

Visualize the customer experience and learn in real time with Quantum Metric and Looker



Every customer interaction with a website or application provides valuable information that can impact your business.

The Business Challenge

According to McKinsey Global Institute, customer analytics drives business success, with data-driven organizations 15x more likely to deliver customer value and 19x more likely to be profitable. Yet, understanding a customer's digital experience can be difficult. The data required for a complete picture of customer interaction is spread across teams and trapped in multiple data silos.

One part of your organization may be tasked with listening to the customers, another with improving the technical performance, and yet another with delivering new functionality. Bringing together disparate data into a unified, complete customer view is vital for prioritizing limited resources and driving business success.

How Quantum Metric and Looker can help

To get a full view of the customer experience, leading organizations use Looker to visualize and explore Quantum Metric's unique combination of user experience and technical performance data. Consolidating key customer data takes advantage of the Quantum Metric and Looker combined offering to unlock new customer insights including:

Behavioral segmentation

Identify segmentation that you didn't know existed

Cohort analysis

Create intelligent customer cohorts based on activities and interactions on the site/app for remarketing purposes

Churn modeling

Investigate which behaviors are correlated with churn

Path analysis

Identify in-page and cross-page flows that drive desired business outcomes

Custom insights

Build and deploy key metrics from consolidated data via intuitive data exploration

“Combining Quantum Metric’s unique behavioral and technical data with Looker empowers our analyst teams to self-serve granular insights into all aspects of the digital experience regardless of their technical expertise. Having the ability to explore this data in an unconstrained way helps our client understand the ‘why’ behind A/B testing outcomes, identify new cohorts for personalization, and validate the benefits of adding new product features and enhancements.”

Lara Fisher, Senior Analytics Strategist Blast Analytics

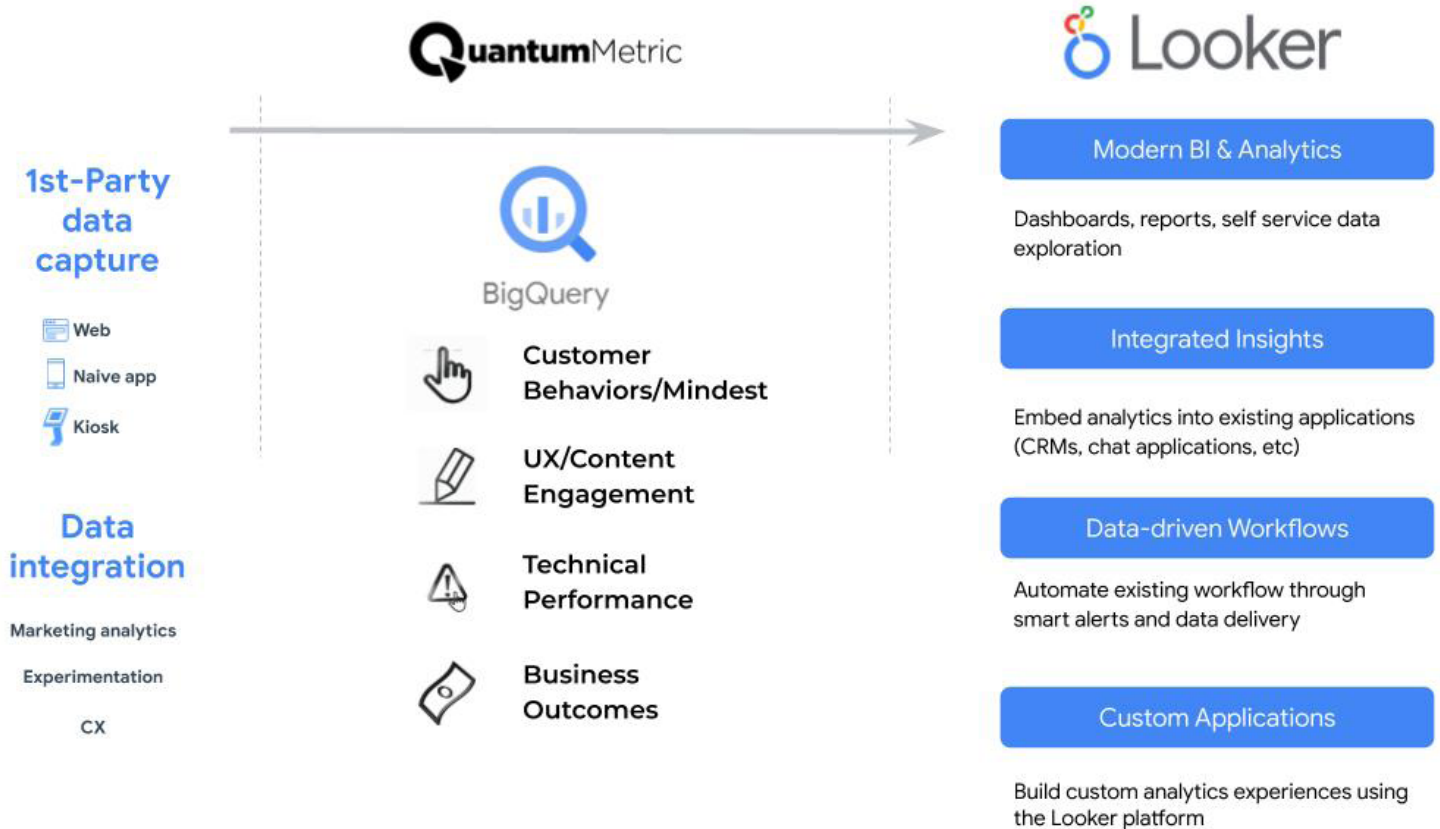
How It Works

Quantum Metric consolidates customer data on Google BigQuery in a data schema that includes over 200 columns, capturing every facet of a customer's digital experience. Real-time first-party technical data is combined with behavioral data using relevant customer data from marketing analytics tools, customer experience tools, and multiple other tracking systems.

Business leaders, product designers, and customer experience teams can use Looker to visualize and explore the data presented by Quantum Metric in reports

and dashboards. Looker then provides rich data experiences for users that go beyond traditional business intelligence and includes direct workflow integration, data delivery, and a robust API for integrating data into web portals and applications.

Together, Quantum Metric and Looker place a complete view of customer data into the hands of business users who need that view--where and when the data is most needed--to drive better business decisions.



Quick Schema Overview

Quantum Metric's entire schema is explorable in Looker including:

Behaviors	Anomalies	Performance
Clicks/taps	Rage click	Page/API performance metrics
Form submissions	Possible frustration	Javascript error
Typing/cut/copy/paste	Error messages displayed	API 40x
Device rotation/zoom	Page reloaded	API request/resp payload
Scroll reach (% of page)	Back button used	App crashes
Time spent per section of page	Form validation errors	Predictable, optimal long-term costs.
% Idle time on page	Long running spinner	Rapid time to value.
Field revisits	Frustrated / slow navigation	Peace of mind. Leverage your investments. Versatility to current and future needs.