



- You are seen as you are clicked on
- Temperature measurement on your web site

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Research idea – get to know the hot spots of your web site



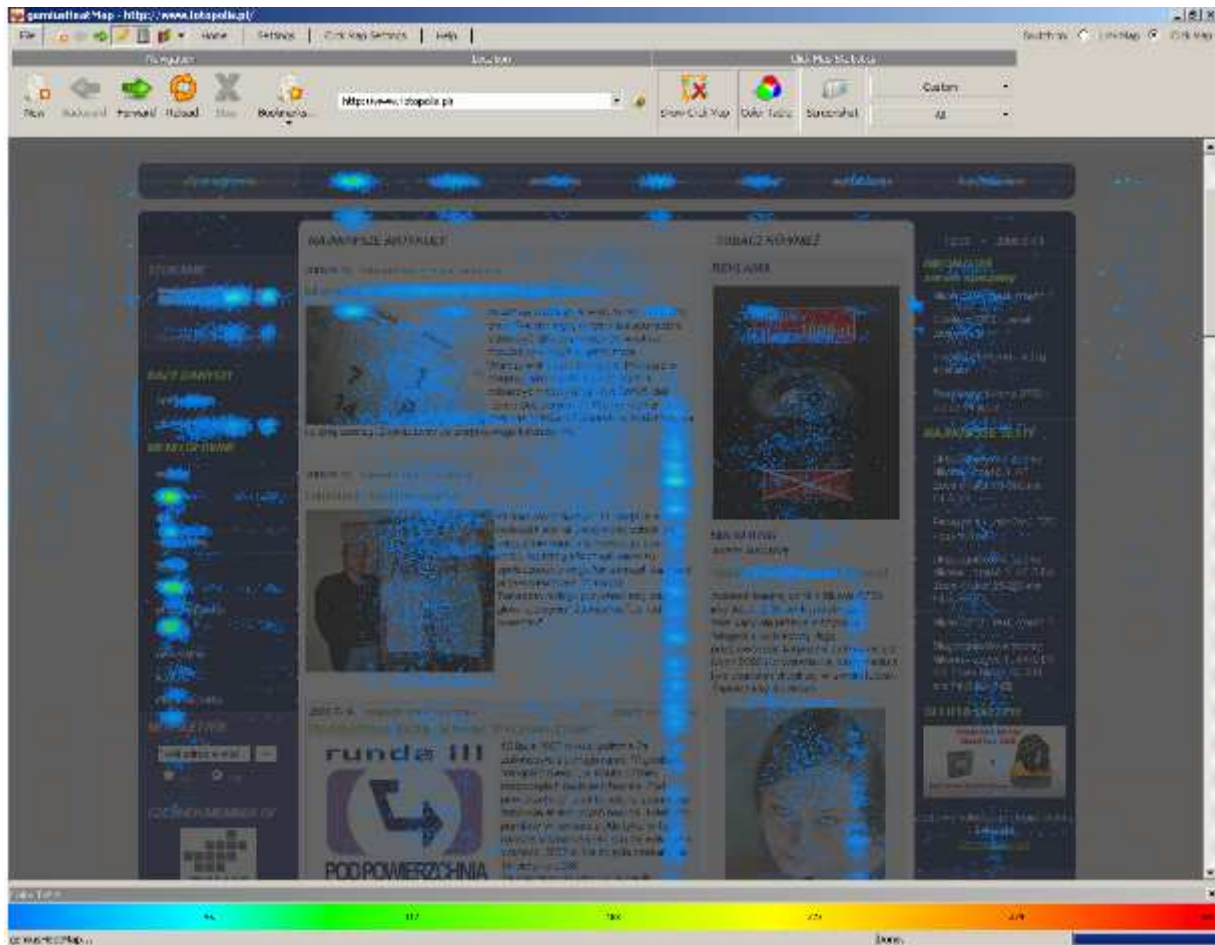
gemiusHeatMap research contains two modules. The first one is **LinkMap**, which informs you about the clicks on the links and clickable elements (classic links and forms, javascript, ajax) available on your webpage. The results of the research are presented in a map of clicks seen directly on the web site. A devoted application enables you to view both the site and the graphical and numeral information about the clicks done. Thanks to **LinkMap**, information on Internet users' online behaviour is quickly available in a clear format.



URL	ALT	Clicks current day	Clicks previous month	Clicks previous hour	Clicks previous day	Clicks current week	Clicks previous week	Clicks current month	Last click
http://www.fotografia.pl/index.php?module=2&body=...	body	78	9 181	86	276	428	1 927	3 268	2008-08-13 11:53:22
http://www.fotografia.pl/...	body	86	9 381	83	263	429	1 496	2 764	2008-08-13 11:46:05
http://www.fotografia.pl/index.php?module=2&body=...	opisowy	83	4 571	89	293	564	1 039	2 448	2008-08-13 11:53:15
http://www.fotografia.pl/index.php?module=2&body=...	Opisowy o: W3. Jacek Szlachetko	40		8	133	308	548	897	2008-08-13 11:49:08
http://www.fotografia.pl/index.php?module=2&body=...	wpis	26		6	221	747		747	2008-08-13 11:29:42
http://www.fotografia.pl/index.php?module=2&body=...	opisowy	24	1 080	1	54	139	411	741	2008-08-13 11:53:16
http://www.fotografia.pl/index.php?module=2&body=...	uzytkownik	24	1 074	8	58	136	420	732	2008-08-13 11:48:17

Interface view – **LinkMap's** module

The second module **ClickMap** imitates all clicks done on the webpage (not only on links and clickable elements), presents in the form of a temperature map. Due to such functionality you will be able to know where the traffic on your site is concentrated. Check, whether your intuition is similar to the one of your web site's users, for example, whether all of the places on your page are links on the users click when visiting the site.



Interface view – **ClickMap** module

gemiusHeatMap is conducted continuously and imperceptibly to web site users. It enables unlimited access to constantly updated graphical data. There is no need to purchase any additional hardware or software – it is simple and requires no specialist knowledge.

Research benefits

- provides a full overview of clicks performed by visitors of your Internet web site,
- instant evaluation of the popularity of presented materials on the webpage
- helps to indicate the optimum frequency actualisation of your web site's respective parts
- effective positioning of products and information
- study of influence on the level of Internet users' interest connected with changes of the respective information or section localisation
- approximately 10 minutes delay enables to constantly evaluate the changing reaction of Internet users on your site
- evaluation of changes concerning links presentation (colour change, bolding) and their influence on the number of clicks
- verification of your intuition
- chance to have a look at your webpage from the perspective of the users.



	URL	ALT	Clicks current day	Clicks previous hour	Clicks previous day	Clicks current week	Clicks previous week	Clicks current month	Clicks previous month	Last click
3	http://www.fotopols.pl/index/aparaty		64	15	348	750	2 014	5 192		2008-03-19 10:13:46
4	http://www.fotopols.pl/index/obiektywy		21	5	84	192	523	1 267		2008-03-19 09:47:04
5	http://www.fotopols.pl/index/wiecej...		15	3	88	359	765	1 124		2008-03-19 10:13:40
6	http://www.fotopols.pl/index/porady		13	4	57	132	363	933		2008-03-19 09:54:42
7	http://www.fotopols.pl/index/archiwum		11	1	59	126	396	918		2008-03-19 10:17:25
8	http://www.fotopols.pl/index/specyfikacje		9	3	51	131	288	762		2008-03-19 10:17:20
9	http://www.fotopols.pl/index/newsy		4	1	33	86	274	714		2008-03-19 09:36:55

NAJNOWSZE ARTYKUŁY

2008-3-18 kalendarium > wystawy

87 "Aralaksa czasi" i "Kwaszczuka na Ursynowie"

89

On 26 marca 2008 roku w Galerii Dzielań na łowany

	Click Count
Current Day	18
Previous Hour	6
Previous Day	69
Current Week	87
Previous Week	0
Current Month	87
Previous Month	0

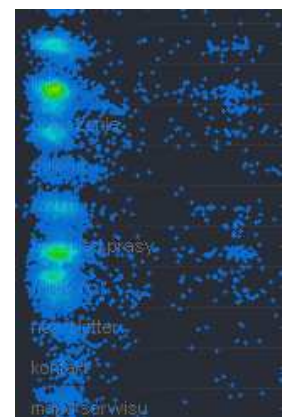
zystując go

74

Top: an extract of the ranking's popularity for a chosen URL (Link Map)

On the left: the way of statistics presentation for a chosen link.

On the right: view of the temperature map's extract (Click



gemiusHeatMap – how does it work?

gemiusHeatMap research uses cookie technology, enabling to identify the users of monitored web sites without infringing on the privacy. The results are achieved due to counting scripts, coded in the sites participating in the research.



As far as the online user clicks on any places of your web site connected to the gemiusHeatMap research, the user's web browser sends information about that click to the Gemius' server.

Information about the clicks assembled due to the scripts is saved on a server and then sent to the Gemius' calculation centre, where it is analysed online. During the next stage up-to-date data is available to the clients via the gemiusHeatMap application. This application gives the opportunity to show simultaneously time a webpage with the presented data regarding the clicks made. The statistics pertain to the number of clicks done on the webpage participating in the research.

Thanks to the unique technology the average delay of presenting the data does not exceed 10 minutes.

For more information, please visit heatmap.gemius.com

Conditions of cooperation

Before you decide to sign a contract, you can try out gemiusHeatMap research during a two week free of charge trial period.



Payment for the research – version 1

Gives you the opportunity to negotiate constant monthly payment for using the gemiusHeatMap research, which is established on the basis of evaluated traffic on the web site.

Payment for the research – version 2

In this version the price of the research depends on the number of clicks done on the surveyed site.

Price list of gemiusHeatMap research

The number of clicks/per month

Table 1

from	to	PLN
0	50 000	negotiations
50 001	100 000	700 PLN
100 001	300 000	900 PLN
300 001	500 000	1 200 PLN
500 001	1 000 000	1 500 PLN
1 000 001	1 500 000	2 000 PLN
1 500 001	2 000 000	2 500 PLN
2 000 001	4 000 000	3 000 PLN
4 000 001	7 000 000	3 500 PLN
7 000 001	10 000 000	4 500 PLN
10 000 001	15 000 000	5 500 PLN
15 000 001	20 000 000	7 500 PLN
20 000 001	50 000 000	10 000 PLN
50 000 001	100 000 000	15 000 PLN
100 000 001	200 000 000	18 000 PLN
above 200 000 001		negotiations

Information about the company

Gemius SA is the largest online research agency in Central and Eastern Europe. The company has been dedicated to Internet market research since its founding in 1999. By focusing the business on maximizing credibility, quality and accuracy the company has been able to grow into the largest online market research agency in Central and Eastern Europe in less than 5 years.

Gemius SA provides a wide range of Internet research to brand name clients throughout Eastern Europe. Gemius provides data on Internet users' behavior (gemiusTraffic), Internet audience profiles (gemiusProfile), or online advertising campaign effectiveness (gemiusEffect). Gemius' gemiusAudience research is the online advertising currency across Eastern Europe, where by working with key joint-industry committees and other market players Gemius provides accurate, high-quality measurement of online audiences for media planners, buyers and sellers.

Abroad and Polish companies has appreciated the quality and usability of the conducted by Gemius researches.

Industry organisations	Media agencies	Interactive agencies
Polskie Badania Internetu (PBI) Interactive Advertising Bureau (IAB) Konsorcjum Sieci Reklamowych (KSR)	Initiative MediaCom MindShare OMD Starcom Next	ADV Hypermedia Gammanet POV Artegence
Media	FMCG	Insurances
Agora SA Onet.pl Wirtualna Polska Interia.pl Rzeczpospolita Canal+	Nestlé Unilever Carlsberg Tchibo Gillette Procter & Gamble	Allianz Commercial Union ING Amplico Nationwide PZU
Banks	Motorisation	Telecommunication
Raiffeisen BPH PKO BP mBank Multibank BZ WBK	Toyota Fiat Hyundai Nissan Peugeot Renault	Era Plus GSM Orange TP SA