

Clicktale's integration with Webtrends Analytics

Look beyond the numbers.
See your customers' actual behavior.



Clicktale®
webtrends™

Integration benefits

Clicktale's integration with Webtrends adds a more visual layer to your analysis workflows and takes you beyond just the numbers to reveal "Aha!" insights to find new ways to make each customer successful. Synchronize insights between Webtrends and Clicktale so you can visualize visitors' full journey and in-page behavior. Drill deeper even to individual visitor browsing sessions to discover opportunities for improving the digital experience.

Get more actionable insights

Continue your analysis from Webtrends Analytics into Clicktale to understand how visitors behave within pages, such as uncovering hesitation to click on calls-to-action or exposing struggle when visiting from specific mobile devices. Identify opportunities to create customer experiences that delight.

Boost segment conversion rates

Analyze underperforming customer segments and drill to actual video recordings of visitors' browsing sessions so you can promptly identify why they are struggling and how you can reduce drop-offs.

Quickly iterate tests and content

When optimizing your site using Webtrends Testing, identify why a particular split test version performs well, i.e. what elements lead to success, so you can iterate your tests more quickly. Engineer better experiences by knowing the biggest success factors and more easily align your teams around winning test variations.

Proactively uncover revenue opportunities

Investigate segments with high ROI potential such as marketing campaign visitors who seem engaged but then drop off before purchasing. Learn how to turn these visitor segments into customers.

Understand visitors' actual online behavior, as reflected in their mouse movements, scrolls, clicks and keystrokes, and gain aggregated insights on customer activity inside dynamic web pages.



How it works

The integration process is simple and involves three steps:

1. Import Clicktale User IDs into Webtrends with a slight adjustment to your Webtrends tags on web pages that you wish to record.
2. Add a definition in Webtrends' administrative settings to allow Clicktale User IDs to be recorded in your Webtrends data.
3. In Webtrends reports you can then retrieve the exact Clicktale User IDs that match specific visitors and find their recordings in Clicktale. You can also filter Clicktale's heatmaps and conversion analytics to those visitors.

Take advantage of the integration today

The integration between Clicktale and Webtrends Analytics makes it easy to uncover "the why behind the what." Contact Clicktale today to have the integration configured for your account so you can begin reaping the benefits for your customers.

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About Clicktale:

Clicktale lights up the digital world, revealing customer behavior, needs and intent across all key touchpoints: web, mobile and apps. The world's #1 enterprise-class experience management platform, Clicktale's deep drill-downs get to the heart of the "how" and "why" behind customer behavior. Via session replays, high-fidelity heatmaps, conversion analytics, powerful integrations and in-depth expert analysis, Clicktale provides critical insights needed to remove friction, delight every customer and achieve digital success. With a global customer base that includes Walmart, UBS, The North Face, MetLife, Lenovo, Adobe and CNN, Clicktale is the most advanced, robust enterprise-grade solution on the market, analyzing over 100 billion in-screen behaviors per month.