



Clicktale's integration with Tableau

View experience analytics alongside other business data for deeper customer insights.



Clicktale®

Clicktale's integration with Tableau adds behavioral information to the full set of company data you collect, investigate, and act on through Tableau's comprehensive business optimization platform. View and manipulate behavior in tandem with other data types to deepen customer understanding and reveal the "Aha!" insights that improve your digital customer experience. Replay individual customer sessions directly from links inside Tableau to better understand how users interact with your content.

Integration Benefits

Combine behavioral information with the full set of BI data you monitor and act on

Including Clicktale data in Tableau opens up the opportunity for experience analytics to enhance your comprehensive view of the business. Experience analytics is a valuable addition to the data gathered from web analytics, digital marketing, CRM, and internal customer information, among others, to better understand customer behavior and intent.

Investigate data from Clicktale and other data sources in combination

Imported Clicktale data is combined with other available data within the complete scope of Tableau's viewing and reporting capabilities. Match Clicktale input up with data from other sources and manipulate them together to discover new connections and patterns, gaining actionable insights that otherwise would have been invisible.

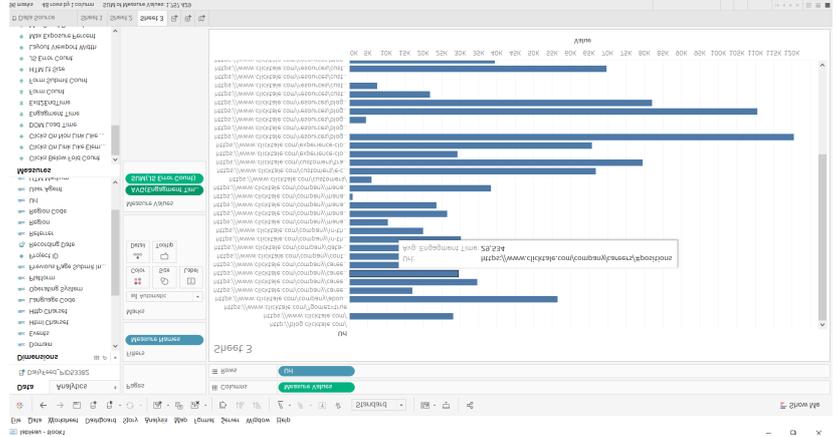
View individual customer sessions

Instantly view replays of real customer sessions by clicking out of any report in the Tableau platform. Adding this humanized element to charts and numbers can help your organization build a more contextual understanding of your customers' behavior.

Improve your customer experience

Clicktale's experience analytics are a critical component to your ability to go the last mile in understanding attitudes toward every aspect of your digital experience. Understanding visitors' intent and needs enables you to create optimized experiences across the full range of use cases, digital experiences, and user personas you support.

Add replay links directly into views and reports, enabling individual sessions to be watched with a single click.



How it works

You can make Clicktale behavioral insights available in Tableau in just a few easy steps:

1. Work with your Clicktale account manager to set up Data Export. Clicktale will export a CSV file daily or more often.
2. Set up an SFTP data pull in the Tableau platform to import the Clicktale CSV file.
3. Create any number of Tableau BI apps using Clicktale's behavioral intelligence and links to session replays.

Take advantage of this integration today

This integration between Clicktale and Tableau adds behavioral information to the "single pane of glass" you use to view and make sense of all your business data. Contact Clicktale today for help setting up this integration, so you can continue optimizing your customers' digital experience.

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. **Clicktale. Answer anything.**

Answer anything.