

# Heap vs Pendo

## A Complete, Reliable, and Flexible Analytics Solution with Best-in-Class Integrations

### The best digital experiences are designed based on REAL user insights.

High-growth product organizations choose Heap over Pendo because only Heap provides the deep insights teams need to build great products, the flexibility to build a best-in-class stack, and the ability to scale data access across an organization.

#### Why Heap?



##### A complete data foundation

Bells and whistles seem great— but they're worthless if they're not built on complete, meaningful data. With Pendo, you'll start and finish with limited data, leaving gaps in your knowledge and a fragmented view of your customer journey. Heap captures every user interaction for a complete view of the real user experience.



##### Data-science-driven analytics

In today's digital economy, you need more than the surface-level reporting that Pendo offers. Only Heap uses data science to automatically reveal hidden friction and opportunity in the user experience.



##### Integrations with best-in-class tools

Pendo was built to be a customer guides tool with limited analytics capabilities. If you're looking for a tool that has real impact across your entire organization, Pendo isn't the right tool for you. Heap integrates with your entire ops tech stack, enabling deeper more meaningful behavioral analysis.

“Pendo did not meet two of our key requirements: automatically capture every user interaction and integration with our data warehouse. With Pendo, the product team kept coming to me with questions they couldn't answer. We chose Heap so the product team could be self-serve.”

**Ben Smith**

Senior Data Scientist at Boardable



	Heap	Pendo
<b>ACQUISITION</b>		
How many sign-ups am I getting?	✓	✓
What marketing channels are most effective at driving sign-ups?	✓	—
How effective were recent content pieces at driving sign-ups?	✓	—
Which landing page variation performed better at driving sign-up?	✓	—
<b>ACTIVATION</b>		
How many trial customers are converting?	✓	✓
How does usage of a feature correlate with free-trial conversion?	✓	—
What types of behaviors are most common during the trial?	✓	—
How have our updates improved free-trial conversion rates?	✓	—
<b>ENGAGEMENT &amp; RETENTION</b>		
How many users are adopting a feature?	✓	✓
What patterns of engagement do my active users exhibit?	✓	—
How does engagement with a feature affect retention?	✓	—
What factors are affecting the usability or discoverability of a feature?	✓	—

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