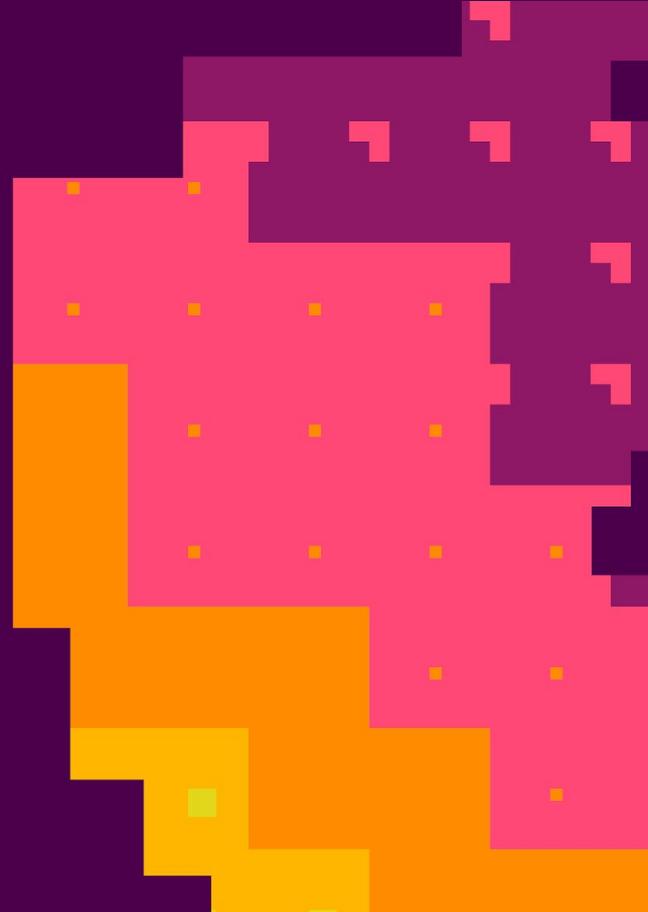


PENDOMONIUM 2023

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





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Pendo



Katie Fagan

Sr. Product Marketing Manager,
Pendo



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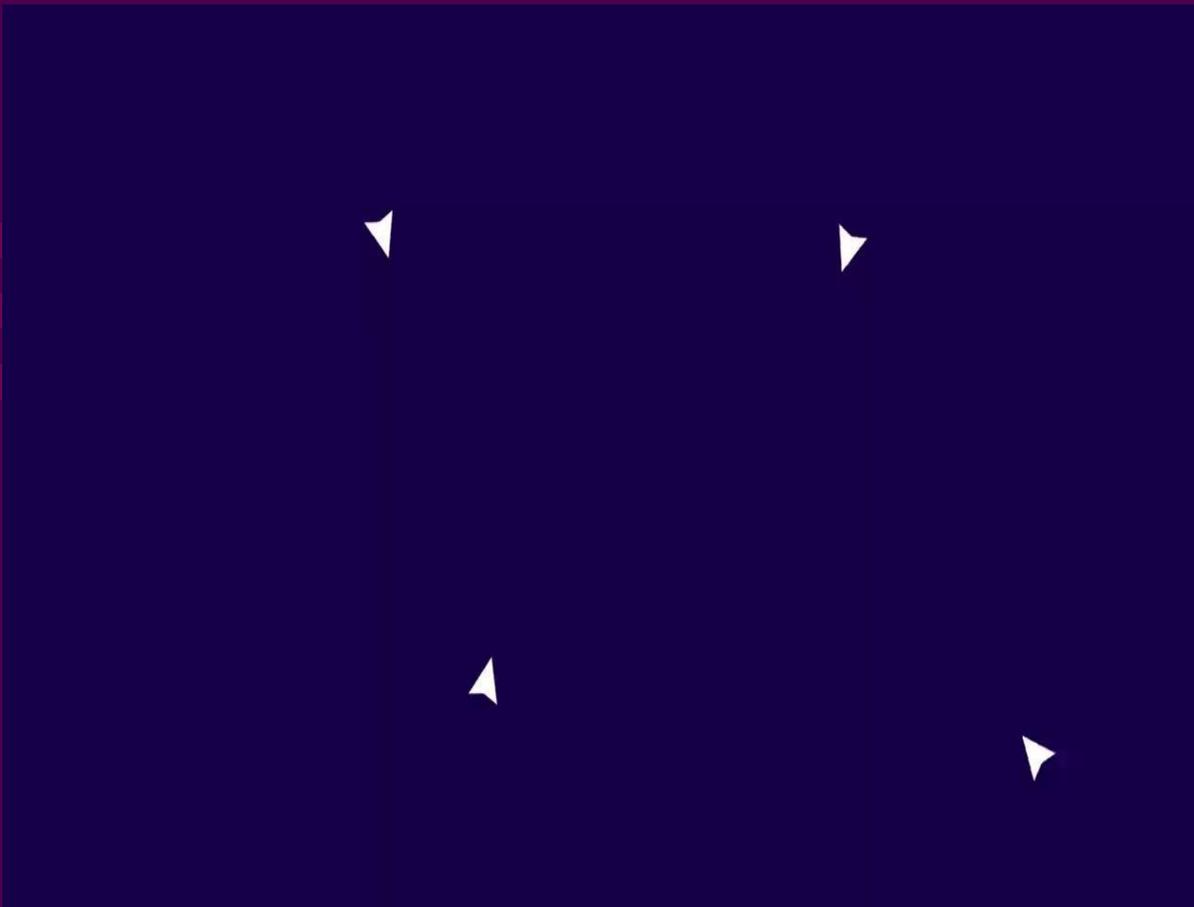




A video playback of in-app user behavior.

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

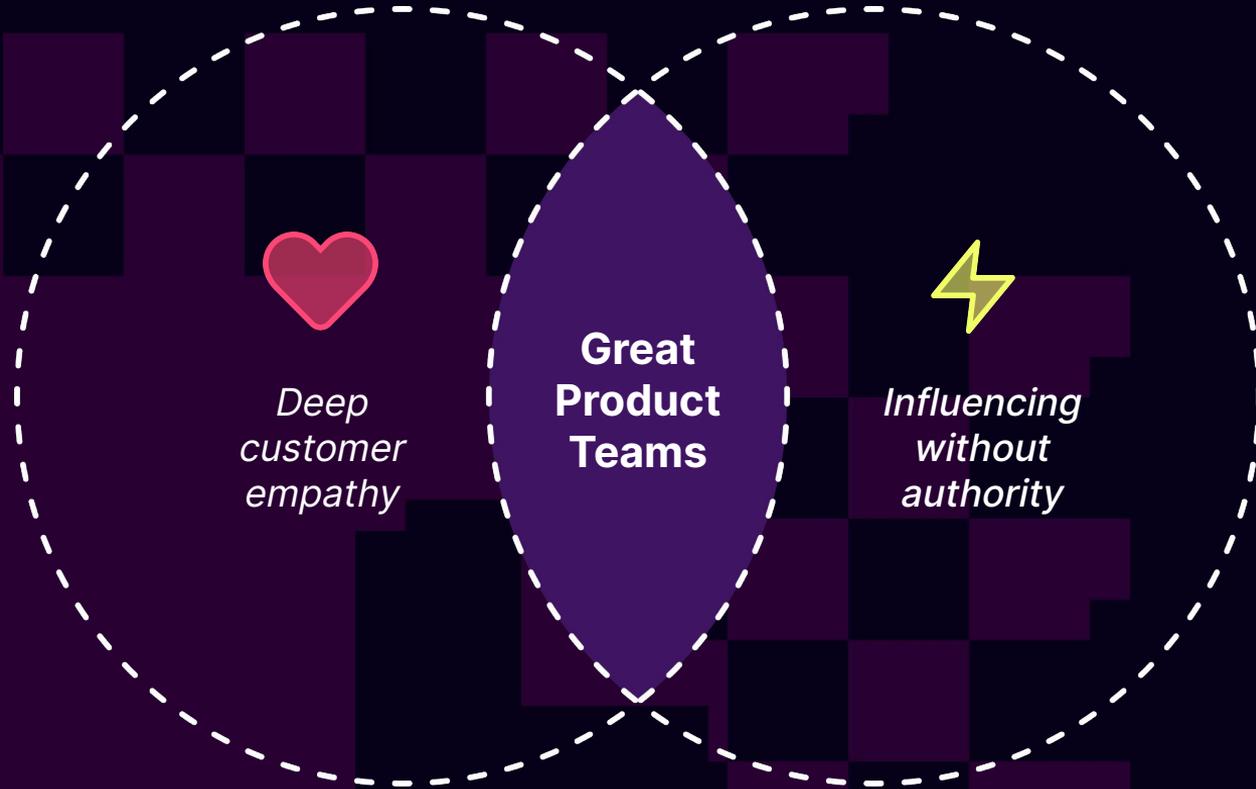
What makes for great product teams?



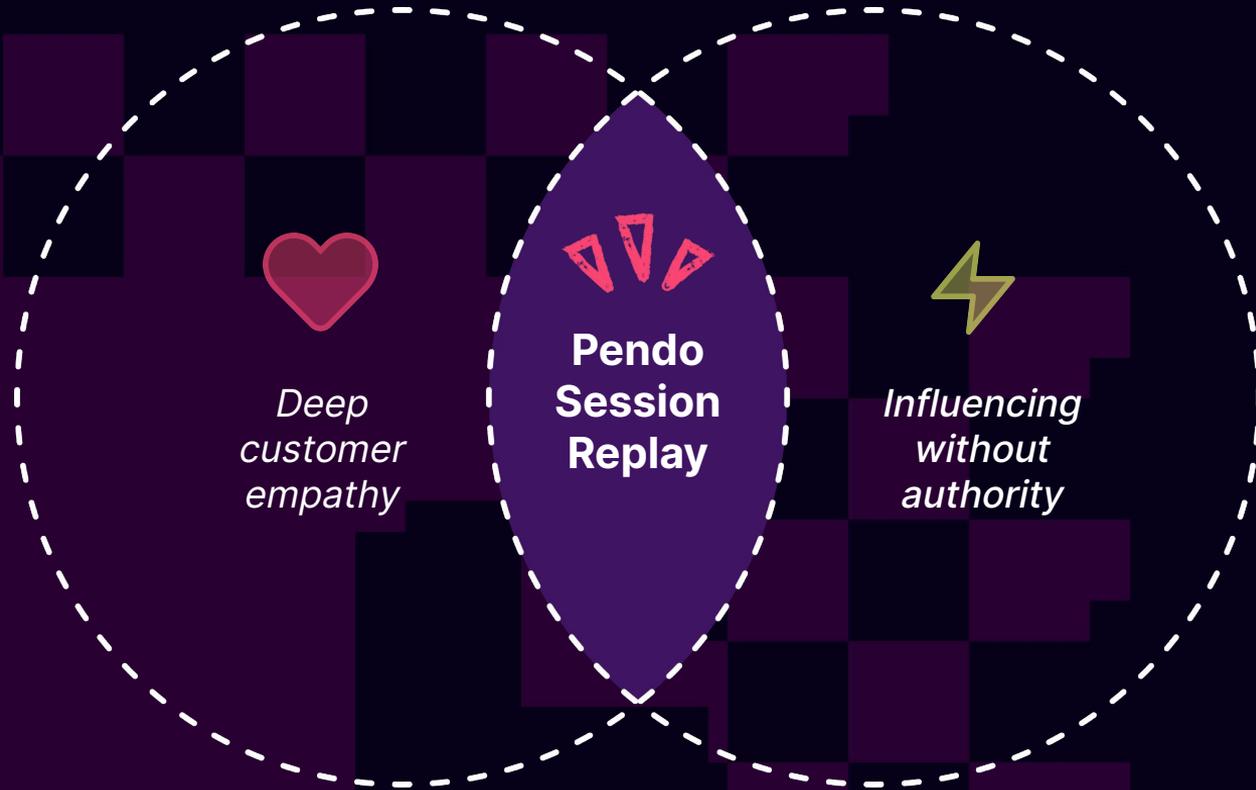
What makes for great product teams?



What makes for great product teams?



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



Product

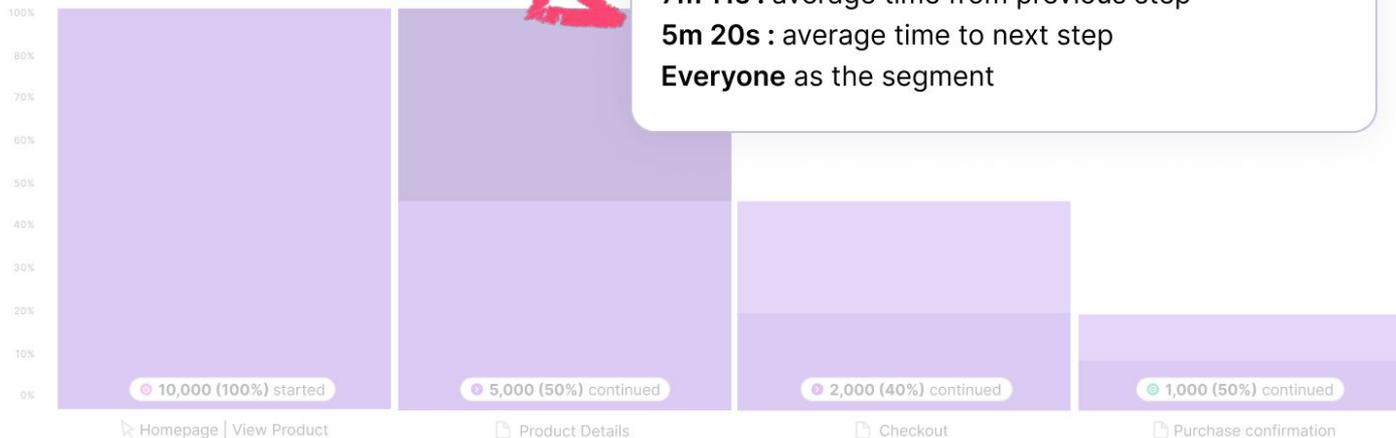
Engineering



Funnel - Unique Visitors

Acme Core

10%
completed funnel over the last 30 days
1,000 of 10,000 unique visitors



Product Details

Mar 22, 2023 - Apr 23, 2023

5,000 (64%) dropped [Watch replay samples](#)

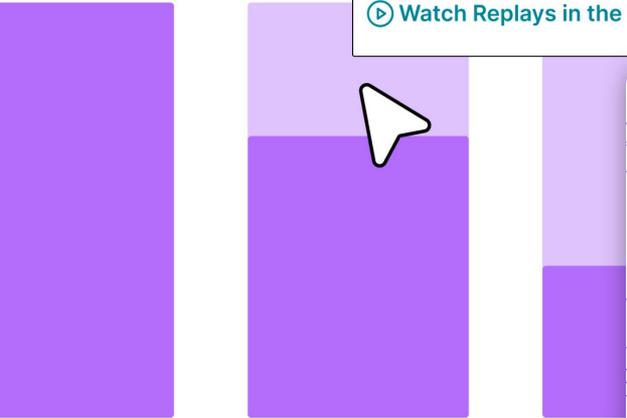
5,000 (36%) continued [Watch replay samples](#)

7m 11s : average time from previous step

5m 20s : average time to next step

Everyone as the segment

Dropped: [▶ Watch](#)
Completed: [▶ Watch](#)
[▶ Watch Replays in the Funnel](#)



MAKE A PAYMENT **VIEW STATEMENTS**

Set up automatic payments [here](#)

POSTED ACTIVITY

Date	Description	Amount	Balance
July 15	Payment	\$2,286.80	\$544,846.38
July 01	Payment	\$2,286.80	\$545,375.37
June 15	Payment	\$2,286.80	\$546,953.93
June 01	Payment	\$2,286.80	\$547,292.33
May 15	Payment	\$2,286.80	\$547,292.33
May 01	Payment	\$2,286.80	\$547,292.33

Cut
Copy
Paste



Zip Code

Event
Brows
Opera
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00
Vi



Product

Engineering

SCENARIO #2

Driving Discovery

PENDOMONIUM 2023



Pendo feedback badge



Add to Pendo Discover



Rank ideas by account

BETA | Give Feedback

Poll Response

Acme Co

Poll Response

Acme Co

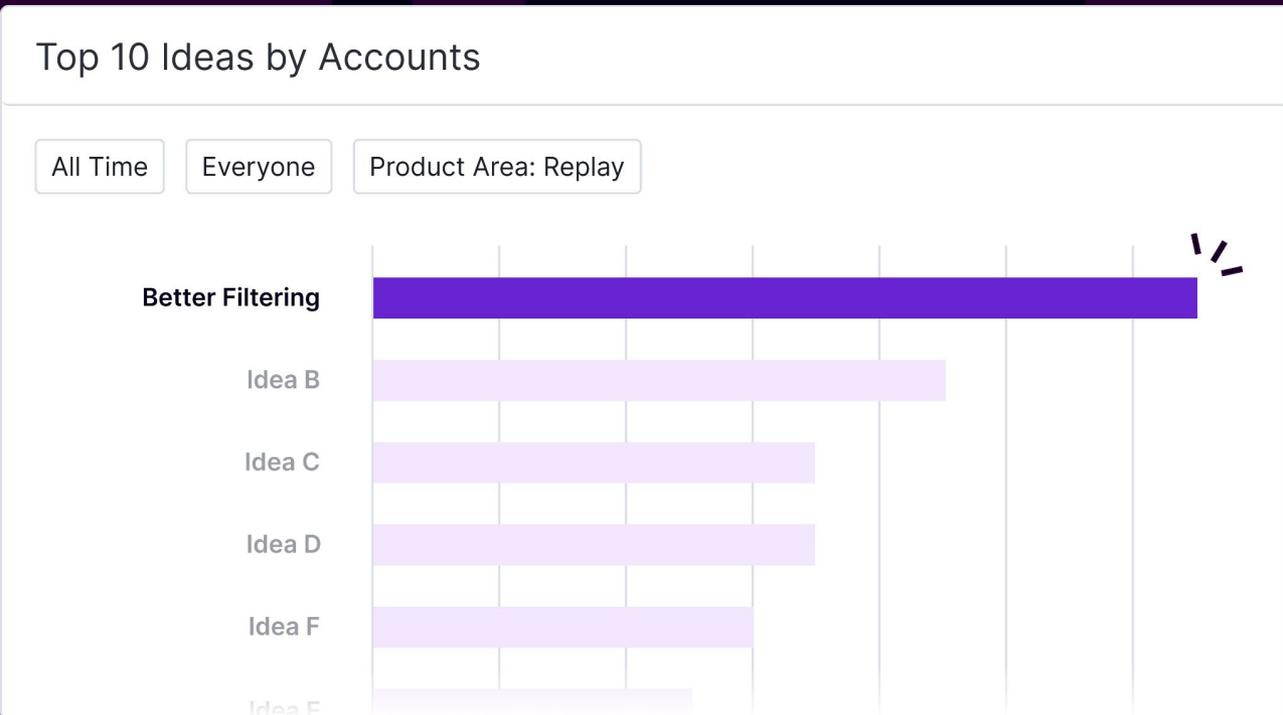
Poll Response

Acme Co

Top 10 Ideas by Accounts

All Time Everyone Product Area: Replay

Idea	Rank
Idea A	1
Idea B	2
Idea C	3
Idea D	4
Idea F	5
Idea E	6
Idea G	7





PENDOMONIUM 2023



Poll Details

Watch Replays

Public



Last 30 Days

Tell us why you gave this feedback.

Visitors (24)

[Redacted]	[Redacted]

Replay Library

Everyone

Last 7 Days

All Accounts

Search

Filter by events

Any Page

Any Feature

Replay Beta Feedback

Replay (124)

[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]

Submitted Feedback

AND

Used Filtering



[← Back to library](#)

Event Filters - [Filter Bar](#), [Replay Beta Feedback](#)

Replay 24 of 124



[Share](#)

Replay Library

[Everyone](#) [Last 7 Days](#) [All Accounts](#)

Filter by events [Any Page](#) [Any Feature](#) [Any guide](#)

Replay (124)

user@acme.co

Acme Company

Visitor and account metadata

Usage trending: ↗ 70%

Email: Victor@acme.co

First visit (All apps): May 4, 2019

Role: Financial analyst

[Hide details](#)

Event Log

Browser: Chrome

Operating system: Mac OS

Start time: August 22, 2023 at 11:13 AM EDT

00:00

Device screen size is 1440px by 880px

00:01

Clicked Acme Feature

00:06

Viewed Untagged Page

00:07

Clicked Login Button

00:10

Viewed Home Page

00:14

Clicked Acme Feature



⏮ -10s +10s ⏪ 1x

08:00 / 32:00

Skip Inactivity





The two main **takeaways**



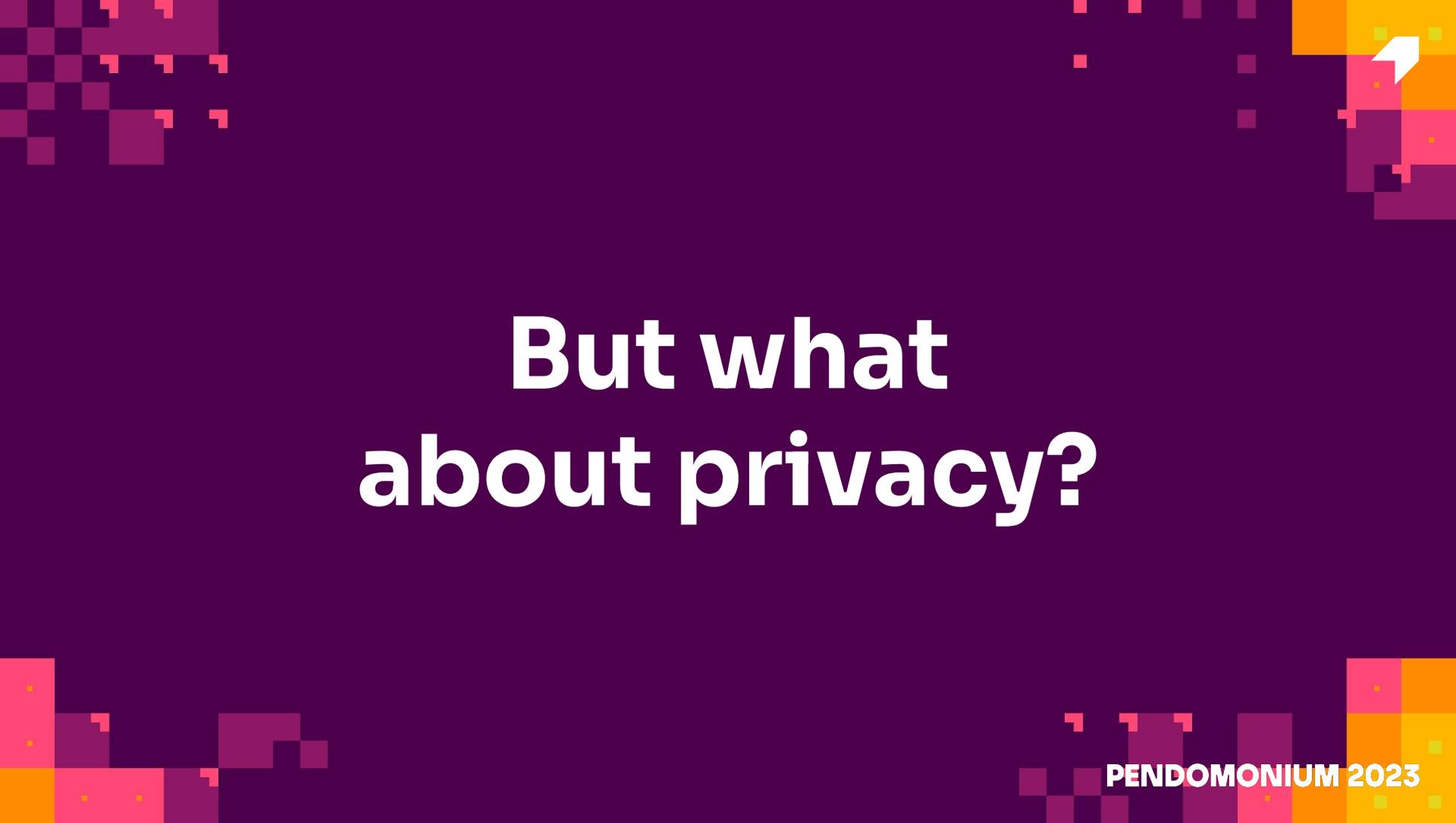
Deep customer empathy

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.

The background is a dark purple field decorated with abstract digital art. It features clusters of squares in various shades of purple, pink, and orange. A prominent white arrow points towards the top right corner. The overall aesthetic is modern and tech-oriented.

**But what
about privacy?**



We started with a maximum privacy approach.



We started with a maximum privacy approach.

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



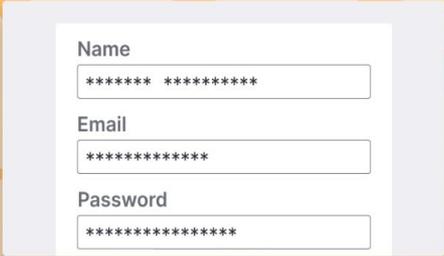
Name
John Doe

Email

Password

Minimum Privacy

[View Example](#) [Select](#)



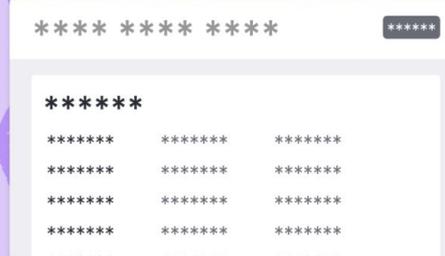
Name

Email

Password

Inputs Only

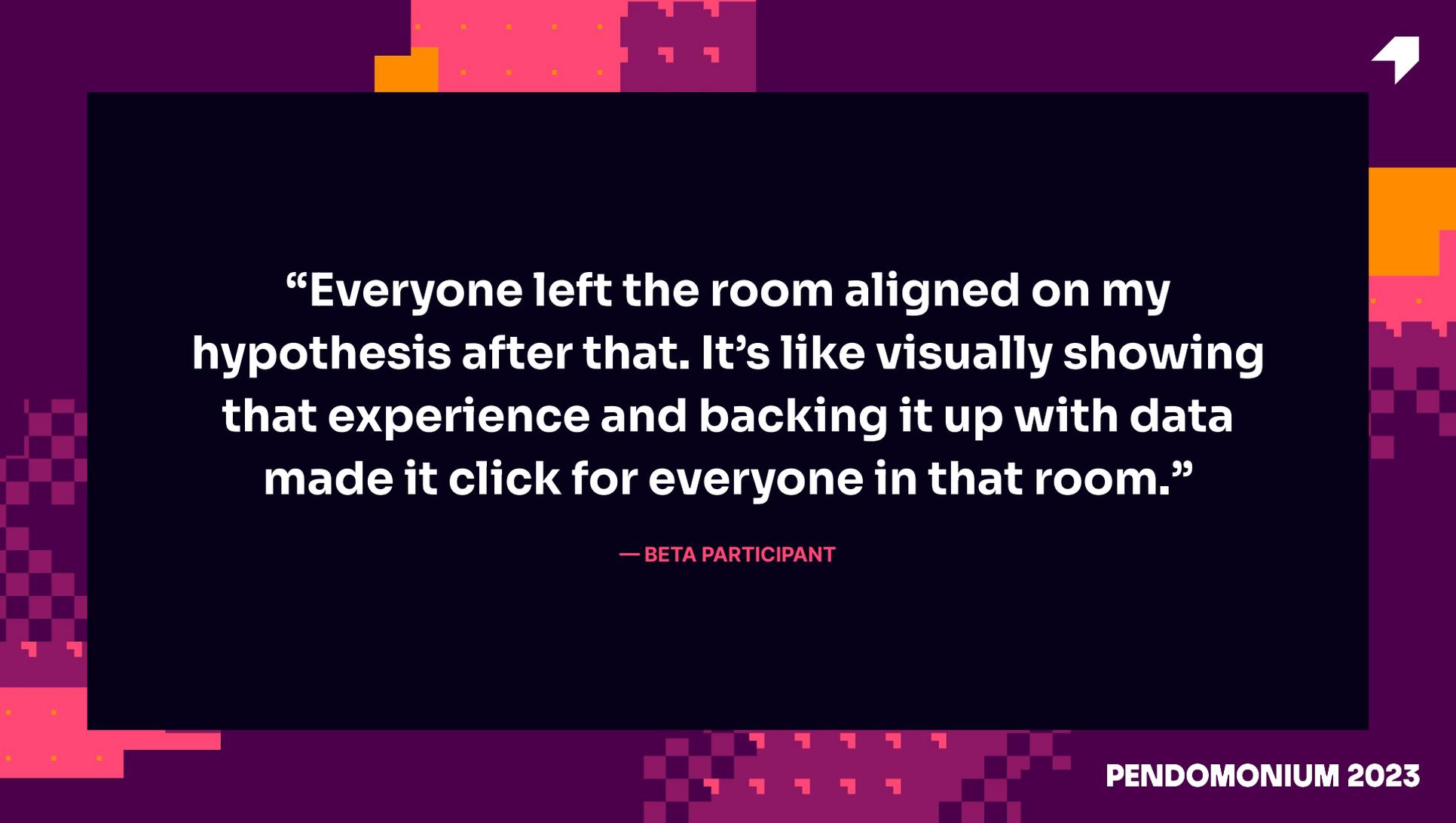
[View Example](#) [Select](#)



*****	*****	*****
*****	*****	*****
*****	*****	*****
*****	*****	*****

Maximum Privacy

[View Example](#) [Select](#)



“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



Replay Library

Overview

Saved Replays

Everyone

Last 7 Days

All Accounts

Add Filters

Search

Recommended replays

- 1 Insight: We're seeing a lot of frustration in this area [Watch Now](#)
- 2 Insight: Here is a common workflow recently [Watch Now](#)
- 3 Insight: There is increased drop-off on this page [Watch Now](#)

Replays (124)

Where are we going?



Suggested Replays



Highlight user frustration



Aggregated insights



visitor@acme.co





Where are we going?



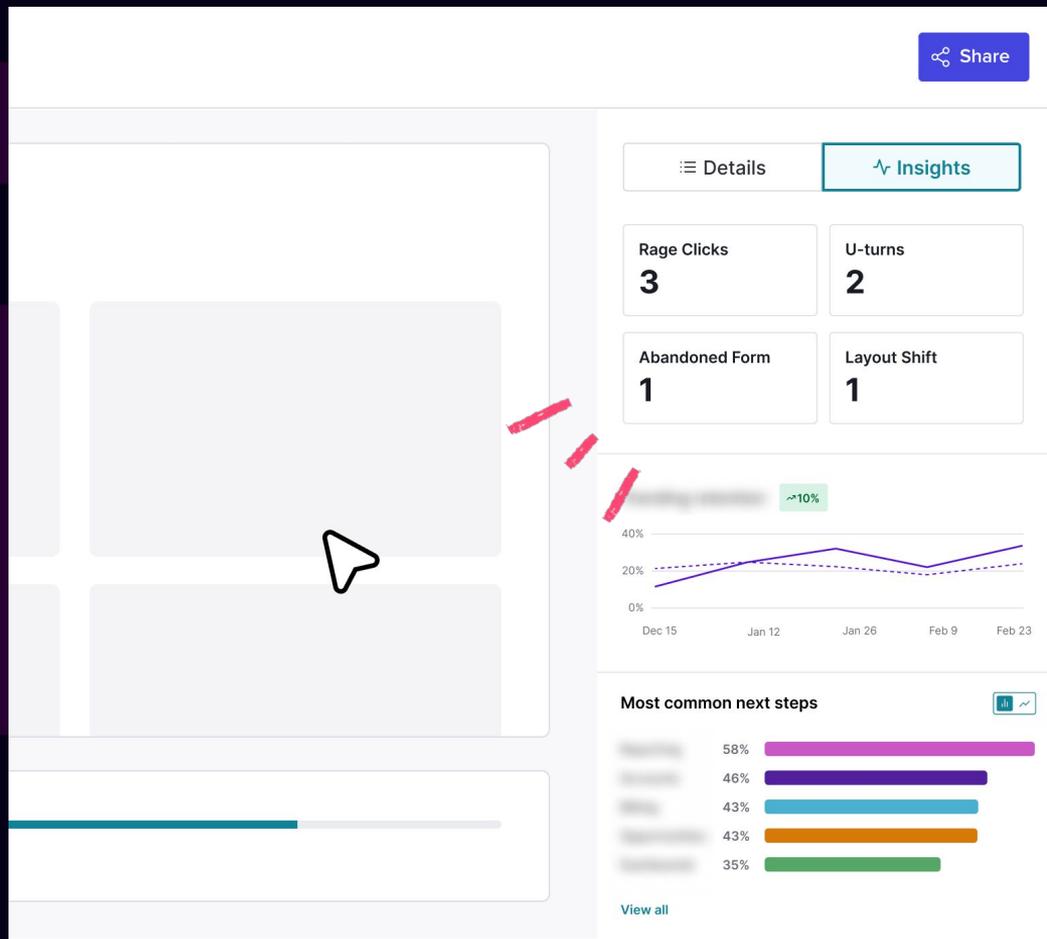
Suggested Replays



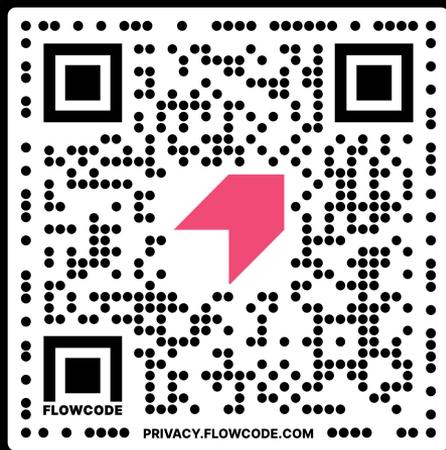
Highlight user frustration



Aggregated insights



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Thank you!

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PENDO MONIUM 2023