The digital psychology advantage

In the highly-competitive digital arena, forward-thinking stakeholders are digging deep into the behavior and decision-making processes of their website visitors and app users to enhance the customer experience and increase ROI.

Clicktale's insights into customer behavior, needs and intent are on the cutting edge of digital consumer psychology. Drilling into the in-page or in-app behavior captured by Clicktale technology – we dissect the visitor decision-making process and deliver in-depth and actionable insights to impact your bottom line.

Understanding digital consumer psychology enables you to:

- Better identify visitor state of mind and intent to encourage conversions

- Pinpoint factors that affect movement down the funnel

- Uncover behavioral characteristics distinguishing converters from non-converters

- Refine content with insights into different visitor personas

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Persona, intent, and context

At Clicktale, digital psychology informs many key questions to measuring and improving visitor experience: who are the visitors and what are they trying to do? We analyze what people want, and – equally importantly - what they consciously or unconsciously don't want. This helps stakeholders tap into positive patterns and avoid raising unconscious negative transferences that can lower conversions.

How digital psychology can help your digital KPIs

- Understand different visitor types, hone in on their goals, and refine your content and messaging accordingly

- Uncover unconscious factors in the environment that are affecting visitors' behavior and decisions

- Correlate behavioral/psychological factors to purchasing decisions

- Identify habit loops and motivate visitors to create new habits (more purchases, higher engagement, etc.)

Sample insight

Didn't add to cart   **Added to cart**

Recent analysis of a product page for a popular electronic gadget showed bewildering results in the behavioral differences between purchasers and non-purchasers. Customers who purchased the product, whether on their first or fifth visits to the page, spent considerably less time on the page than visitors who didn't purchase. Visitors who paid attention to the technical specification details, reviews, and product descriptions were much less likely to add the product to cart.

- **Clicktale's explanation:** Exposure to too much information was forcing customers to invest cognitive resources they weren't planning on investing, activating a rational behavioral path, as opposed to an emotional behavioral path, which more frequently leads to purchase.

- **Results:** When the website implemented Clicktale's recommendation and organized the information differently (via tabs), conversions increased by 4%, a significant uplift for those product pages.

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. Winner of the Adobe Marketing Cloud Innovation Partner of the Year, Clicktale is also an inaugural Premier Partner in Adobe Exchange. Clicktale's global customer base includes Walmart, UBS, The North Face, MetLife, Lenovo, Adobe and CNN.

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