



Intro to Web Behavior Analytics for eCommerce

Understanding Customer Behavior to Optimize Sales and User Experience

You call the shots in just one place: your website.

In today's digital landscape, your brand is expected to be everywhere: Google Shopping, Amazon, TikTok, Instagram, Facebook. But there's only one place where you truly control the experience: your website.

This is your home turf. It's where your products, messaging, and brand come together. It's the one space where you can shape the entire customer journey, from first click to final purchase.

With that control comes responsibility and risk. Every element on your site, from coupon logic and product descriptions to form flows, guest checkout, and payment options, plays a role in whether a visitor converts or walks away. And when different teams own different parts of the journey, it becomes difficult to understand how the experience feels as a whole.

That's where Web Behavior Analytics comes in.

It reveals what traditional analytics can't: where customers get stuck, why



they hesitate, and what's preventing them from moving forward. It gives you a clear, visual understanding of how users interact with your site in real time. What draws attention, what gets ignored, and what causes frustration.

By turning these behavioral insights into action, you can fix broken journeys, reduce friction, and turn more visits into conversions.

All based on real user behavior, not assumptions.

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01 | What is Web Behavior Analytics and what does it track?

When visitors land on your website, traditional analytics show you what happened: traffic numbers, bounce rates, and conversions.

But they don't explain why.

- ? Why do visitors leave without buying?
- ? What makes them hesitate at checkout?
- ? What drives them to complete a purchase?

That's where Web Behavior Analytics comes in.

It helps you uncover the real story behind the numbers. By visualizing how people navigate, click, scroll, and

interact, you gain a clear understanding of the behaviors that shape their decisions.

Instead of guessing what went wrong, you can see it.

Behavior Analytics reveals hidden barriers, uncovers friction, and surfaces overlooked opportunities. It gives you the visibility to improve experiences, remove blockers, and turn more visitors into customers.

With tools like session replay, heatmaps, and form analytics, you can answer questions like:

- ✓ Why are users abandoning the checkout?
- ✓ Why are visitors ignoring the call to action?
- ✓ Why do shoppers stop short of adding a product to the cart?

And most importantly, you can do something about it.



02 | What are the building blocks of Web Behavior Analytics tools?

Web Behavior Analytics tools capture and interpret what users actually do on your site: from their first pageview to their final interaction. You can understand how people experience your website, and where their journey breaks down.

Here are the key types of interaction data you collect and visualize:



Mouse Events:

Clicks, movements, and hovers that reveal interest, hesitation, or frustration.



Touch Events:

Gestures like taps and swipes on mobile and tablet devices.



Form Interactions:

Inputs, field errors, corrections, and submissions to identify what causes drop-offs.



Page Events:

Scrolling, loading, and resizing behaviors that affect how content is seen and consumed.



Custom Events:

Actions unique to your store, such as adding a product to cart, applying a coupon, or selecting a shipping method.



Navigation Paths:

The sequence of pages a user visits, to see the full journey and spot drop-offs or loops.

Here are the key behavioral insights you uncover thanks to this data:



Mouse Movement Tracking:

Understand whether users notice your most important content or CTAs.



Scroll Depth Analysis:

See if visitors are reaching value propositions or abandoning mid-scroll.



JavaScript Error Detection:

Surface hidden issues like broken add-to-cart buttons or failing shipping calculators.



Custom Event Tracking:

Filter and compare behavior based on actions like sorting products or changing filters.



Sequence of Pages Analysis:

Identify loops, dead ends, or early exits in the user journey.

03 | Is Web Behavior Analytics GDPR/CCPA compliant?

Web Behavior Analytics must not only deliver insights, it must also respect privacy.

Today's users expect transparency, and data protection laws like GDPR, CCPA/CPRA, and VCDPA make compliance non-negotiable.

The right tool should go beyond basic data masking and offer full control over what's collected, stored, and shared.

- ☒ Mouseflow applies Privacy by Design to keep your business fully compliant.

What to look for in a compliant tool:



Cookie Consent Integration:

Ensure users can choose whether they are tracked, and respect those choices throughout the session.



Do-Not-Track Support:

Honor browser-based privacy signals when users have opted out of tracking.



IP Address Masking:

Anonymize or exclude IPs to protect user identity and comply with regional data laws.



PII Protection & Keystroke Blocking:

Automatically exclude or mask personally identifiable information, including typed inputs in sensitive fields.



Geographic Data Storage Control:

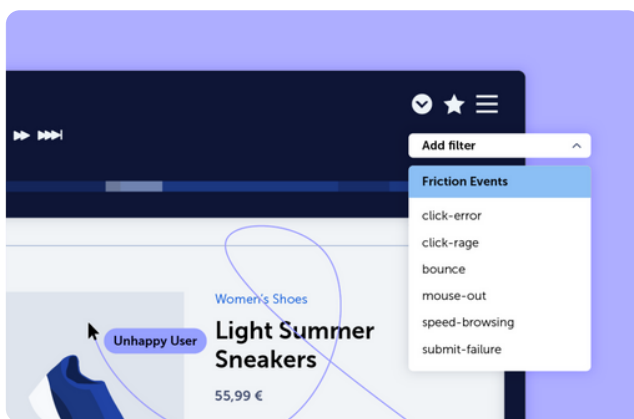
Store behavioral data in secure, approved regions such as the EU or the US.

04 | How does Web Behavior Analytics work in action?

Behavior Analytics helps you see what traditional metrics can't. It turns user interactions into visual insights that show how real people experience your site: what captures attention, where they get stuck, and why they leave.

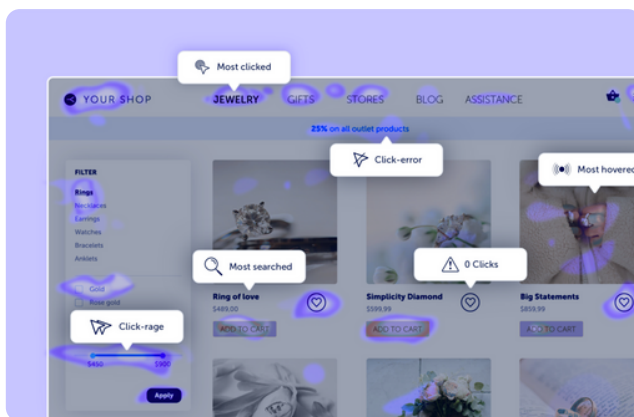
Below are the core tools and the value they bring.

Together, these tools provide a complete picture of how users behave on your site. You can see what's working, what's not, and what to do next, with confidence and clarity.



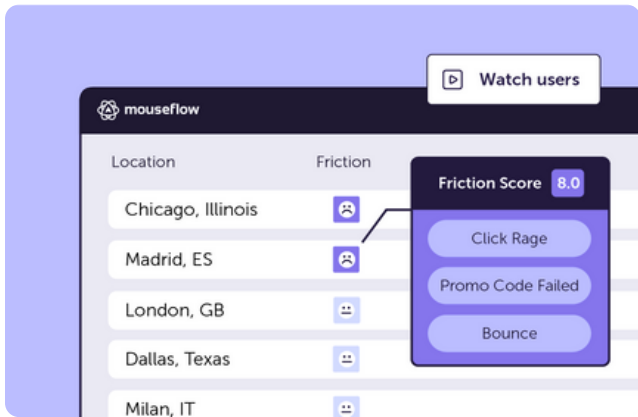
SESSION REPLAYS

- Watch recordings of real visitor sessions
- Understand where users struggle to click, hesitate, or give up
- Identify UX issues, bugs, or distractions in context



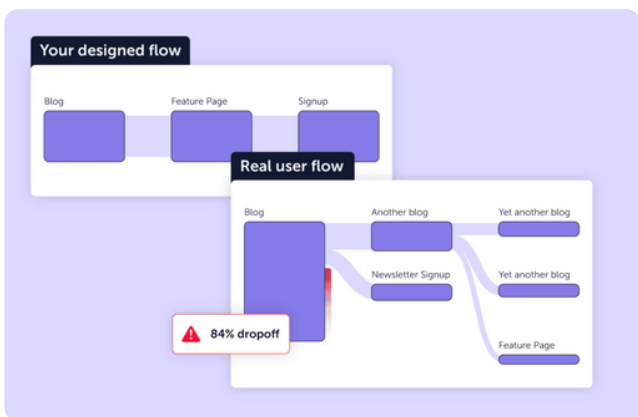
HEATMAPS

- See where users click, move, hover, and scroll
- Identify content that gets noticed or ignored
- Validate CTA placement, layout effectiveness, and visual hierarchy



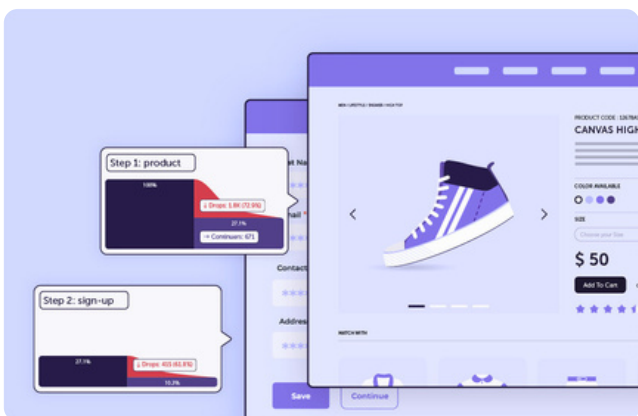
FRICTION INSIGHTS

- Detect signals of frustration that may block conversions
- Flag problematic sessions and uncover the root cause of user struggles
- Prioritize what to fix first and measure improvement over time



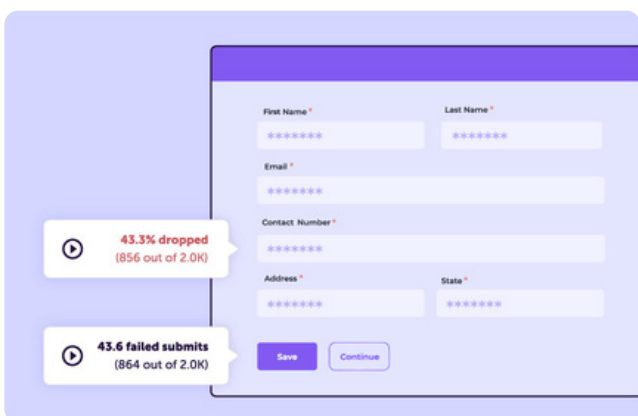
USER JOURNEYS

- Map the full path visitors take across your site
- Spot common routes, loops, or dead ends
- Understand how people navigate and where they drop off



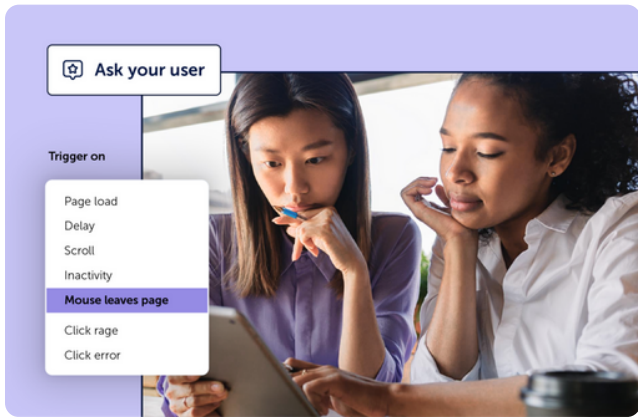
CONVERSION FUNNELS

- Track every step of your key flows, like from Product view to Add to Cart, Checkout, and Purchase.
- Identify drop-off points
- Jump into session recordings to understand what went wrong



FORM ANALYTICS

- Measure how users interact with forms: which fields are skipped, corrected, or abandoned, or where users hesitate or submit with errors
- Use this data to simplify forms and reduce abandonment



QUALITATIVE FEEDBACK

- Trigger contextual surveys based on behavior
- Ask for input after key actions like cart abandonment, form errors, or successful checkout
- Combine direct feedback with behavior data for deeper insights

Each of these features works independently, but the real strength of Mouseflow is in how they work together.

When you combine Heatmaps with Session Replay, or Journey mapping with Conversion Funnels, you unlock a deeper understanding of your users and the fastest path to smarter decisions and better results.



05 | Tactics to boost eCommerce performance with WBA

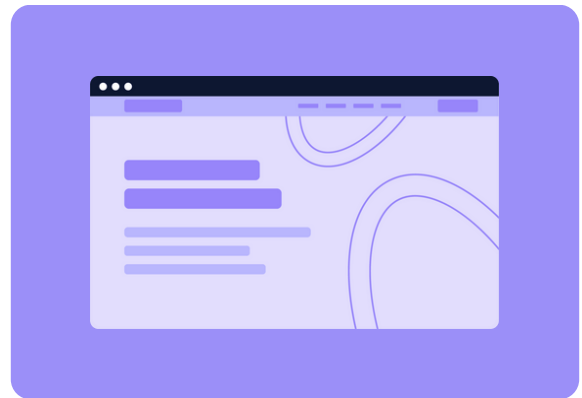
Web Behavior Analytics gives you the visibility to improve your site where it matters. These tactics show how to reduce friction, increase conversions, and create better user experiences.

By understanding how users behave, not just where they click, you can make smarter, faster decisions that drive real results.



1. OPTIMIZE YOUR CHECKOUT PROCESS

- Visualize where users drop off during checkout using funnels and replays
- Identify common issues like confusing form fields, hidden costs or shipping restrictions, disrupted page loads or broken CTA buttons
- Use form analytics to detect abandoned fields and errors
- Test improvements and validate changes with session data



2. IMPROVE CONVERSION RATES FOR PRODUCT AND CATEGORY PAGES

- Analyze how users interact with product filters and sort options, CTA buttons and Add to cart prompts, product photography and feature content
- Use heatmaps and scroll maps to see how far users get and where they lose interest
- A/B test different layouts and track real behavior to pick the winner



3. DETECT FRICTION AND REMOVE ROADBLOCKS

- Identify behavioral signals like friction events and patterns that point to friction
- Prioritize sessions with high friction scores
- Watch replays to confirm causes and deploy targeted fixes

FRICTION EVENTS



Click-rage: excessive clicking.



Click-error: Javascript button error.



Speed-browsing: fast browsing between pages.



Bounce: going back to previous page.



Mouse-out: going to other website or tab.



Dead-click: clicking no interactive element.



4. OPTIMIZE MOBILE EXPERIENCES

- Segment heatmaps and replays by device to uncover mobile-specific issues
- Ensure mobile forms are short, clear, and thumb-friendly
- Use scroll and tap data to improve content placement



5. INCREASE PAID TRAFFIC EFFICIENCY

- Track the full journey of users coming from paid campaigns
- Identify mismatches between ad messaging and landing page content
- Combine with feedback tools to understand user expectations



6. COMPARE THE EFFECTIVENESS OF A/B TESTING

- Visualize user behavior across each variant
- Understand why one version performs better
- Validate design decisions with qualitative and behavioral data

"Mouseflow not only adheres to all global regulations, but it also allows us to uncover business-critical insights to improve the user experience across our digital platforms".

Marek Rynski, Digital UX and Solution Manager at B/S/H

06 | MEGABAD Case Study

MEGABAD
DER PROFI FÜRS BAD

+78%

increase in conversions by fixing
friction and checkout drop-offs

-30%

reduction in checkout
drop-off rate

CHALLENGE:

MEGABAD was losing conversions during checkout, but couldn't pinpoint why. Traditional analytics highlighted drop-offs, but offered no insight into user frustration or technical issues.



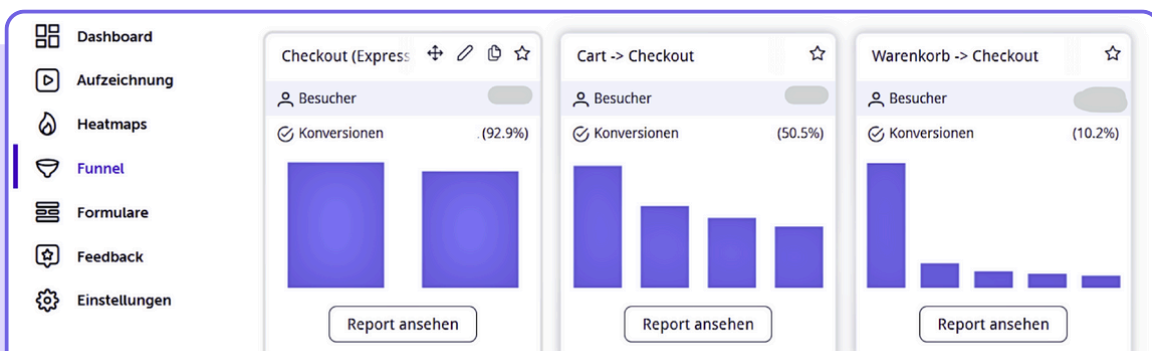
SOLUTION:

Using Mouseflow, the team analyzed thousands of sessions and identified key friction points in the checkout flow. The tools used included Session replays, Funnel analysis, Heatmaps and Friction scoring

One major finding: a hidden technical bug was blocking payments for a subset of users.

With these insights, the MEGABAD team took action by:

- Fixing technical issues causing failed transactions
- Simplifying the checkout steps and removing distractions
- Reorganizing page layouts to improve navigation clarity



Journeys	#6 name	8s	2.5K Interaktionen	0.3% abbrecher 115 von 5.000
Session Replay	#7 email	9s	2.5K Interaktionen	0.4% abbrecher 170 von 5.000
Heatmaps	#8 telefon	9s	2.5K Interaktionen	0.6% abbrecher 128 von 5.000
Funnels	#9 lkz	0.0s	0 Interaktionen	2.5% abbrecher 127 von 5.000
Formulare	#10 plz	5s	2.5K Interaktionen	0.0% abbrecher 0 von 5.000
Feedbacks	#11 ort	1s	2.0K Interaktionen	0.2% abbrecher 19 von 5.000
Einstellungen	#12 strasse	6s	2.5K Interaktionen	0.2% abbrecher 18 von 5.000
	#13 hausnummer	1s	2.5K Interaktionen	0.1% abbrecher 15 von 5.000
	#14 set_shipping	5s	324 Interaktionen	14.0% abbrecher

80k

user flows analyzed

1.5M

monthly sessions
recorded

*"... working with Mouseflow regularly –
looking for UX improvements, analyzing
user journeys and media placements,
and more. It pays off."*

Helen Schrader, Digital Marketing Director.



Erste Nutzerinteraktion – primäre Channelgruppe (Standard-Channelgruppe)	
Landingpage + Abfragestring	Einstiege
Gesamt	Gesamtsumme
1 /checkout/payment	20.082
2 /checkout	8.304
3 /checkout/summary	10.759
4 /checkout/finish/	5.982
5 /expresscheckout/show	5.883
6 /checkout/	2.428

07 | All in a nutshell

In today's fast-moving digital world, there's no room for guesswork. eCommerce teams are under constant pressure to improve performance, deliver seamless experiences, and make decisions quickly, all while meeting rising customer expectations.

But traditional analytics only go so far. They show you what's happening on your site, not why it's happening. They measure performance, but they don't explain experience.

However, Web Behavior Analytics allows you to:

- 💡 Find and fix friction that would otherwise go unnoticed.
- 💡 Validate design and product changes based on behavior.
- 💡 Align marketing, UX, product, and support teams around shared, visual data.
- 💡 Optimize key flows like checkout, mobile UX, and campaign landing pages.
- 💡 Drive measurable improvements in conversion, retention, and customer satisfaction.

By capturing how users actually behave, how they navigate, where they get stuck, when they hesitate, and why they leave, you gain the clarity to act with confidence. You're not relying on assumptions or surface-level metrics. You're seeing the real story, through the customer's eyes.

Behavior Analytics is no longer a "nice to have." It's a strategic advantage. It connects the dots between people and performance, between business goals and user needs.

With Mouseflow, you have the tools to close that gap.

You can observe, understand, and improve in ways that feel natural, fast, and rooted in truth.

Every scroll, click, and hesitation tells a story. When you can finally see that story clearly, you're in the best position to change it, for the better.

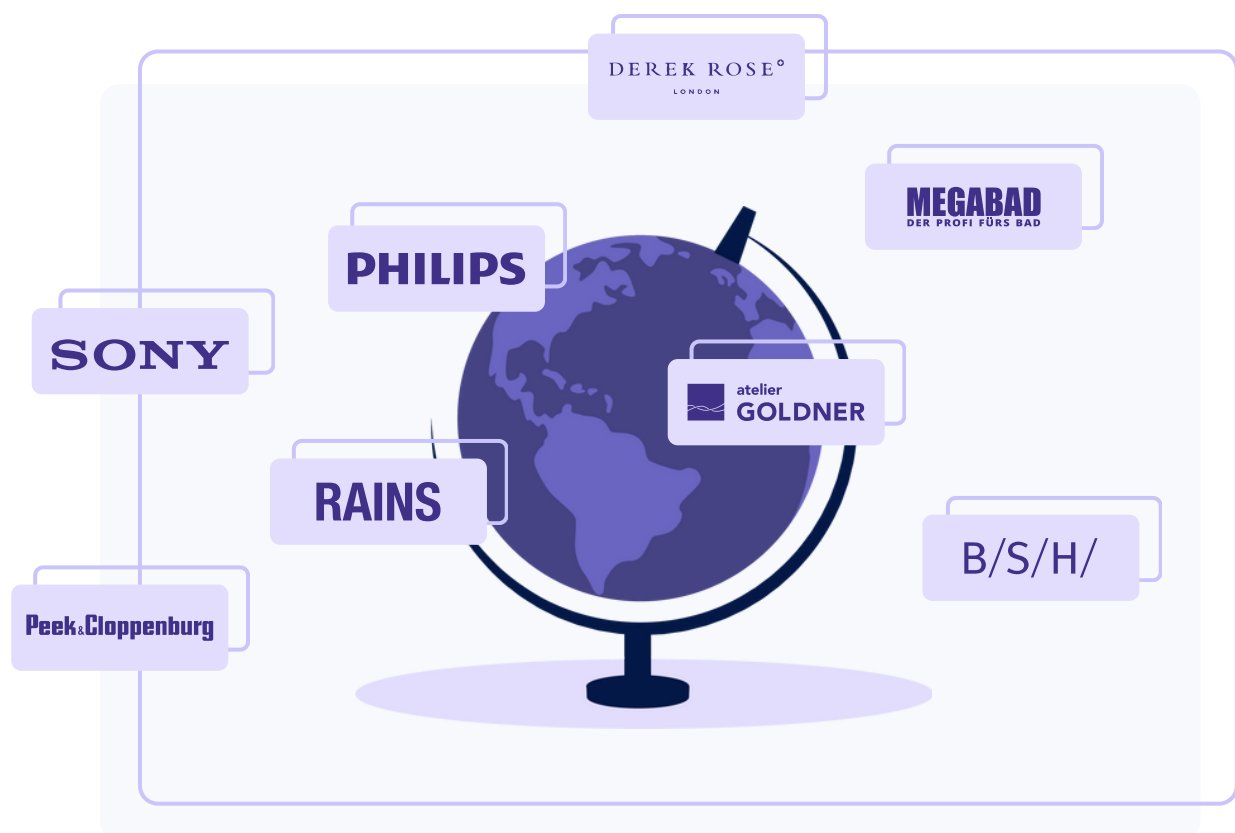
08 | About Mouseflow

Mouseflow is one of the leading companies in Web Behavior Analytics, helping people see exactly what their website visitors are doing.

Built on a privacy-by-design, full-picture, and no-sampling approach, Mouseflow empowers users to solve complex analytics puzzles and optimize digital experiences.

For over a decade now, we have supported global brands with holistic tools that drive conversions and growth.

Today, more than 210,000 customers in over 100 countries use Mouseflow to uncover insights and deliver frictionless user experiences.





GDPR Compliant



CCPA Compliant



EU & US Data Centers

Discover how Mouseflow can help you reach your goals

[Book a Demo](#)



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