

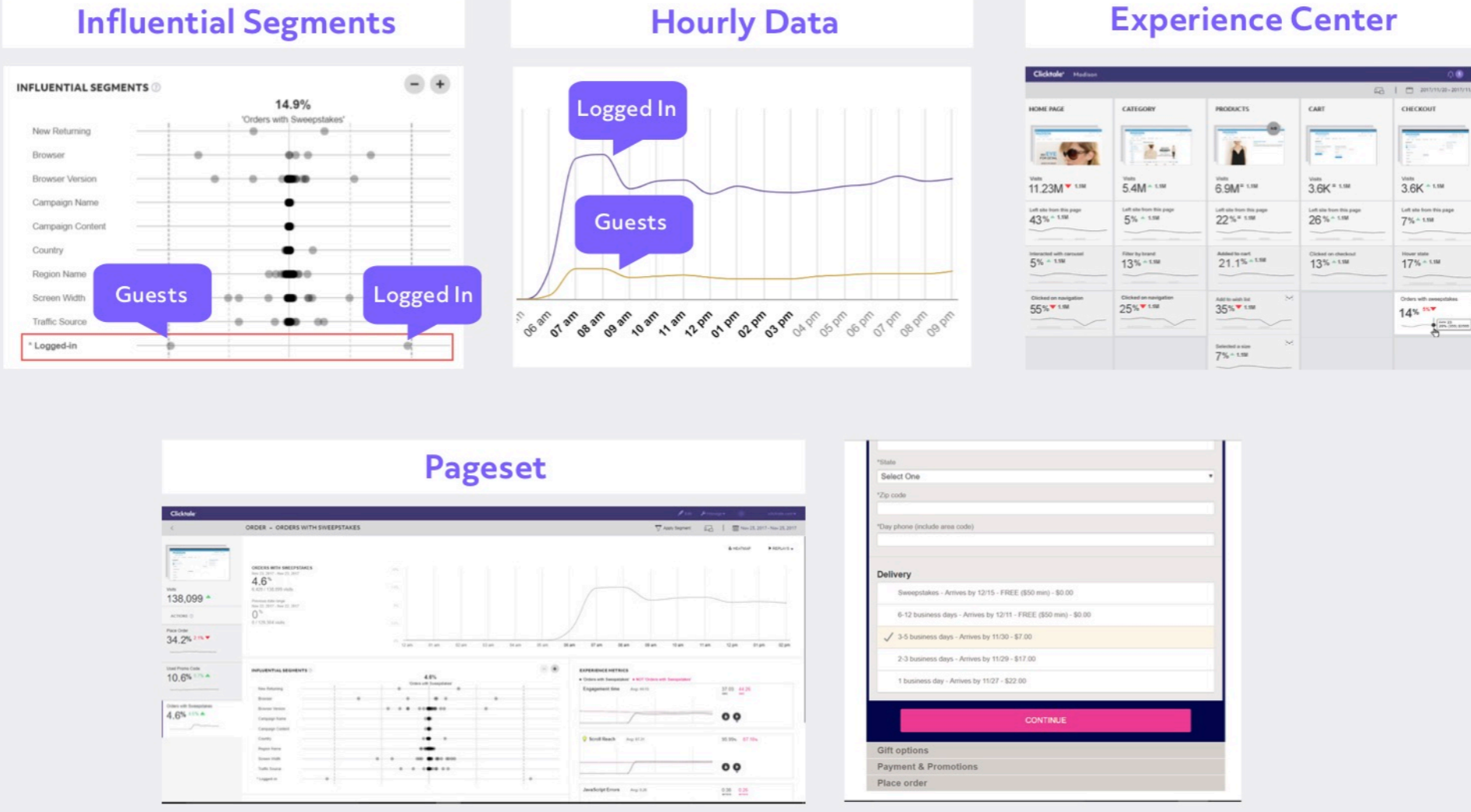
# CUSTOMER EXPERIENCE IS THE PLAYING FIELD

Maximize customer acquisition, loyalty, and conversion by capturing every interaction to understand behavior across all digital touchpoints.

## Sample questions tackled for leading retailers

**1 Q: Why are guest visitors selecting the 'Sweepstakes' option at rates far lower than logged in visitors?**

Surfaced with Clicktale's Experience Center and Influential Segments

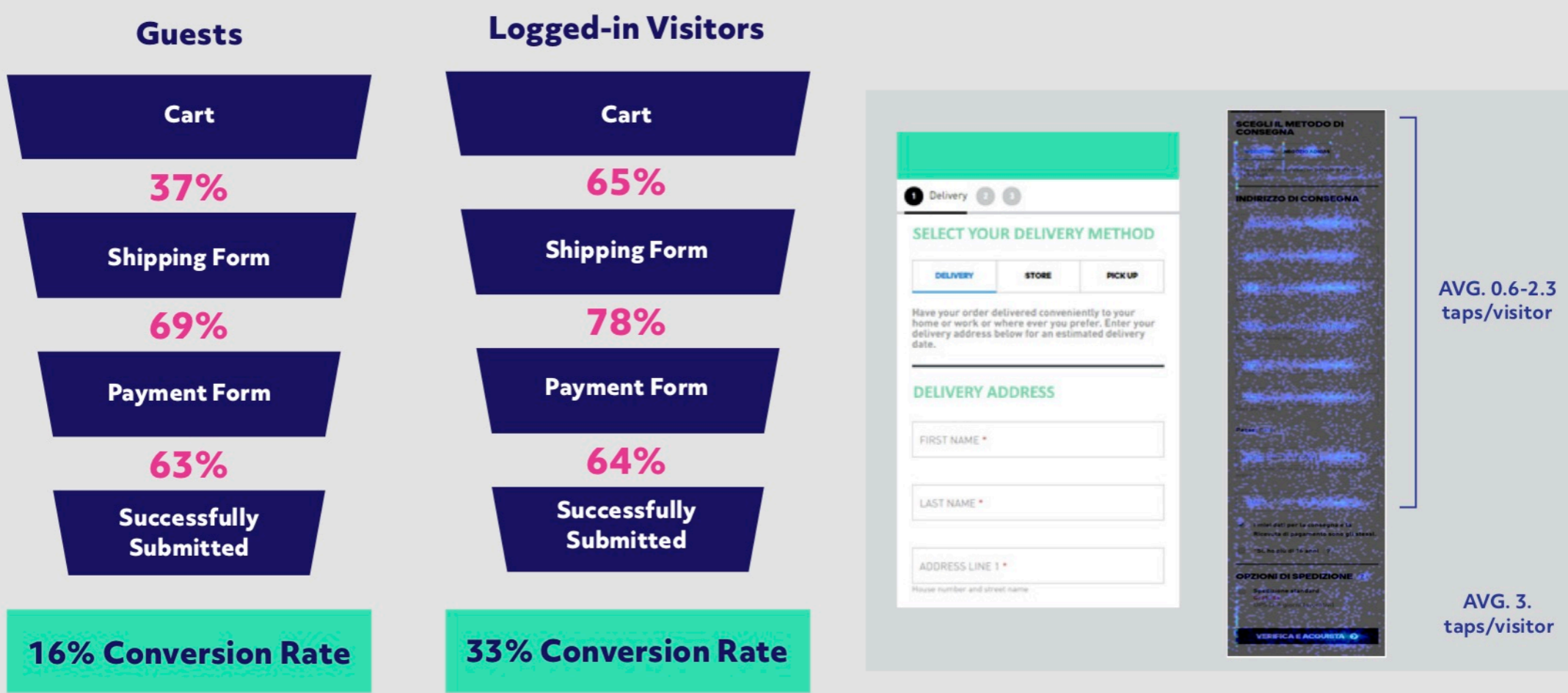


**A: Guest visitors were required to manually enter their shipping method, but there was no text explaining 'Sweepstakes'.**

**2 Q: Why are drop-offs high on our mobile shipping page?**

Surfaced with Clicktale's Funnels, Heatmaps & Session Replays

Visitors repeatedly clicked on CTA on shipping (3.6 times/avg) causing errors. There was a **12% higher abandonment** rate for visitors who clicked the CTA at least twice.



**A: Replays showed CTA was unresponsive for some logged-in visitors with pre-filled addresses.**

**3 Q: How do we use VoC feedback to quantify patterns and avoid critical losses over Black Friday weekend?**

*Trying to checkout online, but it keeps taking me to this blank page when I click on 'Checkout.' I guess you don't want my money.*

*Checkout is not working, customer service wait time is long, unsatisfactory experience!*

*Trying to checkout and the page is blank!*

*Absolutely the worst online shopping experience. Your checkout is broken. It's not allowing me to checkout and pay!*

Over 1,500 visitors had experienced a blank checkout screen.

**A: Time-out popup is not triggering, causing frustrated visitors to lose patience and contact call center or leave the site.**

**2.6% Potential revenue affected**

## Proven business impact for retailers

**15%**

**CONVERSION**

Increase in orders placed for leading apparel brand

**13.2%**

**INTERACTION**

Uptick in VIP conversions following improved understanding of struggle in customer interactions for leading apparel site

**75%**

**OPTIMIZATION**

Reduction in time-to-optimization for leading home improvement retailer

**115%**

**ROI**

ROI within two months for leading e-commerce vendor

**8X**

**ENGAGEMENT**

Increase with key homepage messages following redesign of leading lifestyle brand

## Clicktale at a glance



Processing 3.5 Billion Page Views



4 Trillion Daily Visitor Interactions



Hundreds of Enterprise Clients



~\$50M in Cumulative R&D Investments



Equity Funding \$64M



Global Team 270 Employees



Headquartered Tel Aviv