Clicktale's integration with Optimizely

Shorter tests with greater impact

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Optimizely

Clicktale's integration with Optimizely helps you create significantly more value from your investment in site optimization by adding a visual layer of insights to solve common testing challenges. Gain an in-depth look at the behavior and in-page experience of visitors taking part in your tests. Understand the biggest factors that lead to success. Reveal "Aha!" insights enabling you to iterate your tests more quickly and find new ways to make each customer successful.

Integration Benefits

Pre-testing: know what to test
Take the guesswork out of understanding user behavior by viewing session replays and analyzing heatmaps before initiating a test. Identify areas of struggle and opportunity for optimization. Focus your test investments where they'll have the greatest impact.

During testing: speed time to results
Validate that test variations are working as intended by viewing replays within seconds of the first visitors experiencing your tests. Take corrective action if needed and protect yourself against any potential lost testing time and expenses. Iterate tests more rapidly with visual evidence of what experiences are working best.

Post testing: understand why certain experiences win vs. lose
Compare test variations side by side using Clicktale's data rich heatmaps for desktop and mobile. Uncover how the changes you've made impact visitors' interactions. Instill trust in your results by sharing session replays and aligning your team around actual customer experiences.

Create better experiences and accelerate time to market
Get faster insights into your entire optimization cycle and visually identify your next testing targets. Discover the factors that contributed the most to successful tests, so you can utilize them to create customer experiences that delight.

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Answer anything.

Visualize test versions side by side using Clicktale's data-rich desktop and mobile heatmaps
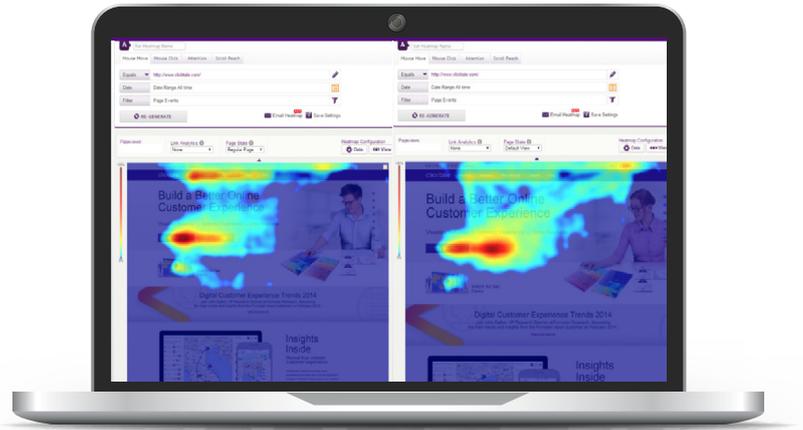
How it works

Integrating Clicktale with Optimizely X and Optimizely Classic takes just a couple of quick and easy steps:

1. In Optimizely X or Optimizely Classic, create your Experiment and enable the integration with Clicktale in the user interface. This will automatically inform Clicktale of test variations that each site visitor is exposed to.

2. In Clicktale, you can simply identify visitors who took part in a specific test variation by segmenting via the corresponding Optimizely event flags. For example, run side-by-side heatmaps by selecting visitors that experienced test variations A vs. B.

Use Optimizely and Clicktale as one unified and trusted platform

Leverage Clicktale's Event-Triggered Recorder, a game-changer in customer experience management, to go beyond sampled recording and capture 100% of the sessions where visitors took part in tests. Record every test participant to ensure that you have statistically significant data to analyze and act. Keep testing audiences as small or as large as you need, while still getting visual insight into behavior and results.

Take advantage of the integration today

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

About Clicktale:

Clicktale taps into the wisdom and behavior of millions of visitors so that businesses can deliver the best digital experiences and drive amazing business results. Complex behavioral patterns are synthesized based on millisecond-level actions such as hovers and scrolls, enabling businesses to interpret their customers' digital body language to understand intent. The pioneer in Experience Analytics, Clicktale marries cognitive computing, machine learning and psychological research to automatically surface issues and answer questions that keep executives up at night. With unique behavioral data, clear visualizations, and world-class customer experience expertise, Clicktale is driving the "Experience Era" at the world's leading brands. Clicktale's global customer base includes Walmart, Microsoft, Adobe, MetLife, The Royal Bank of Scotland and Avis.

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