

Selecting the Right Digital Experience Tool

Introduction

Choosing the right tool in the crowded landscape of digital experience analytics, product analytics, and session replay solutions can be overwhelming. With dozens of options available –including some that are free– many solutions appear to offer the same capabilities. Choosing the right solution is crucial because the quality of insights derived from your customer data can significantly impact the efficiency, customer experience and data security of your mobile apps and/or websites.

Questions to Ask

Selecting the right digital experience analytics solution is vital for optimizing your site's performance, enhancing customer engagement and ensuring data security. This document outlines the key requirements critical to **any solution** (regardless of your selected solution) and highlights how Glassbox uniquely addresses these needs.

Data Richness



Why it's important:

Informed business decisions require high-quality, rich data that reveals insights into site performance and user experience from both behavioral and technical perspectives.

What is required:

To make informed business decisions, you need comprehensive data on site performance, user behavior and any technical issues your customers encounter over time.

What makes Glassbox unique:

Glassbox captures 100% of user interactions and technical events on your website or mobile app, providing a rich, detailed view of the customer journey. This includes client- and server-side activity, AJAX/API calls, JavaScript and console errors and core web vitals. Additionally, this data can be stored for up to 13 months, and with Session Vault, you can securely store sessions for as long as you need. Glassbox supports data capture at any scale, ensuring comprehensive insights regardless of your business size.

Data Analysis



Why it's important:

High-quality data, without actionable insights, often remains underutilized or misrepresented.

What is required:

Effective data analysis tools are necessary to provide deep insights quickly and efficiently.

What makes Glassbox unique:

Glassbox offers tagless data capture, allowing retroactive analysis of all site elements without manual instrumentation. Its AI-driven tools, like Voice of the Silent (VoS) and the Glassbox Insights Assistant (GIA), offer deep insights into customer behavior. VoS uncovers hidden issues by analyzing feedback from silent users, while GIA provides AI-powered session search and quick summaries, making it easier to understand user interactions.

AI and Data Democratization



Why it's important:

Ensuring everyone in the company has easy access to data prevents bottlenecks and supports informed decision-making, fostering a data-driven culture.

What is required:

Non-technical users need easy-to-use AI tools to access and analyze data, ensuring different roles are aligned using a common framework. Additionally, integrating responsible AI practices is essential to safeguard data, maintain compliance with regulations and build trust within the organization and with customers.

What makes Glassbox unique:

Glassbox prioritizes responsible AI practices, ensuring ethical and legal deployment of AI systems to safeguard your data. The AI-driven Glassbox Insights Assistant (GIA) allows non-technical users to request and analyze sessions using natural language and provides detailed session summaries with actionable insights. Additionally, the Chrome extension lets users check heatmap data directly on their site without toggling between the live site and the analytics platform.



Proactive Insights

Why it's important:

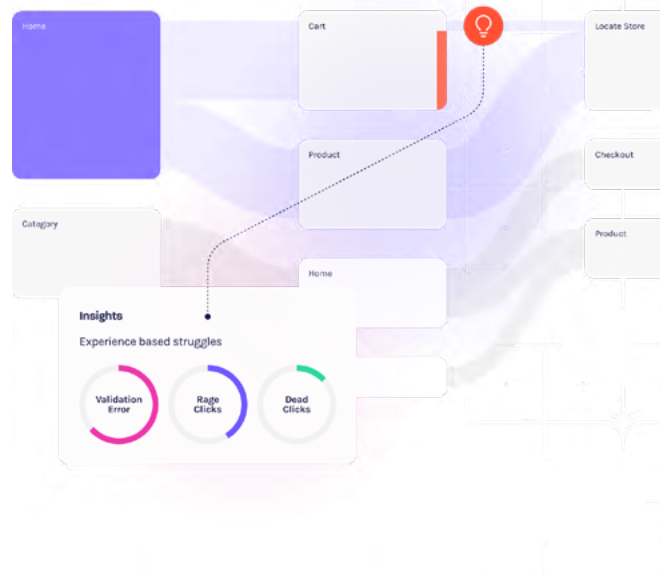
Identifying and proactively resolving issues before they impact a significant portion of users is crucial for maintaining a high-quality user experience.

What makes Glassbox unique:

Glassbox's Augmented Journey Map (AJM) includes advanced features like chi-square analysis to identify how any issue affects specific user segments. It also offers customizable anomaly alerts, helping you proactively address problems before they escalate.

What is required:

Advanced analytical tools that can detect anomalies, predict potential issues and alert you when critical thresholds are reached.



Third-Party Integrations



Why it's important:

Leveraging multiple solutions can enhance your overall analytics capabilities.

What is required:

Ensure a smooth integration process with web analytics, APMs, and VoC solutions.

What makes Glassbox unique:

Glassbox integrates with a variety of third-party solutions, enriching them with deeper digital insights. This flexibility ensures that you can maximize the value of your existing technology investments.





Mobile Support

Why it's important:

As mobile apps become more important, robust mobile analytics and a reliable SDK are essential for data-driven decisions and app stability.

What is required:

A comprehensive SDK that supports various mobile frameworks without compromising app performance.

What makes Glassbox unique:

Glassbox supports a wide range of mobile frameworks, including Cordova, Ionic, Capacitor and Jetpack Compose. Its SDK is designed to be stable, lightweight and have minimal performance impact, making it the most mature and robust solution on the market.



Deployment Modes

Why it's important:

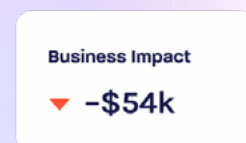
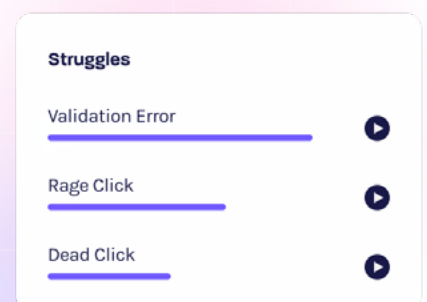
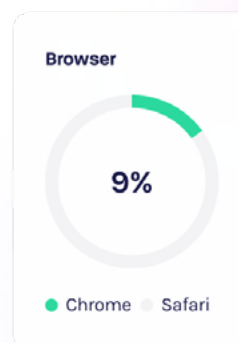
Different organizations have different security and operational needs.

What is required:

Meeting various security and compliance requirements requires adaptable deployment options.

What makes Glassbox unique:

Glassbox offers cloud-hosted deployment options with various levels of security measures, including single-tenant, multi-tenant and on-premise configurations. These options can be configured to capture both client- and server-side activity, providing enhanced visibility, security, and data isolation tailored to your organization's needs.



Security



Why it's important:

Protecting customer data is paramount in the digital age.

What is required:

In order to safeguard data privacy and ensure compliance, comprehensive security measures are needed.

What makes Glassbox unique:

Glassbox employs patented methodologies to mask Personally Identifiable Information (PII) without compromising the user experience. It upholds high standards as the first and only digital experience intelligence company to receive the ISO 27701 certification for its privacy management framework. Glassbox is audited biannually and holds both SOC 2 and ISO 27001 certifications, making it a trusted choice for security-conscious organizations like Sofi, Credit.com, Nestlé and more. It also offers single-tenant storage, providing enhanced data isolation and security for its clients.

Cross Session User Data



Why it's important:

Understanding user behavior across multiple sessions reveals long-term trends, repeat behaviors and hidden issues.

What is required:

For effective trend analysis, it is important to track and analyze user interactions over extended periods, segment users for detailed insights and maintain historical data.

What makes Glassbox unique:

Glassbox is the only customer experience solution to offer cross-session user data that can be tracked and analyzed over time through User Insights. This provides insights into user behavior, segment-specific trends and root causes of issues. Furthermore, the User Timeline allows you to see all of a user's sessions in one place, enhancing your ability to understand user behavior across multiple sessions.

Conclusion

When choosing a digital experience analytics solution, it is crucial to consider data richness, analysis capabilities, proactive insights, ease of use, mobile support, third-party integrations, deployment flexibility and security. Glassbox excels in all these areas, making it the ideal choice for organizations looking to optimize their digital customer experiences.

To learn more about what our customers say and how Glassbox can benefit your organization, visit our [website](#).



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glassbox.com | info@glassbox.com

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