Heap

Session Replay: Who's Using It—And How?

We wanted to find out what kinds of data teams
use for building digital experiences. So we asked them!

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What are session replays?

Session Replays are reproductions of user interactions on a website or app. They've long been a very useful tool for understanding how visitors engage with digital experiences. The major downside of session replays is the time and effort required to watch them.

Now Heap has integrated session replays so that they're instantly accessible from other analytics environments. We wanted to see how teams are viewing them—all at once, or as part of their regular analytics workflow?
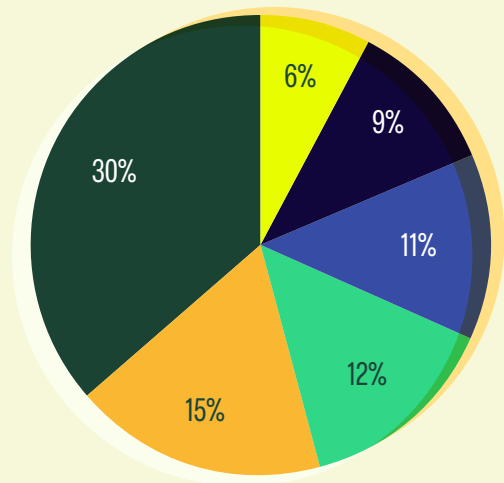
How do most teams watch replays?

Heap data

15.3%

of teams watch more than 50% of their
monthly replays on a single day

WHEN TEAMS VIEW SESSION REPLAYS IN HEAP, WHERE DO THEY COME FROM?

16.5K SESSIONS

- ■ sessions view
- ■ users and sessions
- ■ shared link/link
- ■ funnel
- ■ journey
- ■ unknown

What we found: sessions view is the largest section of the chart. But only 30% of replay-viewing sessions start here. The rest mainly start from other parts of the product.

The takeaway:
"Session watching parties" are still popular!

However, teams are becoming familiar with having analytics and replays together, and are going back and forth between the two. We expect this behavior to increase significantly over time.

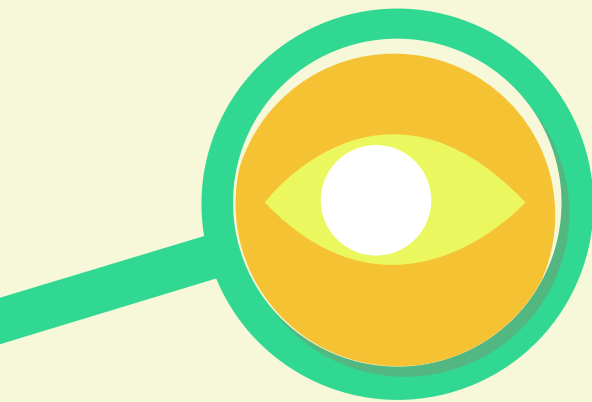# Session replays are ideal when quantitative analytics can't tell you enough.
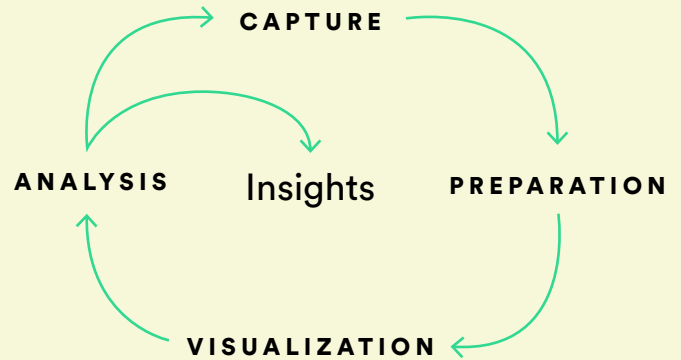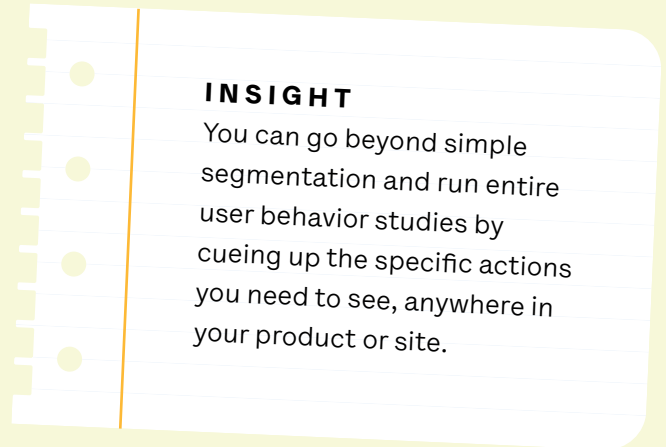
Quantitative tools show you *where* the problems are.

Session replays show you *what* the problems are.

Integrated Session Replays show you the exact moment 'what' and 'where' cross paths.

Just click into the recording from any point in the funnel and go directly to perfect reconstructions of your user's behavior at the exact moment in time.

This saves teams hours of time digging for the right recording, and gives them a single trusted solution for analyzing and watching user behavior.

INSIGHT
You can go beyond simple segmentation and run entire user behavior studies by cueing up the specific actions you need to see, anywhere in your product or site.

CAPTURE

ANALYSIS

Insights

PREPARATION

VISUALIZATION

Know exactly what users do.
View the exact moments where they get stuck so you can solve the problem.

See what they look for...and when they *can't* find it.
Draw conclusions from users' points of view.

Make things easy and intuitive.
There are endless ways replays can improve your product and digital experiences—onboarding, optimizing, testing features, and escalating problems to the people who can solve them.
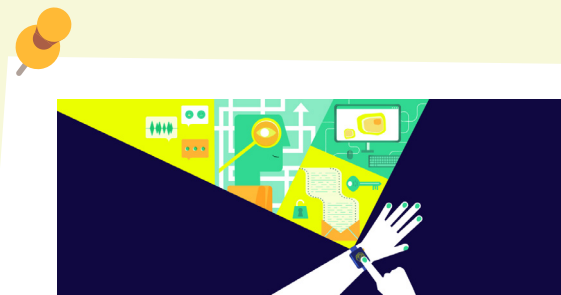
Interested in more insights like this?

We ran a deep dive into how digital experience teams work. And all of our data is available to you! Get your copy of Data Decoded: The Heap Digital Insights Report 2023.

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