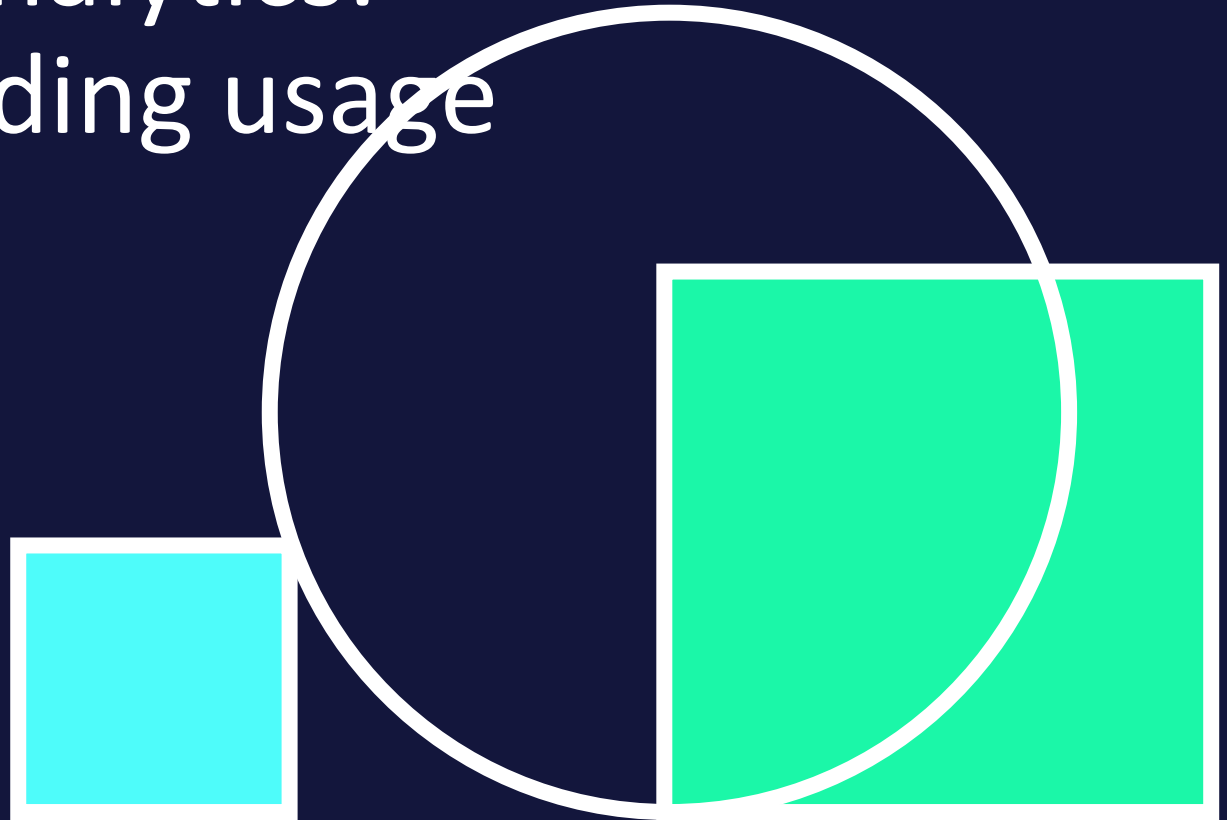


Acoustic Analytics: Understanding usage patterns

Mike Bean
Dan Carter

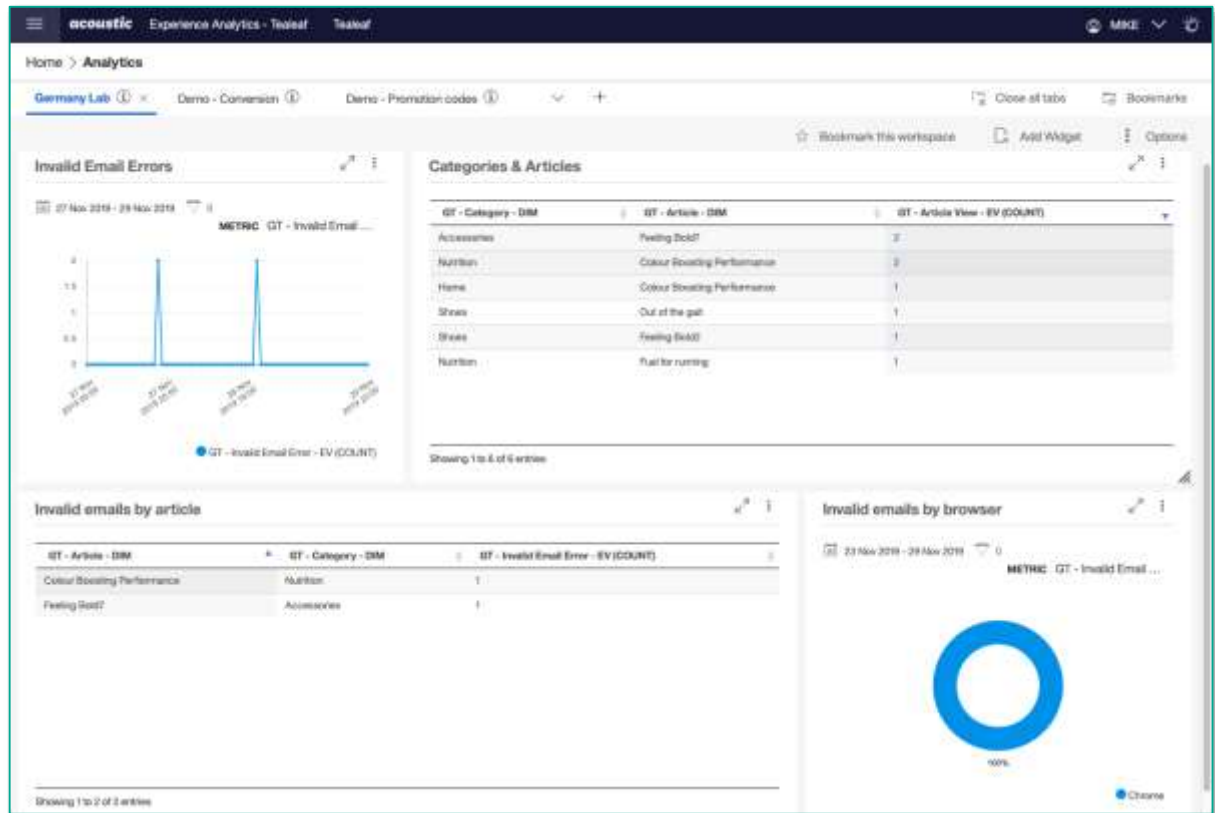
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Agenda

- Demo
- Tealeaf events
- Use Cases

Demonstration

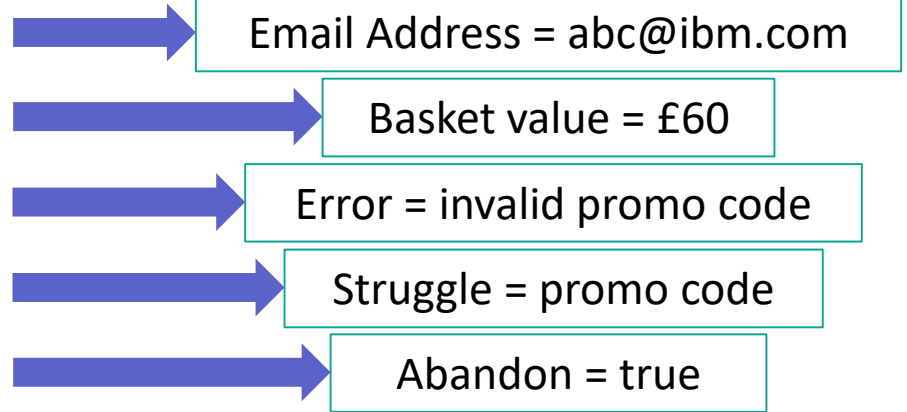


What are behavioral events?

Data collection



Information/Events



Types of events

- Simple Events – for **business** users
 - Created by clicking on UI elements within a replay
- Regular Events – for **experienced** Tealeaf users
 - Created within the Event Manager
- Advanced Events – for people with some **coding** experience
 - Write JavaScript code

Use behavioral events to...

Drive behavioral campaigns and personalise content

- Purchase, abandonment, browse, struggle, conversion, etc.

Understand how your campaigns are performing

- Use journey to understand the impact of your campaigns and retarget segments

Tealeaf UBX Events

Business Conversion	Session	User Struggle	Video
Add item to cart	Session open*	App crashed	Video launched
Remove item from cart	Session closed*	Form field repeat struggle* ♦	Video played
Cart purchase ♦	Landing page*	Form field dwell struggle ♦	Video paused
Cart purchase item ♦		Form field validation struggle ♦	Video completed
Cart abandonment ♦		User struggle* ♦	
Cart abandonment item ♦			
Conversion ♦			
Conversion abandonment ♦			

Product	Search
Wrote review	Searched site ♦
Viewed product ♦	
Provided rating	

* Out of the box events

♦ Supported by Campaign

Journey: What is the impact of campaigns?

Performance metrics

View report

Opens	Clicks
33%	4%

Email details

Subject line
Shed some light on darker nights ...

Contact source
Editorial - Home - 261019

Contact source size
167281 contacts

Sent by

Sent date
Oct 26, 2019, 2:40 AM

Email size
45.24 KB

Status
Sent

Sent details

Start
Oct 26, 2019, 2:30 AM

End
Oct 26, 2019, 2:40 AM

Last opened
Nov 1, 2019, 12:30 PM

Days old
6

HTML preview

Images

Additional details

ID	Report ID	Tracking level
7596431	1373067167	Unique



Email click Cart Purchase

Start interaction

Email click

Oct 26, 2019 - Nov 1, 2019

Satisfy all below

Message ID is equal to 7596431

End interaction

Cart Purchase

Oct 26, 2019 - Nov 1, 2019

Satisfy all below

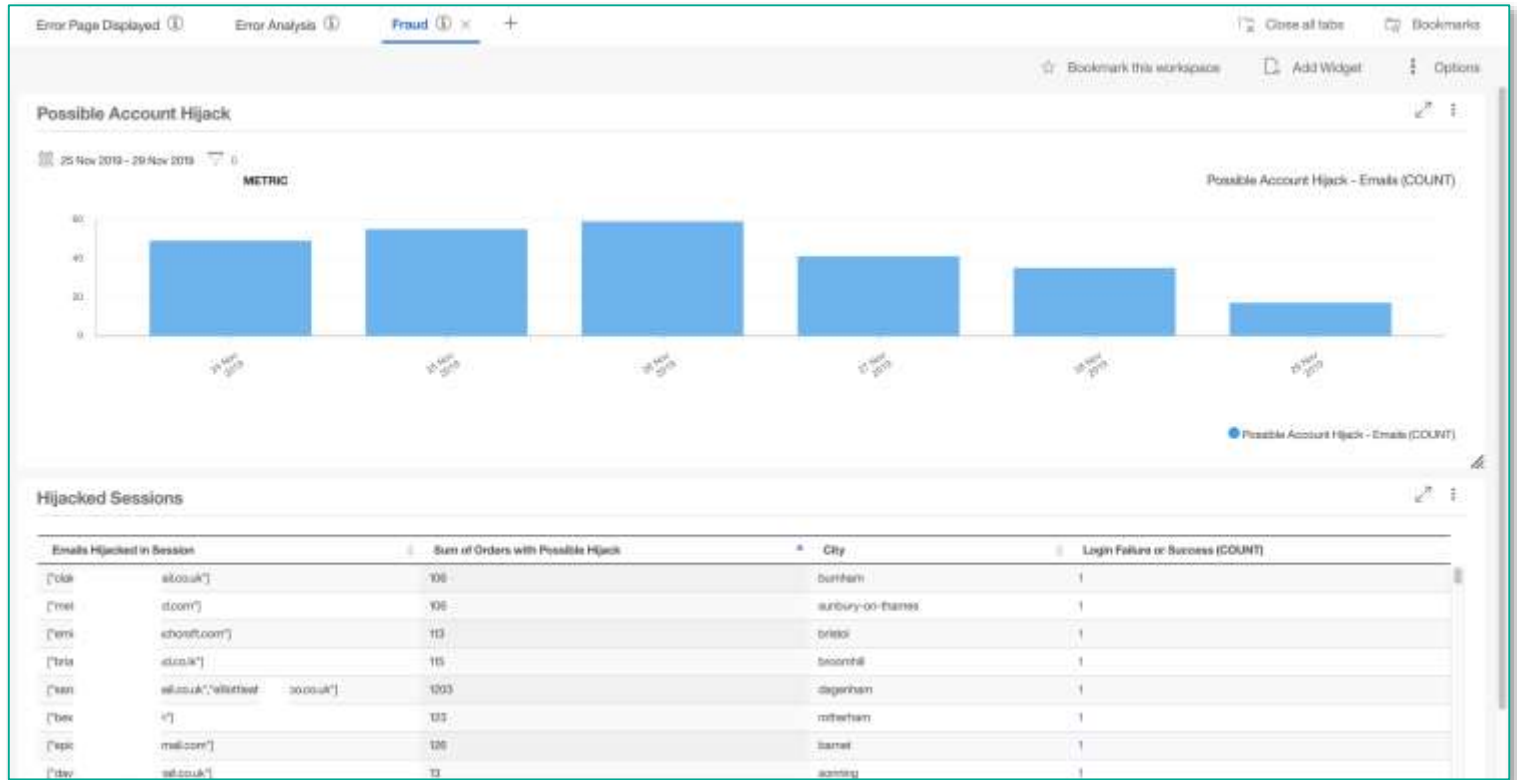
Category contains homeware

Top 20 purchased items within the Mobile channel

Product name	Category	Frequency	Average price
Ashton Chunky Texture Cushion	Homeware-Cushions	6	£2.33
Lana Spare Shade	Homeware-Lighting Accessories	5	£0.50
Jada Wall Light	Homeware-Wall Lights	4	£10.00
Isla Ombre Table Lamp	Homeware-Table Lights	3	£16.67
6W LED ES GLS Dimmable Bulb	Homeware-Light bulbs	3	£1.67
Cable Kit	Homeware-Lighting Accessories	3	£5.00
Twist 4 Light Flush Fitting	Homeware-Ceiling Lights	3	£60.00
unlimited	Homeware- Unlimited	3	£20.00
Soft Velour Square Cushion	Homeware-Cushions	3	£5.33
Bella Easy Fit Pendant	Homeware-Ceiling Lights	3	£11.67

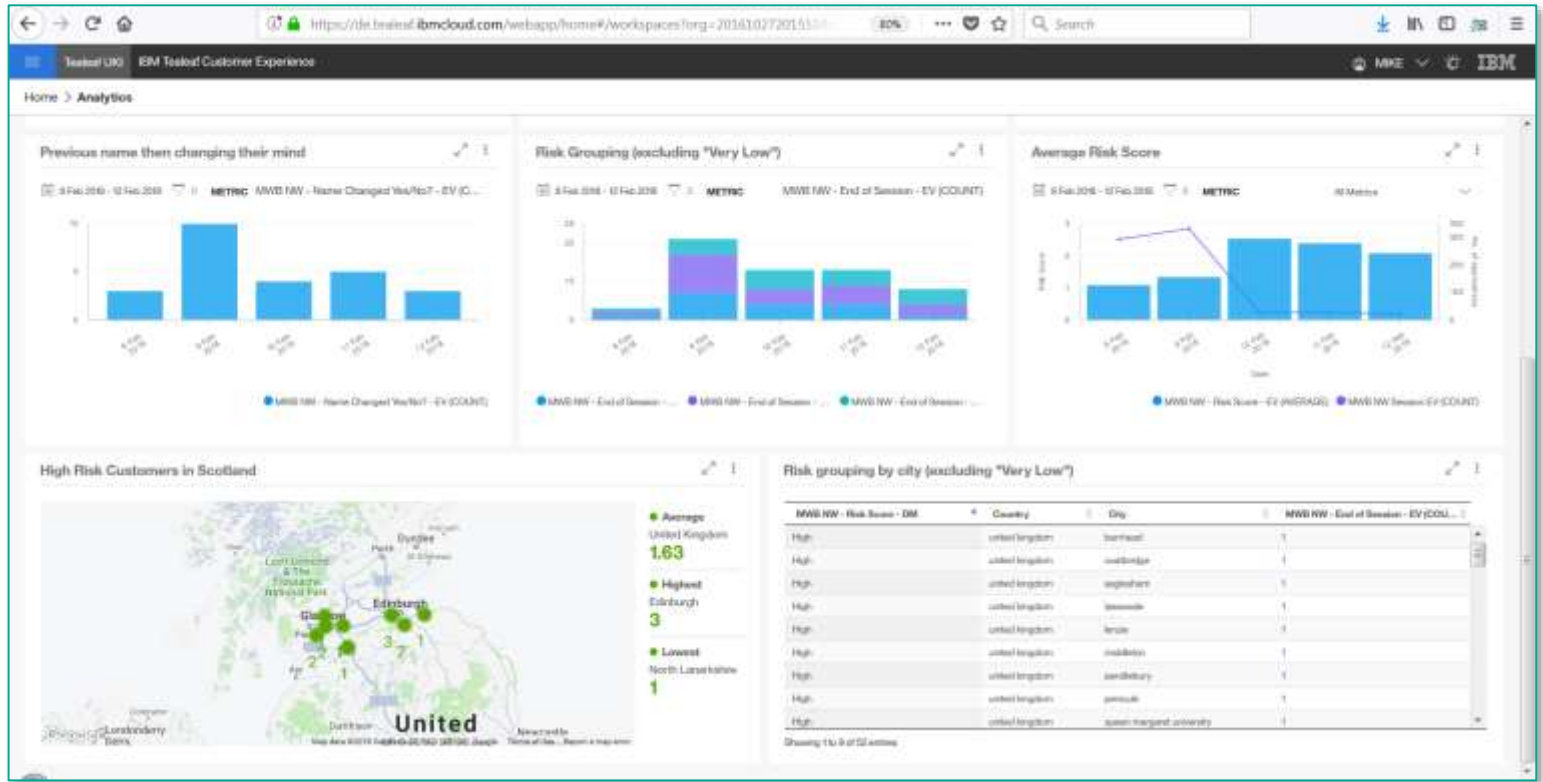
Don't just think struggle!

Fraud



Don't just think struggle!

Financial Risk



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Thank you.

