

Does your current digital analytics stack do this?

70% of enterprise CEOs see CX and UX as a competitive differentiator, and they are top priorities for retail businesses in the digital space. But your ability to provide unrivaled experiences depends greatly on the capabilities of your stack. While different teams may be using different tools, this siloed approach is slowing you down. So, to help you identify your gaps in your analytics stack and potential areas of improvement, simply complete your personal checklist below. Just select 'yes' or 'no'.

Does your current digital analytics stack enable you to...

1

Gain deeper insight into customer journeys and behaviors?

Can you replay 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

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 digital friction with revenue impact or size of conversion drop-off?

Y N

Can you compare conversions by inbound channels?

Y N

Can you proactively detect frustration signals that could be affecting your customer experience?

Y N

3

Analyze the user experience on 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

Leverage 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 identify your lowest performing pages, by page load time correlated 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

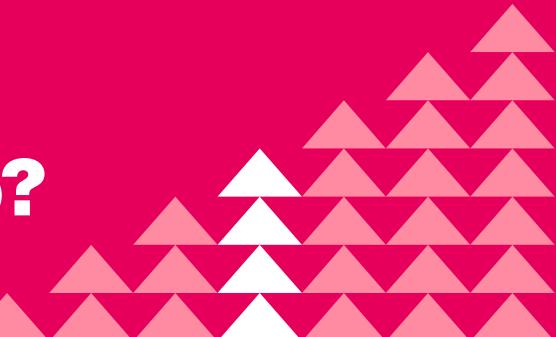
Can you share replays of the exact point of friction?

Y N

Is your current solution used by technology teams and does it integrate with application performance monitoring?

Y N

How did your digital analytics tool stack up?



Sure, your current digital analytics technology may enable you to do some of these things, but it probably doesn't enable you to do them all. That's why it's time to speak to our experts at Quantum Metric. As the pioneer in Continuous Product Design, Quantum Metric is a digital analytics platform that provides a simplified approach to monitor, diagnose and optimize the digital journeys that matter most, which helps organizations put customers at the heart of everything they do.

To see how you can create unrivaled customer and user experiences with our innovative technology:

Request a demo

or

Browse product tours