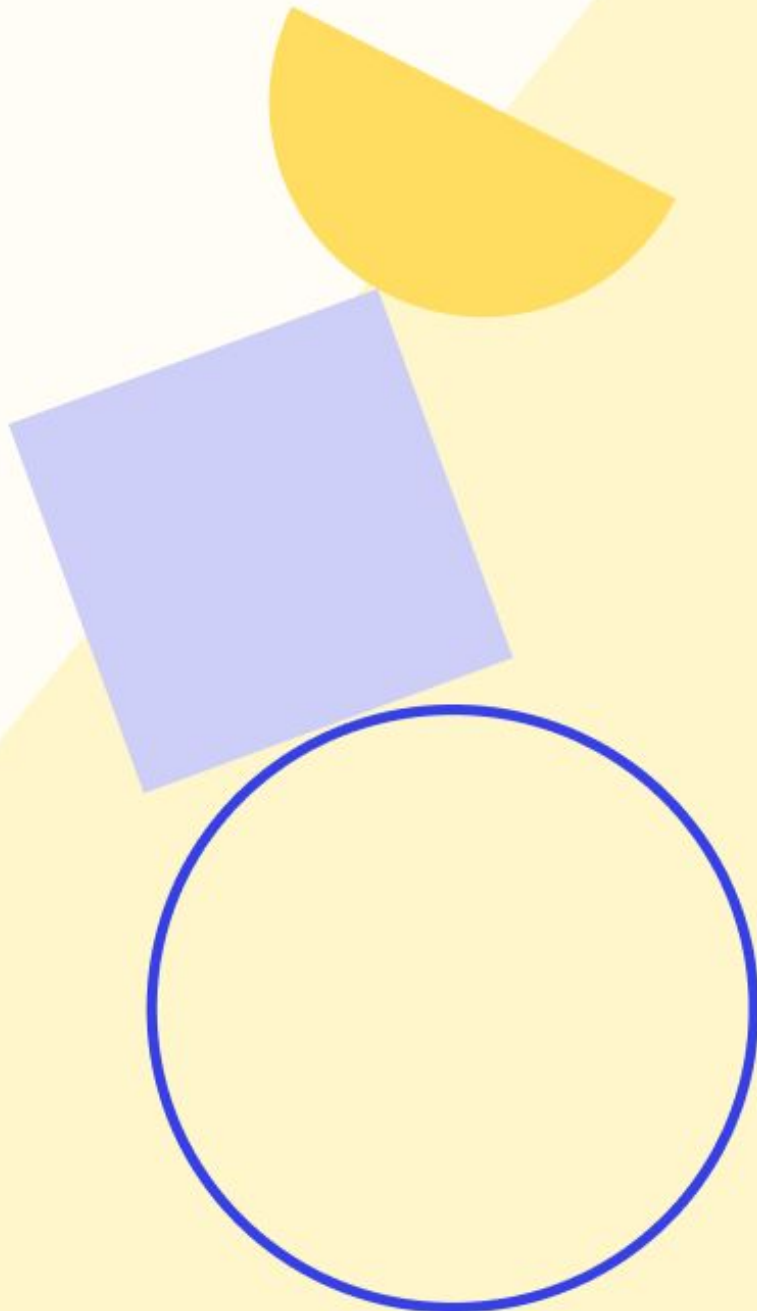




Zoning Metrics Booklet Definitions



Attractiveness

Click rate

Tells you how often a zone has been clicked, at least once per pageview. Calculation is based on unique clicks and not multiple ones in order to not inflate the click rate number.

Time before first click

Average time from when the tag fires to first click on element. Identify which elements users interact with first. This is useful to understand form completion order.

Number of clicks

The total number of clicks on the zone. Available in the Table mode of zoning and CS Live.

ROI

Revenue

Total purchase amount of all sessions where users clicked on the zone. This metric ranks elements based on their contribution to revenue. Note that this is not necessarily direct attribution to that specific content or product.

Revenue per click

Calculated as total revenue of the zone divided by click rate.

Purchase CR – per click

Of users that clicked on the zone, the percentage that also completed an ecommerce transaction during the same visit. Use this metric alongside an attractiveness metric.

Purchase CR – per hover

Of users that hovered the zone, the percentage that also completed an ecommerce transaction during the same visit.

Interaction

Hover rate

The percentage of pageviews in which users hovered over the zone at least once. This metric determines which zones are consumed the most. This is useful for non-clickable zones

Engagement rate

Percentage of users who clicked after having hovered over a zone. This metric tells us how intuitive an element is. i.e. its capacity to drive interaction. Expect a CTA for example to have a high engagement rate.

Hesitation time

Average time elapsed between the last hover and the first click on the zone. This metric indicates whether the zone is understood quickly or if visitors hesitate before clicking. A high hesitation time can indicate confusion or lack of incentive.

Float time

Average total time spent hovering over the zone. It can indicate both interest (through long hovers on an image or a description), or a lack of clarity (with long hovers over a CTA).

Click recurrence

The average number of times a user clicks on a zone. If there is a high click recurrence, this can indicate frustration points on non-clickable items/links that do not work, or good engagement on a carousel.

Exposure rates

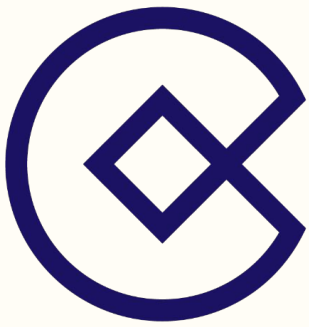
Identifies how far down the page users are scrolling. A zone is considered as seen once if half of it was visible on the screen.

Exposure time

Time that mid-height pixel line of the zone is visible when displayed. This shows which zones are exposed the longest during a pageview and is a good indication of what content is consumed the most.

Attractiveness rate

Percentage of users that click on a zone after having been exposed to it. Use this metric to identify if attractive elements lower down the page should be moved up. Useful to use this metric with exposure rate.



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