MOUSEFLOW
THE ALL-IN-ONE ANALYTICS TOOL

SESSION REPLAY
HEATMAPS
FUNNELS
FORM ANALYTICS
USER FEEDBACK
Mouseflow is a very robust web analytics tool that is currently in use by 100,000+ clients around the world. The tool includes five core components: session replay (recordings), heatmaps (click, movement, scroll, attention, and geography), funnels, form analytics, and user feedback. Mouseflow offers a comprehensive suite of filtering/segmenting capabilities and has a team comprised of analytics, marketing, and web experts.
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ABOUT MOUSEFLOW

WHO WE ARE

Mouseflow is a web analytics tool that lets users replay visitor sessions, see heatmaps showing where visitors click, scroll, and pay attention, monitor funnels, analyze form performance, and create targeted feedback campaigns/surveys.

Mouseflow was founded in 2009 by Lasse Schou, a Danish entrepreneur, and quickly rose to become a powerful player in web analytics. After running a web agency for almost a decade, Lasse decided to start something new. He saw a need for a tool that would meet the growing demand for modern analytics, at an affordable price.

Lasse’s vision was to help clients understand the people behind the numbers - demystifying complex data and making it accessible to everyone. In the short period after its launch, Mouseflow gained immediate traction throughout the web analytics and marketing space.
Today, Mouseflow has over 165,000 clients including Philips, Samsung, Virgin, Intuit, Sears, Pepsi, AT&T, Autodesk, Microsoft, Vodafone, Accenture, Deloitte, Telefonica, Bosch, Trend Micro, and more. Mouseflow has offices in the United States, Denmark, and Germany.

Mouseflow is a trusted and well-recognized analytics platform that helps clients find, diagnose, and debug issues. It provides actionable insight to make informed decisions, at a fraction of the cost of alternative tools. If a client needs expert guidance, Mouseflow also partners with agencies who can assist with analysis and interpretation of data.
THE ALL-IN-ONE ANALYTICS TOOL

- Session Replay
- Heatmaps
- Funnels
- Form Analytics
- User Feedback
Mouseflow is the ultimate all-in-one analytics tool. It has five core features including session replay (recordings), heatmaps (click, movement, scroll, attention, and geography), funnels, form analytics, and user feedback. The tool has been installed on over 165,000 websites and is perfect for understanding how and why visitors behave.

**PRODUCT FEATURES**

**SESSION REPLAY**

Mouseflow tracks clicks, mouse movement, scrolls, forms, and more. It shows a recording of the activity from each visitor on your site - just like CCTV. You can filter to find user sessions that reveal frustration, glitches and errors, or lost customers.

**HEATMAPS**

Mouseflow includes a full suite of heatmaps covering clicks, movement, scrolls, attention, and geography. These help you identify trends in behavior so you can see the big picture, including what works or doesn’t work on your site.

**FUNNELS**

Mouseflow tracks user navigation from page-to-page. This allows you to analyze key journeys and processes to identify pressure points causing drop-offs, lost sales, and poor user experiences.

**FORM ANALYTICS**

Mouseflow monitors how visitors interact with forms. It measures drop-offs, refills, blank submissions, errors, and more — for every single field within a form. This reveals the fields that help or hurt conversions, making it easy to find out why users struggle or experience errors along the way.

**USER FEEDBACK**

Mouseflow makes it easy to jump into the minds of visitors. You can create custom, interactive surveys to acquire feedback from a specific audience in seconds.
SESSION REPLAY

This is a recording of a user’s activity on the website. It’s like CCTV, but better. The session includes all page-views, clicks, scrolls, page interactions, and typing. You can rewind, fast forward, adjust the speed, add comments or notes, and download or share it. You can even setup alerts and collaborate with team members.

JAVASCRIPT ERROR TRACKING

Mouseflow automatically identifies and tracks errors on your website. It’s easy to search for sessions where users experienced a bug to find and fix problems before they grow out of control. You can see the full error message, affected files, line/column numbers, and a stack trace at the precise moment it happens. This helps you fix issues that would otherwise be impossible to discover.
MOBILE & RESPONSIVE SUPPORT

Mouseflow tracks activity on all devices: desktops, tablets, and phones. We detect gestures like touch/tap, pinch/zoom, and swipe. You can see how visitors behave on fluid or responsive layouts. Mouseflow tracks millions of mobile sessions per month and has one of the most robust, reliable, and proven technologies available.

COMPLETE VISITOR DETAILS

Mouseflow provides details for each visitor on your website: full activity, location, device type, referral source, duration of the session, browser/operating system, and much more.

CUSTOMIZABLE ALERTS

You can create alerts via email, Slack, or webhook to be notified when new sessions match your own pre-defined criteria. You’ll be the first to know if there’s a sudden increase in cart abandonment, errors, or usability roadblocks.
CLICK HEATMAPS

Mouseflow reveals what visitors click and don’t click. Additionally, click, hover, and engagement metrics are available for every element on a page. This includes anchor-links, buttons, and even erroneous elements. This helps you eliminate guesswork and take corrective action to optimize your conversions.

MOVEMENT HEATMAPS

The movement heatmap details the best and worst locations on the page, similar to eye tracking. You can use this data to optimize your page(s) by placing the most important content where it’s likely to be successful.
SCROLL HEATMAPS

Mouseflow identifies how far down users scroll on each page. This reveals your most visible content, so you can structure your page to maximize the layout and performance.

ATTENTION HEATMAPS

Mouseflow identifies the most interesting areas on each page. This reveals where visitors spend time and attention, so you can engage them and eliminate boring content.

GEO HEATMAPS

Mouseflow identifies visitor locations on a world map. This reveals geographical trends in behavior so you can launch targeted campaigns to boost conversions and recover lost users.
FILTERS & SEGMENTS

POWERFUL FILTERING

Mouseflow allows you to filter data in real-time — no need to wait for reports. You can filter for specific sessions based on navigation (entry page, pages viewed, pages not viewed, exit page), date, location, operating system, browser, device type (desktop, tablet, phone), screen resolution, visitor type (first time/returning), referral source, errors, frustration, tags, custom variables, and much more.

ERROR REPORTING

Mouseflow automatically tags users who experience errors after clicking an element on the website. It monitors around-the-clock and marks the exact location of where an error is triggered so you can validate and reproduce it.
FRUSTRATION MONITORING

Mouseflow monitors user behavior and marks when common signs of frustration are detected. For example, when a button, link, or some other piece of functionality doesn’t work and a user repeatedly tries to click it, the CLICK-RAGE tag is applied. This makes it simple to filter for sessions/recordings of users who experience frustration. This helps you identify and resolve problems at the earliest sign of trouble.

HISTORICAL ANALYSIS

Do you wonder whether past content, layouts, or promotions are effective?

Mouseflow lets you jump back in time to compare how visitors behave across multiple timeframes. This helps you optimize your site (through A/B testing) without worrying about historical data.

SAVED & SHARED VIEWS

Do you need to understand a particular subset of visitors?

Mouseflow lets you filter your data and save it into a view. You can open views at anytime for instant analysis. If you work in a team, you can share views with others in seconds.
TARGETED SURVEYS

Mouseflow’s feedback campaigns allow you to create highly customized surveys to target a specific audience. Whether it’s a broken layout or poor form design, visitors will share honest, actionable, and valuable feedback. Feedback campaigns are a game changer for your web design team.

MULTIPLE SURVEY STEPS

You can customize a feedback campaign to your exact requirements: question type, answers, design, triggers, and more. Most clients configure a campaign to gather responses to open ended or follow-up type questions. You can even prompt a user to enter their email address so your team can follow up later.
**CUSTOMIZED APPEARANCE**

Want a feedback campaign to match your brand? It’s easy -- change the color, position, appearance, and trigger options to make it fully compatible with your website.

**GENERATED REPORTS**

As visitors engage with your campaigns, Mouseflow automatically generates a comprehensive report of their responses. This includes the location of the user, time submitted, and details about their response to each question. You can also download the report and share it with your team members.

**NET PROMOTER SCORE®**

In addition to the customization options, you can launch a Net Promoter Score® campaign to measure customer sentiment. Identify pressure points and factors contributing to negative, neutral, and positive visitor experiences.
DASHBOARD

Mouseflow provides an overview of the traffic on your website and a live feed of recent activity and heatmaps.

FUNNELS

Mouseflow provides reports to analyze specific user journeys throughout your website - even on a granular level. By supplying a series of steps, Mouseflow will indicate those which perform best or cause you to lose conversions. You can also replay sessions from visitors that drop out or complete certain steps.
FORM ANALYTICS

Mouseflow provides detailed reports on form behavior and performance. You can track multiple forms and the time spent, number of interactions, number of drop-offs/abandonment, and completion rates per field. In addition, you can click to play the segment of visitors that fill out or reach each step of the form.

LINK ANALYTICS

Mouseflow provides advanced statistics on each clickable link or element on a page. This includes the number and percentage of clicks, hovers, hover-to-click rate, hover time, hover order, clicking visitors, time-before-hover, and time-before-click. This helps you track and measure the performance of key goals and navigation paths.

TREND ANALYSIS

What is the latest trend for a key segment of visitors?

Mouseflow helps you understand whether you’re getting less or more visits from a specific country, source, device, browser, operating system, and more. This helps you stay on top of changes in activity.
HELP CENTER

As a Mouseflow client, you have complimentary access to a wide array of support. We provide access to our knowledge base, documentation, and best practice guides at no extra cost. Additionally, we’ll schedule a private live training (via webinar) for your whole team.


TRAINING LIBRARY

We offer a complete library of training videos which cover all aspects of Mouseflow, including setup, usage, best practices, interpretation/analysis, and much more.

See https://mouseflow.com/training for more information.
**24/7 SUPPORT**

We stand by our product: we offer 24/7 phone and email support.

You can contact us at +1 855-668-7335 or by sending an email to support@mouseflow.com.

**MULTIPLE USERS & PERMISSIONS MANAGEMENT**

Are you part of a team? Do you work with clients?

Mouseflow lets you add multiple accounts and manage custom permissions. This makes it easy to collaborate with coworkers, clients, and other stakeholders.

**GUIDED TOUR AND DEMO WEBSITE**

Mouseflow provides an in-app, guided tour utilizing a demo website to demonstrate all the features and benefits of Mouseflow. It’s easy to follow along and see how Mouseflow works in a real-world website.
WHAT OUR CLIENTS SAY

CRISTINA BALUYUT
FORBES

Mouseflow enables us to continuously improve our website and forms ... and we’re able to do this for a fraction of the cost of a typical UX tool.

ACQUES WARREN
KWANTYX

Rarely in my 15+ years in Digital Analytics have I used something as insightful as session replay in Mouseflow. They do it right, while offering impeccable support.

LEAH HERNANDEZ
ABT ELECTRONICS

Mouseflow is a great platform to track customer behavior. The funnels are my favorite feature for improving conversions. I also like using forms to isolate issues with specific form fields. It definitely helps the team out!