

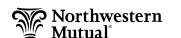


Heap is the only digital analytics solution that helps teams eliminate blind spots and surface hidden insights so you can quickly take action and build a powerful customer experience.

Heap shows you every action by every user on your product or digital experience, then provides direction on the improvements that most accelerate your business.

- Who is using your product, and how
- Which features they use ... and don't use
- Where users experience friction
- Critical opportunities for improvement
- How to personalize interactions with every customer

Helping over 8,000 companies deliver unparalleled digital experiences



With Heap teams get:



A complete data foundation

Heap automatically captures nearly all behavioral data from your product with a single javascript snippet, then lets you augment this data with manually-tracked events and data from across your business. The result? The most complete data foundation on the market.



Integrated data science

Heap Illuminate, our data science layer, is built to sift through all data (including events you haven't been looking at) to reveal hidden paths, steps users skip, and behaviors that most correlate with conversion and retention. We do all of this automatically.



Real business impact

Heap is built to show you which investments and interventions will most impact the business. Teams no longer worry that they're prioritizing the wrong features or fixes.



The Fastest Time to Insight

Other tools force you to wait to get data, borrow engineering resources, and sift through information manually, hoping you'll find something important. Not Heap.

Today's digital landscape is evolving too rapidly to rely on rigid tracking models or anecdotal evidence. The ability to act quickly on data you can trust is an invaluable competitive advantage. Heap makes it easy to build an outstanding digital experience.



Eliminate blind spots

See the real customer journey. Because Heap offers a complete data set, we can surface those user interactions you'd never notice, especially the ones that move the business forward.



Get insights at scale

Heap is built to handle billions of events, and to keep everything organized and useful at any scale, from startup to enterprise.



Empower daily practitioners

Heap is intuitive and easy to use. Individuals can define events and run complicated analyses without engineers, analysts, or knowledge of SQL.



Stay agile

In a world of rapidly-changing customer expectations, Heap alone gives you the data and insights that enable you to move fast, keeping you ahead of competitors and the market.

“With Heap, you get peace of mind and power at the same time.”



Nick Smith

Senior Product Manager

REDFIN

“Heap is the first place I go to start answering questions.”



Davis Godbout

Senior Project Manager

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To learn more visit heap.io

