marketing or any other purposes without your explicit consent.

- Easy-to-use, privacy-friendly and Customizable. One step setup with User friendly User Interface.
- Navigate analytics effortlessly with a user-friendly interface that prioritizes privacy. BangDB Visitor Insight App is designed for simplicity and customization, offering a one-step setup process to get you started on your analytics journey seamlessly.

- Add custom tags and dashboards.
- Add custom tags to organize data and create personalized dashboards that align with your unique business objectives and priorities.

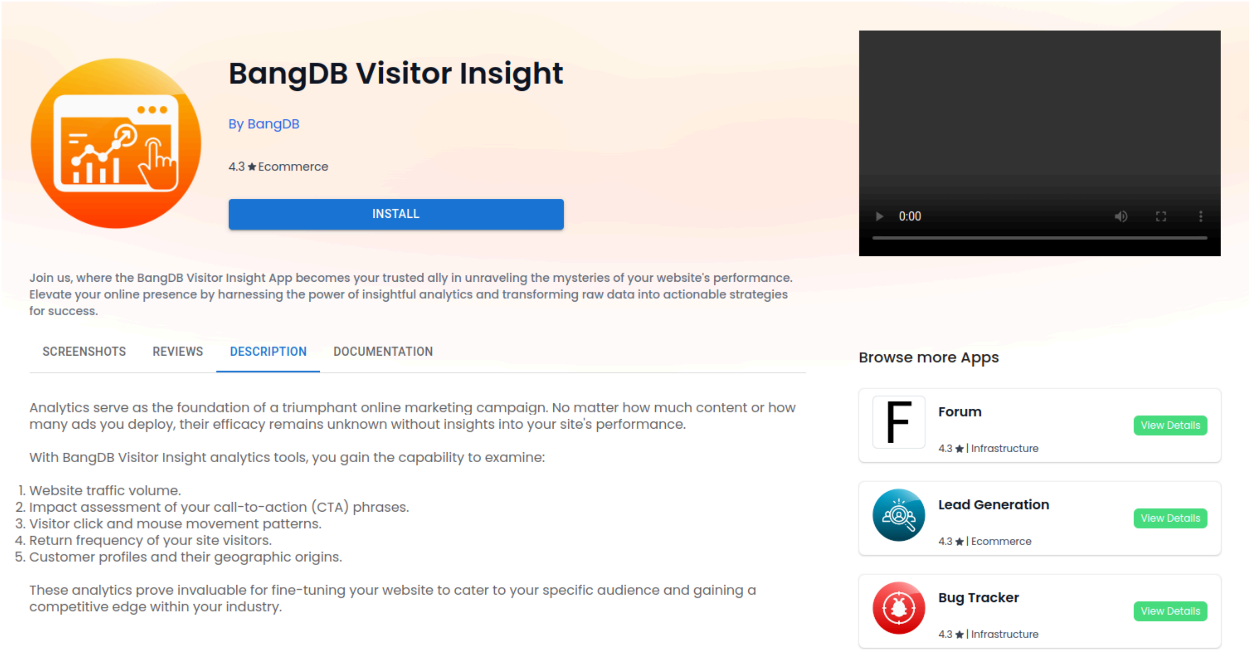
- Add triggers on a particular user behavior or pattern. You can send out a notification or trigger another action based on some visitor behavior pattern.
- Set up triggers based on specific user behaviors or patterns. Whether it's sending out notifications or triggering other actions, BangDB Visitor Insight App empowers you to automate responses according to visitor behavior, enhancing your ability to engage with your audience effectively.

BangDB Visitor Insight App Installation

To integrate the BangDB Visitor Insight App into your workflow,

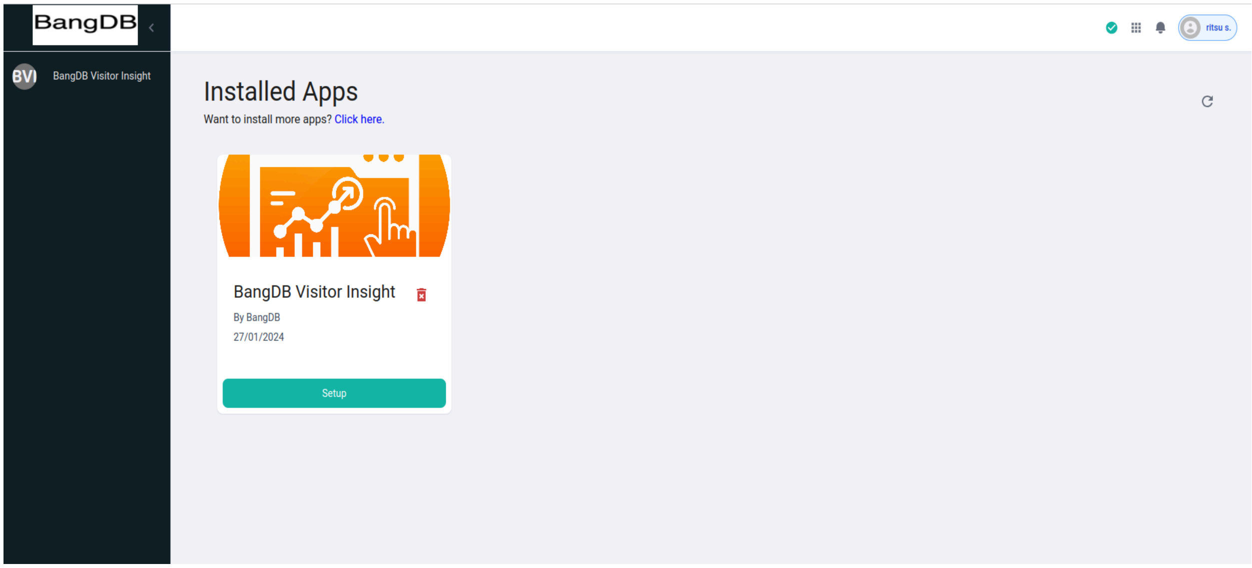
1. Install the App

On the App page, locate and click on the "Install" button. Upon successful installation, either click on the "Ampere" link or reload the Ampere page (the page you navigated to the App Store).

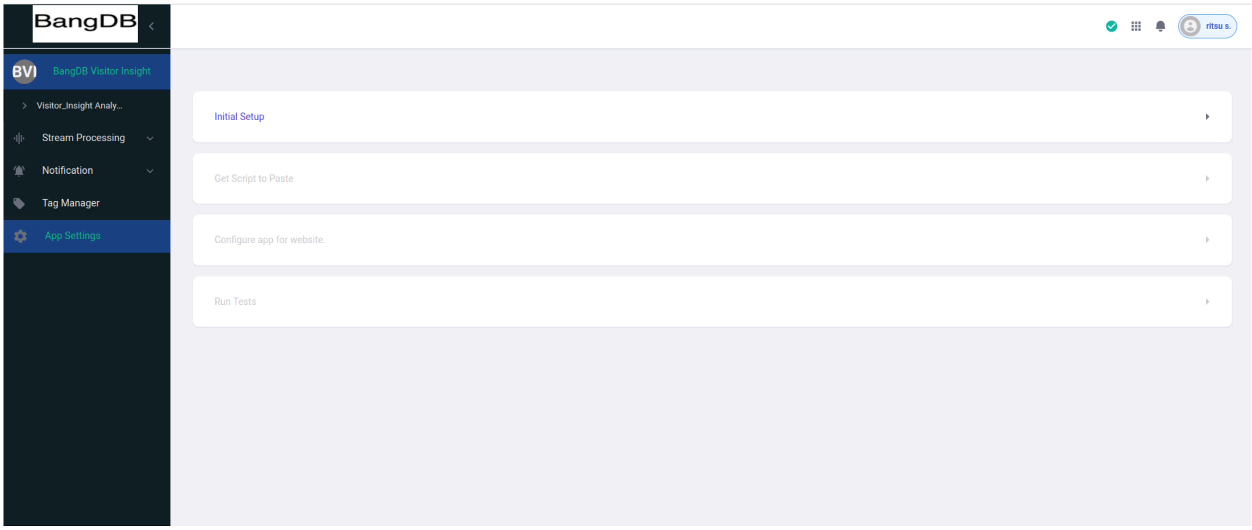


5. Access Installed Apps on Ampere

In the Ampere dashboard, you will find a list of installed apps. To set up the BangDB Visitor Insight, click on the "Set Up" option associated with the Visitor Insight.

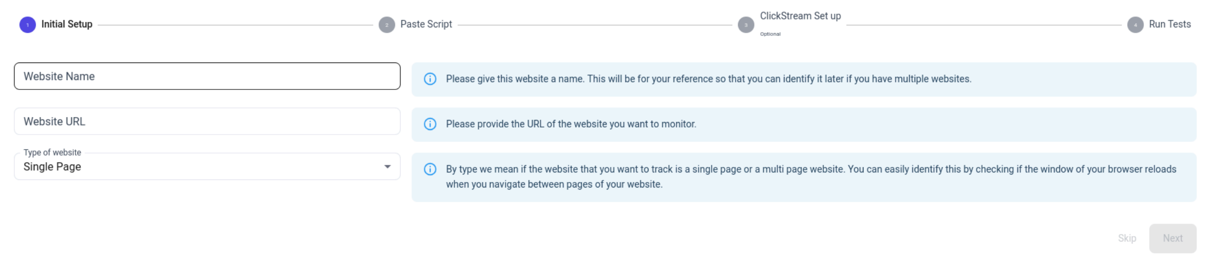


2. Click on “Set UP” and then on “Initial SetUp”.



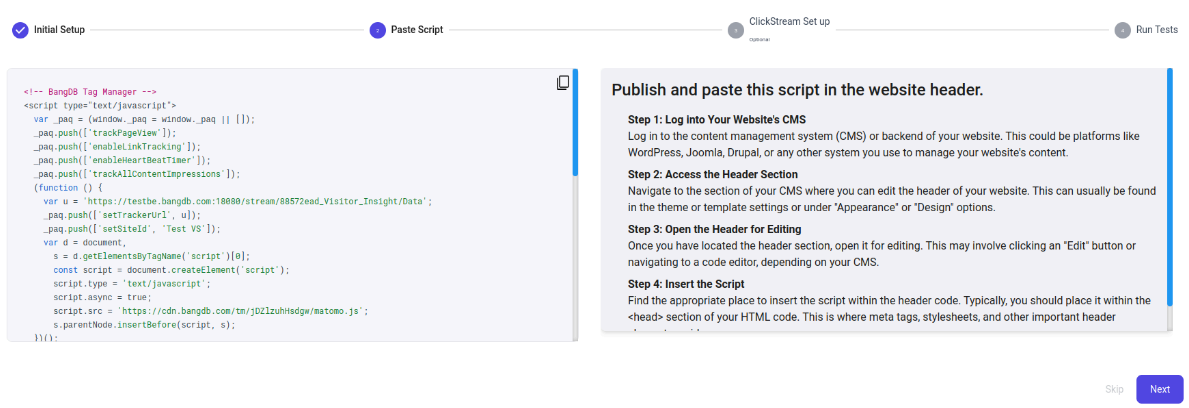
3. Enter the website details.

- website name (domain),
- Website URL
- Website Type : If the page reloads on navigation from one page to another then it's a multipage website. If not then single page.



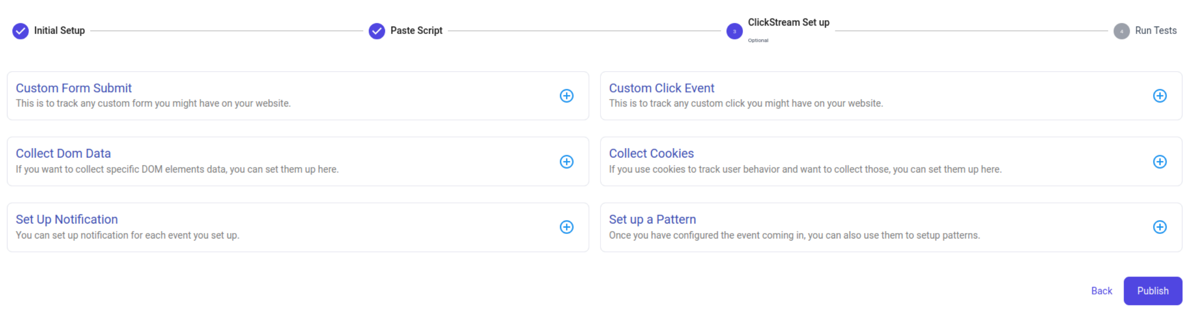
7. Tracking Script.

Copy the tracking script and paste it below the header in your website.



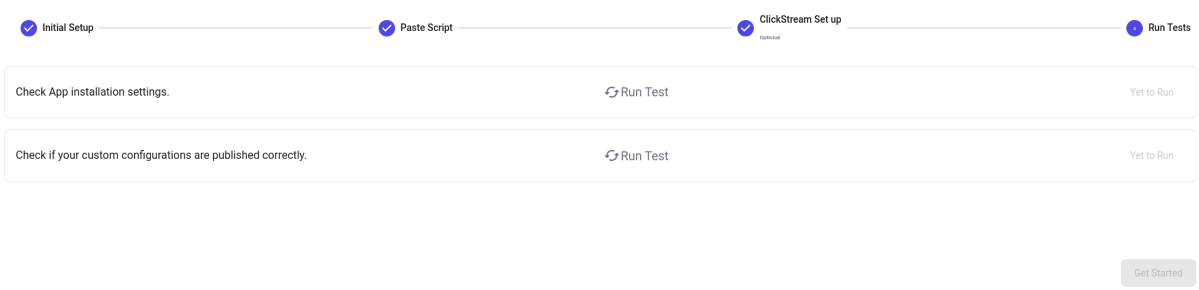
8. Add Tags

This section allows you to tailor tags to your specific needs. Add Custom Tags and then click on “Publish”.



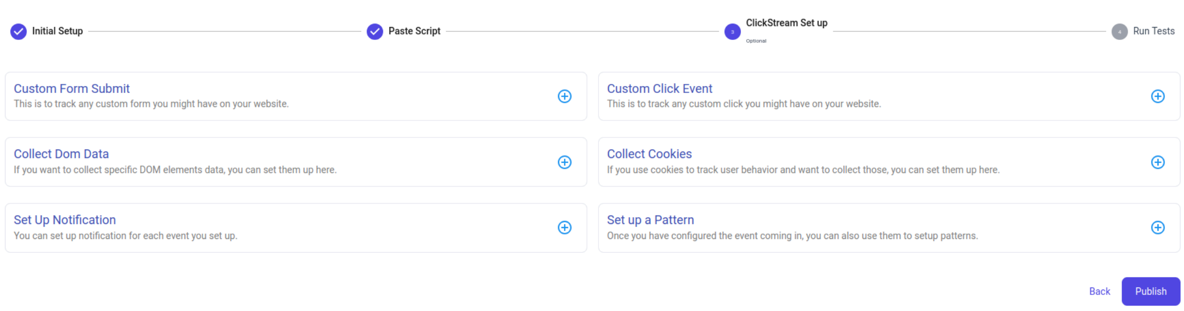
9. App Setting

Execute the tests to verify the App setup. Once completed, proceed by clicking on "Get Started."

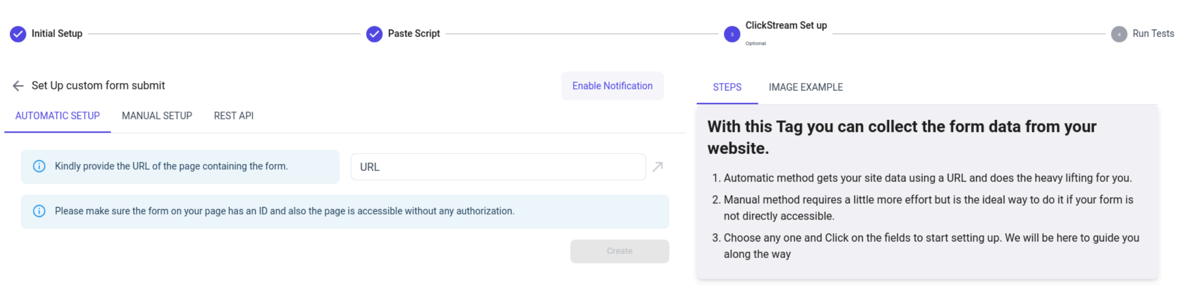


Adding Tags

Add custom tags to collect any desired data. The BangDB Visitor Insight app offers predefined tag options to monitor visitor behavior effectively.

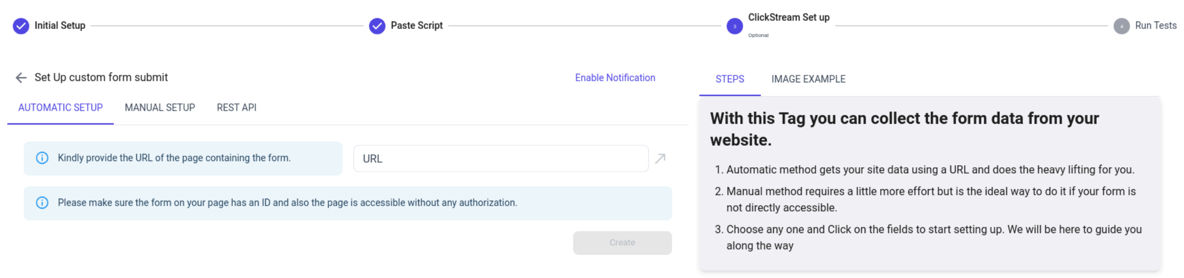


1. **Custom Form:** To gather data for any form available on the website.

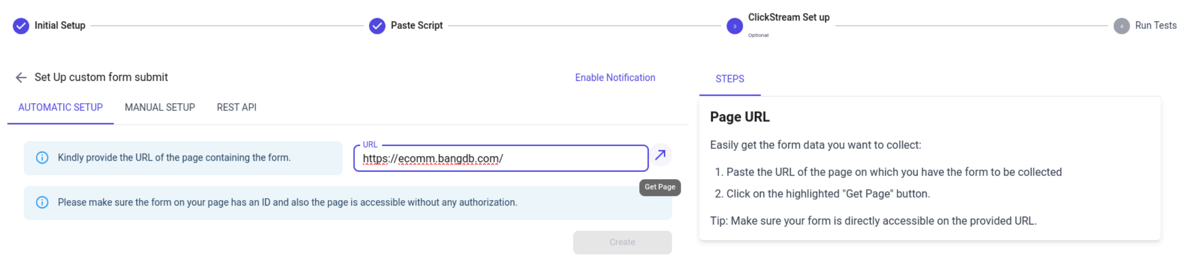


Here, you are presented with three options:

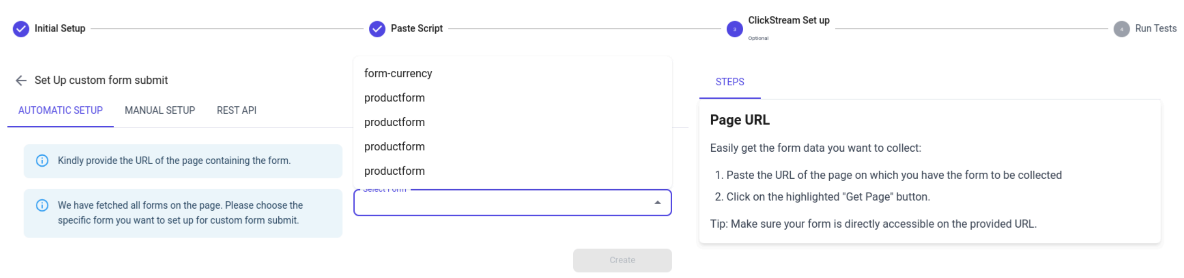
1. **Provide URL and select form ID:** Specify the URL of the page and select the form ID from which you wish to collect data.



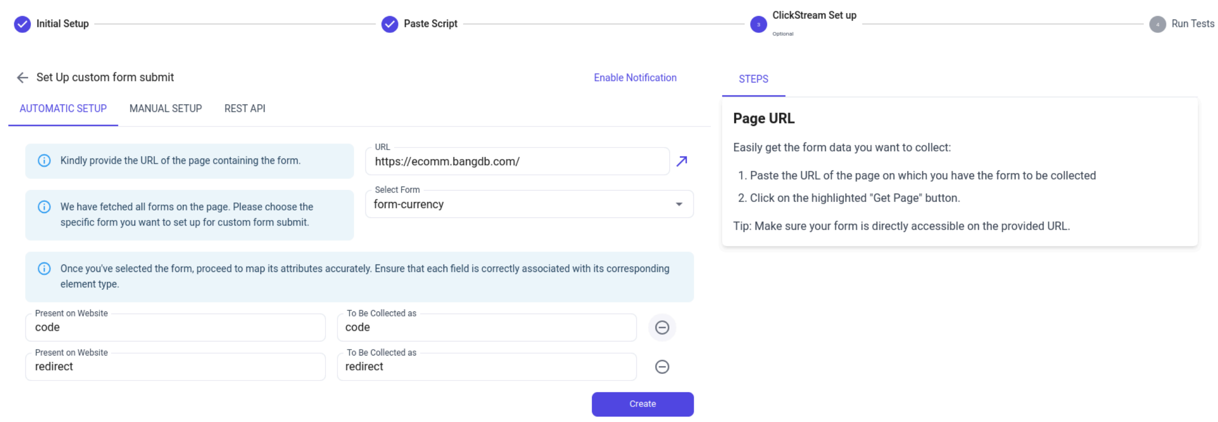
a. Kindly provide the URL of the page containing the form and click on the arrow icon next to the input box.



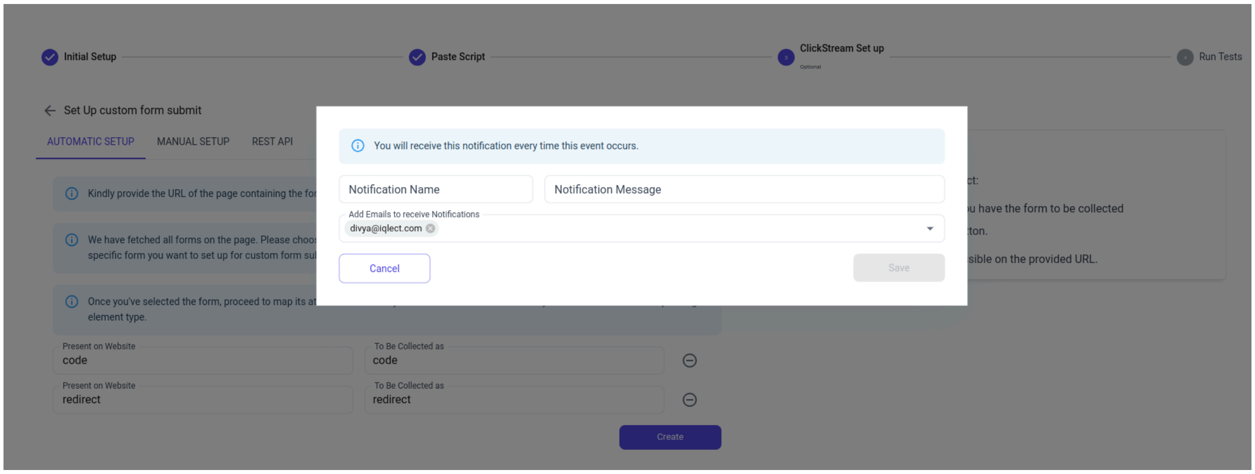
b. Choose the form ID from the available list by clicking on "Select Form."



c. Choose the fields to be collected and then click on "Create." To deselect fields, click on the "-" icon.

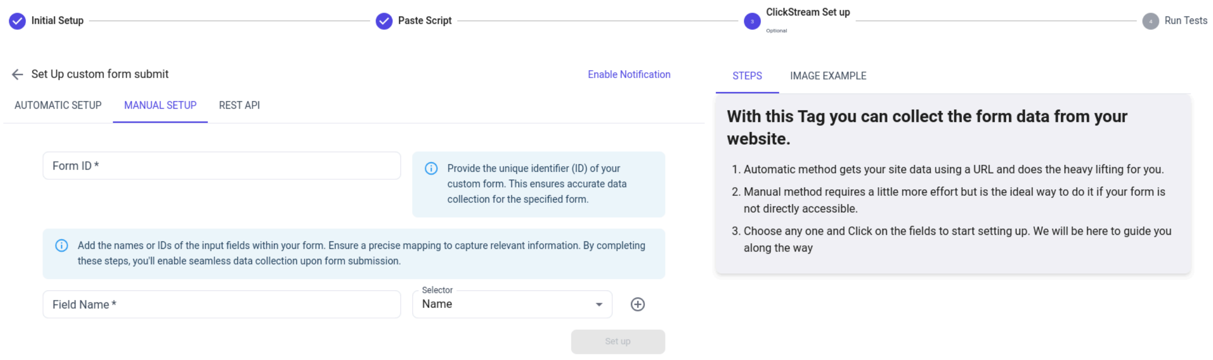


d. If you wish to add a notification, add it by clicking on the “Enable Notification”. Provide the notification message and name.



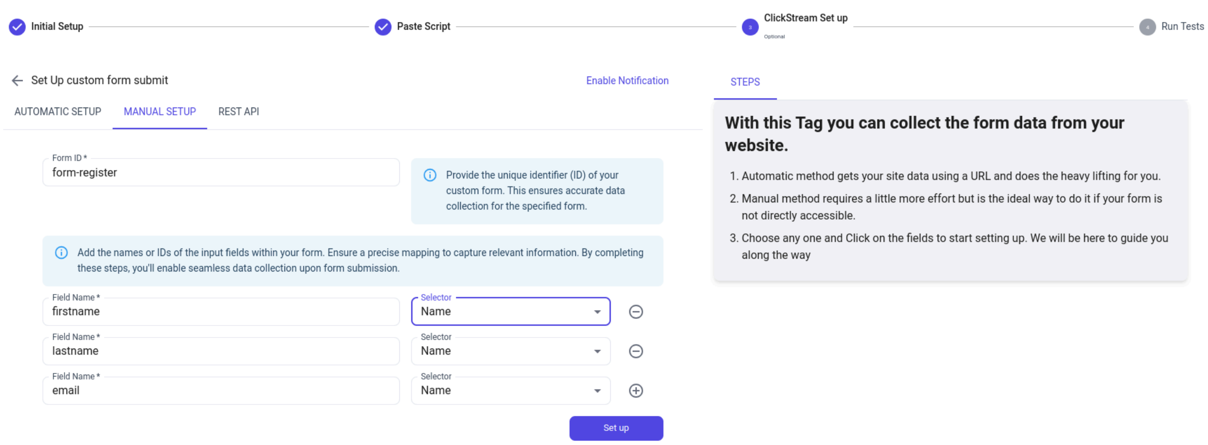
e. Click on "Create," followed by "Publish," and proceed to run the test cases.

2. **Manual Input:** This option requires you to provide the form ID along with the element ID/names for the fields you intend to collect.



a. Please input the distinct form ID for collecting the form data.

b. Specify the attributes to be collected and use the "+" icon to add additional attributes.

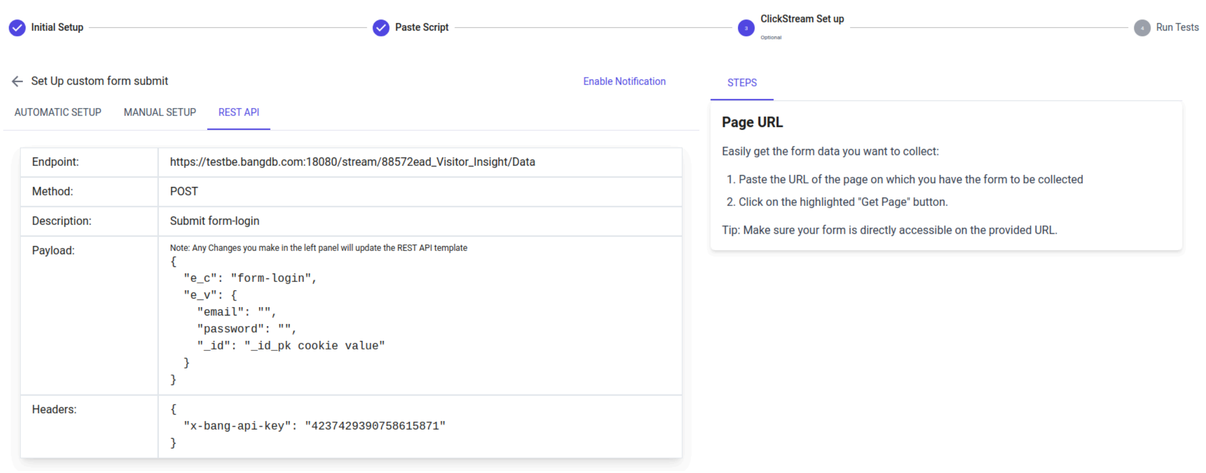


c. Upon completion, select "Set up." Alternatively, if you wish to receive notifications for each submitted form, click on "Enable Notification." For notifications, input the notification ID and message, then proceed to click on "Save."

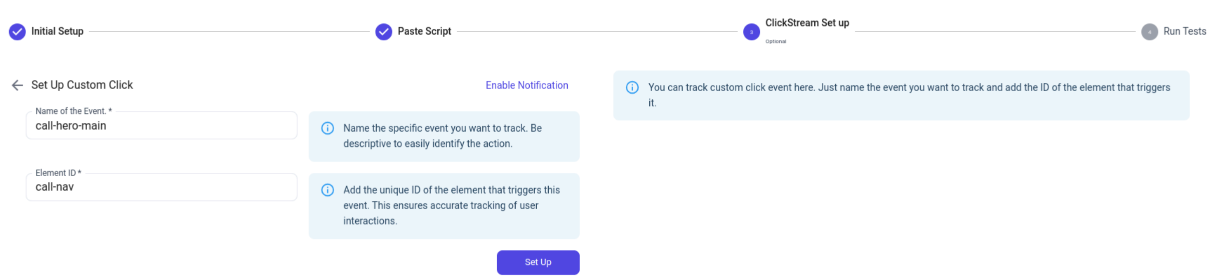
d. Publish and execute the tests. The count displayed on the tags reflects the total number of tags that have been added.

3. **REST API Integration:** Utilize the REST API option by configuring it on your website.

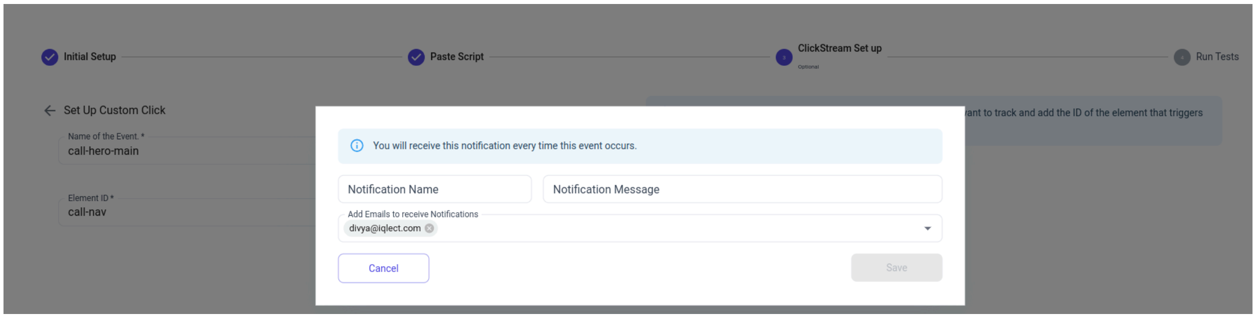
When creating a tag using either "Automatic Setup" or "Manual Setup," after entering all the details, click on the "REST API" option next to "Create." Upon clicking, you will be redirected to a page containing all the necessary information for the REST API, including the endpoint, payload, and other requirements.



2. **Custom Click Event:** To track the number of clicks on a specific element, such as a call button or video, use the monitoring feature.

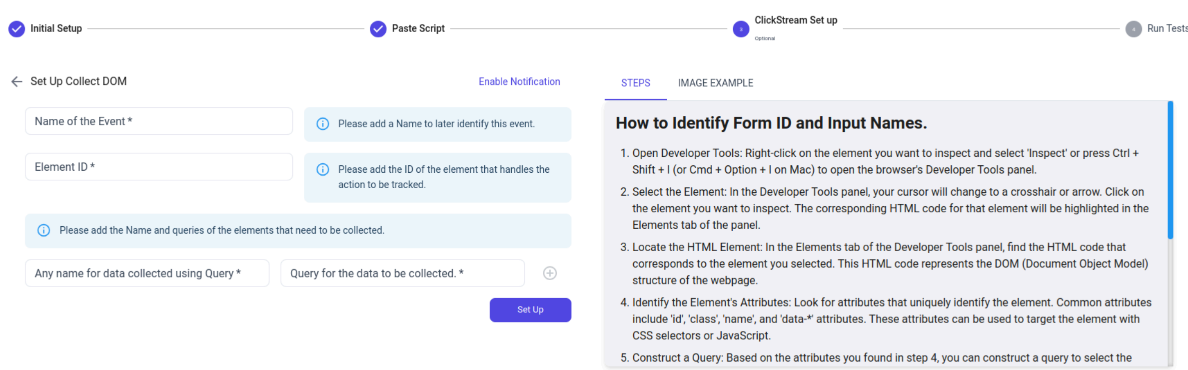


Complete the details by providing the event name and the element ID for monitoring. If you wish to receive notifications whenever this event occurs, click on "Enable Notification."

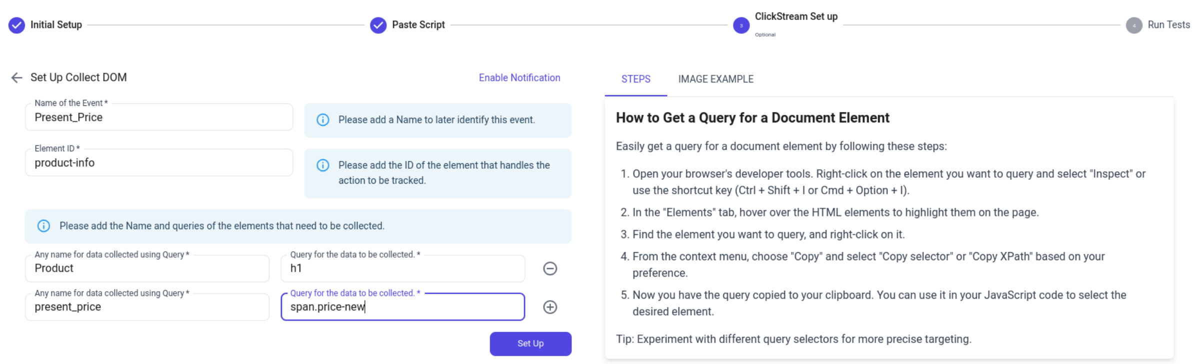


Once done click “set up”. Publish the event and execute the test cases.

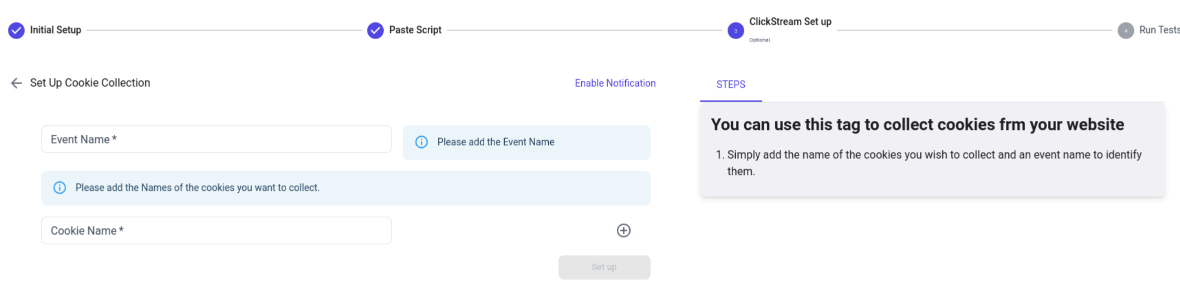
3. **Collect DOM Elements**: To gather DOM elements on a page by utilizing this data collection functionality.



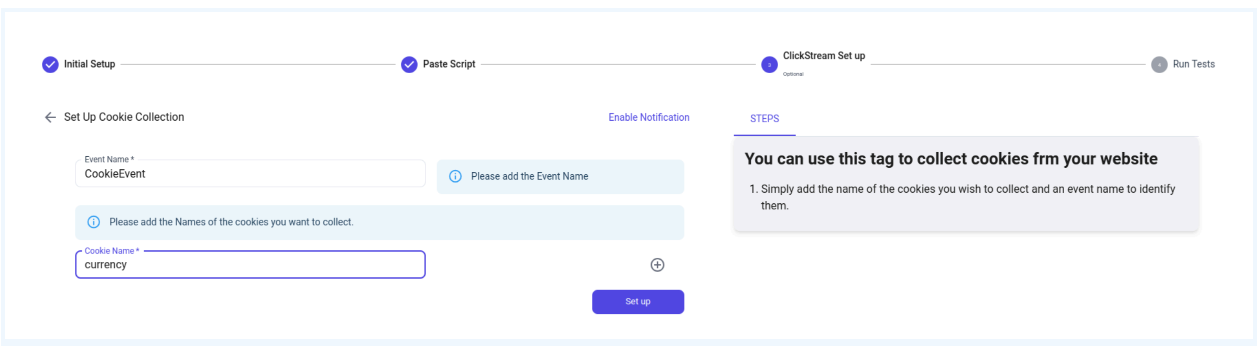
a. Assign a name to this event for identification purposes.
b. Please include the ID of the element that manages the action to be tracked.
c. Specify the Name and queries of the elements that you want to collect.
d. After completing the setup, click on "Create."



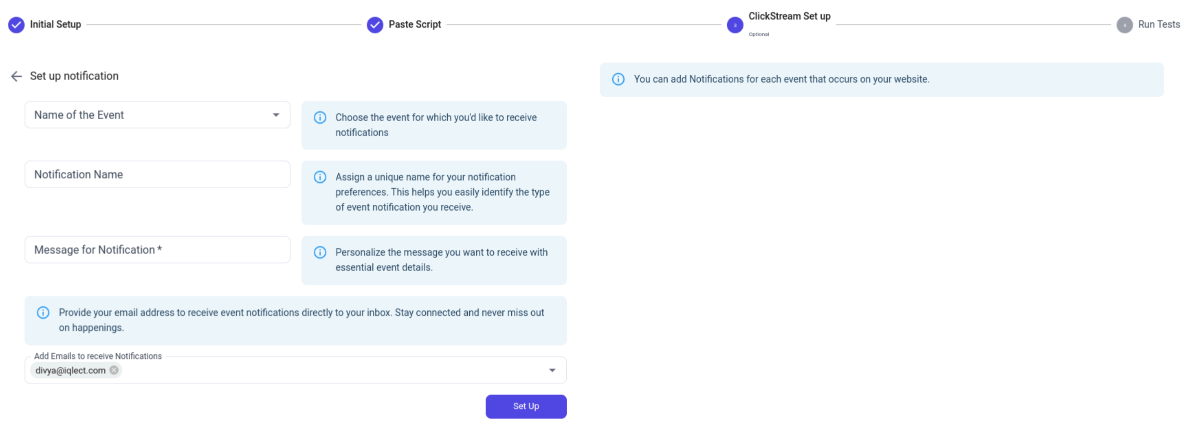
4. **Collect Cookies:** the designated tag for collecting cookies.



a. Please specify a unique Event Name to identify this event.
b. Please add the Names of the cookies you want to collect.



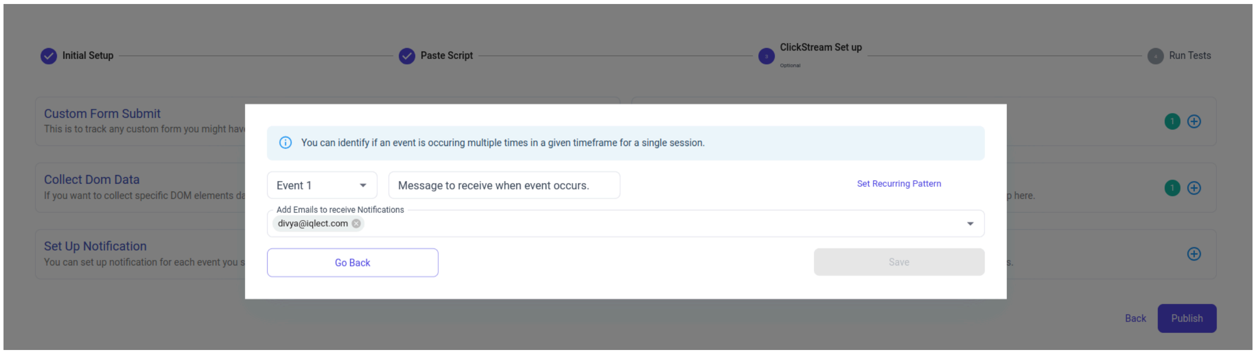
5. **Set up Notification:** If you wish to attach a notification to an existing event.



a. Choose the event for which you'd like to receive notifications
b. Assign a unique name for your notification preferences. This helps you easily identify the type of event notification you receive.
c. Personalize the message you want to receive with essential event details.
d. Provide your email address to receive event notifications directly to your inbox. Stay connected and never miss out on happenings.

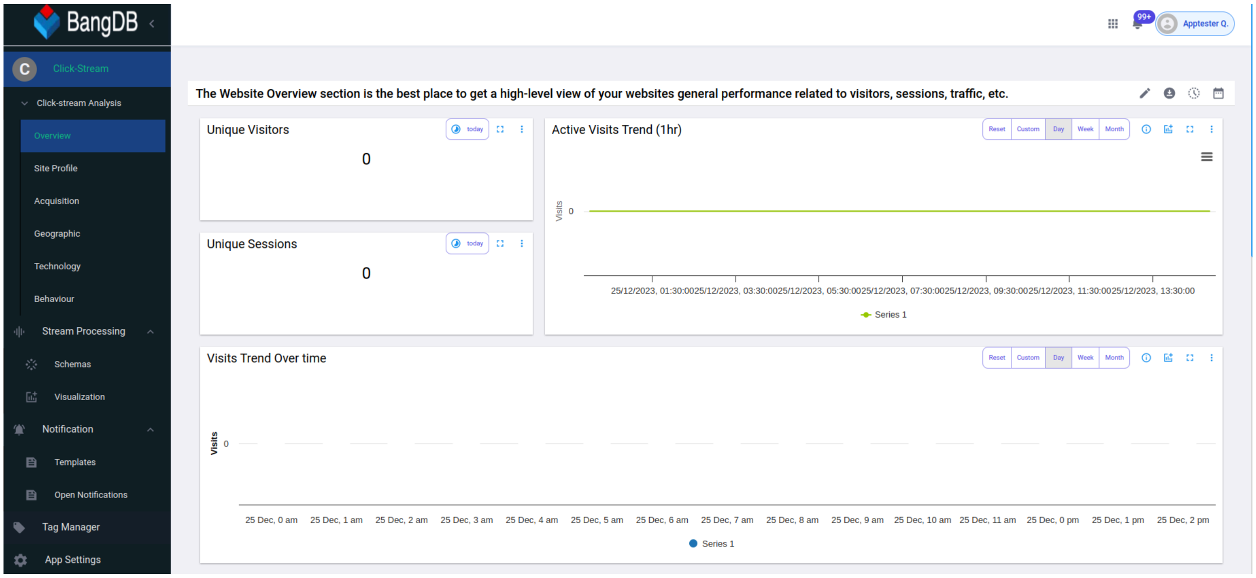
6. **Set a pattern:** Here, you can monitor specific user behaviors, such as tracking if a user fills out a form multiple times or if an error occurs repeatedly within a particular interval.

    a. Select event from the list.
    b. Enter the message you want to receive in the email.
    c. Set the event frequency and time interval.



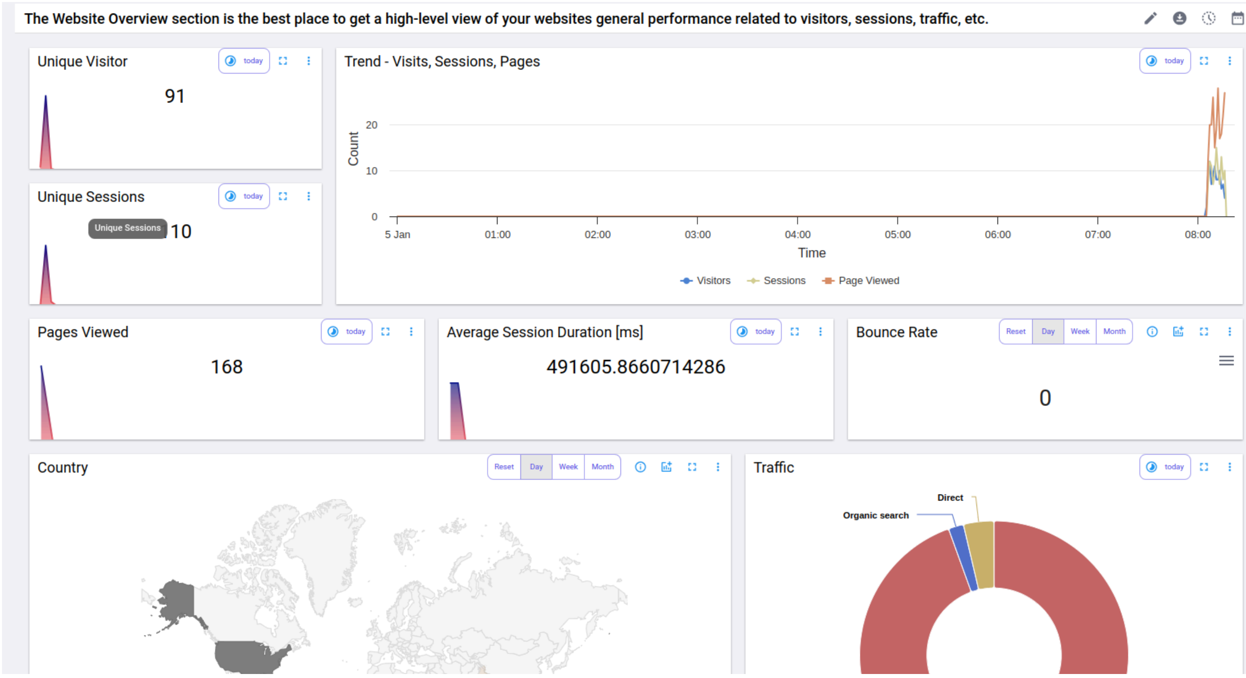
App Ampere Sections

Navigate through the Ampere sections in BangDB Visitor Insight, located on the left panel, to efficiently manage and customize your bug tracking.

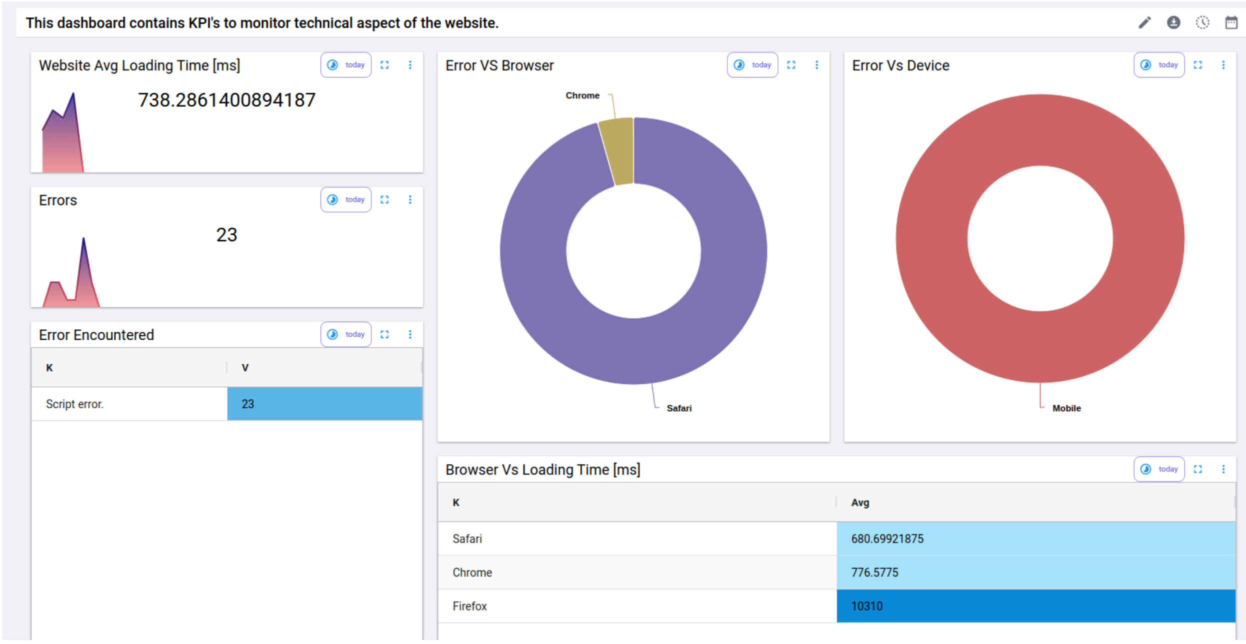


Here, we offer:

1. Click-Stream Analysis: This section encompasses various dashboards designed to provide specific insights.
    - Overview Dashboard: The optimal space for a bird's-eye view of your website's performance, including visitor statistics, sessions, and overall traffic.



- Site Profile: Charts that delve into the technical facets of your website.

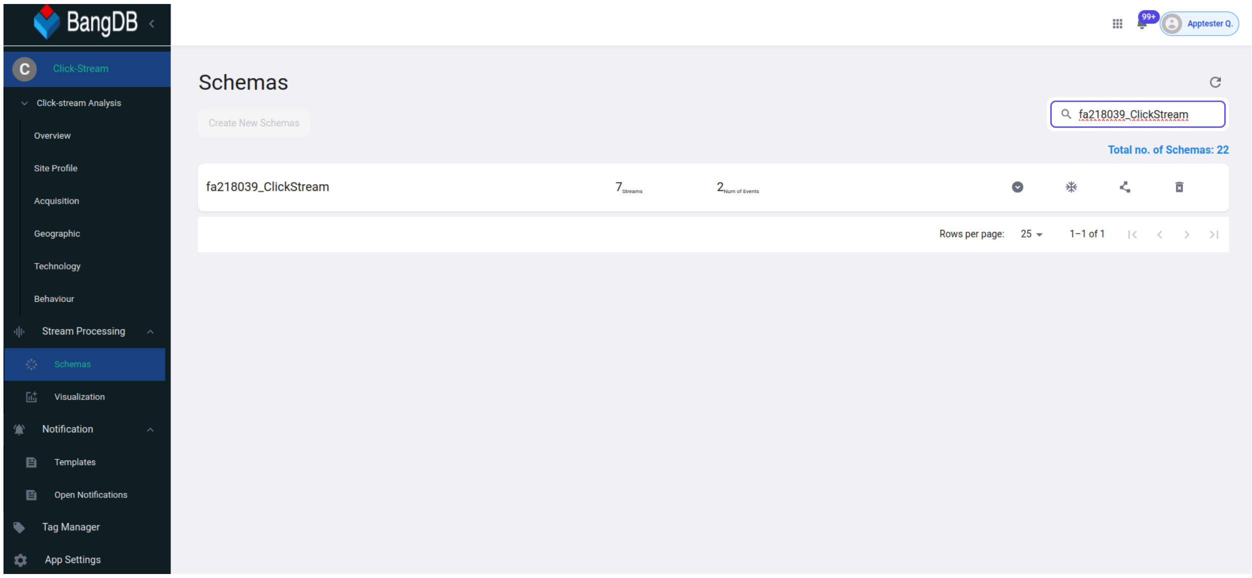


- Acquisition: An overview of website traffic, outlining how visitors arrived at the site.

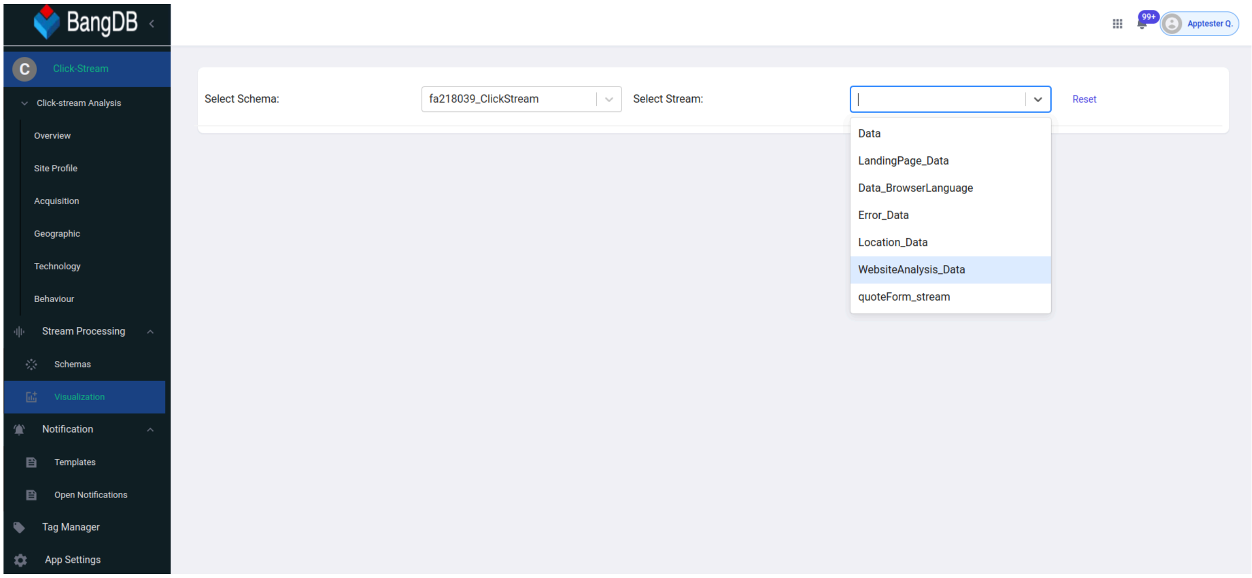
- Geographic: Detailed location information, gathering visitor data based on service providers.
- Technology: Distribution of devices used by visitors accessing the site.
- Behavior: A comprehensive overview of visitor actions and engagement on the website.

2. Stream Processing: This segment comprises:

a. Schemas: The "fa218039_Visitor Insight" schema is specific to the Visitor Insight app. This schema delineates the data processing sequence for the Visitor Insight App. Access the schema details by clicking on the "Details" option (first icon from the left).



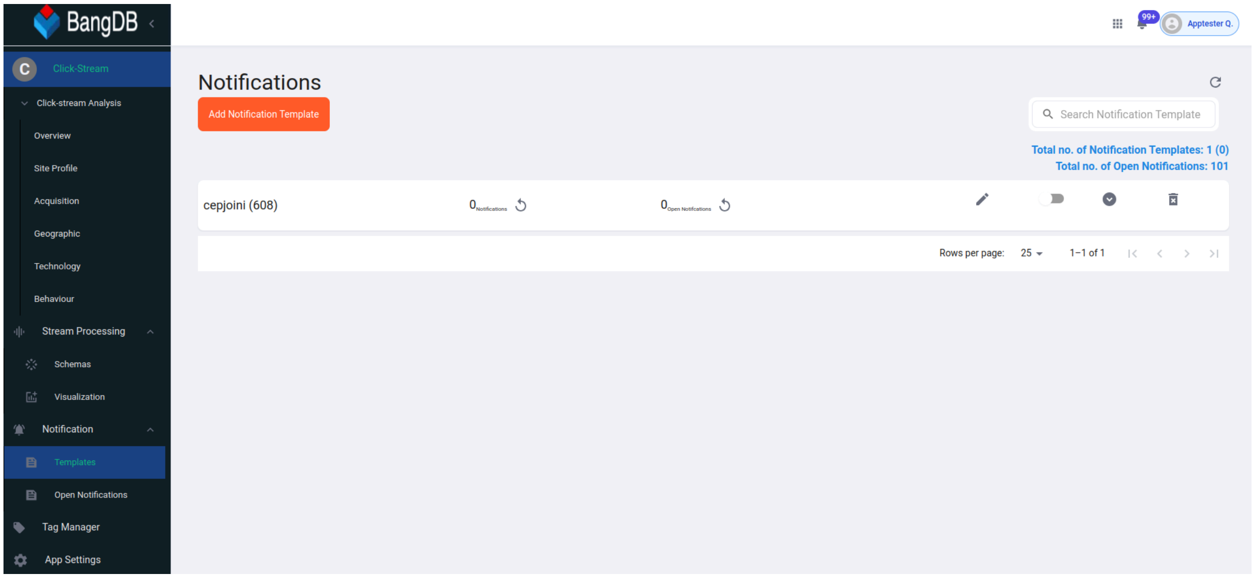
b. Visualization: This area allows the addition of custom dashboards or charts to supplement the existing dashboard repertoire.



c. In this section, you need to choose the schema and stream from which you wish to generate the chart. For further details, please consult the Ampere Dashboard section available on the website.

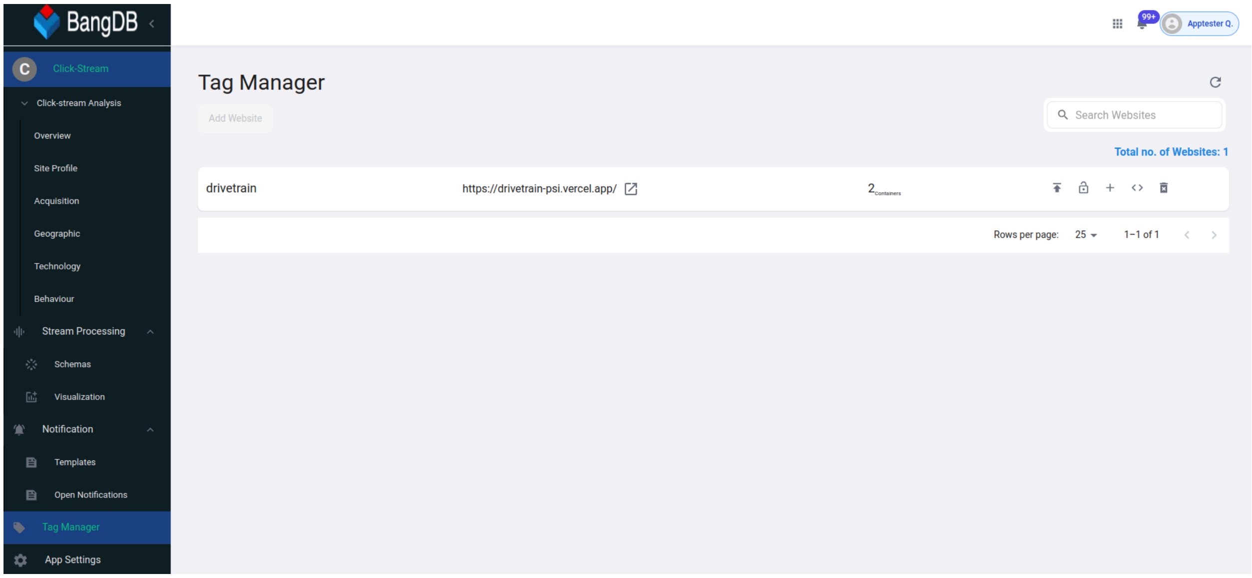
3. Notification: Consists of two sections

a. Templates: here you will get the list of all notifications present in the App. Add details to the notification. Customize it based on the requirements and click Submit once done.



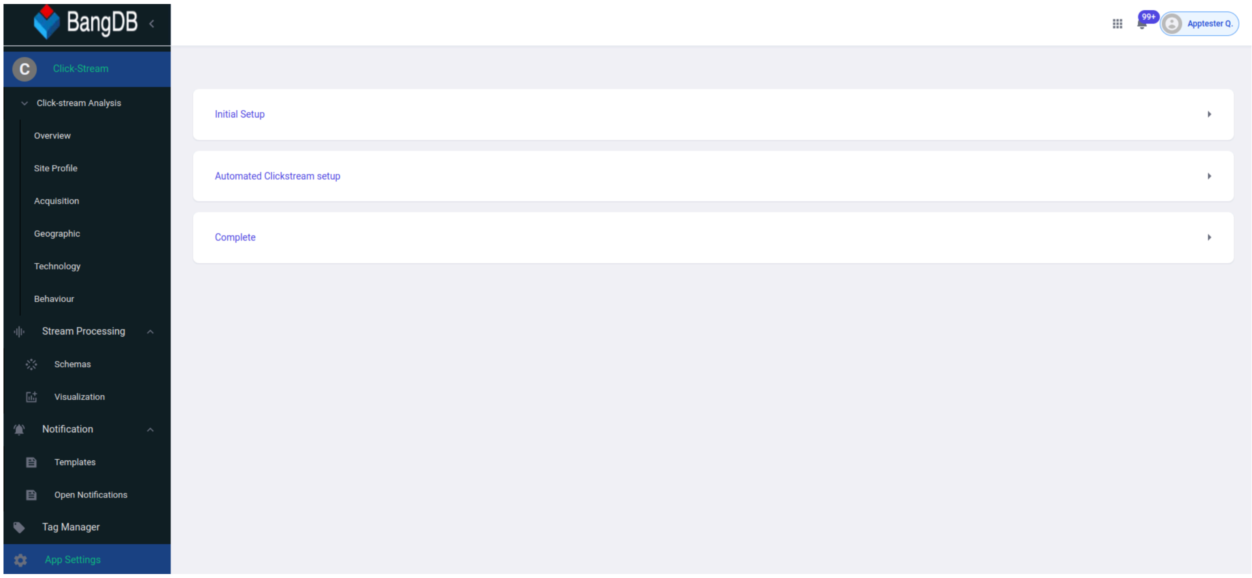
b. Open Notification: Contains the list of all notifications that have been triggered.

3. Tag Manager: This section offers setting options for data tracking code/container and related settings. You can add tags from here as well. Visit the Tag manager section on our official website for more details.



4. App Setting: A Separate section for resetting the app. This resetting includes changing the Monitoring website itself.

a. Initial setting: Reset the app from start.
b. Automated Visitor Insight Setup: Add tags
c. Complete



FAQ

1. Do we have to repast the script after adding tags?

"Pasting script" is typically a one-time action.

2. What to do when a test fails while setting up the app.

If the problem persists, try reinstalling the app after waiting a few minutes. If the issue continues, please report it so we can address it accordingly.

3. How can I get support or assistance with app-related issues?

BangDB offers comprehensive documentation, forums, and a vibrant community to support its app users.

4. How to collect cookies when the cookie name contains spaces?

In the current application, the feature for collecting cookies with spaces in their name is not available. However, this requirement is in the pipeline and will be implemented soon.

5. Is it possible to use the same event name for multiple tags?

We recommend using a unique event name for each event. Having the same event name for multiple events may lead to confusion during data processing for dashboards.

6. Is it possible to have a single dashboard for two events?

The ability to merge dashboards for two different tag events is currently not available but is scheduled to be implemented soon.

7. How to track patterns for two different events.

This feature is set to be available in the upcoming app update.

Version History

Version	Date	Till Data	Changes
Click-Stream 0.1		Present data	

Appendix

https://en.wikipedia.org/wiki/Google_Analytics

https://marketingplatform.google.com/about/analytics/features/

https://docs.mixpanel.com/docs/what-is-mixpanel

https://support.kissmetrics.io/docs/metri

https://experienceleague.adobe.com/docs/analytics/components/dimensions/prop.html?lang=en