

# Glassbox: Delivering *frictionless* digital journeys

Organizations rely on Glassbox to provide frictionless digital journeys to their customers. Our digital experience analytics platform automatically captures, visualizes and analyzes 100% of every interaction across your website and mobile app, helping you answer the questions at the core of your customer experience.

## Digital insights at your fingertips

Glassbox empowers your entire organization with the insights they need to deliver key business and customer outcomes -- from marketing and e-commerce to product, IT, UX and analytics. Our focus on capturing 100% of digital session data means Glassbox can answer the questions that allow every team to do its part to create an exceptional digital experience - all from a single platform.

Digital record keeping for compliance  
Not only can you elevate your customer experience, but by capturing all your digital customer interactions, you also create a record that can be used for fraud investigation, compliance reviews and dispute resolution.

## Core capabilities

### Session replay

Review any digital journey with video-like session replay in real time. Use automated struggle scores and text queries to quickly pinpoint sessions of interest.

### Interaction maps

Automatically map user interactions to visualize engagement with content and



elements. Filter by device, browser or segment and compare interaction maps side by side.

### Business flows

Define user journeys at a granular level to optimize business flows. Visualize time per step, steps repeated, fields changed and more to identify friction points.

### Out-of-the-box reports

Track key metrics like user engagement and struggles and monitor errors through out-of-the-box reports for immediate time to value.

### Ad hoc analysis

Build retroactive funnel reports to explore how an issue impacts conversion or abandonment. Plus, create personalized dashboards that keep teams informed of status and trends.

### Real-time monitoring and alerts

Spot struggles and technical issues faster by receiving alerts when conversion rates change, errors occur or define your own parameters.

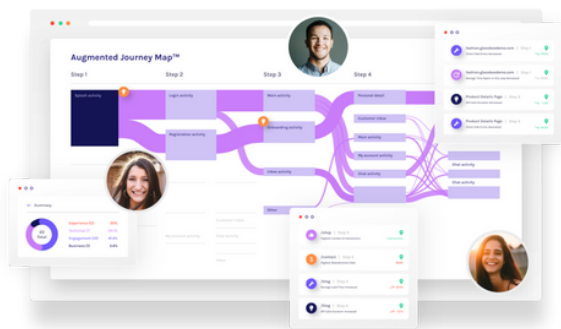
## Unique capabilities

### Tagless data capture

Slash admin time by automatically capturing behavioral data and server-side performance data, such as 404 errors and API calls.

### Augmented Journey Map™

Map every journey automatically for a bird's-eye view of user behavior or drill down to a specific journey in a single click. The Augmented Journey Map uncovers abandonment causes and highlights trends in engagement and technical performance per journey.



### Performance analytics

Be notified of technical errors and performance issues impacting digital experience in real-time, then quickly uncover the root cause in Glassbox. Plus, improve your search rankings with real-time analysis of your core web vitals.

### Customizable experience scores

Go beyond our native struggle score and tailor custom experience scoring models based on your business priorities and flows.

### AI-driven anomaly detection

Spot struggles and technical issues immediately so you can fix them before they impact your business. Rely on our machine learning algorithm to detect and alert you to unknown anomalies.

### Prioritize based on revenue impact

Measure the value of journeys, pages and content to focus efforts where they will have the greatest impact. Categorize revenue by business lines for a true view of how your digital properties generate revenue.

## Why Glassbox?

### Get ALL data automatically

Get more data with zero tagging. Capture every interaction (both client- and server-side) across web and mobile app.

### Unmatched mobile app analytics

With a mature and lightweight SDK, Glassbox enables mobile teams to understand app performance as well as user behavior and points of friction.

### Designed for collaboration

Break down silos and reduce time to action by providing a single platform with built-in alerting and sharing capabilities, functional dashboards and easy integration with the tools your stakeholders already use.

### Enhance your digital stack

Add value to your existing web analytics, VoC, A/B testing and APM tools with API or native integrations.

### Flexible deployment options

Glassbox can be deployed in your preferred cloud environment or on-premises.

### Built for data privacy and security

Glassbox was designed with the strictest standards and practices in data privacy and security, including configurable tools for masking, omitting and restricting access to your customer data.

Learn more and see Glassbox in action at [glassbox.com](https://glassbox.com).