A photograph of two children wearing helmets and goggles, pushing a shopping cart on a paved surface. The child in the foreground is wearing an orange helmet and a dark jacket, leaning forward to push the cart. The child in the background is wearing a blue helmet with white stars and a dark jacket, sitting inside the cart. The background is a blurred outdoor setting with a warm, golden light.

# Lifting off with Clicktale



Itching to start delivering amazing digital experiences to your customers? No matter how you choose to deploy, Clicktale makes it easy to get up and running fast.

# Get going



Deploy just one line of code to activate the innovative Clicktale Experience Cloud to see what's really happening across your full site.

## Right from the start, get:



**The Experience Center**, which automatically surfaces experience-related opportunities and challenges



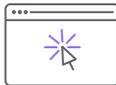
**Session recordings from pages and dynamic content**, covering drop-down menus, modal popups, validation messages, hover menus, and carousels as well as AJAX and HTML 5 content and more



**Aggregate heatmap visualizations** that reflect true customer experiences



**Path analytics** which quantify business impact of within-page customer experience



**Customer interaction insights for key site events** such as CTAs, menus, top navigation and search



**Masking of Personally Identifiable Information (PII)**, if desired



**Single page applications (SPAs)** automatically broken up into logical pages\*



And much more...



*"It was a really simple solution for us to implement. It is SaaS-based, speed-to-market was very quick for us."*

**Tim Hassed, Director, Online Customer Experience**

\*Available for SPAs/sites using the history API

## Get integrated

Integration with leading testing, analytics, chat and VoC solutions is a snap, thanks to strong Clicktale partnerships across the digital marketing landscape. Clicktale and your analytics ecosystem solutions form a single unified and trusted platform.

1800 contacts\*

*"We had a very seamless and easy integration with Clicktale. Almost too easy, to be honest. Within minutes we were starting to capture session recordings and gain valuable insight into our customer behavior."*

Steven Evans, Digital Analytics, Marketing

## Get specific

Want a deep dive into the performance of specific events that impact your business success? Can segmenting on specific visitor behaviors reveal site experiences that you need to improve?

No worries! When you want Clicktale to get personal with your business, our menu of self-service configurations and out-of-box tag functions make it quick and easy to specify just what you need.

### Define segments visually

with no IT or developer support by selecting behaviors of interest directly on session recordings.

### Identify logical pages for SPAs

the way you want with our dedicated API.

### Create custom events for filters and segments

with the innovative Clicktale Visual Editor.

### Tailor handling of individual textual data fields

with our API.

For your native and hybrid mobile apps for Apple iOS or Android devices, the Clicktale SDK provides all the tools you need to get quick access to valuable customer behavioral analytics.

# Get help with strategic business questions



For enterprises that want fast, reliable answers to thorny business questions, Clicktale Experience Cloud is the premier choice. With unparalleled experience onboarding the world's leading enterprises in virtually every industry, Clicktale provides a fast track to results, with deployment options to suit the unique needs, goals, customer interaction events, site architecture, and marketing ecosystem of your business.

Choose to deploy Clicktale using our out-of-the-box, self-service deployment process. Or draw on the industry knowledge and best practice wisdom of our expert Customer Success team to manage turn-key Clicktale deployment, configuration, and integration.

## Funding Circle

*"Helpfully, most of the work was in the hands of Clicktale. We found the onboarding process simple and transparent and saw insights in our first week."*

**Walter Pinto**, Senior Marketing Analyst

The Clicktale Customer Success team will work with you to understand your strategic business questions, integrations, KPI's, roadmap and goals, and take full charge of onboarding to ensure that the Clicktale Experience Cloud highlights the answers you are looking for.

Unlike other solutions, Clicktale configuration can be done through the tag alone, independent of page HTML, and without developer help. All configuration is done on our end, with ongoing direction from you.

For deployment tasks you opt not to do in-house, you can depend on the industry knowledge and best practice wisdom that Clicktale Customer Success professionals bring to each job.

## B&Q

*"Clicktale's Customer Success team helps us implement best practices, and they provide benchmarks to help us really understand our performance against others."*

**Kirsten Taylor Groves**, Omnichannel Planning and Analytics Manager



## Get it your way

No matter how you choose to deploy, Clicktale has the do-it-yourself tools, guidance, training and staff to get you amazing customer insights, quickly and cost-efficiently.

**Want to know how  
your business can  
get up and running  
with Clicktale?**

[GET STARTED NOW](#)

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