

# The Buyer's Guide to Conversion Rate Optimization Software

*#forusersbyusers*

**trustradius**

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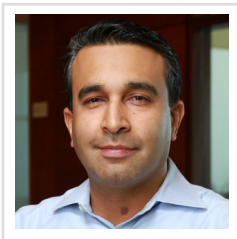
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# Introduction

## Why You Should Read This Guide - Vinay Bhagat, Founder & CEO, TrustRadius



TrustRadius is excited to launch a new buyer's guide on conversion rate optimization software, the first of three guides to help digital marketers navigate the various technologies that support a conversion optimization program. Conversion rate optimization (CRO) is the process of continuously improving a website's effectiveness at turning visitors into buyers. By focusing on optimizing conversions, companies can increase online revenue without spending more on traffic acquisition.

Because conversion rate optimization covers so many different use cases and products, we are releasing three guides that cover the space; this one, which is an overview of conversion rate optimization, and two in-depth buyer's guides, one on [digital analytics software](#) and a second on [A/B testing tools](#). The buyer's guides to analytics and A/B testing software profile each vendor, present aggregate ratings from reviews on TrustRadius, and discuss strengths and areas for improvement. We are releasing these guides because:

### **Conversion optimization yields real value and revenue.**

Three out of every five companies say conversion rate optimization is crucial to their digital marketing strategy<sup>1</sup>. CRO is becoming more and more important as companies look for ways to increase profits independently of the fluctuating costs of traffic acquisition efforts such as paid search. Businesses face tough competition in attracting web traffic and want to avoid sending that valuable audience to a website that does not convert well.

### **Conversion optimization is a multi-step process that requires distinct tools.**

Each step of a typical CRO workflow requires a particular type of software. Therefore, companies often use tools from these categories in conjunction with each other. Integration among the tools is usually helpful in performing effective CRO and maintaining a complete picture of a website's performance.

I would love to hear your feedback on this guide. Did you find it helpful? How can we improve it? Please email me at [vinay@trustradius.com](mailto:vinay@trustradius.com) or find me on Twitter [@vinaybhagat](https://twitter.com/vinaybhagat).

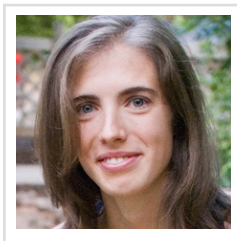
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### **About TrustRadius**

TrustRadius is the leading site for business software users to share real-world insights through in-depth reviews and networking. We help users make better product selection, implementation and usage decisions.

<sup>1</sup> Econsultancy's Conversion Rate Optimization Report 2013

## About these Digital Marketing Guides – Megan Headley, Research Associate, TrustRadius



The content in these three Digital Marketing guides is based upon a distillation of nearly 400 ratings and in-depth reviews of conversion rate optimization software; interviews with consultants and thought leaders; interviews with executives from the majority of vendors discussed; and analysis of publicly available data about system adoption.

The software products featured in each guide are representative of the category but do not represent an exhaustive list. We have omitted products for which we have fewer than five user reviews on TrustRadius.

Because of the nature of how these software tools are used, i.e., in conjunction with each other, by the same teams, and within an optimization workflow, there is significant overlap among vendor capabilities in these categories. For example, some testing tools also offer heat mapping or visitor feedback features. Some analytics tools also offer A/B testing.

### Products Featured in [The Buyer's Guide to Digital Analytics Software](#)

- [Adobe Analytics](#)
- [AT Internet](#)
- [ClickTale](#)
- [comScore Digital Analytix](#)
- [Crazy Egg](#)
- [Flurry Analytics](#)
- [Google Analytics](#)
- [Google Analytics Premium](#)
- [GoSquared](#)
- [IBM Digital Analytics](#)
- [IBM Tealeaf](#)
- [KISSmetrics](#)
- [Mixpanel](#)
- [Piwik](#)
- [StatCounter](#)
- [Webtrends Analytics](#)
- [Woopra](#)

### Products Featured in [The Buyer's Guide to A/B Testing and Website Optimization Software](#)

- [AB Tasty](#)
- [Adobe Target](#)
- [Google Content Experiments](#)
- [Maxymiser](#)
- [Monetate](#)
- [Optimizely](#)
- [Qubit](#)
- [SiteSpect](#)
- [Unbounce](#)
- [Visual Website Optimizer](#)
- [Webtrends Optimize](#)

### Related Software Categories Not Included

There are other online marketing software categories that work in conjunction with these two. For example, since many of these tools require tags to be placed in a website's code, a tag management system can be useful to organize the various tags from software vendors and facilitate the addition, deletion or reconfiguration of tags by marketing professionals.

*"Tag management is changing the speed at which organizations can plug and play different analytics and testing solutions. Tag management will bridge the gap between testing and targeting by making data available to testing solutions upon implementation."*

[Analytics and Testing Consultant](#)

Additionally, traffic acquisition software, such as search engine optimization (SEO) and search engine marketing (SEM), is ancillary but closely related to the CRO picture, as there are essentially two ways to increase the total number of online conversions: attract more traffic or increase the conversion rate.

Finally, web analytics and targeting tools often integrate with other sources of customer data, such as customer relationship management, business intelligence, marketing automation or third-party data systems, so that businesses can analyze and act on all types of customer data available.



*"If you're an enterprise and really want to create the most value from analytics, you need to use analytics to understand the metrics that drive behavior across the full customer lifecycle—which of course requires tools and technology for collecting data across your customer lifecycle. In that sense, it should be a goal to join behavioral analytics data with financial analytics data —often using business intelligence technologies—in order to understand the impact of customer behavior on revenue in the path to conversion."*

Judah Phillips, CEO and Founder, SmartCurrent; author of "Building a Digital Analytics Organization" and "Digital Analytics Primer"

Though all of these categories are related, we will cover them with separate, standalone buyer's guides in the future, as with our [Buyer's Guide to Marketing Automation Software](#).

# Understanding Conversion Rate Optimization

## What Is Conversion Rate Optimization?

In Internet marketing, conversion rate optimization refers to the process and techniques of continuously improving a website's effectiveness at turning visitors into customers. This is done by making strategic changes to the website's design, copy or flow and evaluating the results.

Marketers try to optimize for conversion to increase the return-on-investment (ROI) of traffic acquisition efforts such as banner advertising, affiliate marketing, search engine marketing and search engine optimization. By increasing the percentage of website visitors that convert to customers or leads (whatever the desired outcome is), a company is able to derive more revenue from the same amount of website traffic. The process thus lowers the cost-per-acquisition (CPA) of customers and allows a business to, in turn, invest more in traffic acquisition or other marketing efforts, leading to greater profits.

Typically a website operates like a funnel, wherein users take a series of steps or behaviors before buying. For example, individuals might use a website to learn more about a product, browse merchandise, view an offer, register for a free trial and ultimately make a purchase. The conversion funnel can involve several visits to the website as well as other forms of connection such as email. At each step some visitors stall or exit the funnel, such that only a percentage of the total website traffic actually converts to customers. This percentage ( $\frac{\text{\# final conversions}}{\text{total \# of visitors}}$ ) is called the conversion rate. Conversion rates can vary over time (day, season, etc.), by source of traffic (organic/paid search, social media, word of mouth, etc.), and other factors.

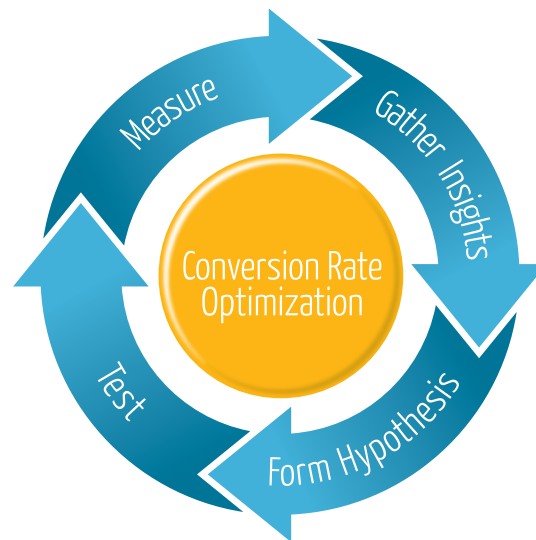
For websites with significant traffic volume, even very small, incremental increases in conversion rates can lead to substantial revenue gains. Conversion rate is also not always the best or only metric to consider; for example, a price increase might lead to fewer conversions but ultimately greater revenue.





## The Conversion Rate Optimization Workflow

Increasing conversion rates usually involves making the path through the conversion funnel as clear, simple and effective as possible by removing distractions and barriers, as well as aligning the website experience with what visitors are looking for. Conversion rate optimization typically follows a cyclical workflow of measuring visitor behavior, gathering insight, testing hypotheses and evaluating results.



### Analyzing & Measuring Visitor Behavior

Optimizers start by measuring visitor behavior to understand the current conversion process and rate, including which areas are the least effective at getting users to the next step and which webpages present the highest potential for improvement. Analysis using web analytics software helps optimizers determine baseline metrics, set goals, and prioritize areas for improvement. Some key metrics are unique visitors, conversion rate, exit rate, bounce rate, order value, retention rate and lifetime value.

Web analytics software can also provide visitor data such as demographics, previous visits and behaviors, and device/browser information. This data can be used to optimize content for specific segments of web traffic through personalization and targeting tools, as well as to evaluate the quality of different sources of traffic.

Web analytics is often called digital analytics, as it includes the analysis of customer or user behavior in a web, mobile or native app environment. Digital analytics tools are useful beyond the context of conversion rate optimization as well. For example, companies might use analytics to understand different sources of web traffic, make paid search marketing decisions, or evaluate the effectiveness of search engine optimization efforts.

### Gathering Insights

Another key step in the CRO workflow is to gather qualitative insights to understand why visitors are behaving in a certain way. Getting feedback from visitors or observing how they interact with a website can help answer questions like: What are visitors looking for? What are their driving motivations? What are their pain points? What areas of the website are confusing or distracting? What's keeping them from moving forward in the conversion funnel?

There are many different categories of tools that can help a business gather insights from its website visitors or customers, including mouse-, click- and eye-tracking, session replay, user or usability testing, live chat, survey and voice of customer tools. In the context of a CRO workflow, the goal of the insight-gathering phase is to understand why visitors are behaving in a certain way, and to generate testable ideas for strategic site changes that might improve the user experience and increase conversion rates.



*"Analytics software knows when someone arrived at a page and when they left. But it can't tell you why they came, what their preconceptions were, what their objections were, and—most importantly—why they did or didn't buy. So qualitative tools are also important."*

Dr. Karl Blanks, Chairman of Conversion Rate Experts

## Testing

*"We look at behavioral and attitudinal information—what are people doing and how are they feeling. Next what matters is how you turn around and use that information."*

Jason Burby, President, Americas at POSSIBLE



Insights gleaned from website metrics, visitor observation and feedback help generate ideas for strategic changes that could potentially increase conversion rates. The next step is to test these ideas, either by simply updating the website and comparing metrics before and after the change, or by creating two or more versions of the webpage and dividing web traffic randomly among the different versions. The latter process, called split testing or A/B testing, produces more accurate results because it is a randomized experiment and therefore less susceptible to being influenced by normal fluctuations in conversion rate on a daily or weekly basis. A related type of experiment is multivariate testing, in which multiple elements on one page are tested at the same time, thus creating and dividing traffic among many different versions of the same page.

Whichever version of the webpage "wins," or consistently leads to a higher conversion rate, becomes a permanent part of the website. Another idea can then be generated and tested. The process helps digital marketers make iterative improvements to a website by ensuring that a change is actually an improvement before launching it to all users.

Marketers can also run more targeted website tests by analyzing the behavior of specific visitor segments in response to variations being tested. Segments can be as simple as New vs. Returning Visitors, or more complex combinations of geolocation, device or browser used, referring source (search, social, email, etc.), and more specific visitor data, if available. This type of targeting enables websites to show the most effective content to different visitor segments.

Website testing and targeting software can be used to set up A/B tests, split traffic randomly, analyze results and target specific visitor segments. More sophisticated conversion optimization tools allow optimizers to run tests that span multiple pages of a website, and offer multivariate testing, in which the marketer creates several different values for multiple elements on one page to generate countless combinations or versions of that page to test at once. Some tools can perform native app or mobile website testing as well.

The most advanced website testing and targeting tools help websites serve up a more personalized experience for each visitor, in a near one-to-one fashion. Personalization is an attempt to show the most relevant content based on what a company already knows about an individual.



# What to Look for When Choosing Conversion Rate Optimization Software

The key to selecting the right conversion optimization software is to start by designing a conversion optimization strategy—then find the tool or set of tools that best support that strategy. Once a CRO strategy is in place, there are some general factors to consider.



*"Marketers run into the trap of looking for tools first, before thinking about strategy. That can really hamstring you. You can't know if the features solve your needs without identifying your needs and strategy first."*

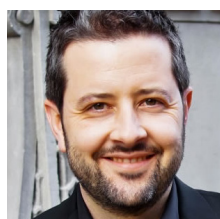
Chris Goward, Founder and CEO, WiderFunnel

## 1. Suite Vs. Best-of-Breed

Some vendors, such as Adobe and IBM, offer the option of an entire marketing software suite, spanning capabilities from analytics to testing to email marketing to customer experience management. Some companies, often enterprises, choose to use a suite because they say it offers better integration between the various components. Others opt to use standalone, best-of-breed solutions, which usually offer integration options with other complementary software.

*"The suite option can be good for organizations because there are different counting methodologies with different testing and analytics solutions. As the testing solutions get more deeply integrated with analytics, organizations will be empowered to make use of historical data."*

Analytics and Testing Consultant

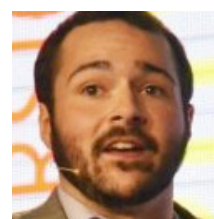


*"The challenge of the software platform option is it's unlikely to be best at everything. It may seem easier to work with one tool. However, we find the best results by using the best point solutions and integrating them into a best-in-class toolset."*

Chris Goward, Founder and CEO, WiderFunnel

*"As marketing becomes more sophisticated with personalization and highly advanced segmentation, there might be a greater push to converge analytics and testing technology into one solution. But for now, the integrations typically offered are sufficient for most organizations."*

Justin Rondeau, Chief Testing Evangelist and Editor, WhichTestWon





*"Generally, companies who want a single provider use Adobe. Those who want to pick and choose the various components of marketing technology often use Google Analytics."*

Stephane Hamel, Director of Innovation, Cardinal Path

## 2. Functionality Vs. Usability

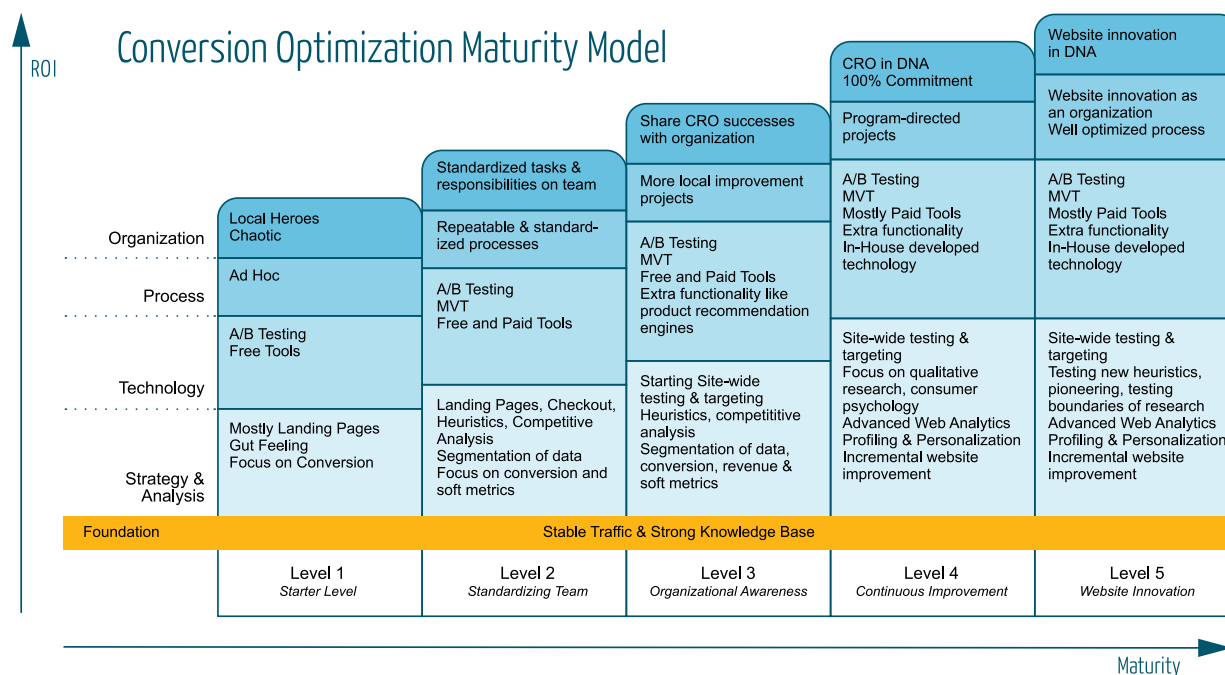
Some companies choose their optimization software based on the breadth and depth of features available, whereas others place a greater value on ease of use. Often the more complex tools that offer a more comprehensive feature set will require more resources to implement and maintain—both in terms of cost, as well as employee headcount. The most sophisticated software products will require employees with specific knowledge and experience. The amount of IT support needed to install or use a tool also varies.

*"When you evaluate software, don't just look at its functionality. Also, consider how easy it is to use. The best analytics software is like the best vodka: you get great results with fewer headaches."*

Dr. Karl Blanks, Chairman of Conversion Rate Experts



## 3. Your CRO Maturity Level



Source: Janco Klijstra @ Traffic4u



*"Instead of looking solely at the feature set, think about your ability to use the tool. What's your objective? What's your team skillset? Are they more marketers, data scientists or IT-oriented? What's your process and methodology to handle analysis requests or communicate insight?"*

Stephane Hamel, Director of Innovation, Cardinal Path

The complexity of CRO software needed largely depends on where a company or marketing team fits in the CRO maturity model. An organization that is just beginning to explore conversion optimization can easily get started with a free web analytics tool, a way to engage with customers or website visitors for feedback, and a low-cost, easy-to-use A/B testing tool. Such an organization will probably focus first on optimizing landing pages, and likely has one or a few CRO enthusiasts, but does not yet have multi-executive support and certainly not organization-wide buy-in. A few quick wins are needed to help the organization establish more definitive CRO processes and gain further support.

A company with moderate CRO maturity might have enough web traffic and testing ideas to run multivariate tests, as well as experiments that span multiple pages of the conversion funnel. The organization might also begin to identify traffic segments that exhibit different behavior patterns. In this case, a more complex testing and targeting feature set is required, as well as tighter integration between analytics and testing software.

A highly mature CRO company is continuously innovating its website and is able to do more advanced profiling and targeting of different traffic segments. The CRO program enjoys organization-wide support as well as a dedicated team of IT and marketing staff responsible for its execution.

*"CRO requires a cultural shift inside the company. You might have the latest tools, but what good is the Ferrari in the garage if the mechanics don't talk to the drivers? IT and marketing have to get along and there's got to be a dedicated IT team embedded under marketing that is there to support CRO initiatives and bypass the normal software development roadmap."*

Tim Ash, CEO of SiteTuners, author of the bestselling book *Landing Page Optimization*, and Chairperson of the international Conversion Conference event series



In a mature CRO company, testing and analytics tools might integrate with other marketing technologies such as business intelligence, email service providers and customer relationship management to enable direct action based on real-time data. Machine-learning and predictive analytics software might also come into play.



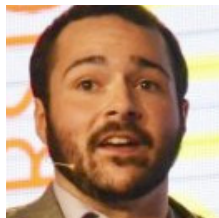
*"There is an analytics journey that companies go through. First, it's what happened. How many people visit and how many people buy? Second, it's why it happened—gaining some kind of understanding of behavior through insight gathering, including testing. Third, what will happen? This is where you use predictive tools and start creating models based on past purchases. Finally, how can I make it happen? This is where machine-learning tools automate tasks and make actions happen on the data with limited human oversight."*

Bryan Eisenberg, Keynote Speaker, Advisor, Bestselling Author

# Trends in Conversion Rate Optimization

## The Rising Popularity of Testing

In many ways, web analytics history is defined by the pre-Google Analytics and post-Google Analytics eras. The introduction of a free and relatively easy-to-use web analytics tool democratized access and enabled a culture shift to take place in the digital marketing industry, in the direction of data-driven decision making. Similarly, the introduction and proliferation of low cost, easy-to-use A/B testing tools like [Optimizely](#) and [Visual Website Optimizer](#) has further propelled this culture shift, allowing a broader spectrum of companies and individuals to analyze website traffic and experiment with website changes.

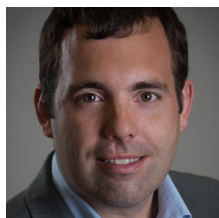


*"Testing is becoming more mainstream. Years ago it was difficult to get a program implemented, but now the emerging technology has reduced resource constraints and made the barrier of entry to testing really low."*

Justin Rondeau, Chief Testing Evangelist and Editor, [WhichTestWon](#)

*"Historically, we saw a lot of designers focused on usability testing using Crazy Egg. Now, marketers and product people are using the tool to inform their A/B testing. This is partly because of Optimizely and GWO prior to that; everybody is thinking about A/B testing."*

Hiten Shah, Co-founder, [KISSmetrics](#) and [Crazy Egg](#)



*"The optimization team is shifting from an isolated marketing group to a centralized function that works with all parts of the organization. There is a clear need to integrate optimization earlier in the design process to test new features and new design directions."*

Justin Bougher, Director of Product Management, [SiteSpect](#)

There is a potential downside to the technological ease and popularity of running A/B tests. Companies can begin testing without first designing an optimization strategy or making an effort to understand the barriers to conversion.



*"A lot of people have the testing religion. They got some uplift from a test and are now testing like crazy. Most are missing the strategic dimension. Sometimes you have to bring in the bulldozer and redesign the whole user experience and business model. It takes courage and a lot of time and resources before you even know if it worked. Testing can't help with that."*

Tim Ash, CEO of SiteTuners

## Mobile & Tablet: The End of Responsive Design?

The exploding growth in the use of multiple devices to access the Internet has changed how marketers approach website optimization. According to a comScore study, the percentage of people using more than one platform to access the Internet (versus mobile-only or desktop-only) grew from 48 to 56 percent in 2013<sup>2</sup>. Many CRO programs are starting to include a multi-device strategy that takes into account the differing behavior patterns among mobile, tablet and desktop visitors. Most of the thought leaders we spoke to said businesses would soon move away from responsive design, or one website that functions well on any device, and instead create device-specific experiences through m. and t. websites (e.g. m.domain.com).

*"We tend to have a unique testing roadmap for each device – mobile, tablet, desktop. Fifty percent of the work we're doing is directly mobile for some of our clients."*

Ryan Garner, Co-founder, Clearhead



*"I think there is going to be a backlash against responsive design—this notion that you can have an experience that spans everything from an old Blackberry to an 80-inch flat-screen TV. In reality it often means just reformatting and stretching the same old content. More thought will be put into creating dedicated experiences that actually strip down the functionality for each specific context."*

Tim Ash, CEO of SiteTuners

*"People have different needs and desires on a mobile device versus on their desktop. You don't want to just take your website and make a great version of it on your phone."*

Jason Burby, President, Americas at POSSIBLE



In the technology space mobile-specific point solutions have emerged, and many traditional web analytics and testing tools have added mobile and tablet capabilities.

## Approaching 1:1 Personalization

Personalization is a form of targeting that dynamically tailors website content to the needs or preferences of each visitor at an individual or near-individual level. Amazon is perhaps the quintessential example of personalization, where a customer's purchase and browsing history inform a

<sup>2</sup> comScore U.S. Digital Future in Focus 2013; <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2014/2014-US-Digital-Future-in-Focus>



customized homepage with product recommendations. Personalization requires multiple data points on each user, which is often only possible with some type of authentication or login.

Personalization is much discussed in the digital marketing industry, but not yet widely adopted. According to a 2014 survey by Ascend2, 77% of marketers do not use personalization on their website at all, and only 5% use it extensively. Of those that do use personalization, the majority are manually creating multiple versions of webpages for different customer segments rather than using marketing technology to automate the generation of personalized content<sup>3</sup>.



*"In previous years, mass customization was the Holy Grail in direct mail but it rarely made a huge difference. It led to marginal improvements at best. The complexity was not outweighed by the benefits. Personalization for e-commerce is the same—a hypothesis you should test. Don't assume that it's worth the maintenance cost."*

Chris Goward, Founder and CEO, WiderFunnel

*"Personalization will absolutely lead to greater conversion. Do you respond better to things that are relevant and personal to you? Of course. It's not a topic to be disputed. Personalization is complex, but it's a journey. A little more relevant is better. Then you keep moving down that spectrum."*

Jason Burby, President, Americas at POSSIBLE

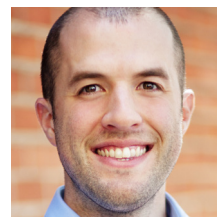


*"Our clients barely have enough time to create three banners, much less individualized experiences for each customer. A few of our larger clients are really targeting four or five segments. One-to-one personalization has a ton of potential, though in practice we're not seeing a lot of it yet."*

Ryan Garner, Co-founder, Clearhead

*"A/B testing was not a muscle most companies had a few years ago. We've seen that change dramatically over the past few years. We see a similar trend with personalization. It is a powerful value proposition and most companies are in the early stages of building that muscle. We see it as a direction the industry is going."*

Pete Koomen, Co-founder and President, Optimizely



## The 360-degree View of the Customer

Marketers are increasingly interested in being able to view a complete picture of each customer by connecting online and offline activity. This requires integration between various data sources and usually some type of registration or authentication to identify website visitors and collect information about them.

<sup>3</sup>Ascend2 Website Marketing Optimization Benchmark Summary Report; <http://ascend2.com/home/wp-content/uploads/WebsiteOptimizationBenchmarkSummaryReport-Ascend2.pdf>





*"We're going to see more websites enticing visitors to log in with their Facebook, Twitter or Google accounts, just so they can have that unique ID and gradually enrich the information they know about visitors. It's a tradeoff. I'm willing to authenticate myself in exchange for a feature or something I didn't have before."*

Stephane Hamel, Director of Innovation, Cardinal Path

*"I think we're at a turning point in the industry. Web analytics has to evolve to be more powerful, to bring together all these technologies: data management platforms, ad-servers, data providers, as well as a company's own website and apps and all their digital assets."*

Jodi McDermott, Group Vice President of Product Management, comScore



*"We see a lot of need from our customers for importing and exporting data from our solution to their CRM, CMS, etc."*

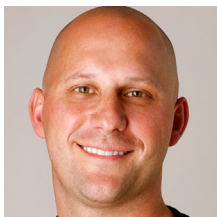
Mathieu Llorens, CEO, AT Internet

*"One of the more productive approaches I have seen to data sharing is creation of a centralized engine for conversion and proactive update of data between systems. This approach seems to be more flexible, cheaper, faster to implement, and more responsive to changes in requirements downstream than creating a centralized store for 'all the data' where various systems query a central source. Speaking of 'all the data,' what often is lacking in these integration discussions is a frank vetting of goals, then deciding what data is essential to accomplishing these specific goals. Integrating 'all the data' tends to be a significant waste of resources; better to start with the key optimization drivers for the enterprise and test concepts outward from there."*

Jim Novo, Owner and Principal Consultant, The Drilling Down Project



The goal is not simply to integrate all of the available data, but to enable marketing tools to take action based on the data in an automated fashion so that each customer is exposed to the most relevant content and the customer experience is optimized.



*"How do you start to have that 360 view of the customer? That's a buzz word. But how do you start treating them offline based on what you know about them online, and vice versa, and all of it based on what you know others like them do?"*

Jason Burby, President, Americas at POSSIBLE



*“You’re going to see analytics tools become less passive—moving beyond simple reporting to enabling people to take action on the data quickly, such as emailing certain individuals directly from the reporting interface.”*

James Gill, CEO, GoSquared

# Further Conversion Rate Optimization Resources for Your Evaluation

TrustRadius.com has hundreds of in-depth reviews of conversion rate optimization software and several great tools to aid your evaluation.

**Buyer's Guides** – TrustRadius recently released a [Buyer's Guide to Digital Analytics Software](#) and a [Buyer's Guide to A/B Testing Software](#).

**Review Filters** – The quickest and easiest way to find valuable reviews that are relevant to you and your specific needs. Filter reviews to quickly find ones in your industry, as well as those from similarly sized companies. You can also filter by the reviewer's department and even role to find the reviews that most closely match your own perspective.

The screenshot displays the TrustRadius.com interface for reviewing ClickTale. On the left, a sidebar contains filters for 'Search within results', 'Review Date' (set to 'All time (11)'), 'Rating' (with five star options), and 'Company Size' (with ranges from 1-10 to 10,001+ employees). The main content area shows 'More Reviews of ClickTale (1 - 10 of 11)' with a 'Sort by: Most Useful' dropdown. Two reviews are visible: one by Dan Briscoe (VP of Marketing at HCSS) dated May 14, 2014, and another by Chris Zagala (Marketing Assistant at UTAK Laboratories, Inc.) dated May 17, 2014. Both reviews are 5-star ratings and include links to read the full review.

**In-depth Structured Reviews** – Reviewers respond to a series of questions to create their reviews. This leads to rich, high-quality insights. It also makes it easier for you to compare one person's perspective to another's.

**Side-by-side Comparisons** - Quickly flip through the same portions of different reviews to evaluate and compare how each product stacks up on usability, integration, training and much more.

## Adobe Analytics vs KISSmetrics Comparison Based on 52 user reviews



### Final Note

We'd love to hear your opinion. When you're done reading this report, [let us know](#) what you think.