

# Clicktale's integration with Adobe Experience Manager

Foster customer behavior-centric design decisions



 Adobe Experience Manager

**Clicktale**<sup>®</sup>

Clicktale's integration with Adobe Experience Manager adds a visual layer to your content management system, helping creative and marketing teams work together to design superior digital experiences. Utilize visitor behavior and in-page interactions to gain a deep understanding of the brand experiences of your visitors, pinpoint specific website elements that are either ripe for proactive optimization or causing customer struggle. Launch heatmaps, link analytics and session replays directly from the content to optimize design based on customers' actual behavior and intent.

## Integration Benefits

### **Design better experiences for high value pages with low traffic**

Leverage detailed knowledge from your existing low-volume, high value pages to dramatically increase the success of your redesigns and new pages. For example, when managing and launching your marketing campaigns from AEM, synthesize these new designs with Clicktale's visual and behavioral insights, thereby reducing testing and development expenses and speeding rollout.

### **Turn customer behavior into actionable insight for design**

Overlay Clicktale's data-rich desktop and mobile heatmaps and link analytics to contrast and illustrate customer behavior on different versions of your content in AEM. Align teams more quickly around the winning design. With precise data and side-by-side visualizations of user behavior, including mouse move, mouse click/tap, attention, and scroll reach/exposure heatmaps, contrast multiple views to make proactive, strategic design decisions to deliver relevant and engaging digital experiences across websites and mobile sites.

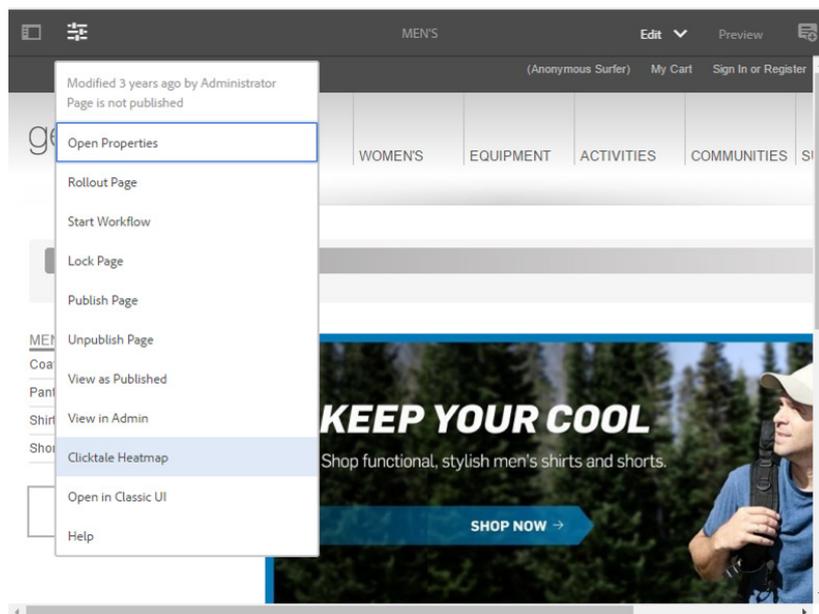
### **Visualize customer experience and hone in on your users' true intent**

As you're designing new experiences in AEM, watch replays of users' browsing sessions to visualize exactly what they're seeing and doing on your site. Desktop or mobile – everything is captured, enabling proactive, strategic optimizations and redesigns based on actual user behavior patterns.

## Align creative, UX and marketing teams

Achieve better outcomes by reflecting true user experiences and aligning internal teams by getting buy-in for changes. Calculate which elements or functionalities are driving engagement, conversions, or positive experiences to show the ROI of change. Share replays and heatmaps with relevant stakeholders so that all teams can experience your digital touchpoints as your visitors do.

Access Clicktale's session replays and heatmaps directly from AEM to optimize design based on customers' actual behavior and intent.



## How it works

The integration between AEM and Clicktale is easy to configure.

1. Download the Clicktale-AEM integration file from AEM Package Manager.
2. For Cloud Services, configure the Clicktale connector from within AEM, using the Clicktale Project ID number.
3. Add the connector to your site.

## Global Offices

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## About Clicktale:

Clicktale taps into the wisdom and behavior of millions of visitors so that businesses can deliver the best digital experiences and drive amazing business results. Complex behavioral patterns are synthesized based on millisecond-level actions such as hovers and scrolls, enabling businesses to interpret their customers' digital body language to understand intent. The pioneer in Experience Analytics, Clicktale marries cognitive computing, machine learning and psychological research to automatically surface issues and answer questions that keep executives up at night. With unique behavioral data, clear visualizations, and world-class customer experience expertise, Clicktale is driving the "Experience Era" at the world's leading brands. Clicktale's global customer base includes Walmart, Microsoft, Adobe, MetLife, The Royal Bank of Scotland and Avis.

**Clicktale®**

**Answer anything.**