

# Does your current UX analytics solution do this?

70% of enterprise CEOs see CX and UX as a competitive differentiator. But your ability to provide unrivalled experiences depends on the capabilities of your UX analytics tool. While many solutions exist, they are not all equal. So, to help you identify your potential areas of improvement, simply complete your personal checklist below. Just select 'yes' or 'no'.

**Does your current UX analytics solution enable you to...**

**1**

## Gain deeper insight into customer journeys and behaviors?

Can you visualize the customer journey and pinpoint where and why customers drop off?

**Y N**

Are you able to correlate content engagement with conversion to prioritize page layouts?

**Y N**

Does your current solution enable you to easily segment by campaign or referrer?

**Y N**



**2**

## Automatically identify and prioritize conversion blockers?

Do you receive real-time alerts and a stack-ranked list of top conversion blockers?

**Y N**

Are you able to correlate any UX friction with size of conversion drop-off?

**Y N**

Can you compare conversions by inbound channels?

**Y N**

Can you autocapture frustration signals that could be affecting your UX?

**Y N**

**3**

## Receive UX analytics for mobile apps?

Do you currently have session replays that work on native and hybrid apps?

**Y N**

Can you combine web and native insights across a customer's journey in ONE platform?

**Y N**



4

## Experience auto-tracking for faster insights?

Can you track content engagement automatically, e.g., every click & scroll without engineer resources?

**Y N**

---

Are you able to deploy tracking tags in minutes?

**Y N**

---

Is users' personal data private by default?

**Y N**

5

## Avoid compromising on page load time?

Can you correlate page load time to conversion?

**Y N**

---

Does your analytics solutions' tags slow your site/app or impact conversion and SEO?

**Y N**

6

## Gain alignment with tech teams faster?

Are you able to escalate issues to tech teams with a quantified business case?

**Y N**

---

Can you share replays for faster diagnosis?

**Y N**

---

Does your current solution integrate with application performance monitoring?

**Y N**

# How did your UX analytics tool stack up?

If your current analytics technology doesn't enable you to do all of these things, it's time to speak to our experts at Quantum Metric.

Our platform empowers a customer-centric culture, helping your business and technology teams align faster on customer needs and to prioritize the opportunities that will drive the most value. With our 300+ behavioral and technical data points, our smooth integration has been designed to help you autocapture the data that you need, quickly.

To see how you can create unrivalled customer experiences

[Watch a tour](#)

or

[Get a demo](#)