

RealLife Websites



RealLife Websites provides single source, cross-device measurement of consumers' internet browsing behaviour. The report unlocks a session-by-session view of the domains, URLs and search queries generated by users.

Overview

RealLife Websites removes researchers' reliance on recall to understand the online behaviours of respondents. With UK consumers spending more than one day a week online¹, effective measurement of this activity is crucial in any comprehensive study of the modern consumer.

RealityMine supplies a daily report that allows clients to develop a deep understanding of the online lives of the users being studied. The feed provides a clear view of users' actual browsing behaviour. Non-human and background network traffic are cleansed from the feed to ensure that what was viewed on screen is all that is reported.

Use Cases

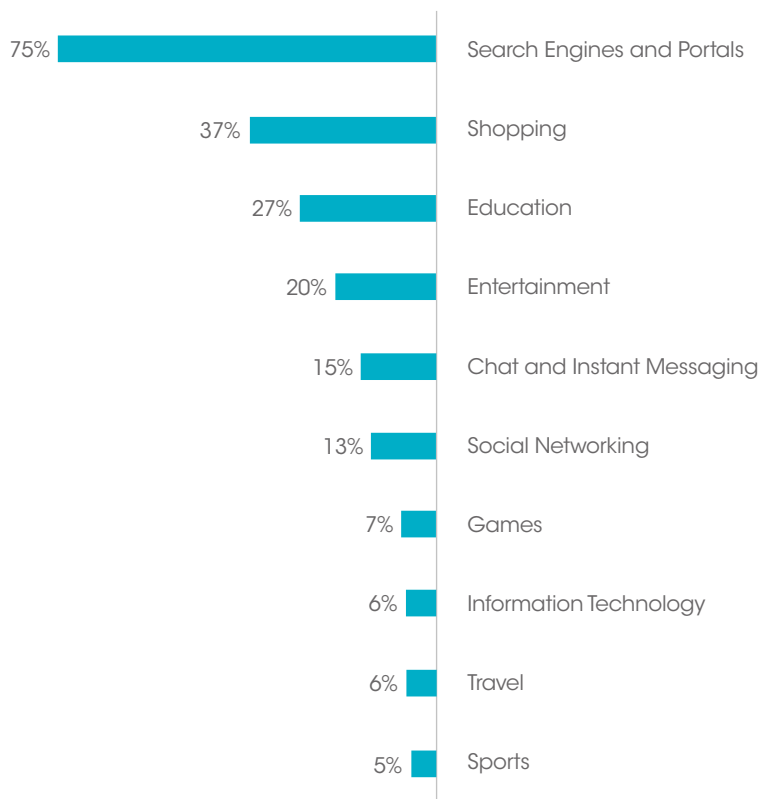
- User journey mapping and path-to-purchase studies.
- Analysis of high-level browsing behaviour and online preferences.
- Measuring the overlap across websites to understand user attrition.
- Uncover the URLs visited in a browsing session to highlight the exact content and products being viewed by users.

Available Data

The following fields are available in the report:

- Page URL
- Page domain
- Search terms
- Browser vendor
- Page duration
- Session duration

Reach by Category



Endnotes

1 Ofcom, "Adults' Media Use and Attitudes Report 2018"

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