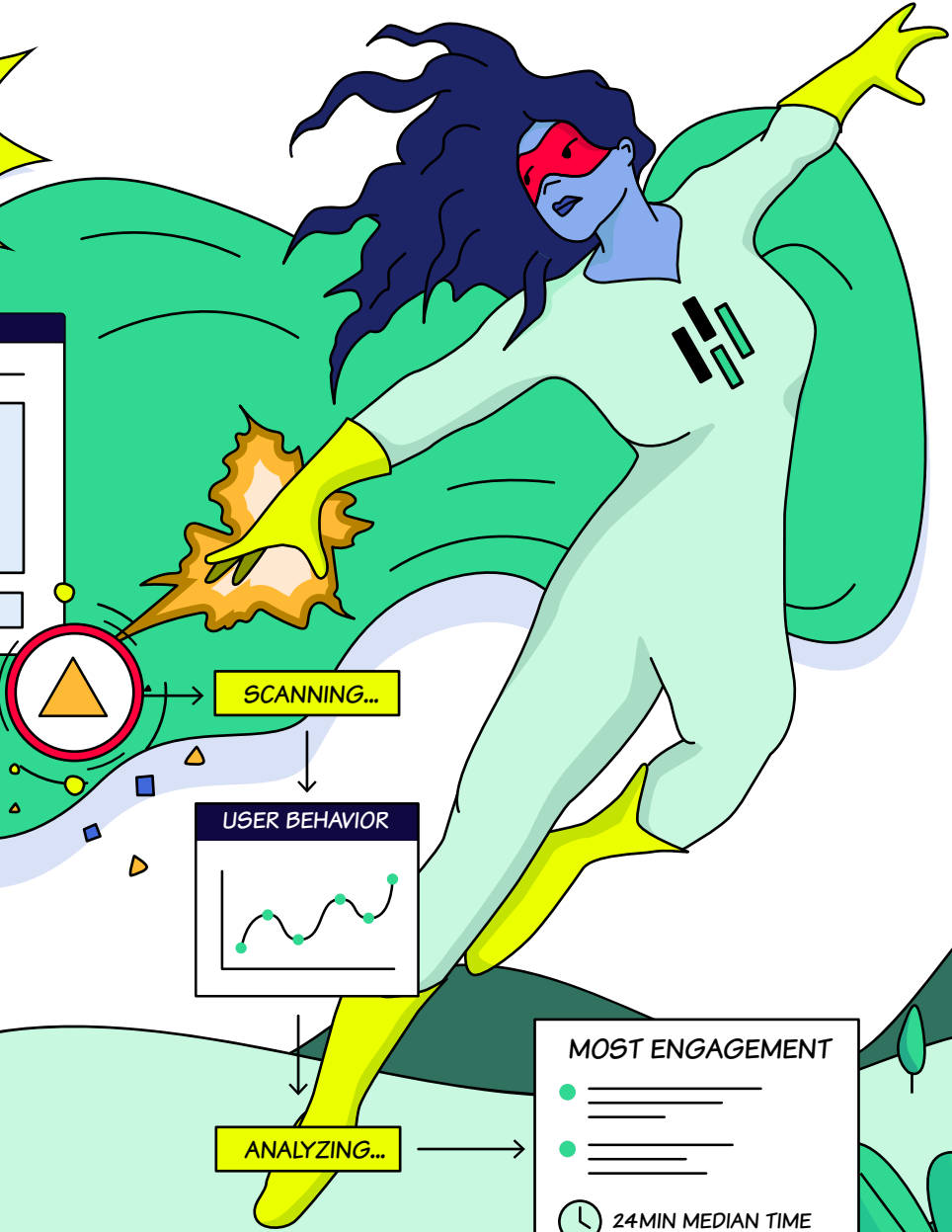
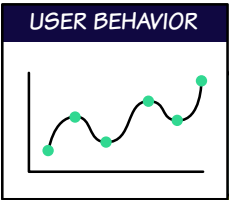


DIGITAL INSIGHTS ARE A SUPERPOWER

HOW TO USE DATA TO TRANSFORM YOUR CUSTOMER EXPERIENCE



SCANNING...

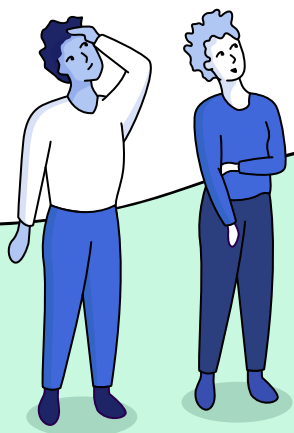


ANALYZING...

MOST ENGAGEMENT

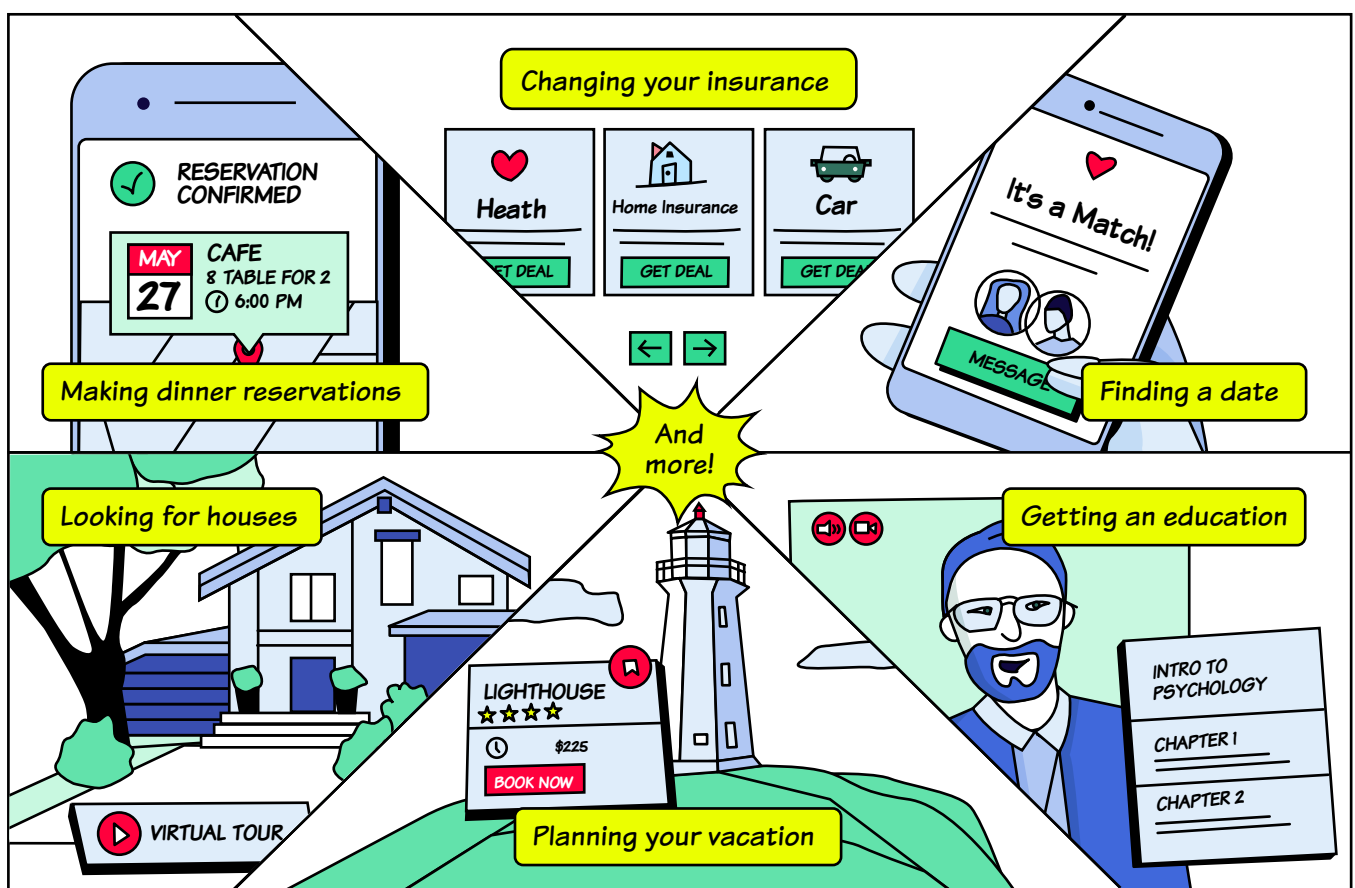
- _____
- _____
- _____

🕒 24MIN MEDIAN TIME





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



Now, they all happen **ONLINE.**

We often use the phrase
"DIGITAL TRANSFORMATION."

What that means is:

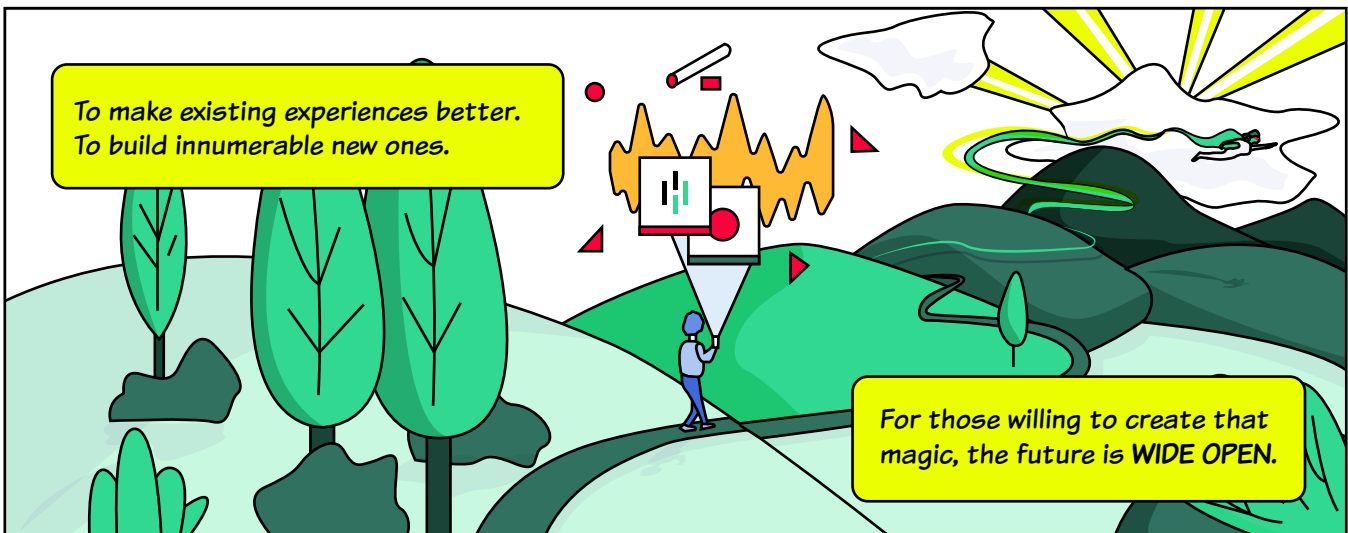
Every day, more and more interactions
between companies and people are
taking place digitally.

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 thing is, though ... What's the best way to do that?
How do you make a digital experience that users love?

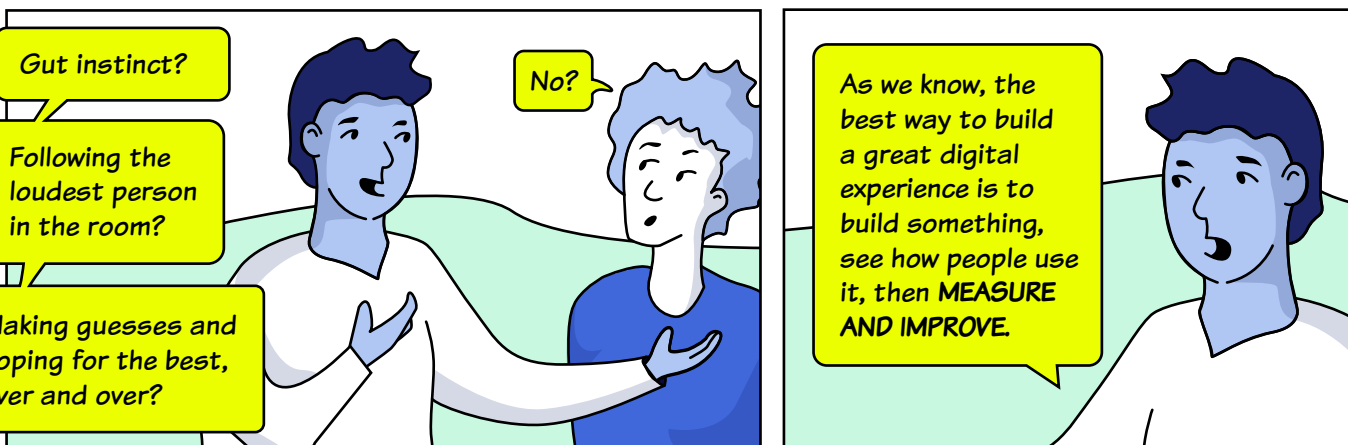
Gut instinct?

Following the
loudest person
in the room?

Making guesses and
hoping for the best,
over and over?

No?

As we know, the
best way to build
a great digital
experience is to
build something,
see how people use
it, then **MEASURE
AND IMPROVE**.



It's to take what you've built and find out how people interact with it!



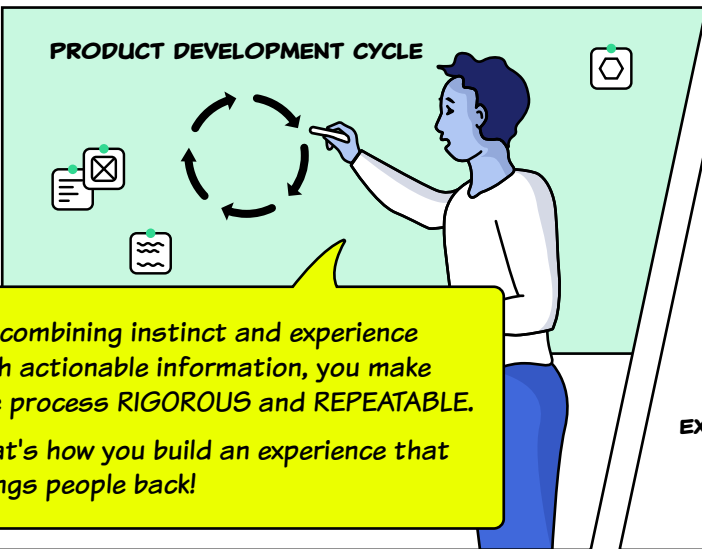
What features they like.

What features they don't like.

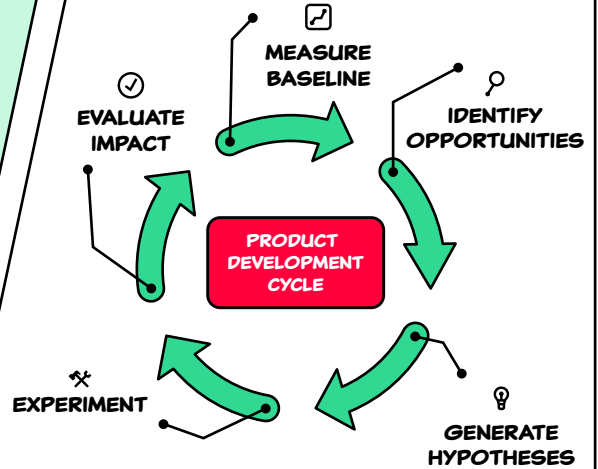
What paths different users take through the experience you've made for them.

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

PRODUCT DEVELOPMENT CYCLE



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?

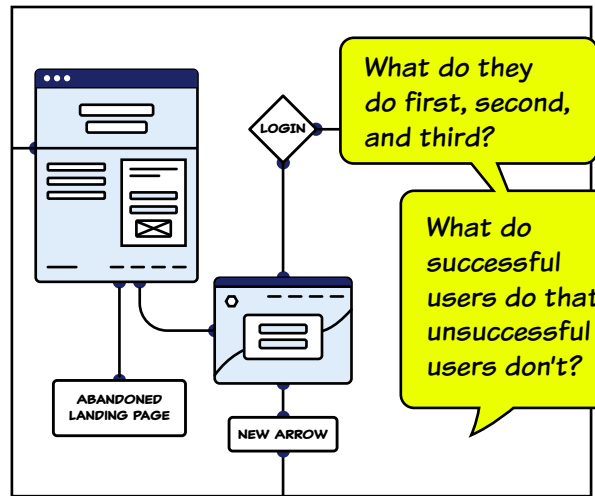
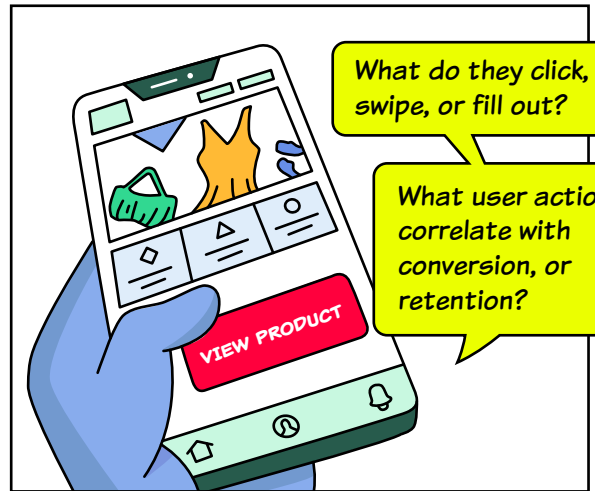
Well...



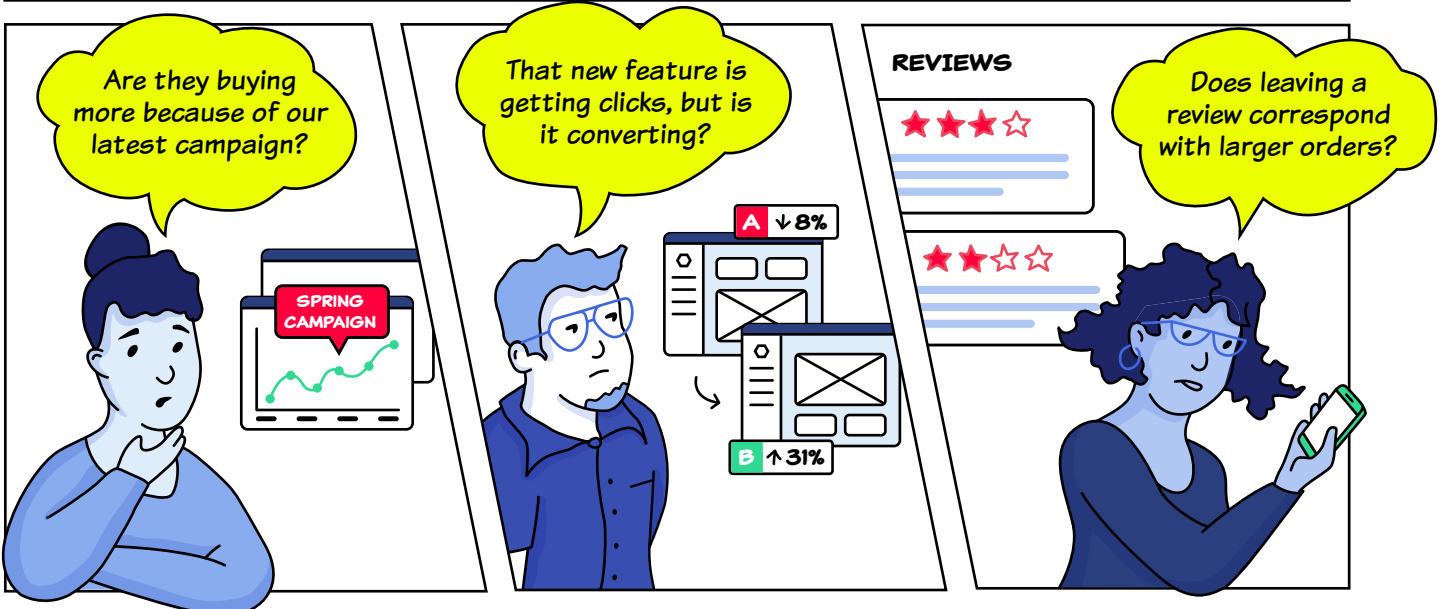
Enter:

DIGITAL INSIGHTS

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



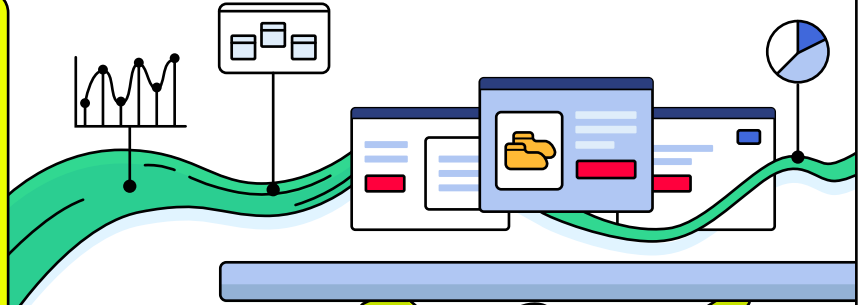
Whether you're a **MARKETER** ... or a **PRODUCT MANAGER** ... or in **CUSTOMER SUCCESS** — digital insights give you the information you need to build that outstanding customer experience.



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.



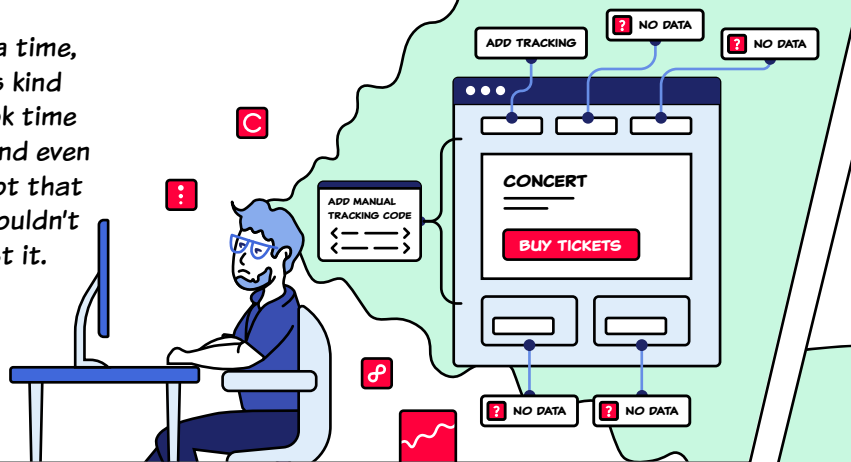
Sounds exciting!

Is it hard to use?

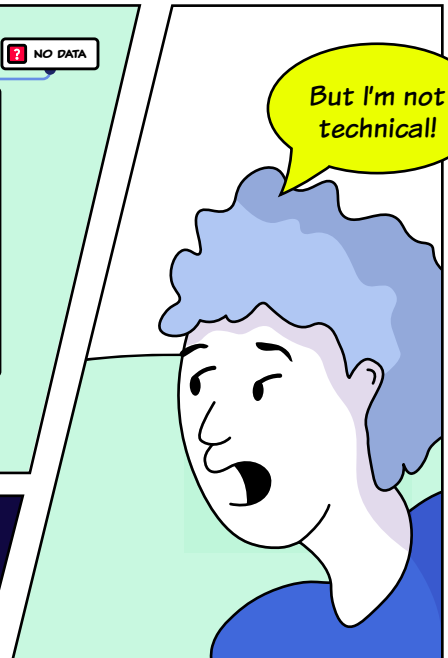
No! It's easy.



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.



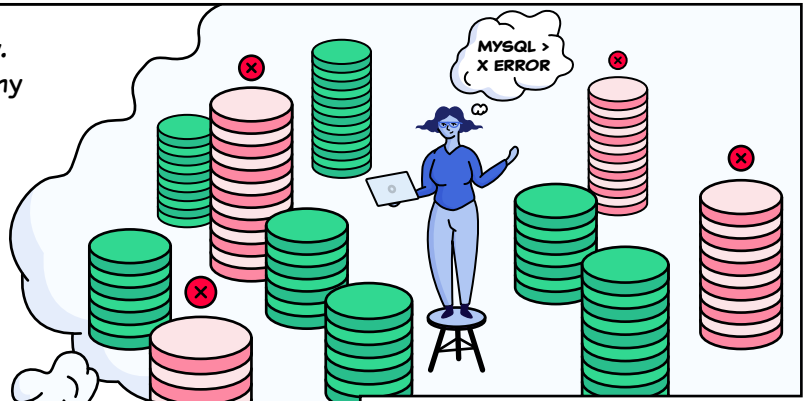
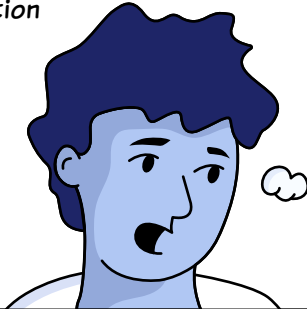
But I'm not technical!



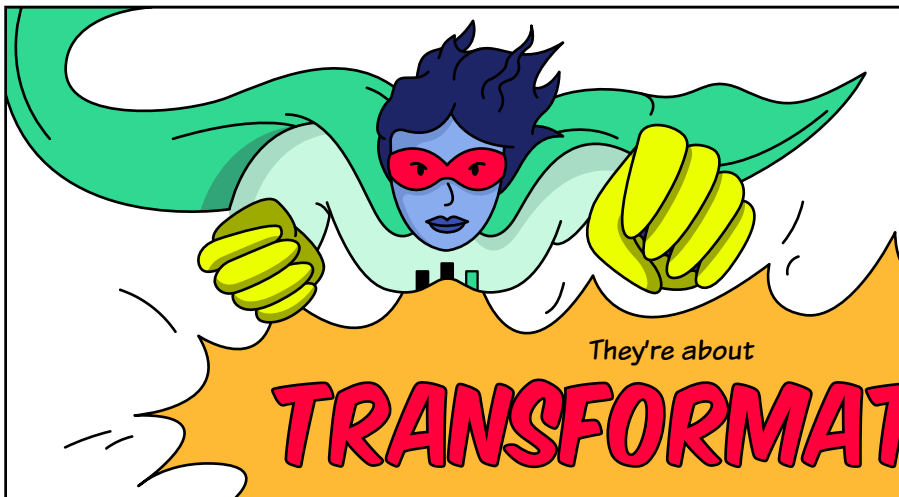
But now those problems have **BEEN SOLVED**. Today the best tools collect the data you need, **AUTOMATICALLY**, and deliver it to you in a form that's maximally usable, no matter what your job is.

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.

HEADPHONES

ADD TO CART

Brick-and-mortar into digital

Frustration into delight

Guessing into knowing

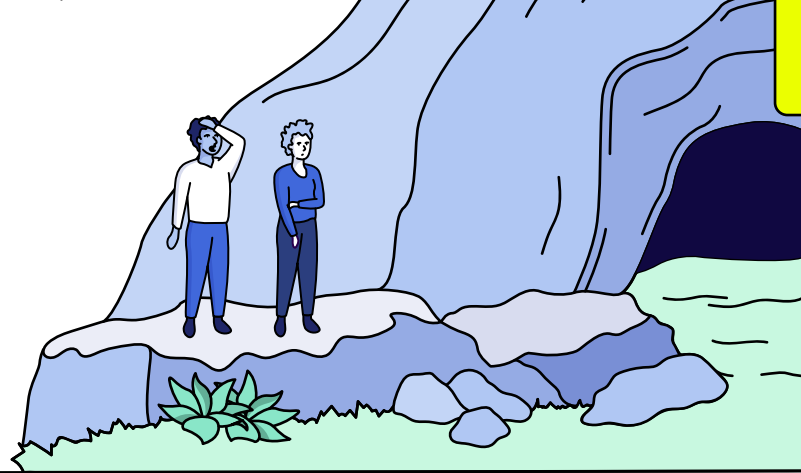
Information into revenue

Data into experiences

Builders into superheroes

Year	Growth Rate
2016	4.9%
2017	6.8%
2018	9.1%
2019	11.2%
2020	11.2%
2021	19.7%

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.



No data?

Yes, no data.

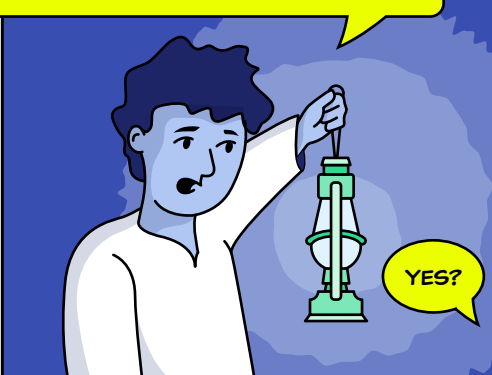


The main caution is this: digital insights can be a superpower. **BUT BEWARE THE TOOL WITH FUNCTIONS BUT NO DATA**

BIG CAUTION!



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



YES?

```
<script type="text/javascript">
var gaJsHost = (("https:" = docum
document.write(unescape("%X3Cscr
<script type="text-javascript">
var pageTracker = gat.getTracker
pageTracker._trackPageview()); </script>
```

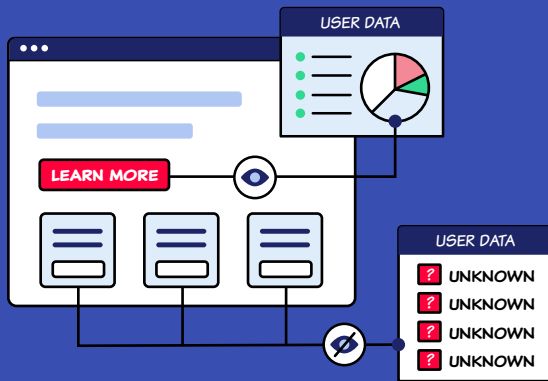
This is because of something called manual tracking. With manual tracking, you have to choose what events you want to track, then code in tracking script. Writing all this tracking code takes ENORMOUS TIME AND RESOURCES.



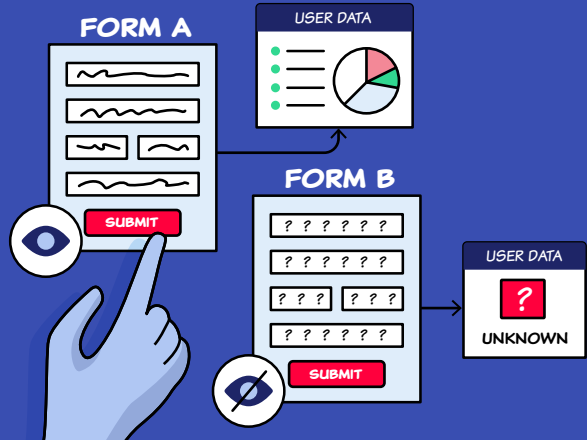
And you're still not guaranteed to get all the data you need!

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.



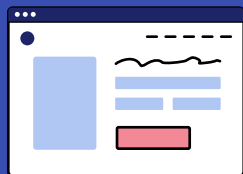
You can see who fills out this form, but not this one.



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.

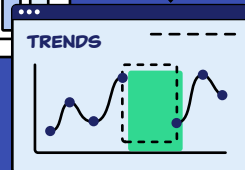
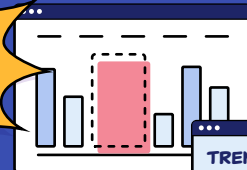
It's crazy, right?

Yes!



MANUAL TRACKING

WARNING
NO DATA FOUND FOR MARCH-JUNE

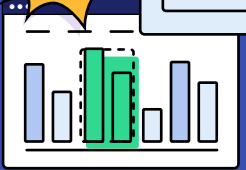
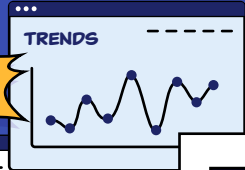


vs.



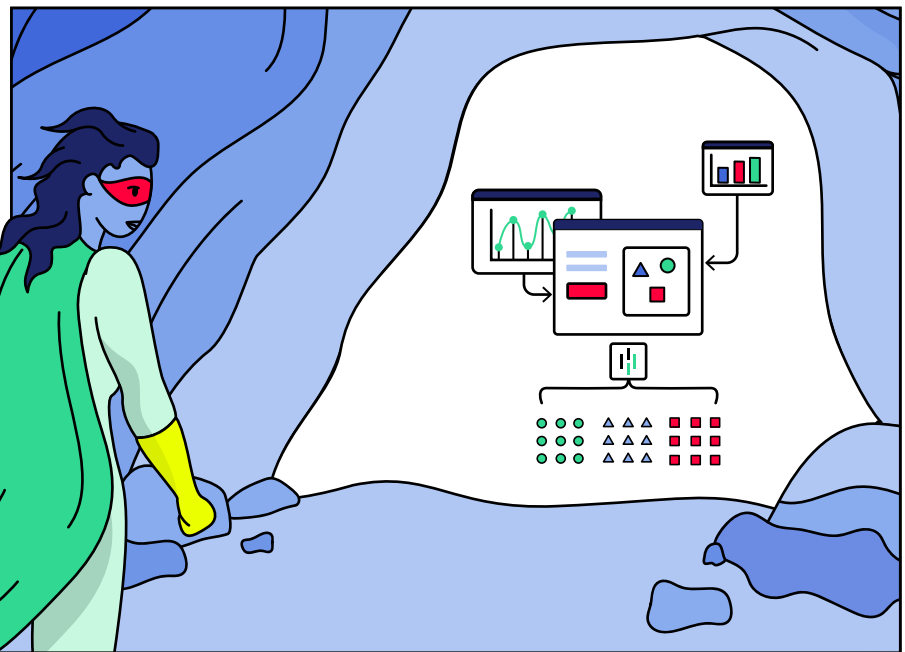
AUTO CAPTURE

COMPLETE DATA



Remember: a tool is only as good as the data you feed it.

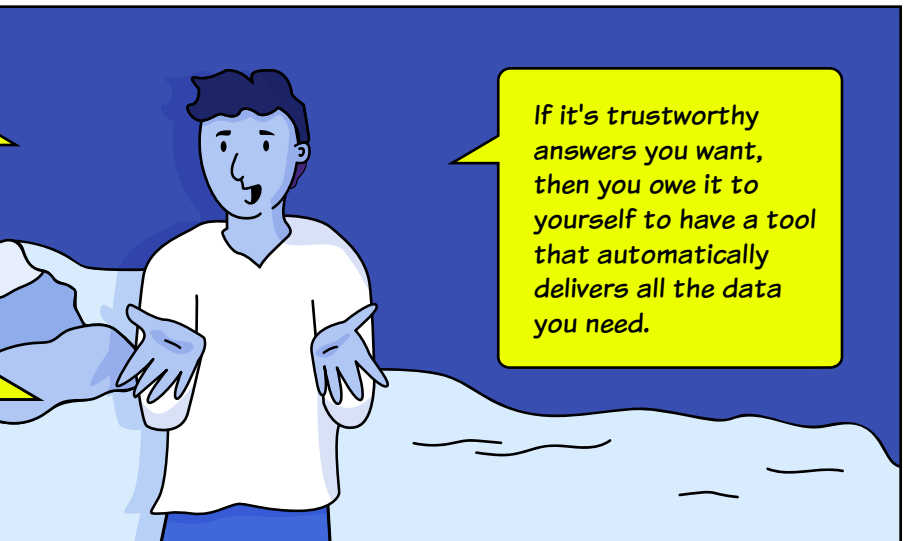
Digital insights are powerful, but only if you're seeing every event on your site, as well as data brought in from other sources. All organized and governed so you can use it to maximum effect.



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

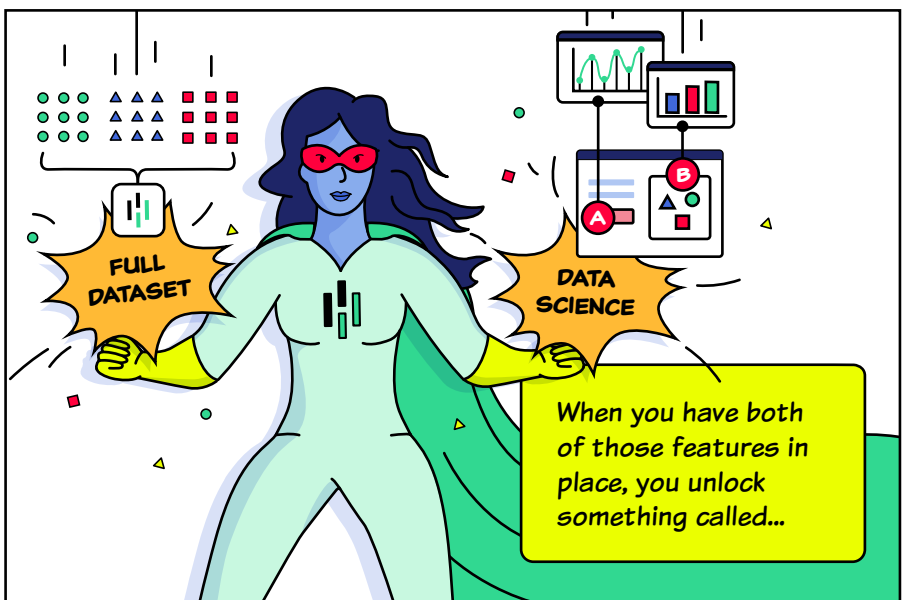
Do you want crazy features, or do you want ANSWERS?

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.



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.



PROACTIVE INSIGHTS

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

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!

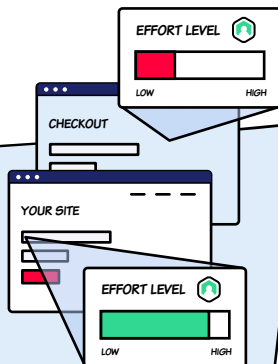
Rather than making you dig through piles of data and hope to find the answer, proactive insights can tell you things like:

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



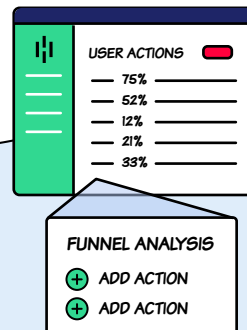
Of all user behaviors, which ones do you want to most encourage?

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



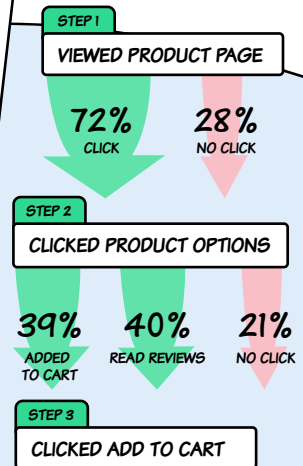
And how difficult is your funnel to navigate as a whole?

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

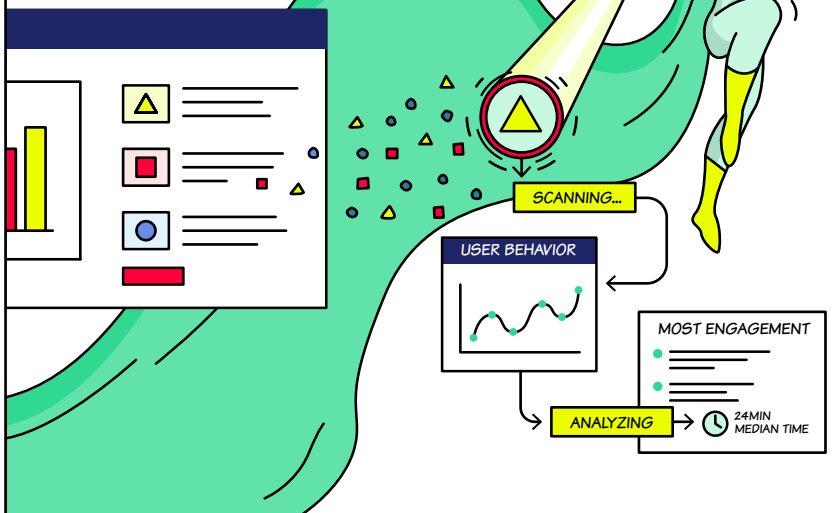


These user actions have outsized impact on conversion or retention, but aren't captured in any of your funnel analyses.

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

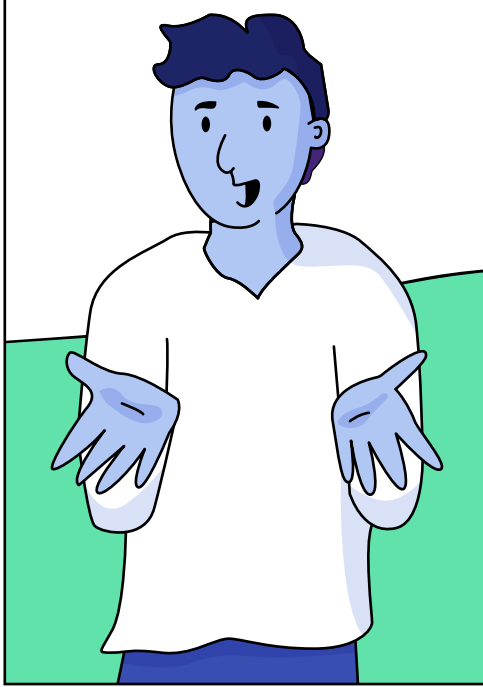


It's like having your very own data science team.

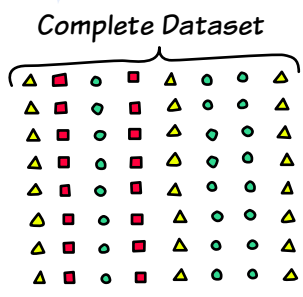
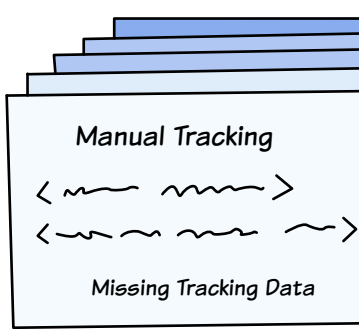


Because these tools have access to EVERY user interaction with your site, they can show you the "unknown unknowns" in your data — things you weren't looking at, and weren't even AWARE you weren't seeing!

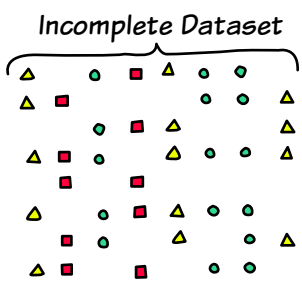
With proactive insights, there's no more worrying about whether you're missing out on important data or insights. There are no blank spots on the map!



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



VS.



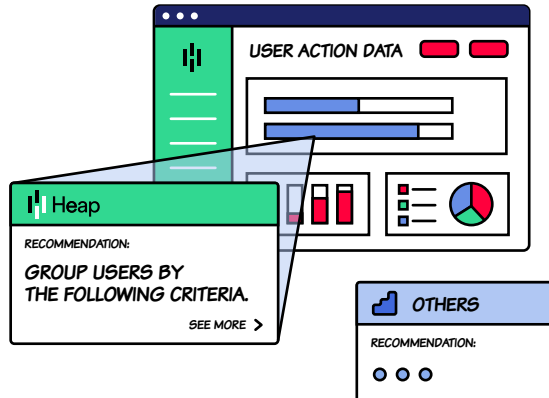
If you're using manual tracking, you'll never get a dataset big or reliable enough to show you the most important things happening on your site.

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.

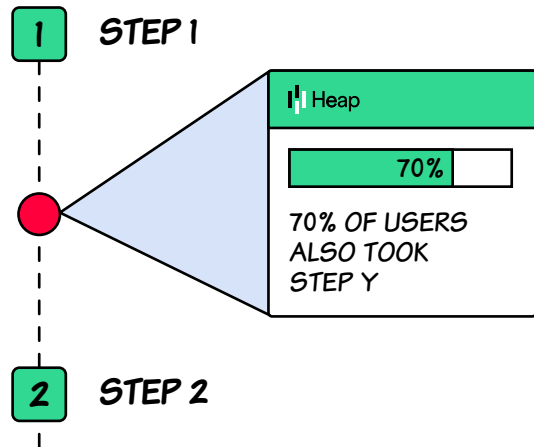
(And surfacing things you didn't already know is what you want your tool to do!)



If 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?



72%
CLICKED

STEP 1

VIEWED PRODUCT PAGE

28%
DID NOT CLICK



Without proactive insights, it's literally IMPOSSIBLE to know!

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!





Wow! This sounds amazing!

So how do you take advantage?

Well, I happen to know a company that's pretty good at all of this...

We started by saying that something BIG was coming. Turns out it's already here. Join us!



WELCOME TO THE
FUTURE OF DIGITAL EXPERIENCES

You

If you want to be a digital experience superhero, check us out at heap.io.