ClickTale | Customer Story

While growing into new markets, ClickTale leverages SoftLayer bare metal servers to deliver Web marketing analytics data to SMBs and Fortune 500 companies in real time.

Company Background

Founded in Israel in 2006, ClickTale is a marketing research company that provides optimization and analytics services to online and mobile marketers. The company's portfolio consists of tools that marketers use to gain insight into how online and mobile marketing assets are utilized. Customers use ClickTale's services for website optimization, conversion analysis, and usability research.

ClickTale's analytics suite consists of three main parts: video playback of individual visitor sessions, heat maps, and conversion analytics. In addition, ClickTale offers full integration with a wide variety of Web standards, including HTTPS, PHP, Wordpress, Drupal, and Ruby on Rails and also offers product integration with companies like Adobe, OpinionLab, Silverpop, and several A/B testing providers.

When the company started, it primarily served the SMB market. It now provides services to more than 100,000 businesses worldwide, including Fortune 500 companies such as Wal-Mart, Target, Dominoes, and Citrix. Its Customer Experience Analytics (CEA) and Web Analytics services are beneficial for e-commerce companies as well as content-based companies, like The New York Times, that need to measure traffic and interaction with their websites.

Analytics on Demand

ClickTale enables businesses to personalize the way customers interact with websites. As the world continues to shift to shopping, buying, researching, and reading online, ClickTale's services are becoming increasingly indispensible. One of ClickTale's biggest challenges, and one of its biggest differentiators, is delivering detailed and insightful Web analytics to businesses in real time.

Where many other marketing analytics companies only track page views, ClickTale collects much more detail on how prospective customers interact with Web pages. Unlike traditional Web analytics, ClickTale's service is qualitative and uses meta-statistics to create visual heat maps, behavioral reports, conversion analytics, and traditional Web statistics. ClickTale even provides users with a full video playback option for each individual visitor's session.

This generates massive amounts of data that traditionally would take anywhere from hours to days to collect and analyze, but ClickTale's proprietary tools compile the data and display it on demand. In order to successfully develop, test, deploy, and manage its offerings, ClickTale's infrastructure provider must provide a high level of compute power, complete infrastructure customization and control, and on-demand deployment and scalability.

Bare Metal for Big Data

Since its inception, ClickTale has counted on SoftLayer for its infrastructure needs. It chose to put its entire business on the SoftLayer cloud platform because SoftLayer provides flexibility, on-demand deployment, and standardization across data centers for the highest level of control.

Industry
Mobile and online marketing research

Challenge
Supporting big data operations while growing into new markets

Why SoftLayer, an IBM Company
SoftLayer provides bare metal servers, in data centers worldwide, that can easily support intense computational workloads.

Build the future.™

SOFTLAYER®
an IBM Company

The company has grown from just one server in one SoftLayer data center to more than a few dozen servers in multiple data centers around the world. ClickTale primarily uses SoftLayer's bare metal cloud servers to support its demanding, compute-intensive big data crunching processes and business analytics offerings. The company also uses virtual servers for auxiliary services. All in all, these servers process terabytes of data daily.

"SoftLayer gives us the flexibility we need for demanding workloads. The amount of data we process is enormous, but SoftLayer's bare metal machines are the best out there and we have a high level of control over them—it's like owning them ourselves," said ClickTale co-founder and CTO, Arik Yavilevich.

Although ClickTale's headquarters are in Israel, most of its business is in the United States, and it recently expanded into Europe. It credits SoftLayer's standardization with how easily it was able to move into these markets.

"The fact that SoftLayer has data centers around the world, and all those locations are standardized, is a huge advantage to us as we expand our business into new locations. We were already on the SoftLayer network, so adding an additional presence in Europe was just a matter of spinning up a bare metal server. It only took a couple of hours and the process was a seamless, uniform experience," said Yavilevich.