



Clicktale Experience Cloud for Apps

Clicktale®
Answer anything.

Engage and retain every user

Each time users open your app is an opportunity to make usage an every-day habit, but the converse is also true: one poor experience could cause users to abandon the app completely. It's crucial to see the app experience through your users' eyes to understand where improvements are needed, and where optimizations will have the biggest impact on your business.

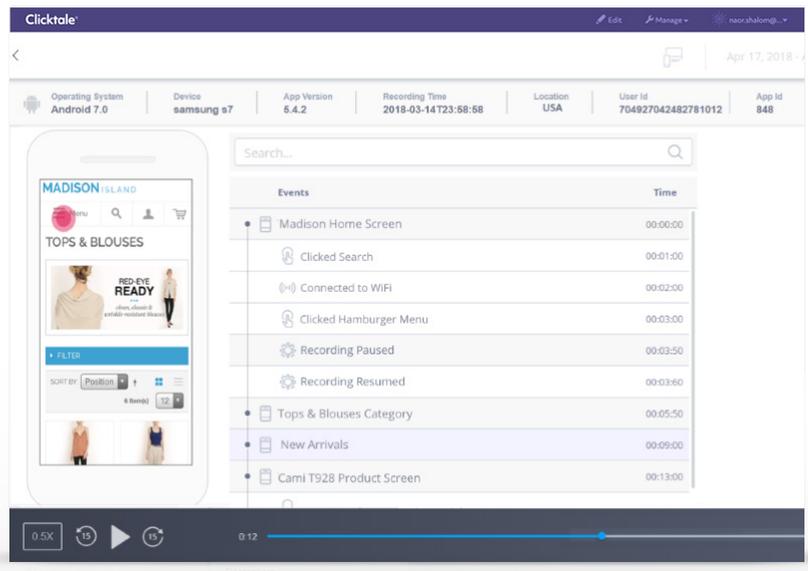
A comprehensive engagement and app experience analytics solution, Clicktale Experience Cloud for Apps uncovers deep insights into user behavior and intent, identifies areas of user struggle, and drives strategic UX improvements so you can engage and retain every user.

Clicktale Experience Cloud for Apps enables app developers, marketers, and other digital stakeholders to:

- Visualize the user experience for top-level UX insights.
- Uncover pressing UX and funnel issues.
- Identify the outliers affecting KPIs per screen.
- Find sources of frustration impeding users from achieving their goals.
- Replicate user interactions to find sources of crashes in your native apps.
- Uncover the most valuable assets in your app.

Answer UX, behavioral, and business-related questions

Session replays: Watch replays of users' app sessions to gain "aha" insights of exactly what they're seeing and doing in your app, both in portrait and landscape modes. Review a visual, chronological list of user actions to enable proactive, strategic UX optimizations based on actual user behavior and needs.



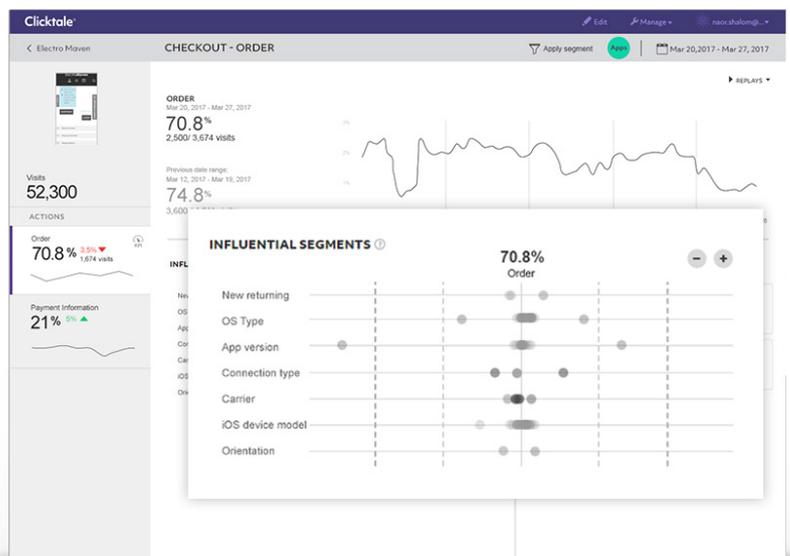
The screenshot displays the Clicktale interface for a session replay. At the top, it shows the Clicktale logo and navigation options. Below this, a header bar provides session details: Operating System (Android 7.0), Device (samsung s7), App Version (6.4.2), Recording Time (2018-03-14T23:58:58), Location (USA), User Id (704927042482781012), and App Id (848). The main area is split into two panels. The left panel shows a mobile app interface for 'MADISON ISLAND' with a 'TOPS & BLOUSES' category and a 'RED-EYE READY' banner. The right panel is a table of events:

Events	Time
Madison Home Screen	00:00:00
Clicked Search	00:01:00
Connected to WiFi	00:02:00
Clicked Hamburger Menu	00:03:00
Recording Paused	00:03:50
Recording Resumed	00:03:50
Tops & Blouses Category	00:05:50
New Arrivals	00:09:00
Cami T928 Product Screen	00:13:00

At the bottom, there is a playback control bar with a 0.5X speed setting, a play button, and a progress indicator at 0:12.

Experience center: Visualize all key user experience analytics metrics over time and correlate them to specific business flows for your app. Configure views for the KPIs of each stakeholder – executives, app developers, product owners, analysts – so each person can quickly analyze and take action to improve business KPIs.

Influential segments & customized filters: Gain insights into the most influential user segments per app screen, honing in on outliers to understand success rates by segment. Investigate how experiences affect app business goals over time and easily spot deviations to prioritize optimization efforts. With powerful user segmenting capabilities, filter users by such criteria as 'conversion according to OS type,' 'crashes on checkout screen,' and countless others so you can uncover the most relevant session replays.



Crash trends: Get reports showing crash trends in your app and drill from those reports into session replays to view the exact experience of the user leading up to the crash.

Use Case 1: Why are our ratings in the App Store lower than expected?

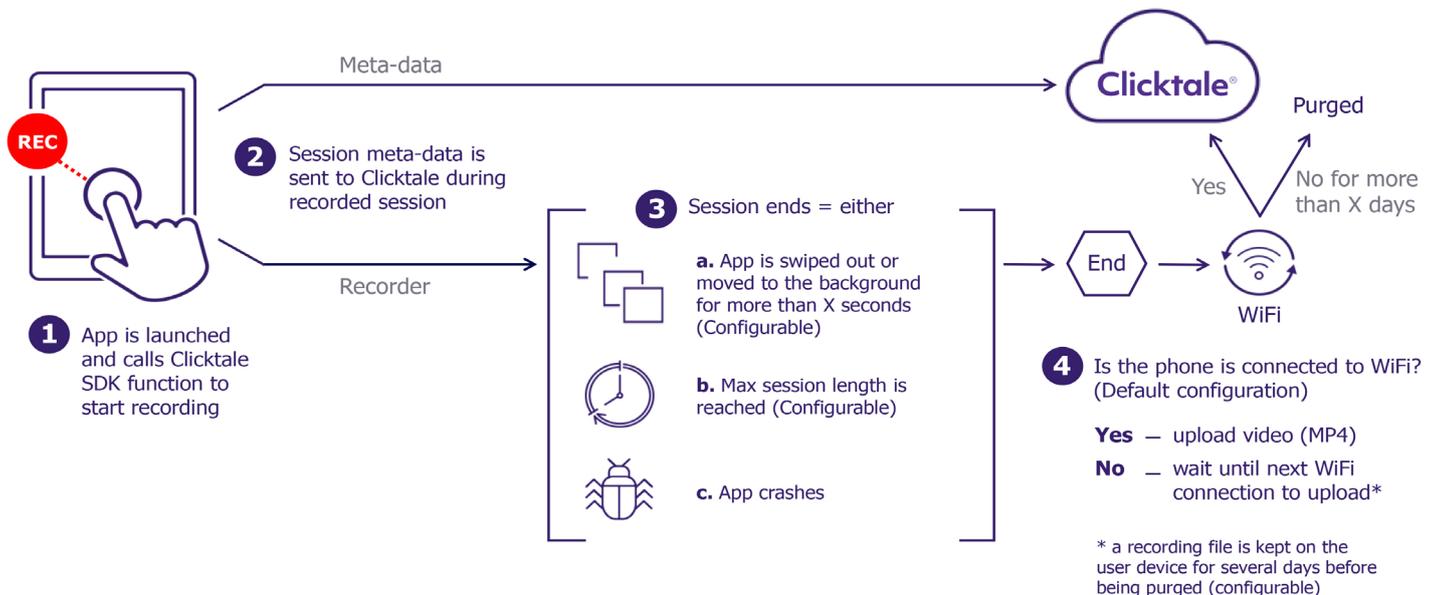
A leading media and weather brand with 22 localized apps wanted to understand how it could improve its ratings in the App Store. Clicktale found a strong correlation between users who gave good ratings with those who'd had positive experiences with the interactive weather feature. With those who gave a low rating, Clicktale determined that these users were getting easily frustrated with the feature, due to a problem in configuring their location. These users were moving around in the map to see the weather at a certain location, but sometimes ended up navigating farther away than they wanted, and it was difficult to assess where the weather pattern was headed or when it would hit their location. Once the brand added prominent location buttons to several places to simplify navigation, user experience – and ratings in the App Store – went up significantly.



Use Case 2: Why are conversion rates among app users much lower than those of mobile web visitors?

A leading lifestyle e-retailer sought to understand why users were hesitant to click on images related to the brand's "Featured Arrangements," despite seeing high levels of engagement. Clicktale determined that users were hesitating because they needed additional context and lacked clear direction on how to continue. Once the brand added clear calls-to-action and additional context to the "Featured Arrangements" in the product carousel, click-through rates increased by over 15%.

How it works



Why Clicktale

- Minimal impact on performance: We minimize usage of CPU, storage and bandwidth by giving you flexibility: opt to sync data only when connected to WiFi, or adjust the frames captured per second for session recordings. Our SDK has a negligible effect on battery consumption.
- Powerful integrations across the app ecosystem: Uncover deep insights and understand the context of the data you're getting from your existing app ecosystem, including analytics, VoC, application performance monitoring (APM), and crash reporting tools.
- World-class mobile UX experts: Partner with our best-in-class, Customer Success Managers and Customer Experience Analysts to gain deep expertise, industry knowledge, and app UX insights to win and retain your users.
- Full privacy control: Maintain complete control over which edit boxes, images, or other elements are captured in recordings.

To learn more about how Clicktale Experience Cloud for Apps 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.

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