

Reading Session Recordings the Right Way

Learning objective: You'll learn how to strategically commission and interpret session recordings as a decision-maker, without spending hours watching videos yourself, but with clear requirements for your team.

Key Takeaways

- Session recordings deliver value when they're filtered and aggregated with purpose.
- Common patterns: rage clicks, back-and-forth scrolling, quick drop-offs, and form issues.
- Individual videos are observations. Only patterns justify running tests.

Framework steps

1. Filter recordings
2. Identify patterns
3. Define requirements
4. Near-buyers
5. Engaged non-buyers
6. Underperforming segments
7. Rage clicks

Key points at a glance

CONCEPT

The Problem with Random Recordings

A single video shows you one user, not your target audience.

CONCEPT

How to Prioritize Recordings

Priority one: users who came close to purchasing but dropped off.

CONCEPT

The Most Important Patterns in Recordings

Rage clicks and dead clicks: the user expects a response but doesn't get one.

CONCEPT

Requirements for Your Team

Don't deliver individual videos. Deliver aggregated patterns with frequency data.

Recordings show behavior, but not the motivation behind it.

Proof'

Fact: Individual videos are observations, not evidence.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.