



MOUSEFLOW PARTNER PROGRAM



SESSION REPLAY



HEATMAPS



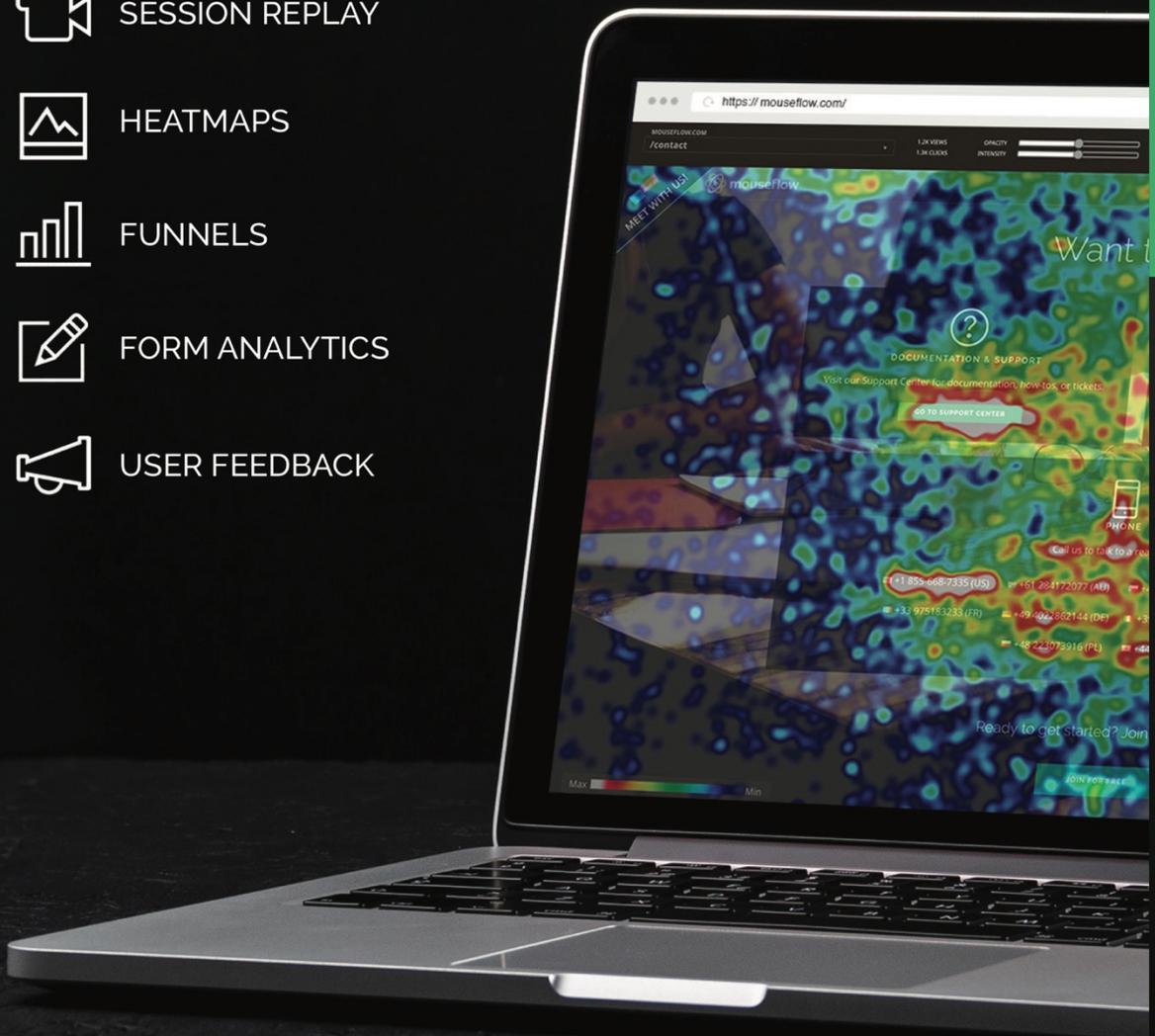
FUNNELS



FORM ANALYTICS



USER FEEDBACK



HELLO & WELCOME

Mouseflow is a very robust web analytics tool that is currently in use by 155,000+ clients around the world. The tool includes five core components: session replay (recordings), heatmaps (click, movement, scroll, attention, and geography), funnels, form analytics, and user feedback. Mouseflow offers a comprehensive suite of filtering/segmenting capabilities and has a team comprised of analytics, marketing, and web experts.



mouseflow.com

BETTER TOGETHER

Become a Mouseflow partner and help your clients turn website interactions into lasting relationships.

You want to grow your agency and provide exceptional services to your clients. We'll give you an unfair advantage with our best of breed hosted solution, training, and support.

Mouseflow will help your clients improve how they interact with website visitors and enable them to make sense of massive amounts of data.

With Mouseflow you can help your clients tap into the intelligence and nature of millions of website visitors converting into customers.

Mouseflow's Partner Program will transform the way you and your client's market and sell.

CHOOSE BETWEEN TWO (2) MODELS

AGENCY PARTNER

The Mouseflow Agency Partner program is primarily for Digital and Public Relations agencies who's already working closely with customers and wants to bundle Mouseflow as a part of their offering that leverage Mouseflow to offer innovative customer engagement solutions. You invoice your clients either for the product or as part of your current offering.

AFFILIATE PARTNER

The Mouseflow Affiliate Program, commonly called the Mouseflow "referral program," allows Individuals or companies to receive a commission forever on their referrals who sign-up for the Mouseflow service. We have a tiered commission structure starting on 10% on total revenue generated.

AGENCY PARTNER

Who is it for?

It is for marketing agencies that want to help their clients better understand their visitors and customers.

Increase Revenue Per Client

Offering web analytics services as a subscription allows your agency to build larger retainer agreements with your clients. As you show the ROI of your services, it'll be easier to incorporate new strategies and services into each client engagement.

How does partner lead registration work?

You work closely with your account manager who will make sure that all your partner leads are registered with your company. If a lead is signed up BUT never becomes a customer, then the lead will be released upon 180 days.

Agency Partner Pricing:

You invoice your client and we charge your agency a lumpsum amount across all your clients each month.

AFFILIATE PARTNER

Who is it for?

The affiliate program is for consultants, integrators, and IT professionals focused on the website marketing and analytics space, helping customers better understand their website visitors. We invoice the customer and you get your commission all automated. If you have Pro or Enterprise customers (customers with more than 200.000 monthly website sessions) we recommend you consider signing up for our Agency Program.

How does affiliate partner lead registration work?

Your partner account manager help you sign up making sure that you get commission from all clients signing up via you.

Affiliate Partner Pricing:

As an affiliate partner you get 10% on total MRR generated right out of the gate and the more clients you bring along the larger the commission.

INCREASE REVENUE FOR YOUR CLIENTS

Mouseflow offers a suite of tools including five core components: session replay (recordings), heatmaps (click, movement, scroll, attention, and geography), funnels, form analytics, and user feedback.

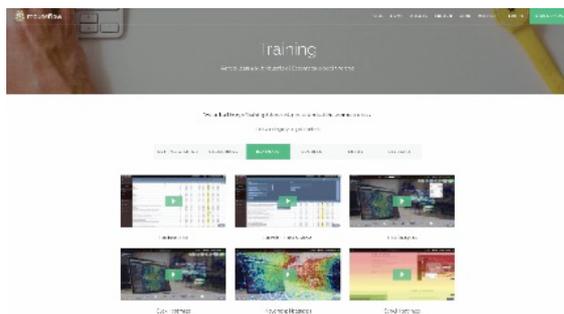
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PARTNER PROGRAM - WHO'S A GOOD FIT?

Mouseflow's Partner Program is for agencies or individuals that want to grow their businesses by providing added services around their customer's digital strategy helping increasing Conversion Rate Optimization (CRO).

As a pioneer in web behavioral patterns from more than 165.000 customers, Mouseflow is able to help your clients interpret their customer's digital behavior and understand why visitors are converting or not. Mouseflow has taken web analytics to the next level so that customers can now stop guessing where website visitors struggle. Mouseflow records frustrated users, JavaScript errors, friction, and much more.

WHAT YOU GET

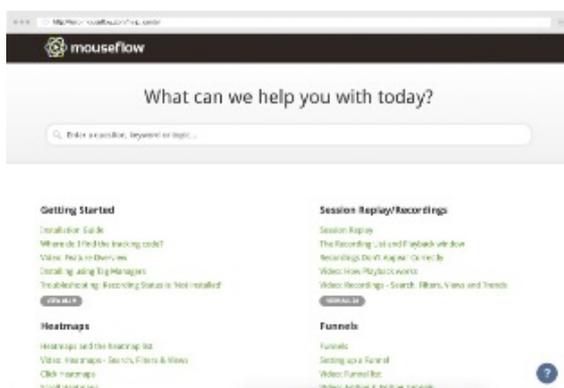


TRAINING

Free training as well as software licenses for internal use and training

24/7 Support

We offer 24/7 phone and email support.



ACCOUNT MANAGEMENT

Dedicated account manager assisting you with RFP, Security Questionnaires, Legal, Joint customer calls, marketing material and technical courses free of charge.

THE ALL-IN-ONE ANALYTICS TOOL

PRODUCT FEATURES



SESSION REPLAY

Mouseflow tracks clicks, mouse movement, scrolls, forms, and more. It shows a recording of the activity from each visitor on your site - just like CCTV. You can filter to find user sessions that reveal frustration, glitches and errors, or lost customers.



HEATMAPS

Mouseflow includes a full suite of heatmaps covering clicks, movement, scrolls, attention, and geography. These help you identify trends in behavior so you can see the big picture, including what works or doesn't work on your site.



FUNNELS

Mouseflow tracks user navigation from page-to-page. This allows you to analyze key journeys and processes to identify pressure points causing drop-offs, lost sales, and poor user experiences.



FORM ANALYTICS

Mouseflow monitors how visitors interact with forms. It measures drop-offs, refills, blank submissions, errors, and more — for every single field within a form. This reveals the fields that help or hurt conversions, making it easy to find out why users struggle or experience errors along the way.



USER FEEDBACK

Mouseflow makes it easy to jump into the minds of visitors. You can create custom, interactive surveys to acquire feedback from a specific audience in seconds.

ABOUT MOUSEFLOW



Lasse Schou
Founder

Mouseflow was founded in 2009 by Lasse Schou, in Copenhagen, Denmark, and quickly rose to become a powerful player in analytics. After running a web agency for almost a decade, Lasse Schou decided to start Mouseflow. He saw a need for a tool that would meet the growing demand for modern analytics, but at an affordable price.

Lasse's vision was to help clients understand the people behind the numbers demystifying complex data and making it accessible to everyone. In the short period after its launch, Mouseflow gained immediate traction throughout the analytics and marketing space.

Today, Mouseflow has over 165,000 clients globally including Philips, Samsung, Virgin, Intuit, Sears, Pepsi, AT&T, Autodesk, Microsoft, Vodafone, Accenture, Deloitte, Telefonica, Bosch, Trend Micro, Opel, and more. Mouseflow has offices in the United States and Denmark.



TRUSTED BY 165,000 CUSTOMERS

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Mouseflow is a trusted and well-recognized analytics platform that helps clients find, diagnose, and debug issues. It provides actionable insight to make informed decisions, at a fraction of the cost of alternative tools. If a client needs expert guidance, Mouseflow also partners with agencies who can assist with analysis and interpretation of data.



WHAT OUR CLIENTS SAY



CRISTINA BALUYUT
FORBES

Mouseflow enables us to continuously improve our website and forms ... and we're able to do this for a fraction of the cost of a typical UX tool.



ACQUES WARREN
KWANTYX

Rarely in my 15+ years in Digital Analytics have I used something as insightful as session replay in Mouseflow. They do it right, while offering impeccable support.



LEAH HERNANDEZ
ABT ELECTRONICS

Mouseflow is a great platform to track customer behavior. The funnels are my favorite feature for improving conversions. I also like using forms to isolate issues with specific form fields. It definitely helps the team out!





WHAT'S NEXT?

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