



Analyca

VISUAL USER BEHAVIOR ANALYTICS
SaaS SOFTWARE

ANALYCA TELLS YOU WHY, INSTEAD OF WHAT
[ANALYCA.IO](https://www.analyca.io)



Problem:

Most of the world make decisions by either guessing or using their gut. They will be either lucky or wrong!

Online businesses wasting time and money monitoring their user stats and events which also require manual configurations and prior knowledge. and their monitoring Wrong metrics!

You can't tell why your potential customers abandoned a funnel or left your website just with numbers in your Analytics software. Can't see what caused the bounce.

High cost On site or remote usability and User Experience testing to reveal your online business's UX problems.

Solution:

Eliminating the guesswork. Analyca lets you see visitors' behavior and fix pain points with session replay, heatmaps, funnels, Live co browsing, and user's browser erros.

it tracks clicks, mouse movement, scrolls, forms, and more. It shows a recording of the activity from each visitor on website - just like CCTV!

Learn priceless information from observing your potential customers. See exactly what users are looking for and how they use your site. Understand their mindset and increase your conversion rate.

Co-browse Live with any user you want. 'peak over the shoulder' of the visitor while they are browsing the website.

Mission

Helping online businesses learn from their data in a more visual and comfortable way.

“What gets measured, get managed”
–Peter Drucker



Strengths

- Unlimited heatmaps
- Live co browsing
- Unlimited data storage
- Better session recording

Opportunities

Being among the first SaaS softwares providing live co-browsing and unlimited data storage and heatmaps.

Weaknesses*

Basic form analysis feature in-frame page loading.

Threats

Competitor's better marketing and pricing plans in the future.



*Can be resolved in the next stages.

Competitors

Our main direct competitors who are doing just fine:



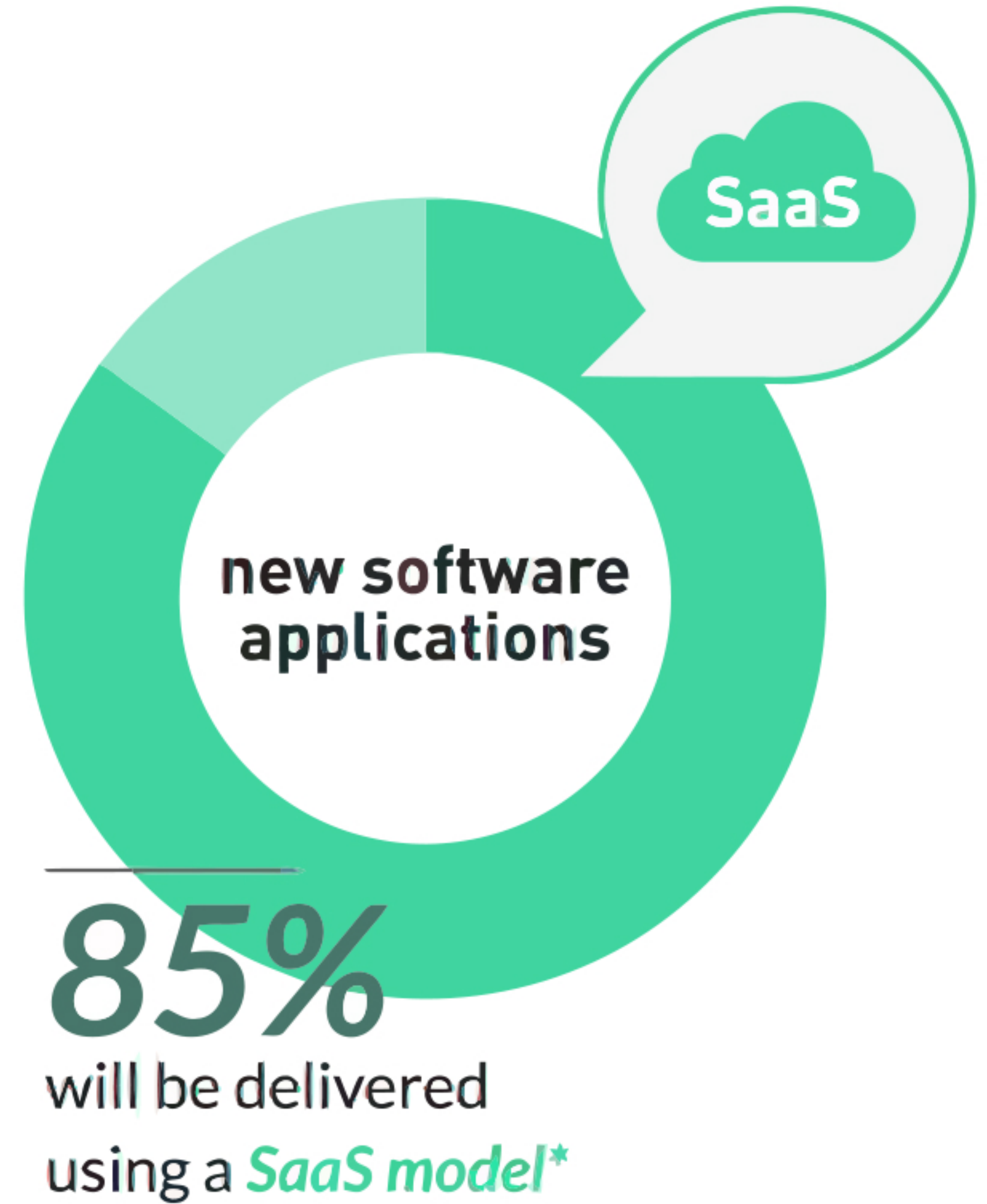
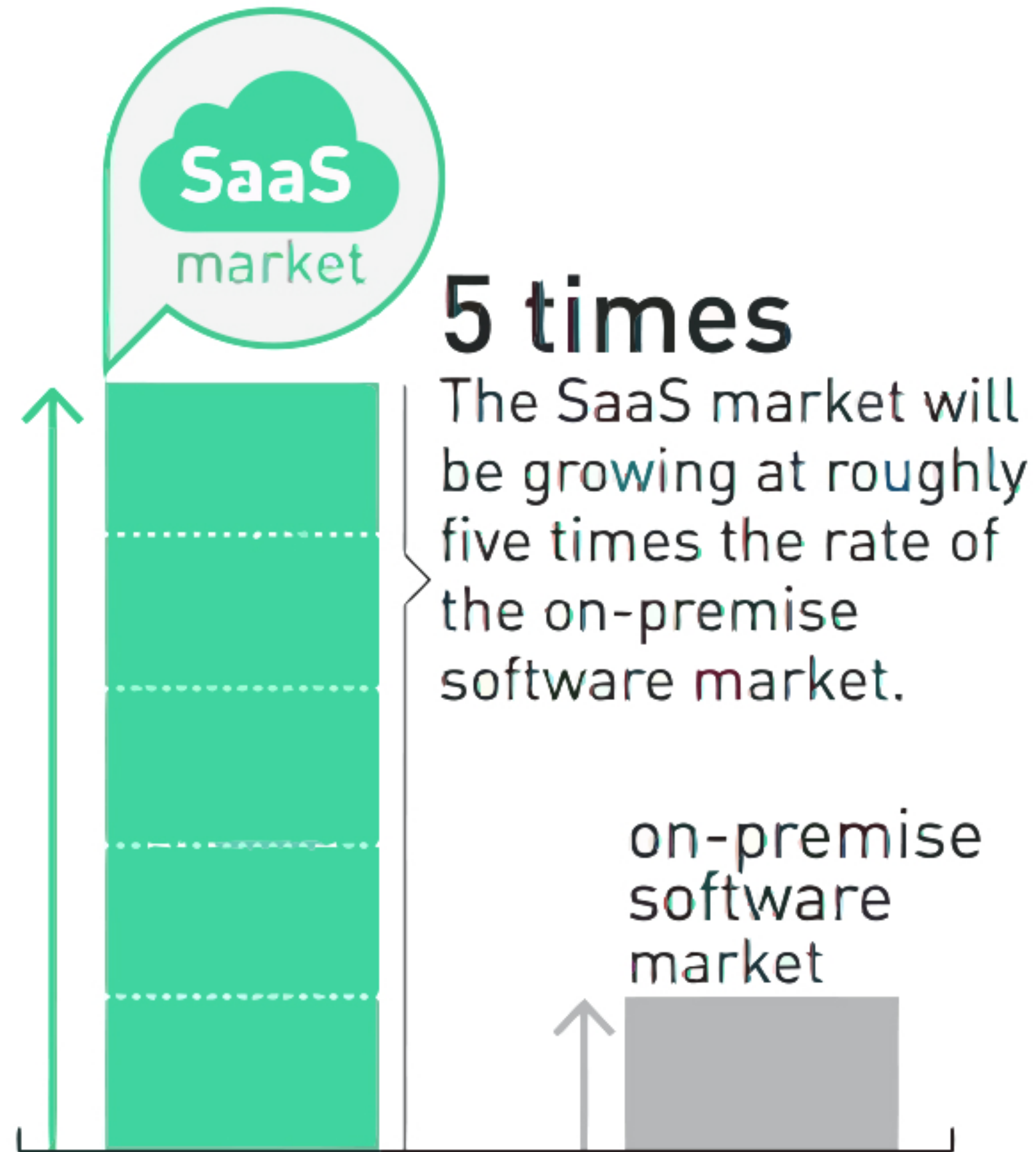
Market Size

The companies using similar analytics softwares are most often found in U.S. & Europe and in the Computer Software industry.

Market by industry

1. Computer Software
2. Retail
3. Marketing and Advertising
4. Information Technology and Services
5. Internet
6. Hospital & Health Care

**SaaS
Market
keeps
growing
by
2017...**

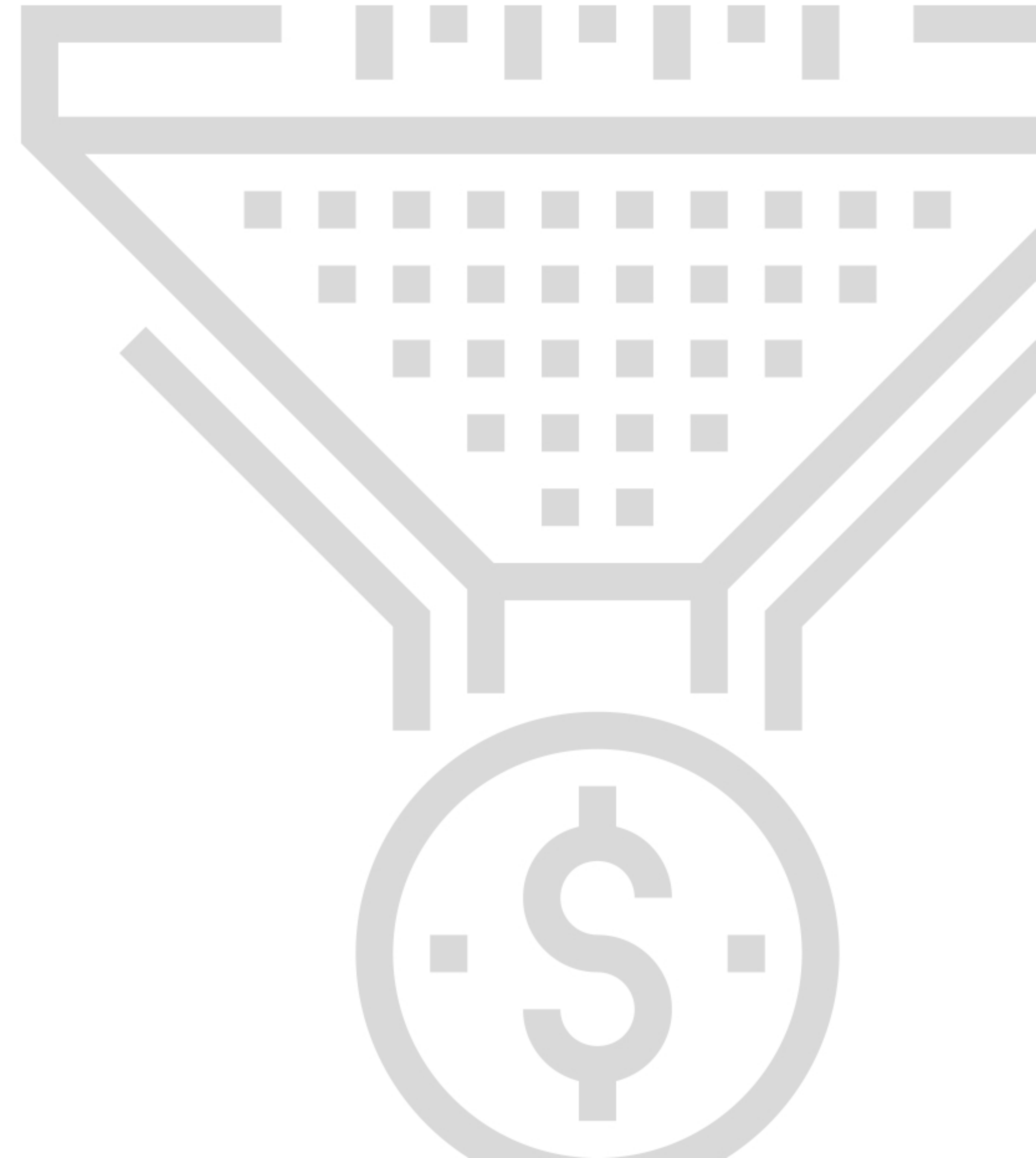


Distribution

1. Advertising
2. Direct & Inbound Marketing
3. Content Marketing

Sales

1. Charging users based on usage (monthly)
2. Charging users for premium features
3. Usability & UX testing services (side)



Features

Mouse movement heatmaps

Mouse click heatmaps

Session recording/playback

User Navigation

Scroll average

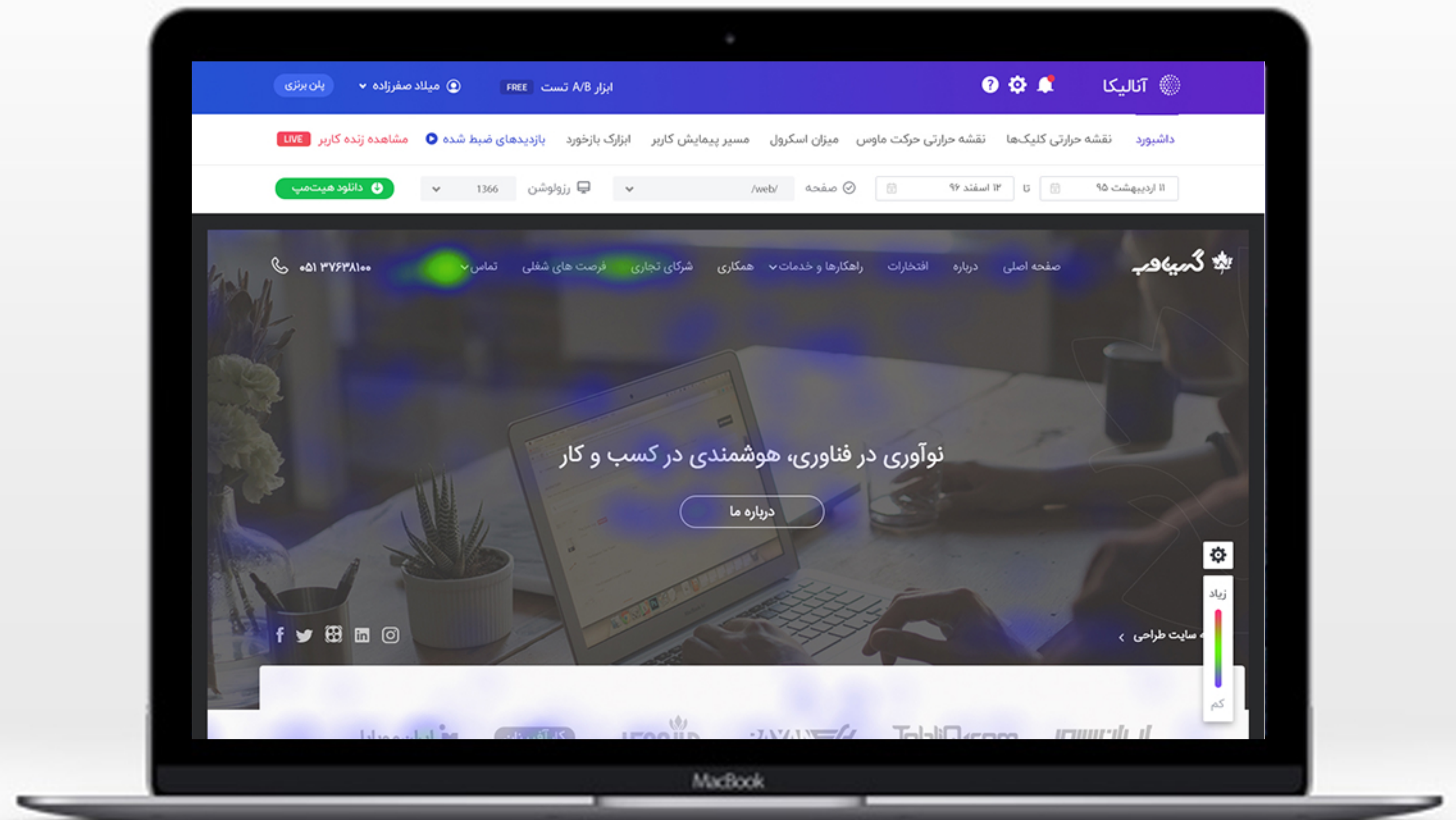
Live Co-browsing

Feedback widget

User's browser errors

Form analytics

And more...





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Founder & Team Lead

UI/UX designer, Product designer, iOS developer & web analytics expert. worked with many well-known startups and companies in country.

Thanks
For your consideration.

