

Clicktale's integration with BounceX

Deeper behavioral understanding to unlock new revenue opportunities



bouncex

Clicktale®

Clicktale aligns with BounceX to create deeper understanding of visitor behavior and intent. Enhance your knowledge of shopper behavior to generate the “Aha!” moments that will help refine your People-Based-Marketing (PBM) campaigns and drive incremental sales. Combine PBM data with Clicktale’s rich behavioral data for additional insights on consumer attitudes toward your brand’s overall digital experience.

Integration Benefits

Gain deeper insights into shoppers’ behavior and attitudes

Take advantage of Clicktale’s behavioral analytics to interpret shoppers’ Digital Body Language and characterize their intent when interacting with your brand online.

Make your campaigns more profitable

Gaining a more thorough and nuanced understanding of visitors’ attitudes when engaged in PBM campaigns helps you tailor your responses to maximize sales and encourage other desired behaviors.

Identify the drivers of campaign success

Begin to identify not only which campaigns are working and how well but also the underlying behavior that determines their success or failure. Behavioral insights are a key clue to understand how your specific choices around content and design will motivate (or fail to motivate) desired behavior from site visitors.

Discover how to improve future campaigns

Use the insights gained about consumer attitudes and behavior to design your future campaigns for maximum effectiveness. As you build an increasingly sophisticated viewpoint on the real human motivations behind shoppers’ reactions to your digital content, you can better tailor your entire experience to sell to and ultimately delight your customers.

