Centre Block

Whitepaper

Heatmaps VS CentreBlock

Tooling based on heatmaps record the entire website visit of your visitors and translate this into heatmaps. This allows you to see where most of the traffic takes place on web pages.

The recordings can also be viewed per visitor. Besides problems regarding privacy and accuracy, there is little to conclude from heatmaps.

Converting conclusions could be done by viewing recordings. This is also not certain, let alone very time-consuming. The use of Heatmaps only works as an addition to a data analytics tool, but even then, you have two separate systems that you cannot use in combination.

CentreBlock offers a solution. Because the measurement code of CentreBlock is applied to every possible click and translated into any desired visual, a very detailed customer journey is created.

Because CentreBlock also forces you to think about which clicks are important, you immediately get a picture of where the optimization possibilities lie. Thanks to the impact measurement per customer, based on the algorithm (see: Google Analytics VS CentreBlock), you also immediately know which visitors are interested in your product or service. This is extremely efficient.

CentreBlock

CentreBlock also fully complies with all requirements regarding Privacy.

The advantages of CentreBlock at a glance

➤ Extremely detailed customer journey down to the deepest possible level

➤ Fully GDPR proof

➤ No Cookies

➤ Complete picture of where the optimization possibilities lie

➤ Everything comes together in one system and is visualized together