



Clicktale®

# Enterprises Require Enterprise-Capable Solutions

Your website's performance and the security of your customer data can make or break your business. You can't afford to gamble.

## CLICKTALE MAKES FIVE IMPORTANT PROMISES TO YOU:

### 1. Our architecture can handle anything:

Our platform operates on some of the most complex, secure websites in the world. Our robust architecture was designed with the most powerful modern technologies, and is able to process large, unpredictable workloads, seasonal traffic-growth and immense surges in an automated and cost-effective way.

**3.7 trillion**

desktop, mobile and app interactions recorded **daily**

**3 billion**

page views per customer **monthly**

**1/2 million**

requests to our servers **every second**

**13 months**

Retention of meta-data

**99% query**

SLA in < four seconds

**TRUSTED BY FORTUNE 500 COMPANIES**



### 2. We don't mess around with security. Ever:

Both the Clicktale platform and our hosting facility are **ISO 27001 certified**. Other vendors in our space use Base64 encoding – [a known security “killer”](#) – Clicktale conducts multiple penetration tests and audits via third party vendors. Our dedicated security team maintains the highest standards of internal security policies, and enables strict access control and awareness training. For every new code development – standard or custom – we utilize a static code analysis tool to ensure secure coding.



**24/7**

JavaScript code monitoring and replacement



**50+**

leading financial institutions trust Clicktale



**SDLC**

Secure Software Development Lifecycle

Clicktale®

Answer anything.

### 3. You won't lose sleep over privacy issues:

Clicktale blocks all personally identifiable information (PII) entered by keystroke from being sent over the wire. For PII that appears in HTML, we have procedures and algorithms to ensure that data is removed from the HTML prior to being uploaded. PII blocking can be implemented by the customer via a simple PII tag or as part of our fully managed solution.

### 4. Complete accuracy. No errors:

We deploy patented technology for element addressing, which provides superior accuracy for every state of a webpage. We keep every HTML, even if you have a single version for each user every time. Other solutions show only the current layout of the page with no historical views, leading to erroneous conclusions.



Watch playbacks from months ago or produce an **aggregative report**



Support for **highly dynamic sites** including CSS and font changes



No matter how personalized or dynamic your site, you get the right page, **every time!**

### 5. Zero effect on performance:

As the chosen platform for the world's leading websites, Clicktale has ZERO effect on UX or page load times. The HTML from the browser is highly compressed via algorithms designed to reduce networking costs, while maintaining a minimal CPU footprint. Our proprietary data protocol is binary, which means it is **orders of magnitude lighter** than those using Base64-encoding, which inflates the data to four times its original size.

When it comes  
to the **security**  
of your **customer data**  
and the **performance**  
of your site,  
**FAILURE ISN'T AN OPTION.**