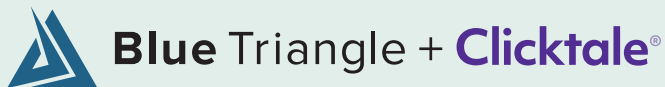# Blue Triangle's Integration with Clicktale

Blue Triangle + Clicktale®

Tap into the wisdom and behavior of millions of visitors to visualize and optimize digital experience.

Integration Benefits

Clicktale's integration with Blue Triangle adds behavioral information to Blue Triangle's Digital Experience Optimization Platform. View behavior in tandem with best-in-class digital performance and marketing analytics to reveal the "Aha!" insights that improve your customer experience and revenue. Replay individual sessions and visual heatmaps directly from the Blue Triangle platform to better understand how digital experience affects behavior.

Visualize the entire customer journey

As you use Blue Triangle to analyze how customers navigate your website, just one click takes you to the Clicktale heatmap for pages along those paths.

Innovate better and faster digital experiences

By combining Blue Triangle's performance analyses with Clicktale's session replays, you can find out what is causing delays and then visualize how those delays are impacting your customers.

Drive more revenue

Improve your high-value paths by knowing what to optimize from a visual-level down to a code-level.
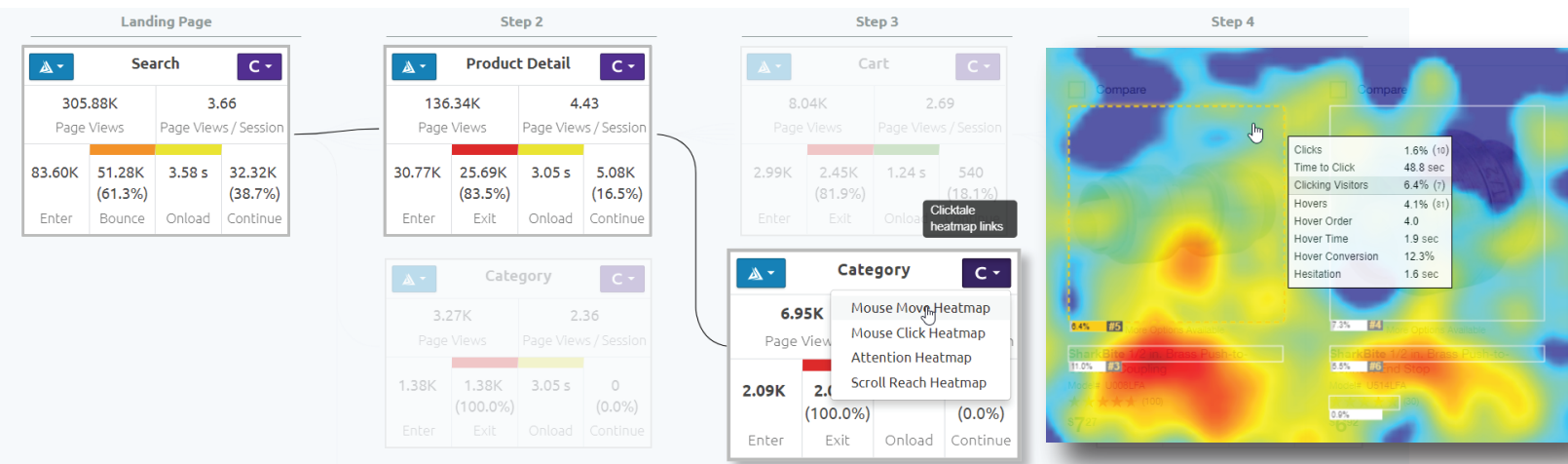

Fig. 1: One click from Blue Triangle's Customer Journey Analysis takes you to Clicktale's Mouse Move, Mouse Click, Attention & Scroll Reach Heatmaps.

The integration takes just seconds to implement.
Ready to get started?

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