



Filter and segment your heatmap

Segmenting Heatmap reports can help you isolate the behavior of specific audience types.

To segment the heatmap reports:

1. Go to the Reports tab of your Heatmap experiment.
2. Click the funnel icon on the right.

You'll see two types of report segmentation facilities: **Smart and Advanced**. From this, you can select a segment you want to see the report of, or create your own custom segment in the Advanced tab. Learn more about the different ways to segment your test audience [using smart and advanced segmentation options.](#)

You will be able to see the **Heatmap**, **Scrollmap**, and **Attention Map** for any and every audience segment you create using the smart and advanced filters. The reports give a consolidated data when no segments are applied. Segment Heatmap reports for analyzing the engagement pattern of various audience segments.

For instance, a returning visitor who is familiar with your website might not scroll till the last fold, whereas, a new one might. In a different case, you might observe the amount of engagement with a particular website element varies depending on the audience type.