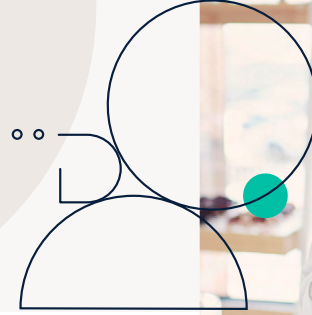


Improve Digital Experiences and Increase Sales with Decibel

Put experience analytics at the heart of your digital strategy



The Power of Digital Experience Analytics

Competition for the online customer is fierce. Brands that successfully engage customers by delivering consistently strong online experiences benefit significantly. Highly engaged customers are **2x** more likely to purchase, spend **60%** more, buy **90%** more frequently, and refer the brand **4x** more often.

So, putting the customer experience at the center of your digital strategy clearly delivers considerable benefits. Savvy organizations have moved beyond just driving web traffic and look to digital experience analytics to understand and react to online experiences, improving customer experience at scale.

Decibel by Medallia is the only analytics software in the world that can identify and prioritize the most urgent experience issues impacting engagement across your website and apps. Decibel's AI automatically scores every online user experience so you can easily empower action and impact at scale. Decibel's forensic tools and action-oriented analytics provide the visibility you need to get to the root cause of your issues so you can find the fastest path to resolution.

Benefits of Decibel

- Measures everything that happens in between the clicks across websites and apps
- Integrates Experience Data and Insights across MarTech stack with bi-directional connections
- Provides an 'over the shoulder' view of visitor behavior with smart session replay
- Delivers an end-to-end view of the entire customer journey- and experiences at every step
- Identifies and prioritizes the most urgent issues having the most impact on conversion
- Surfaces aggregate behavior trends with broadest range of traditional and advanced heatmaps

Digital Experience Score (DXS®)

With Decibel's DXS, you can quickly identify revenue upside opportunities, understand why they exist, and prioritize next steps. Proven to predict conversion, DXS is the first validated, universal metric that quantifies customer experience at scale across websites and apps. Founded in data science and powered by AI, DXS measures every user session - crunching billions of data points in real-time to quantify user behavior on a scale of 0-10.

DXS is calculated on 150+ captured metrics that roll up into validated behaviors. This equates to over 3x the collected metrics than our closest competitor in the space - allowing for the greatest accuracy available. This intelligence is represented by an overall score, as well as across five key pillars of experience: Frustration, Engagement, Navigation, Technical and Form Experience.

Solutions for your entire offering



Decibel for Web

Provides the behavioral data insights and tools necessary to deliver an end-to-end view of every digital customer experience.



Decibel for App

Provides the experience insights necessary to understand, improve and react to visitors' experiences happening on your mobile app.



Decibel Data Stream

Highly configurable scheduled export of experience data for advanced use cases in BI, CDP or Data Lake tools.

Key Capabilities

Session Replay

Video accurate renderings of website visits at your fingertips. Get to the root cause of uncovered anomalies by watching the exact experiences of your visitors.

Customer Journey

Get an end-to-end understanding of all user journeys. Visualize the exact paths & understand visitor experiences at each step of the online journey.

Heatmaps

Greatest suite of advanced heatmaps in the industry. Visualize on-page user behavior to increase engagement and conversion.

Segmentation

Focus only on the data that matters most to you to support your analysis and audience of interest.

Experience Analytics

Delivers an unparalleled, unbiased assessment of digital experience. Utilize these metrics to drive data-driven optimization proven to predict conversion & revenue.

Form Analytics

Improve your forms to drive increased conversion & revenue. Understand how visitors are interacting with forms to identify critical form issues causing abandonment.

The most successful brands in the world choose Decibel

With our innovative technology, world-class engineers and data scientists, and dedicated customer success team, Decibel ensures exceptional digital experiences at scale.



See how our experience data can transform your business at decibel.com

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