

# HOTSPOTS

Highlight key web pages within the customer journey for easy, colour coded recognition within the dashboard, live visitor activity and reporting area.

- ✓ **Colour coded** – allocate a page or group of pages to a colour for easy identification.
- ✓ **Visitor insight** – identify important visitors as they browse your web pages, track buying patterns or analyse visitor behaviour for full management insight.
- ✓ **Targeted interaction** – set up proactive invitations and define rules based on your chosen hotspots to increase chat uptake.

