

Clicktale's integration with Adobe Analytics

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



Clicktale®



Adobe® Analytics

Integration Benefits

Clicktale's two-way integration with Adobe Analytics 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. Access your Adobe Analytics segments within Clicktale so you can seamlessly visualize their full journey and in-page behavior. Drill deeper even to individual visitor browsing sessions to discover targeted opportunities for improving the digital experience.

Get more actionable insights

Continue your analysis workflows from Adobe 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.

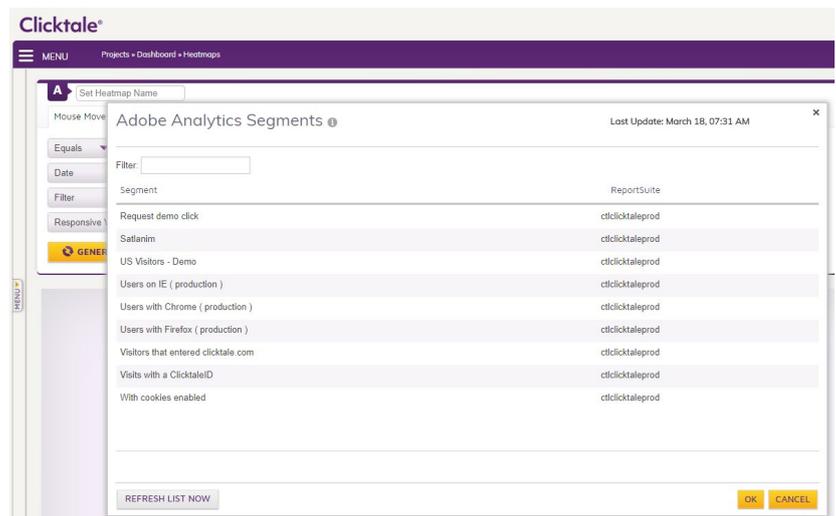
Quickly iterate tests and content

When optimizing your site using Adobe Target, identify why a particular split test version performs well, i.e. what elements lead to success, so you can iterate your tests more quickly. When creating content in Adobe Experience Manager, overlay Clicktale's heatmaps to contrast and illustrate customer behavior on different versions of your content. Align your teams more quickly around the winning design.

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.

Access your Adobe Analytics segments within Clicktale and seamlessly continue your analysis flow to reveal more actionable, ROI-based insights



How it works

The two-way integration takes just a couple of quick and easy steps:

1. Import Clicktale IDs into Adobe Analytics by adding the Clicktale Data Connector.
2. Install the Clicktale browser extension to access session recordings from Adobe Analytics.
3. Import Adobe Analytics Segments into Clicktale by providing Clicktale with your Adobe Report Suite ID.

Take advantage of the integration today

The seamless integration between Clicktale and Adobe 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 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 and Fortune 500 companies.