PATH QUANTIFICATION
Clicktale Experience Cloud
Every digital decision-maker today knows that positive experiences are critical in today’s fierce battle to win and retain customers. But identifying and measuring the impact of user experience issues has been a challenge for organizations, until now.

Part of the Clicktale Experience Cloud, Path Quantification enables users to track sequences of in-page visitor behaviors – millisecond-level hovers, clicks, scrolls and more – and to measure the scale of experience-related problems or opportunities. Now, for the first time, digital stakeholders can:

- Quickly validate hypotheses on any visitor-related behavioral question
- Dramatically reduce time spent quantifying impact of problems
- Monitor future interactions to verify whether issues have been resolved
- Empower stakeholders to identify and solve behavioral issues without involving IT

How it Works
Choose behavior to track

Monitor behavior as a KPI in the Clicktale Experience Center

Identify specific behaviors and quickly quantify their effect

Answer anything.
A leading e-retailer received negative feedback via its Voice of Customer solution: a popup congratulating the visitor for being a loyalty club member was inhibiting the visitor from selecting the delivery dates. The manager diagnosed the issue with one click to the Clicktale session replay: the visitor was browsing on a device with a specific responsive breakpoint that didn’t show how the popup with the promotional message could be closed. Naturally, the brand wanted to know how many other visitors this was affecting. With a few more clicks, the manager defined the sequence to track and then saved it as a segment. Very quickly, the manager saw that the same problem was occurring with over seven percent of its loyalty club members! The quantification was key to escalating the issue, and the brand took quick action to fix the responsive breakpoint and keep its loyal customers happy.
Sample questions:
- Are people hovering over “Add to Cart” but not clicking?
- Are visitors scrolling up and down on our FAQ page because it takes a while to find question they want answered?
- Are our loyalty club members leaving negative feedback in our VoC?
- Are visitors hovering over the coupon code field and then getting distracted?
- Are visitors reviewing our rate chart before clicking on the “Open an Account” CTA?
- Did visitors hover over our limited time offer to switch plans in the last month?
- Are visitors reading the text on our content page?
- Are visitors accidentally closing the filters?

To learn more about how Clicktale Path Quantification can help your business

Contact us

Global Offices
US: +1 415 651 4291
UK: +44 20 3318 6535
WWW.CLICKTALE.COM

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. Clicktale. Answer anything.