FIELD ANALYTICS

Clicktale Experience Cloud

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Answer anything.

Foster trust between you and your visitors

Every time you ask visitors to provide information on a digital form, you're asking them to "sign a contract" with your brand. Filling in a form is that first "moment of truth" for visitors: to take the next step in the relationship, they have to provide information. Every question counts. Brands must strive to ask the right questions, at the right stage, to successfully move the relationship forward.

Clicktale Field Analytics translates your visitors' digital body language on forms into dozens of experience sensors so you can uncover their willingness to share their information. Every interaction with every form field is captured. Clicktale's experience sensors enable digital stakeholders to:

- Enhance marketing segments by integrating the sensors into data warehouses to analyze them in conjunction with other data sets

- Create personalized dashboards with Business Intelligence solutions such as Tableau, DOMO, PowerBI and more

- Create new machine learning models to answer complex, strategic questions about your visitors

Innovative use cases with Field Analytics

By understanding which steps visitors are willing to take, brands can increase customer loyalty, satisfaction, and lifetime value.

Detect cues of deception & fraud

Prioritize lead generation scoring

Uncover friction and points of struggle

Detect web form submission bots

Develop new customer satisfaction indices

Understand customer motivation to share information

Quantify the quality of customer behavior

Sample experience sensors include:

Prefilled

Auto-complete

Number of field interactions

Typing hesitation

Typing speed

Making a selection

Number of times selections were changed

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Use Case 1:
Why are we losing high value customers from the funnel?

A leading U.S. insurance company wanted to understand why high value customers were leaving its conversion funnel. Clicktale Field Analytics analyzed over 40 fields in a form to pre-qualify applicants, and found that users were returning to a specific field numerous times. Utilizing the auto-complete, typing speed and a series of other experience sensors, we saw that the company's visitors showed high confidence in the information they were providing. However, the brand was refusing to accept certain inputs from these visitors! As a result, these potential customers became frustrated that the company wasn't accepting information they were giving in good faith, and thus left the funnel. Once the company understood the issues with the form, it quickly fixed the situation to avoid further losses.

Use Case 2:
Why are visitors regressing in our mobile checkout funnel?

A leading global retailer wanted insights into its mobile forms. With Clicktale Field Analytics, the brand noticed that 12% of visitors with higher-than-average typing speeds were taking a step backwards in the checkout funnel: returning to the shipping form once they were already at the billing step. Several address fields on the shipping form had high friction scores, and visitors who did not convert interacted for much longer than visitors who did. Three address fields in particular – Address, Zip Code and Phone Number – showed high levels of friction. Many visitors changed their answers over four times, and though the visitors were typing very quickly – indicating a high confidence in what they were typing – they weren't able to proceed to the next step. Essentially, the brand saw that the high friction scores were a result of human error – people typing too quickly and thus making mistakes. Once the brand implemented an address validator function, the friction scores of those fields declined significantly and visitors had no reason to regress in the checkout funnel.

Delivery Address

First Name *

Last Name *

Address *   High
House number and street name.

Address (Optional)   Medium

Town/city *

State *   ▼

Zip code *   High

Country: United States

Phone Number *   High
We will only call you if there are questions regarding your order.

Email *   Medium

☑ My billing and delivery information are the same

☑ Yes, I am over 16 years old * ?

Answer anything.

To learn more about how Clicktale Field Analytics can help your business

Contact us

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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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