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Seeing is believing: The power of Session Replay for product teams

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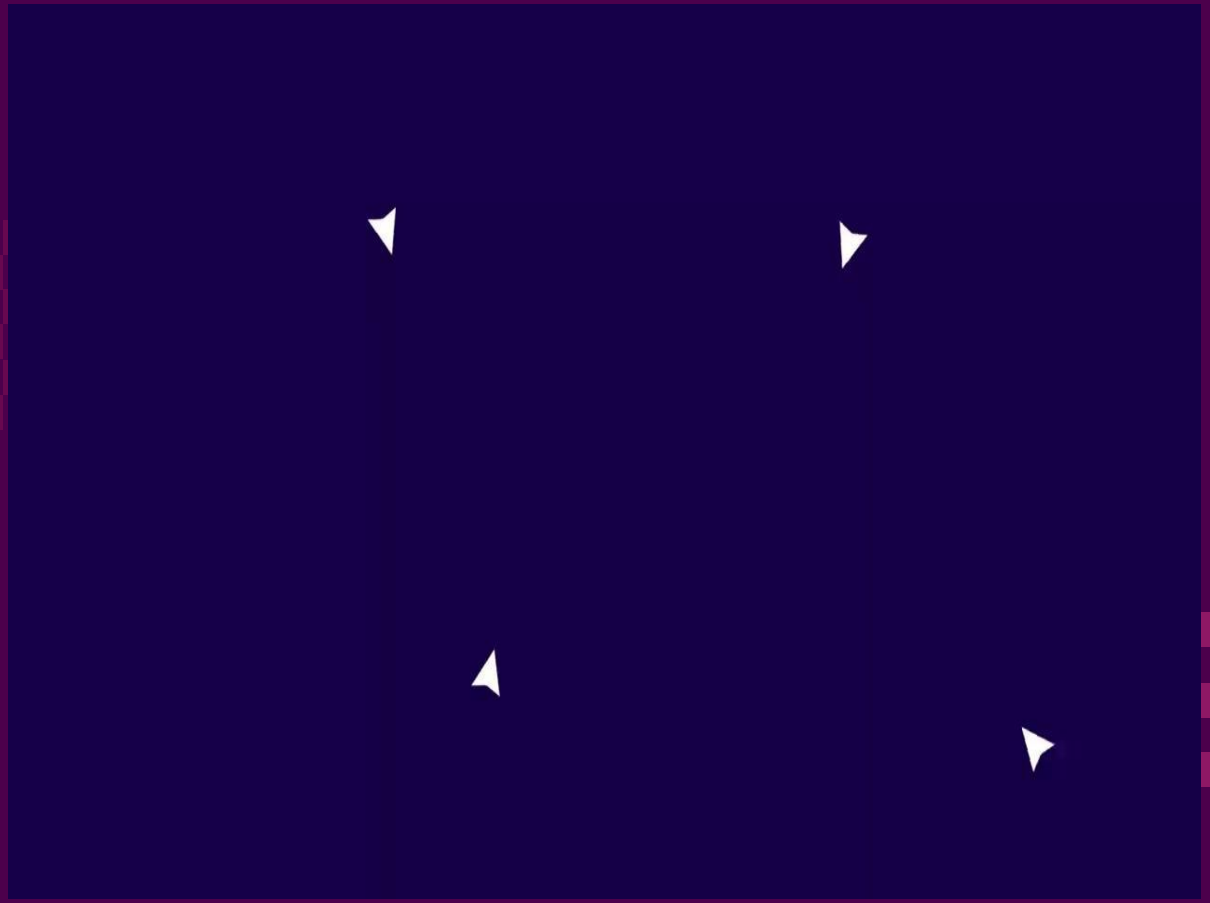
A video playback of in-app user behavior.

Capturing anything from user events to clicks and mouse movements.

Introducing: Pendo Session Replay



Get the full picture—with visual data.

QUANTITATIVE

Measure how users behave

QUALITATIVE

Understand user behavior in their words

VISUAL

Watch the actual user behavior play out in context

What makes for great product teams?

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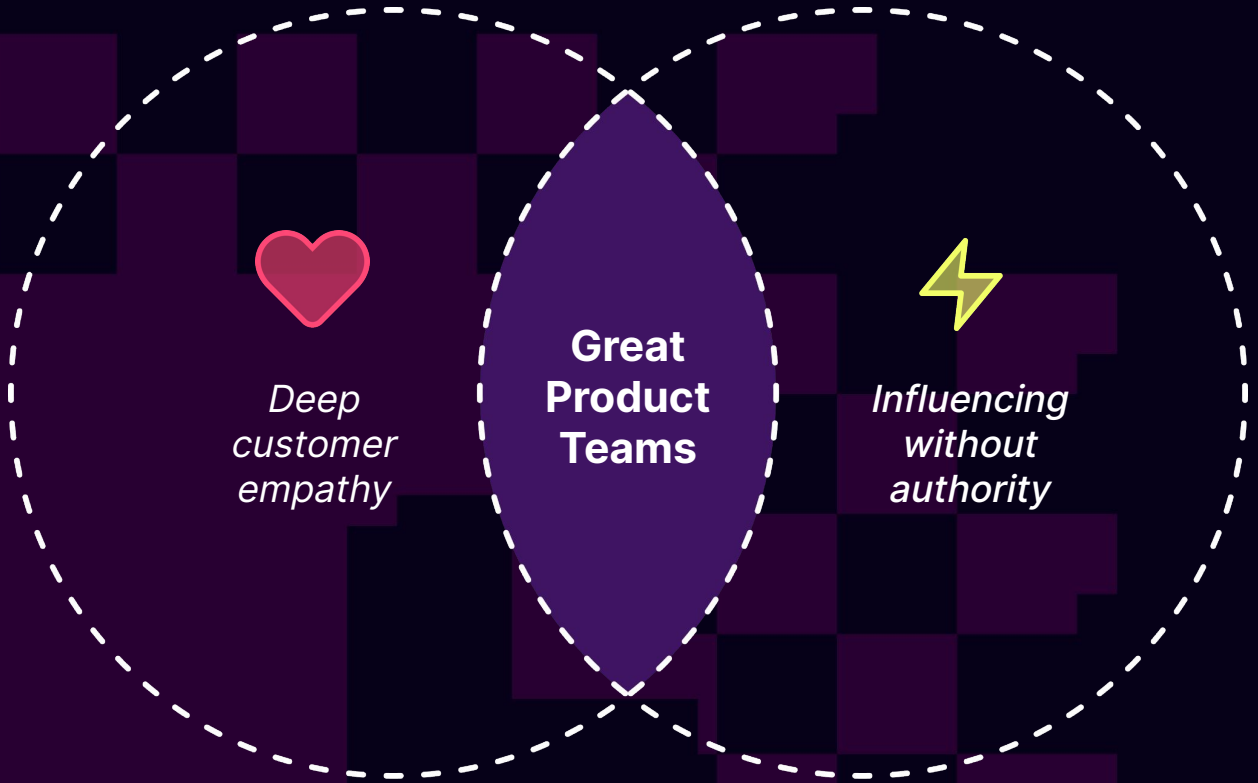
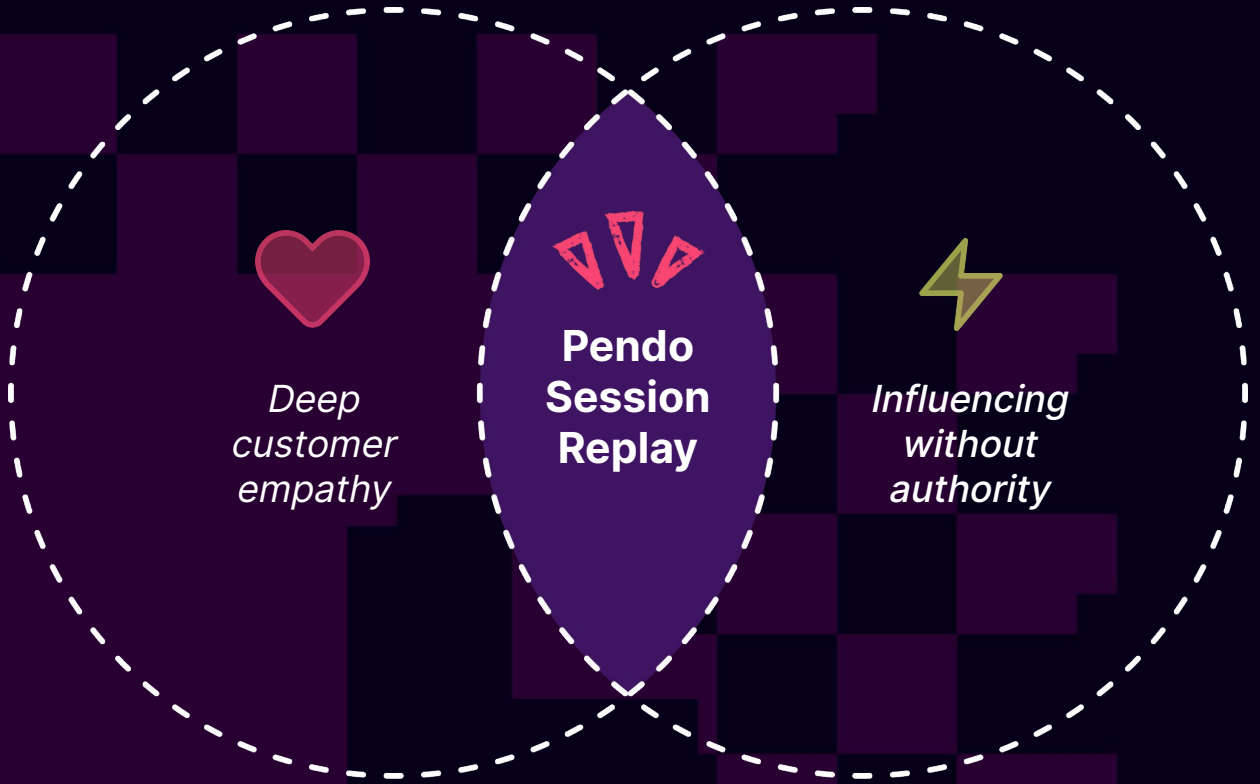


What makes for great product teams?



SCENARIO #1

Driving Adoption

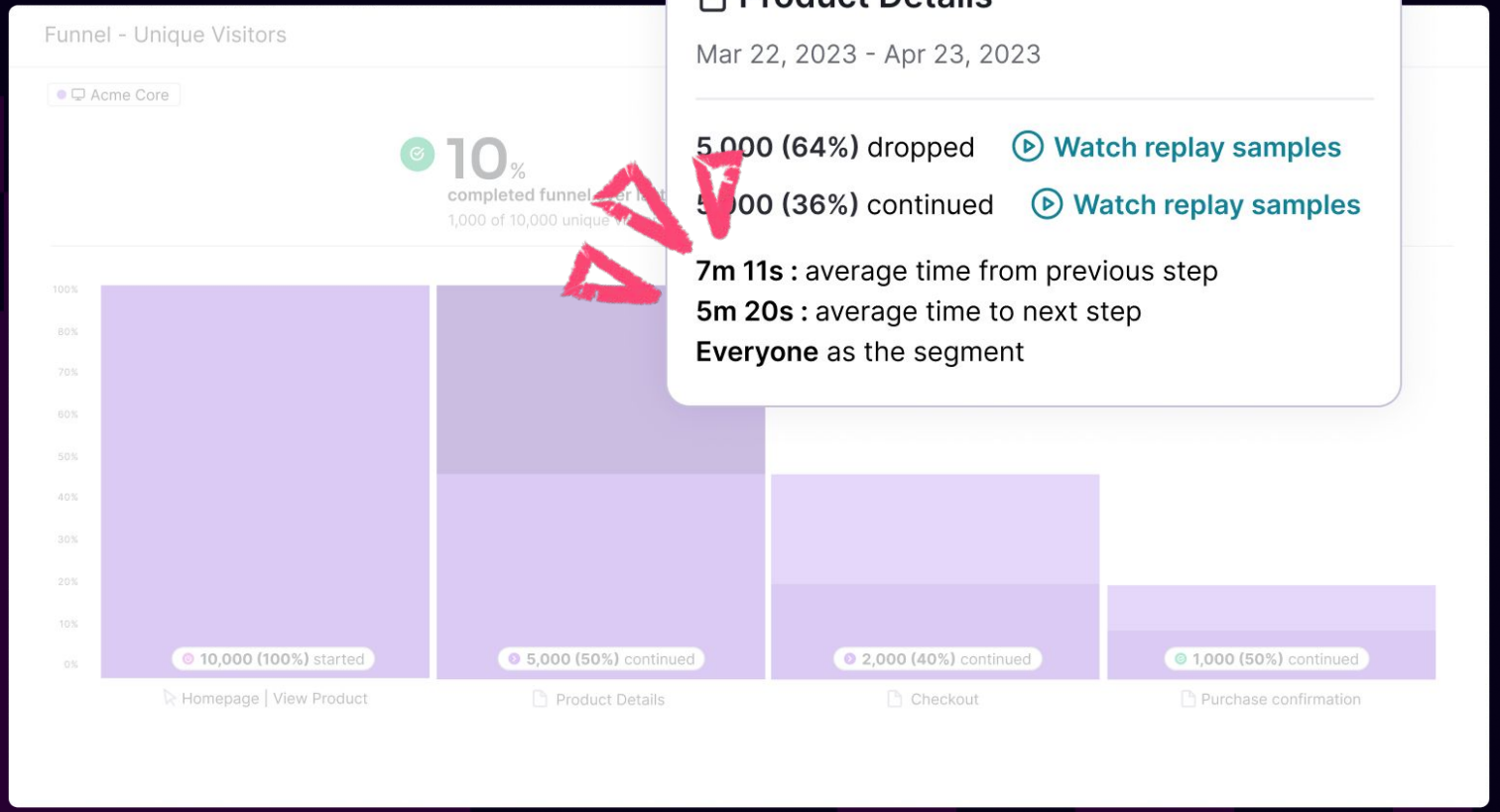
“

36% of users make it to the end of the workflow, but it takes them a longer time than expected to complete it.

I want to see what led them to click to start and what they are doing in between. Where are they going after? If I could see that, that would be a really useful insight...

— BETA PARTICIPANT

NYPD
Engineering
Product



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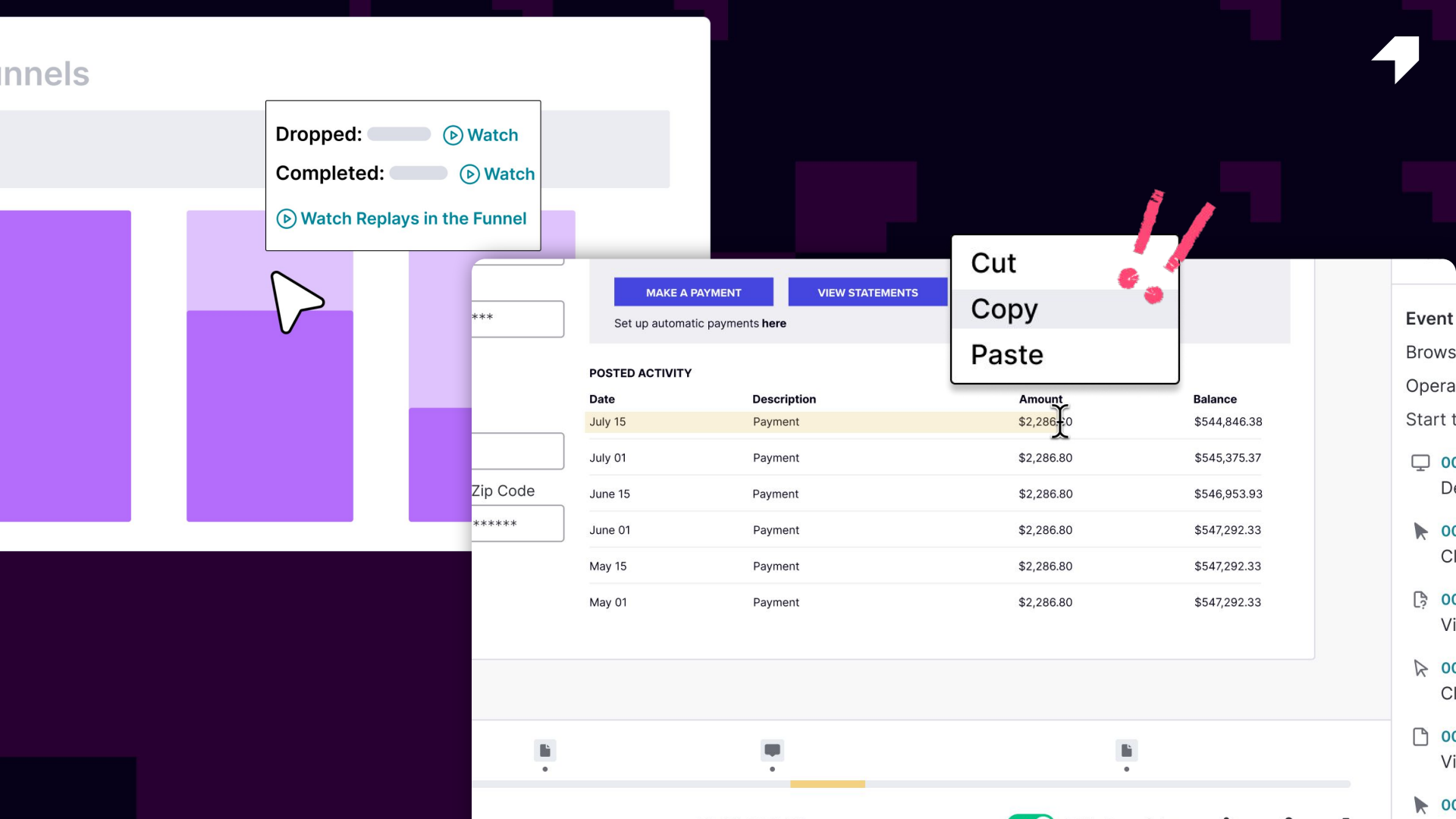
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Set up automatic payments here
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Description
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Payment
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$544,846.38
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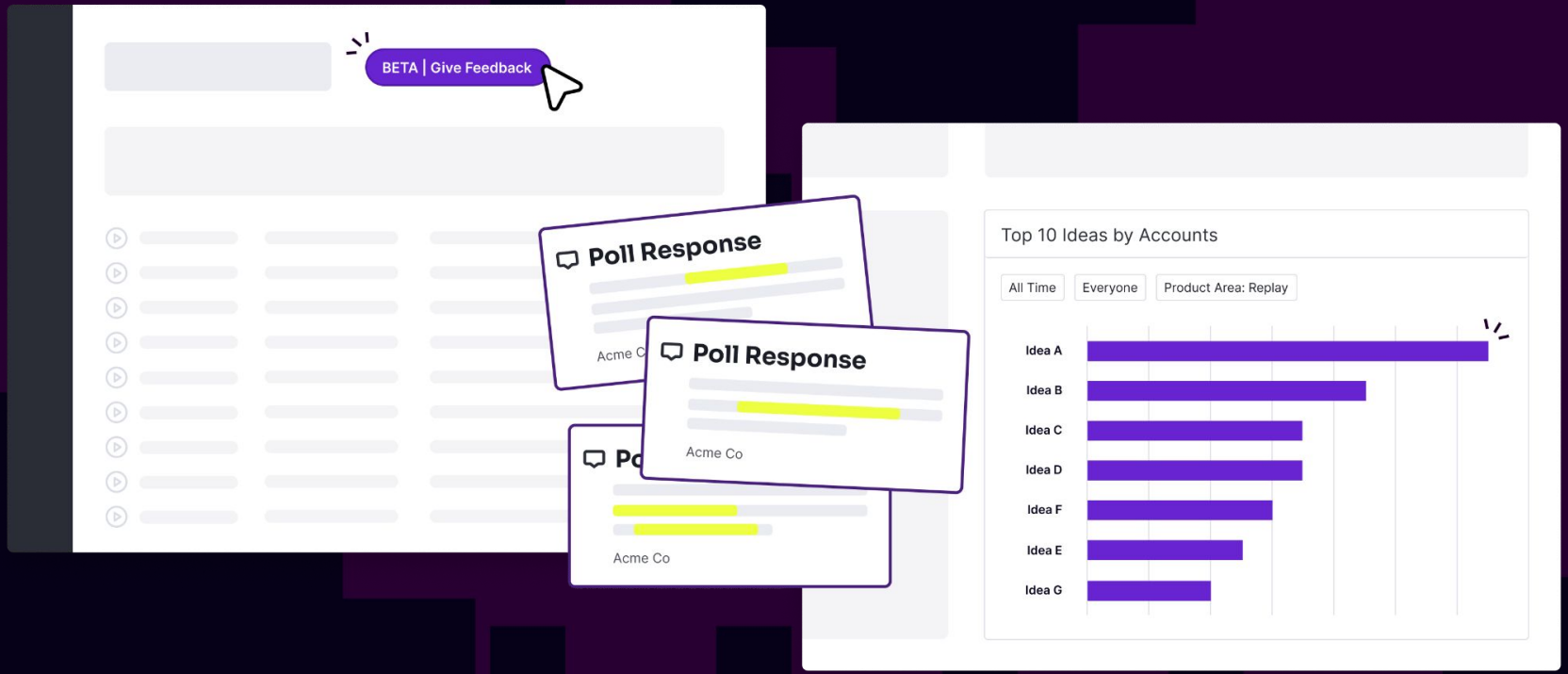
SCENARIO #2

Driving Discovery

Pendo feedback badge → Add to Pendo Discover → Rank ideas by account



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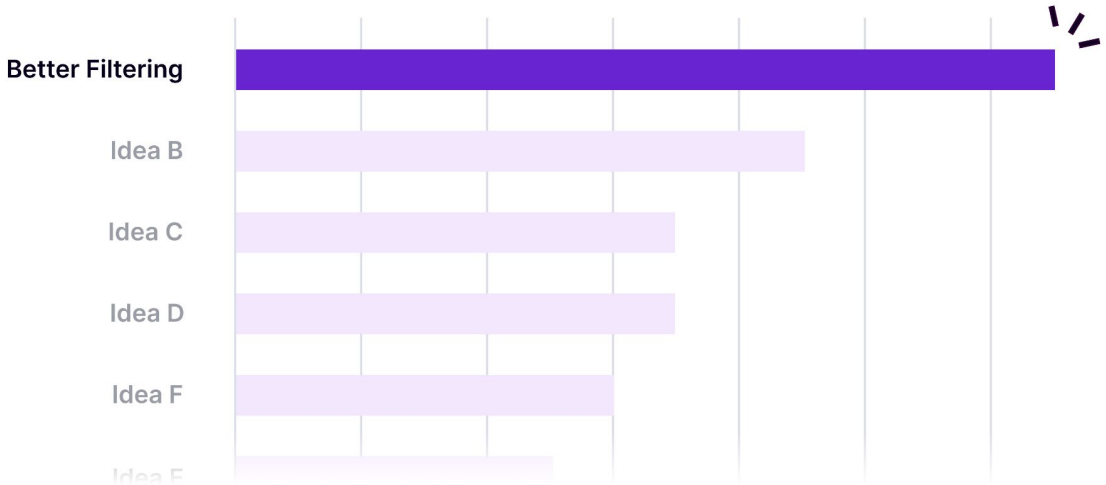
Top 10 Ideas by Accounts

All Time | Everyone | Product Area: Replay



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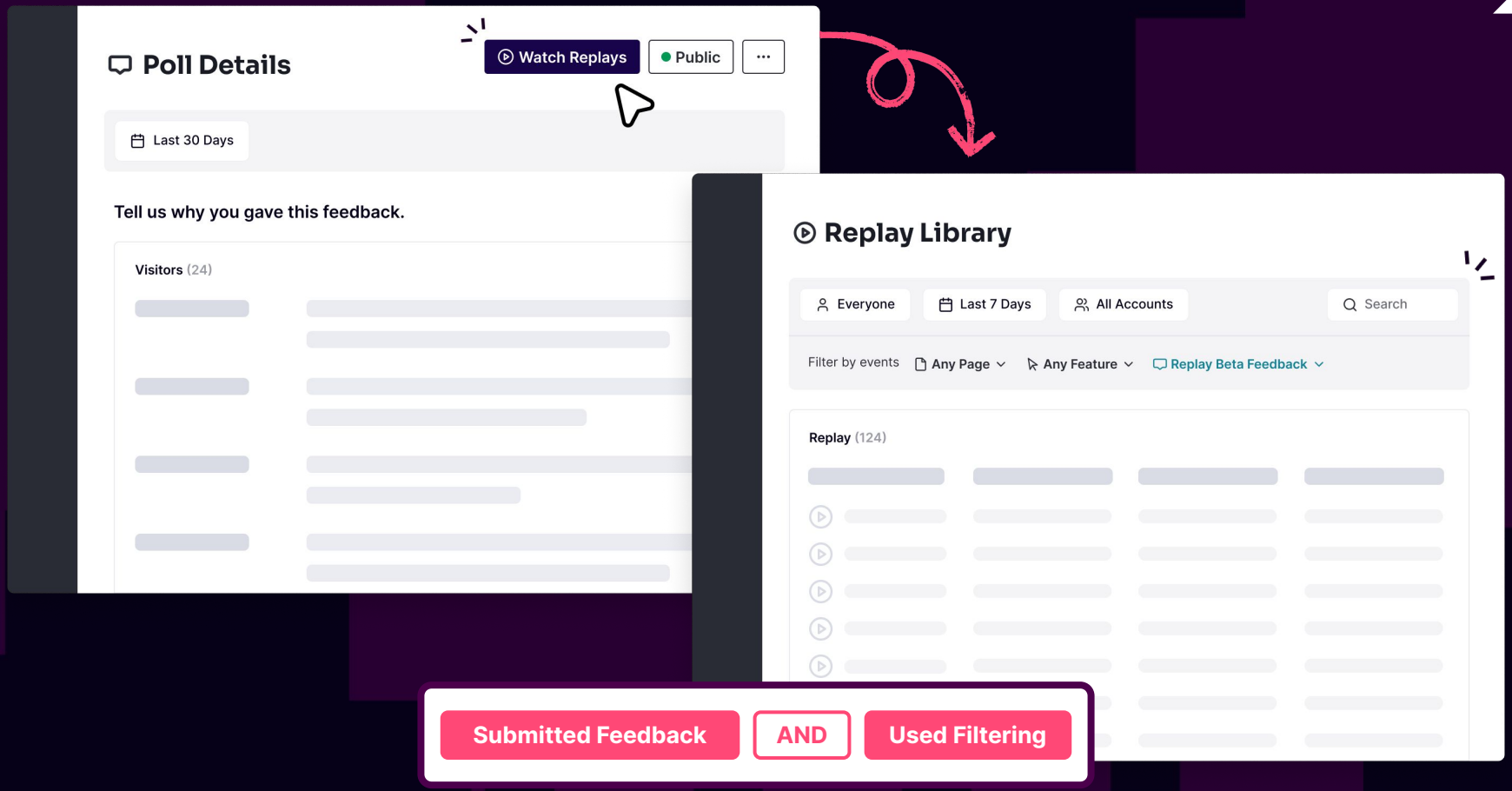

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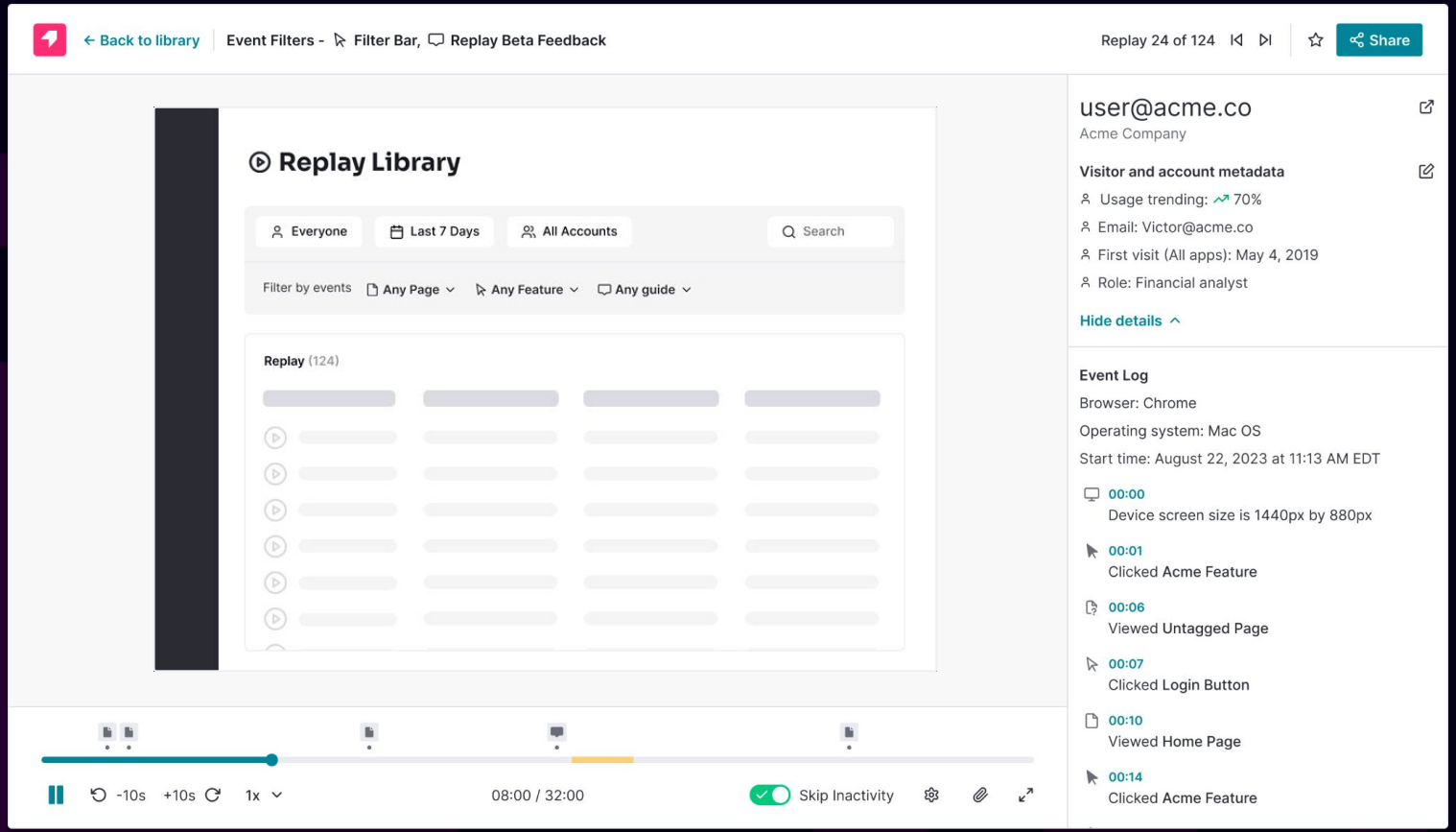

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The two main takeaways

Deep customer empathy

You're watching a real user, leveraging features in context of their actual workflow and context about the actual user all in one place.

Influence without authority

You understand the WHY of the feedback you're getting and are solving for the 20% of the feature that will actually get used.

But what about privacy?

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We started with a maximum privacy approach.

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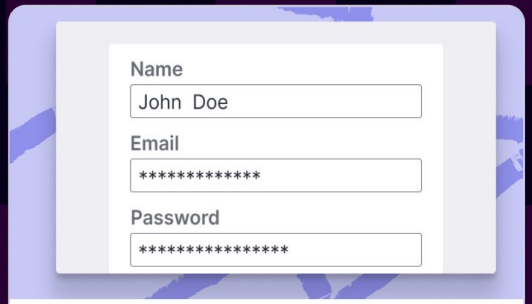
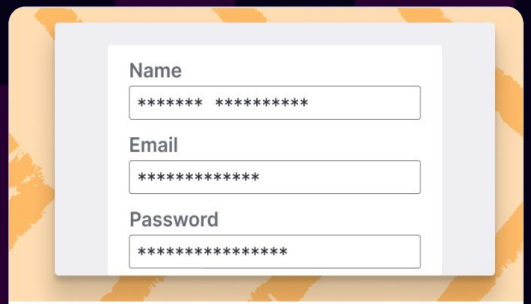
We started with a maximum privacy approach.

And quickly learned our users need different privacy options to fit their policies!



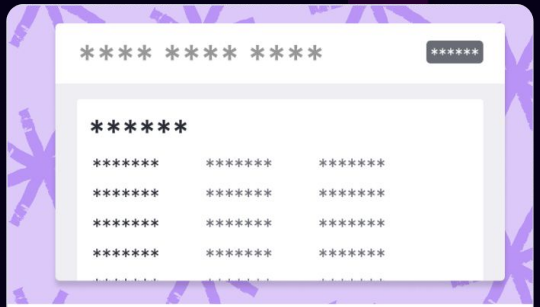
Minimum Privacy

View Example | Select



Inputs Only

View Example | Select



Maximum Privacy

View Example | Select

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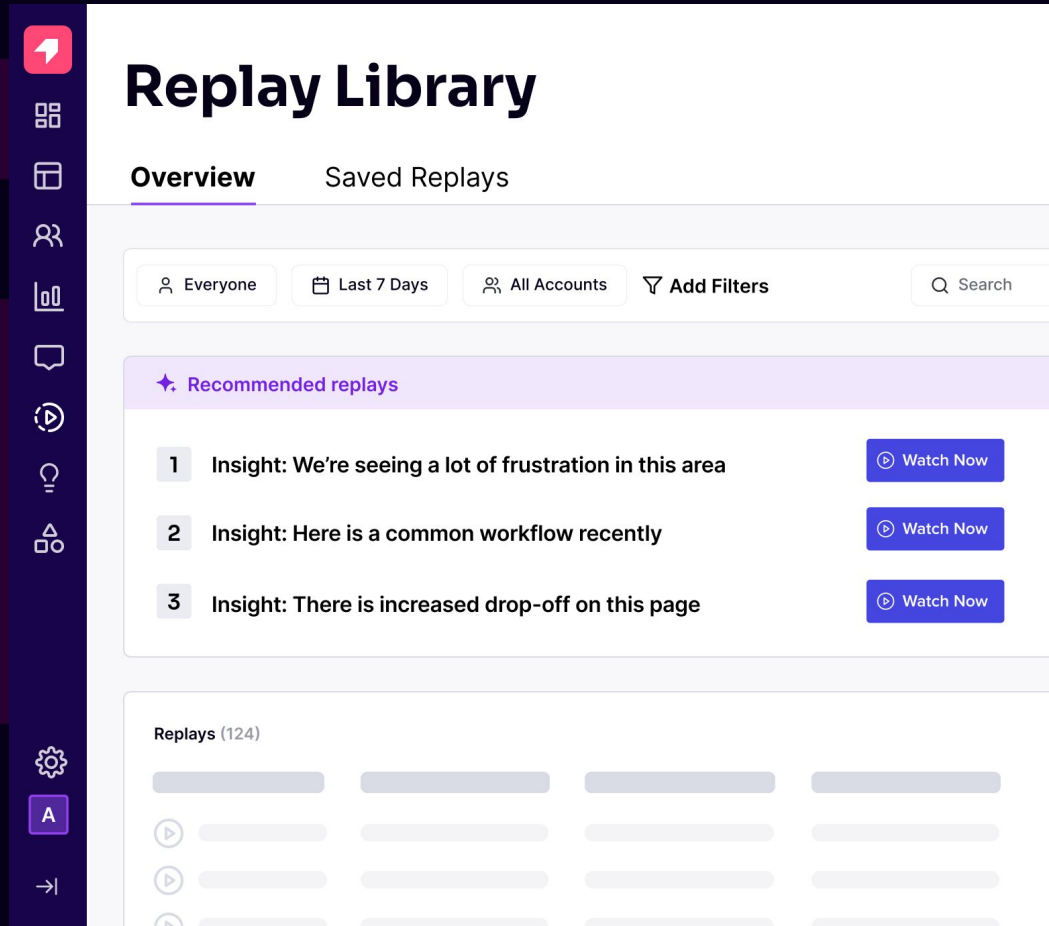
“Everyone left the room aligned on my hypothesis after that. It’s like visually showing that experience and backing it up with data made it click for everyone in that room.”

— BETA PARTICIPANT

Where are we going?

- **Suggested Replays**
- Highlight user frustration
- Aggregated insights



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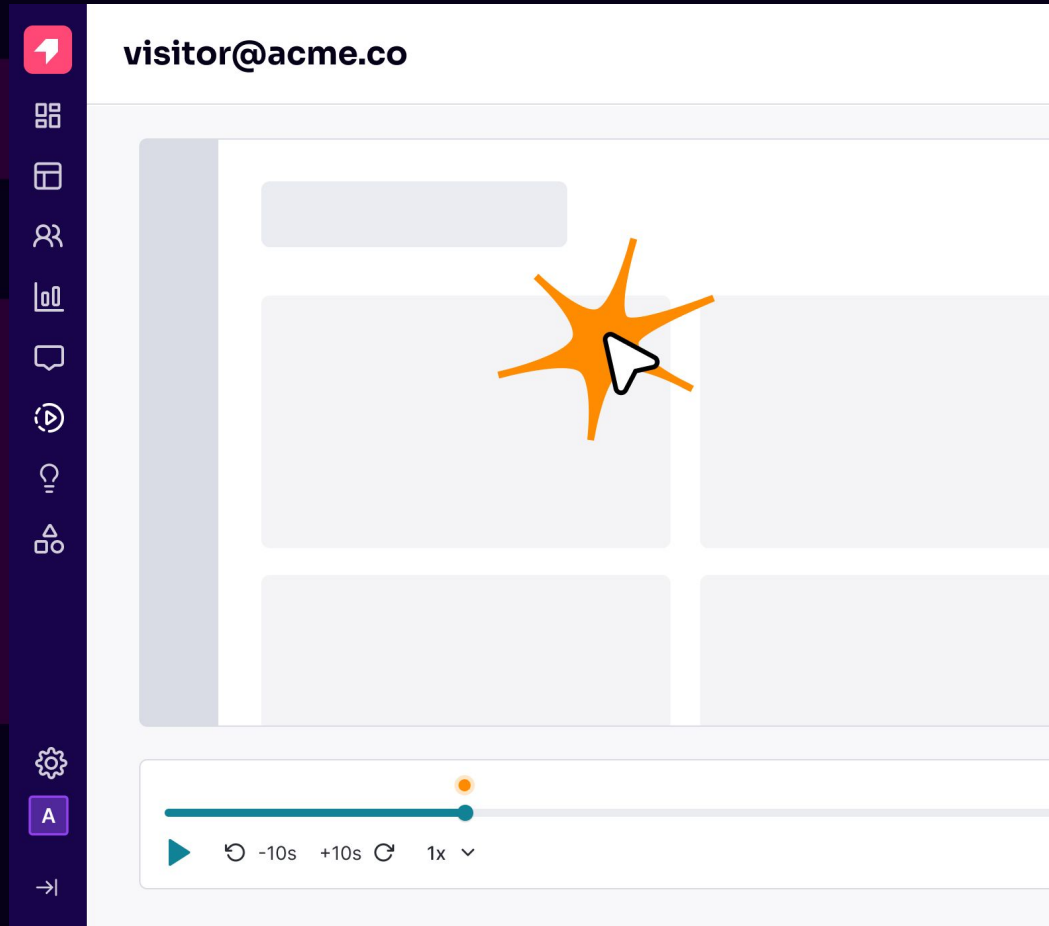

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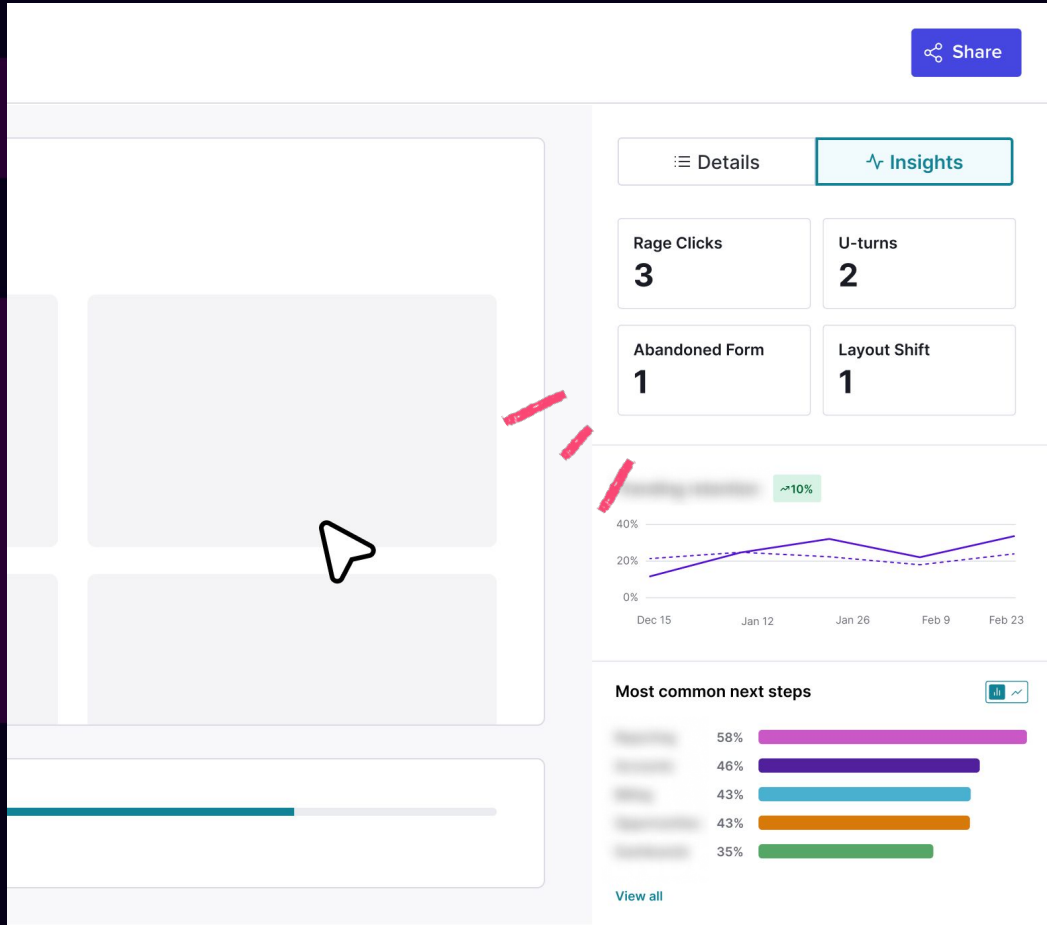
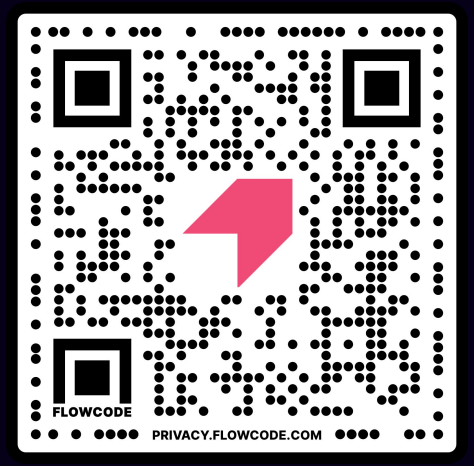


Add Session Replay to your subscription



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Thank you!

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