

**DECIBELINSIGHT**

# Optimizing page length using Decibel Insight's scroll heatmaps and session replay



Micro Focus is a global software and IT business that provides software and consultancy services for clients updating legacy system to more modern platforms.

The digital team at Micro Focus is tasked with increasing and improving the websites for multiple global brands, and the key to making progress is understanding customer behavior. That's where Decibel Insight comes in.

## Parker Boyack, Digital Marketing Specialist at Micro Focus:

"Decibel Insight is a fantastic resource because for every project or experiment we come up with, we are able to go in and see how people are behaving. It's a new cutting-edge tool that gives us the upper hand when it comes to UX work. We are able to find important and useful insights about our customers quickly and with much less effort. It has definitely been a key tool in helping us to increase the effectiveness of our sites in terms of lead generation.

"We have had trouble putting the right content in the right places. For example, one of our websites follows a popular trend right now - the long form page. Users will find beautifully designed, image-heavy pages that scroll endlessly. But, using Decibel Insight, we found that less than 8% of our visitors ever make it to the bottom of the page where we have some of our best assets!

"Furthermore, watching back customer journeys we were able to see that in other cases visitors scrolled past the fluff and got right to the meat of the page. Findings like this have influenced how we design our sites moving forward.

"Before, our websites were thrown together without much thought for usability and layout. Now every detail is scrutinized to see how people interact with our websites.

"The flexibility Decibel Insight has in segmenting website visitors has been key to sift through the data and find certain audience personas. We can get super-specific - and when we do, the journeys become even more meaningful."

