



Clicktale's integration with Heap Analytics

Look beyond the numbers.
See your customers' actual behavior.

Clicktale®



Clicktale's integration with Heap Analytics adds a more visual layer to your analysis workflows and takes you beyond just the numbers to reveal "Aha!" insights to find new ways to make each customer successful. Drill deeper even to individual visitor browsing sessions to discover targeted opportunities for improving the digital experience.

Integration Benefits

Get more actionable insights

Continue your analysis workflows from Heap into Clicktale to understand how visitors behave within pages, such as uncovering hesitation to click on calls-to-action or exposing struggle when visiting from specific mobile devices. Identify opportunities to create customer experiences that delight.

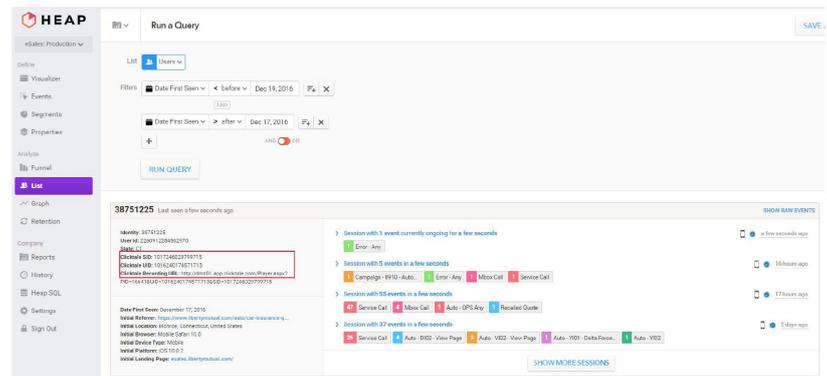
Boost conversion rates

Drill from underperforming pages to actual video recordings of the exact visitors' browsing sessions so you can promptly identify why they are struggling and how you can reduce their drop-offs.

Pro-actively uncover revenue opportunities

Investigate flows with high ROI potential such as marketing campaign visitors that are engaged but drop off before purchasing. Learn how to turn these visitors into customers.

Access your Heap Analytics segments within Clicktale and seamlessly continue your analysis flow to reveal more actionable, ROI based insights



Take advantage of this integration today

The seamless integration between Clicktale and Heap Analytics makes it easy to uncover “the why behind the what” and cannot be missing from any analyst’s toolkit. Contact Clicktale today to have the integration configured for your account so you can more quickly illuminate and optimize your digital customer experience.

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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.

Clicktale®

Answer anything.