PATH IDENTIFICATION

Clicktale Experience Cloud

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Answer anything.

## Visualize customer journeys. Optimize better experiences.

In the brick and mortar world, it's easy to watch the paths your customers take in your store, to understand which products they pick up and examine before ultimately purchasing or not. Floor managers and merchandizers can watch the foot traffic and made quick adjustments to product placements, store layout, promotional notices and more. In the digital world, it's infinitely trickier to solve visual merchandising problems.

Path Identification is a feature within the Clicktale Experience Cloud that **identifies in-page paths**, **behavioral patterns and critical junctures**, particularly the paths that are **leading to or derailing conversions or engagement**. Based on Clicktale's rich customer data, visitor journeys can be visualized on an aggregate level. No IT or analytics resources are needed. Digital stakeholders can now:

- Visualize the most popular paths on the page

- Uncover previously unknown paths with significant impact

- Investigate problematic paths or specific elements on the page

- Identify opportunities in customer journeys without involving IT

Use Case: Identifying a highly successful path taken by a few

Like many e-commerce brands, a leading apparel site was using filters to help visitors narrow down the selection of merchandise. The brand knew that the higher use of filters correlates with higher conversions. But looking at the page with Path Identification, they saw something surprising: the best (most converting) path was only traversed by a miniscule 0.5% of all visitors. These visitors needed to filter twice to find the information they were seeking. Once the brand understood this, they redesigned the filters to draw more visitors intuitively to this successful path.

Answer anything.
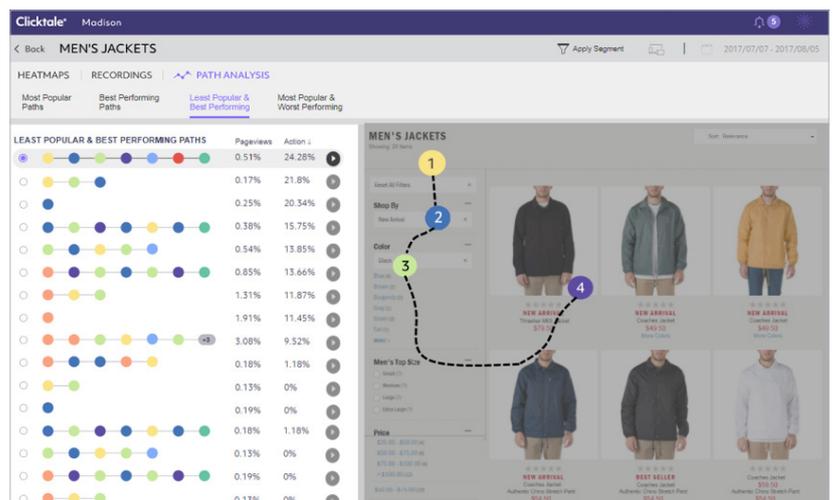
Use Case: Confirming a hypothesis on a distracting carousel from private banking homepage

A financial services customer placed a carousel on its personal banking homepage, each banner offering different types of accounts and promotions together with an "Apply Now" call-to-action. For years, the Clicktale Customer Success Manager encouraged the bank to remove the carousel, as he believed it was distracting most visitors from taking the next step to apply for an account. Once Path Identification was implemented on the site, there was quantifiable proof of the consultant's intuition: the clusters of paths showing this behavior indicated that virtually none of the visitors playing with the carousel were advancing to the next step in the funnel. Once the bank removed the carousel, visitors proceeded in much greater numbers to the account opening page appropriate for them.
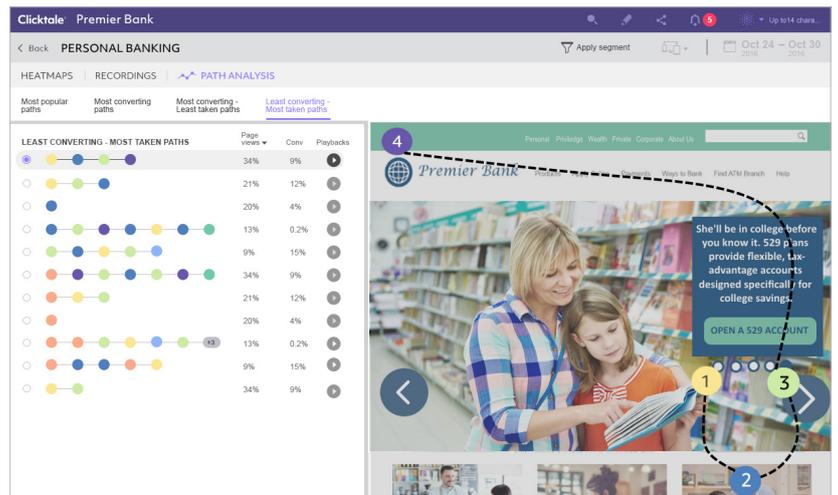
Answer anything with Path Identification

Sample questions:

- What are the most popular paths visitors take on our Product Detail Pages (PDPs), and is this what we intended?

- Which paths are very popular on this page but NOT leading to success?

- Which elements are my visitors interacting with before clicking on our main CTA?

- Where do most visitors go on the page after interacting with the promo banner?

- Are my visitors using the filters before adding to cart? Are the filters arranged in a way that they can see the most popular ones first?

- How do visitors actually "walk" my site?

- Of the top three offerings on this page, with which did visitors interact with the most?

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

Contact us

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.**

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