DIGITAL INSIGHTS ARE A SUPERPOWER

HOW TO USE DATA TO TRANSFORM YOUR CUSTOMER EXPERIENCE

YOUR SITE

PURCHASE

SCANNING...

USER BEHAVIOR

ANALYZING...

MOST ENGAGEMENT

24 MIN MEDIAN TIME
Something BIG is coming....

Everything?

Yes, everything!

... it’s a transformation that is changing, well, EVERYTHING.

You see ... across the business world — in nearly every part of our lives! — SO many things have moved to digital.

Think about all the things we used to do in person.

Changing your insurance

Making dinner reservations

And more!

Finding a date

Getting an education

Looking for houses

Planning your vacation

Now, they all happen ONLINE.
The thing is, though ... What's the best way to do that? How do you make a digital experience that users love?

We often use the phrase "DIGITAL TRANSFORMATION."

What that means is:
Every day, more and more interactions between companies and people are taking place digitally.

As digital technology becomes more powerful, there'll be room to do EVEN MORE.

To make existing experiences better.
To build innumerable new ones.

For those willing to create that magic, the future is WIDE OPEN.

The best way to build a great digital experience is to build something, see how people use it, then MEASURE AND IMPROVE.

Gut instinct?
Following the loudest person in the room?
Making guesses and hoping for the best, over and over?

No?
It’s to take what you’ve built and find out how people interact with it!

What features they like.

What features they don’t like.

What paths different users take through the experience you’ve made for them.

Then you take all that information and make changes! Over and over!

By combining instinct and experience with actionable information, you make the process RIGOROUS and REPEATABLE. That’s how you build an experience that brings people back!

Wow, that sounds great!

So… where do you get this information?

Well…
Digital insights tell you how people are interacting with your website or product — and why.

Whether you're a MARKETER ... or a PRODUCT MANAGER ... or in CUSTOMER SUCCESS — digital insights give you the information you need to build that outstanding customer experience.

Enter:

**DIGITAL INSIGHTS**

**Digital insights tell you how people are interacting with your website or product — and why.**

Are they buying more because of our latest campaign?

That new feature is getting clicks, but is it converting?

Does leaving a review correspond with larger orders?

**REVIEWS**

Do they click, swipe, or fill out?

What user actions correlate with conversion, or retention?

What do they do first, second, and third?

What do successful users do that unsuccessful users don't?

All this information ... available to you!
This technology forms a SYSTEM OF INSIGHTS that brings together everyone who builds and supports your customer experience.

Digital insights give you the information you need to create a magical experience for your users.

Sounds exciting!

No! it's easy.

Is it hard to use?

Once upon a time, getting this kind of data took time and work. And even when you got that data, you couldn't always trust it.

But now those problems have BEEN SOLVED. Today the best tools collect the data you need, AUTOMATICALLY, and deliver it to you in a form that's maximally usable, no matter what your job is.
No problem! Again, we've come a long way. Even a few years ago you needed a healthy knowledge of SQL to put data to use.

Now, with the right digital insights tool, any user — EVEN YOU! — can gather crucial information about your customers.

The thing is... in our virtual world, digital insights aren't just about data.

They're about

TRANSFORMATION

As the world changes, digital insights give you the power to transform, well...

EVERYTHING.
As you can see, digital insights are very exciting! I'm sure you can't wait to start using the power they give you.

But every superhero story comes with a CAUTION. And I'm also here to give that to you.

The main caution is this: digital insights can be a superpower. **BUT BEWARE THE TOOL WITH FUNCTIONS BUT NO DATA**

**BIG CAUTION!**

It may be hard to believe, but many tools are built on a foundation of extremely limited data. Can you believe it?

No data? Yes, no data.

This is because of something called manual tracking. With manual tracking, you have to choose what events you want to track, then code in tracking script. Writing all this tracking code takes ENORMOUS TIME AND RESOURCES.

And you’re still not guaranteed to get all the data you need!
Because of that, you have to limit yourself to tracking only a few things.

For example, you might be able to see who clicks this button, but not these other four.

You can see who fills out this form, but not this one.

What if one of those buttons is the reason why people are leaving your site? With digital insights, you SHOULD be able to see everything. But because of manual tracking, you can’t.

Remember: a tool is only as good as the data you feed it.
Digital insights are powerful, but only if you're seeing every event on your site, as well as data brought in from other sources. All organized and governed so you can use it to maximum effect.

If you want to build a great experience for your users, the question to ask is:

*Do you want crazy features, or do you want ANSWERS?*

In fact, there's an even better reason to use a tool that automatically collects a complete dataset of user behavior.

It's a new, magical set of features that only become available when you combine a full dataset with an analysis layer built to handle ALL of your automatically-captured events.

If it's trustworthy answers you want, then you owe it to yourself to have a tool that automatically delivers all the data you need.

When you have both of those features in place, you unlock something called...
These features can sift through all of your data and surface the important things you should be looking at. Whether you've been tracking those things or not!

Proactive Insights are capabilities that use data science to automatically find key insights in your data set.

Rather than making you dig through piles of data and hope to find the answer, proactive insights can tell you things like:

**Which behavior MOST correlates with making a purchase?**

Of all user behaviors, which ones do you want to most encourage?

**Which funnel step takes the MOST effort to get through?**

And how difficult is your funnel to navigate as a whole?

**What key actions are you not tracking, but SHOULD be?**

These user actions have outsized impact on conversion or retention, but aren’t captured in any of your funnel analyses.

**What journey is every single user taking through your site? And how do these overlap or not?**

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Because these tools have access to EVERY user interaction with your site, they can show you the "unknown unknowns" in your data — things you weren't looking at, and weren't even AWARE you weren't seeing!

But ... let's not forget the BIG CAUTION. Without good data, proactive insights are useless.

Likewise, if your system isn't built to handle undefined events — if you're bolting an autocapture tool onto an analysis layer that's not built for it — proactive insights can't tell you anything you didn't already know.

(And surfacing things you didn't already know is what you want your tool to do!)

If you're using manual tracking, you'll never get a dataset big or reliable enough to show you the most important things happening on your site.

With proactive insights, there's no more worrying about whether you're missing out on important data or insights. There are no blank spots on the map!
If there's an important user action that you're not tracking — a user action that dramatically impacts conversion, say — if you can't analyze undefined events, proactive insights can't surface it for you!

Proactive insights can show you the important things happening BETWEEN the steps you've set up. Other tools? Not so much.

Are users taking paths that don't follow the ones you're tracking? What optional events are they completing or not completing?

70% OF USERS ALSO TOOK STEP Y

We're just getting started with proactive insights, but it's the next step in digital transformation.

And the best tools give them to you AUTOMATICALLY.

That's one small step for analytics, one giant leap for insights everywhere!
If you want to be a digital experience superhero, check us out at heap.io.