PSYCHOLOGICAL ANALYTICS

Clicktale Experience Cloud

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Answer anything.

Uncover visitor mindset to innovate better experiences

In a physical store, customer intent is easy to spot. A good salesperson can determine what to offer a customer based on his or her body language. If a section of the store is causing confusion among customers, managers would immediately understand the area needs attention. But how can you replicate this on digital channels where you can't see your customers?

The main predictor of whether visitors will return to your website and become long-term customers is not conversion but rather **experience**, in other words, how they feel about your brand. "If enterprises want to help guide their customers to success, they need to start by peeling back the layers on their data and seeing their customers as multi-dimensional, complicated people," according to Dr. Liraz Margalit, Clicktale's web psychologist and head of behavioral research.

Interpret digital body language

Focus on experience to drive positive feelings about your brand

Clicktale Psychological Analytics marries Big Data with applied psychological research to analyze customer intent across digital channels. Capturing millisecond-level data – every mouse move, hover, scroll, tap, pinch – Clicktale exposes structured behavioral patterns to determine customers' **digital body language** and mindset.

By understanding how in-page content elements affect visitors' state of mind, businesses gain a new level of experience intelligence that enable them to significantly improve user experience and optimize business outcomes. Applying advanced cognitive behavioral models and translating our rich data into structured behavioral patterns, Clicktale has identified five distinct mindsets that reflect visitors' behavioral patterns:

DISORIENTED

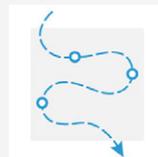Lost sense of direction, position, or relationship with the page

LACK OF INTEREST

No interest or insufficient motivation to keep exploring the page or content

EXPLORING

Visitors zero-in and narrow down their options by investigating the differnt options the page has to offer

MINDFUL

Visitors pay attention to the content on the page and are deeply engaged

FOCUSED

Visitors are focused, know what they want and pay less attention on the page

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Mindset affects the way the visitor interacts with the website, makes purchase decisions and reacts towards advertising messages. For example, a focused customer is triggered by a decisive thought process and is more likely to purchase, while an exploring customer employs a more deliberative and hesitant thought process.

Dr. Liraz Margalit
Web psychologist and head of behavioral research , Clicktale

"If enterprises want to tap into the goldmine of machine learning, they need to take out the shovel and dig deeper: Beneath every layer of data there are the human problems of emotion, irrationality, cognitive bias and emotional cues."

With Clicktale Psychological Analytics you can understand:

- Whether visitors are disinterested, confused, exploring or engaged

- Which website experiences are causing negative or positive reactions among your visitors

- How to achieve the optimal mindset for each type of page on your site

- How the distribution of visitors' mindsets on your site compares with others in your industry

- Where visitor journeys switch from being positive to negative (i.e. focused to disoriented) or vice versa

- How to better allocate marketing campaign investments according to your customer mindsets

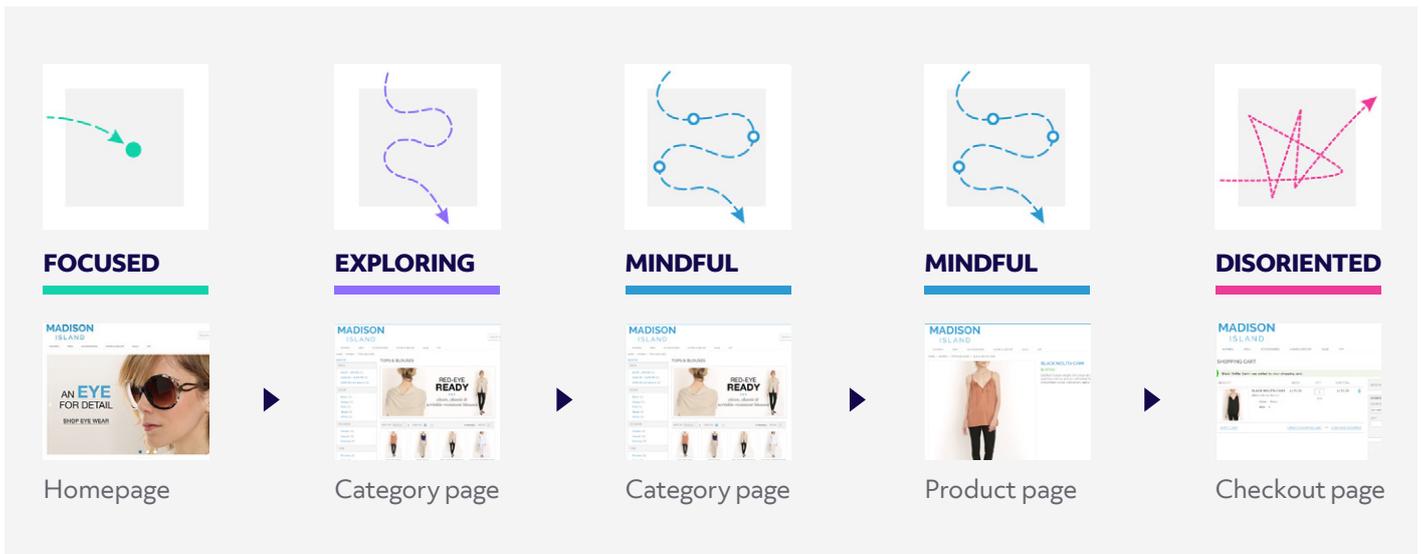- What your customers will remember from their visit and how likely they are to return

Alex Wolford
Web Analyst, B&Q

"Clicktale Psychological Analytics helped us understand how visitors to our home page were experiencing our brand. We got clear recommendations on how to encourage the mindsets that correlate with successful experiences, and vice versa."

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Sample Case: Retail

The visitor's mindset is changed by different touch points along her journey

FOCUSED	**EXPLORING**	**MINDFUL**	**MINDFUL**	**DISORIENTED**
Homepage	Category page	Category page	Product page	Checkout page

In this example, a visitor has entered the home page and is quite **focused** on what she wants. She goes straight to the tops and blouses category page. She then **explores** the category page, starting to narrow down her options and become more engaged with and **mindful** of the content on the page until she finds the blouse she wants. On the product details page, she continues to be **mindful** – examining the different images and reading product reviews and details. Things are going well and she places the blouse in her cart. But when she gets to the checkout page – something distracts her, or confuses her and she becomes **disoriented**, ultimately abandoning the funnel.

Alex Wolford
Web Analyst, B&Q

"After we implemented the changes, the results were very clear: significant shifts in favorable behaviors such as more mindful interactions, as well as sizable decreases in visitors who displayed a lack of interest. These amazing results are a great validation of why it's important to combine psychological research and data science for an optimum customer experience."

Julie Panagou
Market Management &
Communications Manager, Allianz

"For an insurance company, a sale is not always a success. It is not about money in your pocket, but about risk. That's why Clicktale Psychological Analytics was important to us. Clicktale helped us understand the difference in behavior between Profitable and Non-profitable customer segments."

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"Mindsets" is the first application of Clicktale Psychological Analytics and is offered as an add-on service in conjunction with the Clicktale Experience Cloud.

- **Move beyond conversions as the sole indicator of success**

- **Encourage particular mindsets to influence customers' decision processes**

- **Innovate experiences that best speak to the customer's intent**

To learn more about how Clicktale Psychological Analytics 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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