



Boost Session Replay ROI with Conditional Recording

Stop compromising between sessions & cost.

Checkout

Rules Visited URL contains "checko"
Sampling Rate 20%

Click Add to Cart

Rules Clicked On Element Contains
Sampling Rate 100%

Errors

Rules Element Visible "Whoops, som..."
Sampling Rate 100%

Sessions

Rules Session Duration Greater than 5s
Sampling Rate 50%

Recording Condition Sampling Rate

100%

Recording Condition Rule

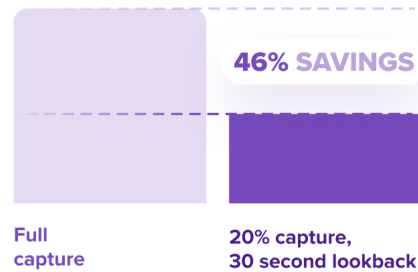
Clicked On Element Contains Text

Add to Cart

Or

Save Recording Condition

Cost of 25m monthly sessions



Rigid, Volume-Based Pricing Models

Most Session Replay solutions follow the same volume-based pricing model, where the main pricing lever is the number of sessions captured per month. In most cases, a session is defined as a continuous period of user activity, ending after 30 minutes of inactivity. This model may make sense for Session Replay providers, but it can be a serious impediment for many companies who are interested in leveraging this technology.

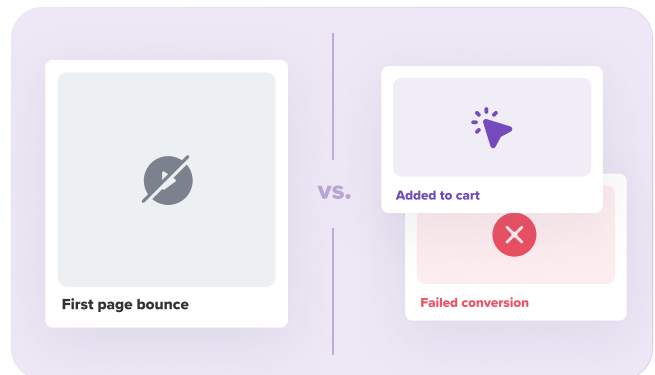


Cost Scales Linearly with Session Count

For example, consider a highly trafficked e-commerce website like Walmart.com. According to Similarweb, the website received nearly 400 million page views in the last month. Assuming an average of 4 pages per visit, this translates to roughly 100 million sessions per month. This would cost over \$1mm/year with any major vendor.

Business Value of Sessions is not Static

Using Walmart as our example again, consider the utility of capturing session recordings for first-page bounces, versus sessions where users added an item to the shopping cart and then failed to convert. One is clearly more valuable than the other, but you'll pay the same for each.



Choose Between Sessions and Cost

Random Sampling is often positioned as a “solution” to the high volume pricing issue by vendors in the space. What these vendors won't go out of their way to tell you, however, is that this is simply a way of trading business value for cost savings. You'll end up losing out on valuable sessions, such as failed checkouts or sessions where a user needed support, while still capturing useless first-page bounces or low intent user sessions.

Rule-Based Conditional Recording

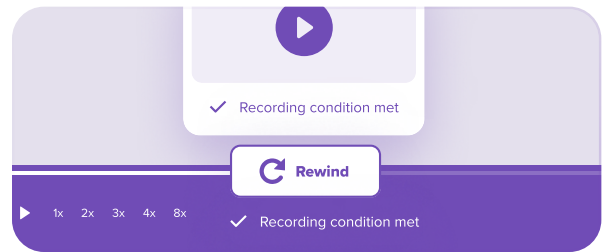
LogRocket is the only Session Replay solution that offers an intelligent, rule-based sampling methodology. You can define rules to capture only the sessions that are important to your business, while ignoring the ones that aren't. Conditional Recording eliminates tradeoffs between capturing more sessions and increasing costs, allowing you to focus on what matters most to your business.

Extensive & Flexible Filtering Options

Session duration	Visited URL
Clicks	Custom events
Network requests	Log messages
Element visible	Element not visible

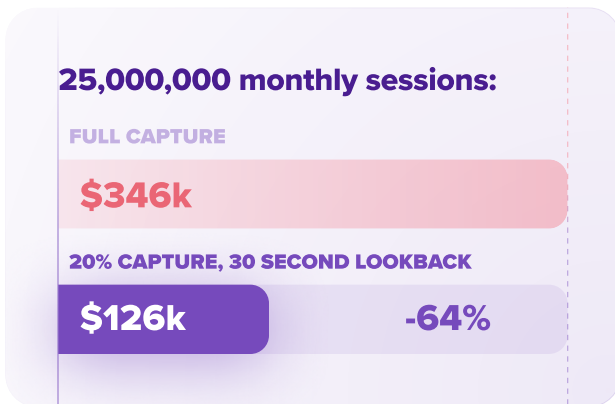
Combine parameters to target the sessions that matter to you with surgical precision.

Get Context with Lookback



Capture the user behavior that led to your recording conditions being met.

Reduce Cost without Sacrificing Valuable Sessions



"We could technically record everything and filter sessions, but we'd be casting too wide of a net and from a cost perspective, it's just not worth it. Conditional Recording gives us the ability to surgically get at a specific segment of recordings."

Sam Siskind
Product Support Manager, Dutchie

Stop guessing about your digital experiences

LogRocket combines session replay, product analytics, and error tracking - enabling software teams to create the ideal web & mobile experience.

[CONTACT US](#)