
OVERVIEW

Go from analytics to action with Digital Experience Intelligence

Digital Experience Intelligence (DXI) combines traditional product analytics data with powerful qualitative insights for a complete picture of your customer's digital journey.

Make smarter digital decisions based on actual member and customer experiences

DXI combines rich analytics, robust session detail, and collaboration tools to help you fully understand how your customers are navigating your website or app. Uncover areas for improvement, build loyalty, and drive revenue—while protecting user privacy.



Increase revenue through better conversion



Improve organizational efficiency



Boost customer growth and retention

Proactively find, prioritize, and address customer friction

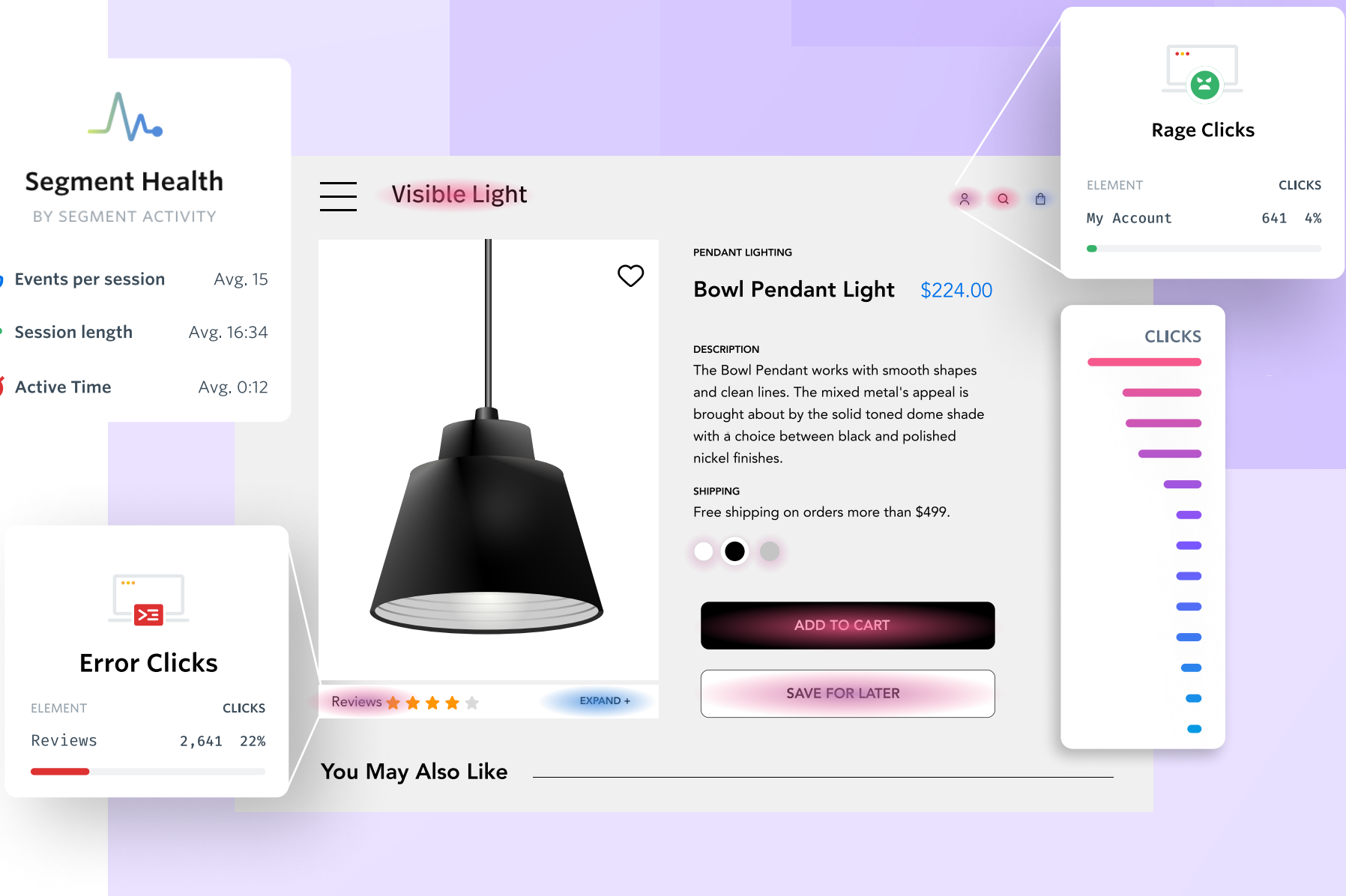
Quickly identify and fix points of friction with qualitative and quantitative experience data.

- Understand the full context of your user experience with Session Replay
- Set up custom alerts to proactively surface customer frustration signals
- Enable faster bug resolution with under-the-hood insights for dev teams

Trusted digital experience insights for cross-functional teams

Unite your product, support, UX, and marketing teams with Digital Experience Intelligence.

- Facilitate collaboration across the organization with session sharing and commenting
- Elevate your tech stack and break down data silos with our growing network of integrations
- Share information across important systems through data export and a robust API



Make revenue-impacting improvements with confidence

Iterate with data-driven insights—and act on the results.

- Empower quick decision-making through real-time, tagless data collection
- Reveal the high-value touchpoints to emphasize with heatmaps and page insights
- See the impact of improvements in Dashboards, Funnels, and Conversion analysis

BEST-IN-CLASS INTEGRATIONS



Segment



INTERCOM



Optimizely



Jira

