



# ClickTale helps online businesses increase their conversion rates using FusionCharts

“FusionCharts took care of all our charting needs, allowing us to focus all our attention on our actual product. FusionCharts is great from all aspects; looks, flexibility, compatibility with different applications and customer support.”

Arik Yavilevich, CTO



## About ClickTale

ClickTale is the industry leader in Customer Experience Analytics (CEA), providing businesses with revolutionary insights into their customers’ online behavior. Over 35,000 businesses rely on ClickTale for optimization of their website’s performance, improving usability and increasing conversion rates.

[www.clicktale.com](http://www.clicktale.com)

## About FusionCharts

FusionCharts helps you create animated and interactive Flash charts for web and desktop applications. It livens up your applications by converting monotonous data into exciting visuals.

ClickTale’s Customer Experience Analytics service helps businesses in optimizing their website’s performance by improving usability and increasing conversion rates. ClickTale tracks every mouse move, click & scroll and captures entire browsing sessions of visitors. Apart from behavioral videos, clients also have the option of analyzing web metrics with the help of powerful behavioral reports.

## The need for charting

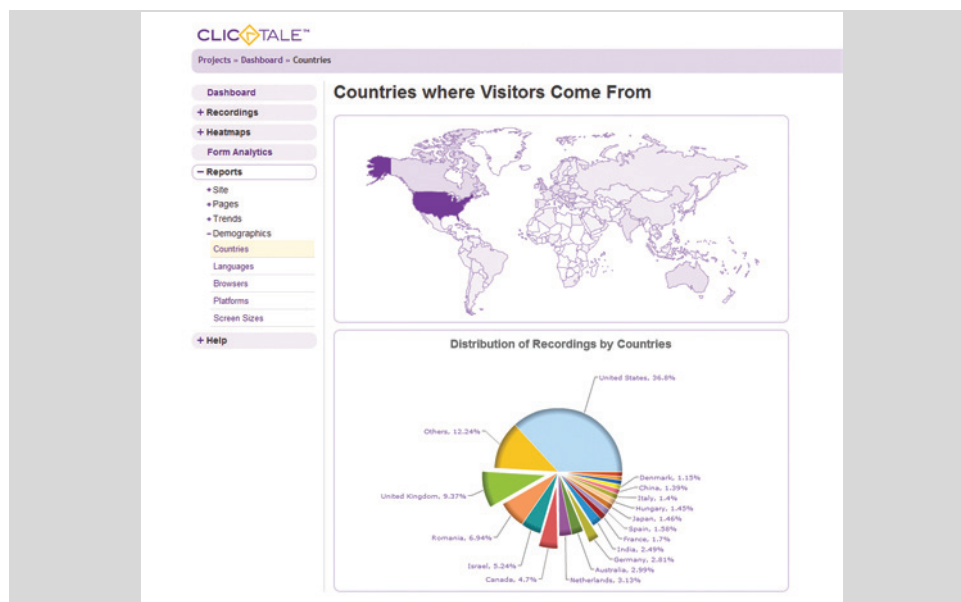
“Being an analytics suite, we need to generate a lot of reports, many of which require charts,” says Arik Yavilevich, CTO of ClickTale. “We were looking for an off the shelf charting component as this would allow the development team to work on the primary product, rather than reinventing the wheel.”

“We provide customers with meaningful reports of behavior inside their webpage by aggregating thousands of visitor sessions. These reports help them in optimizing their website which ultimately translates into increased conversion rates.”

## Why FusionCharts?

ClickTale decided to go for FusionCharts primarily because it offered a wide variety of charts that could easily work with both client and server-side code. The flexibility of the licensing plan was also a deciding factor, as it provided an option for future scalability.

“We spent several weeks searching the internet for a charting component. As soon as we came across FusionCharts, we were convinced that it delivers excellent quality and customizability at a very reasonable cost.”



For more information on FusionCharts, please visit [www.fusioncharts.com](http://www.fusioncharts.com)



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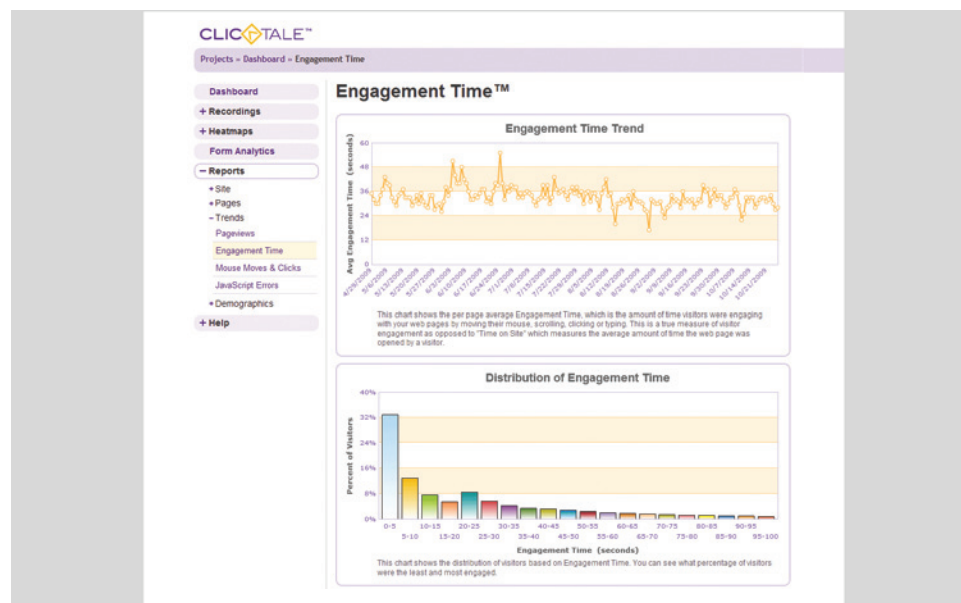


## The FusionCharts experience

ClickTale has been using FusionCharts and FusionMaps for about two years now and their technical team is very satisfied with the products. “The documentation and code samples are very useful. We could do everything by ourselves and needed no support at all.”

ClickTale mainly uses XY graphs and maps in its reports, and these have received great feedback from their

subscribers. The company’s management was particularly impressed by the fact that FusionCharts offered great looks, flexibility and excellent customer support. “FusionCharts took care of all our charting needs, allowing us to focus all our attention on our actual product,” concludes Yavilevich.



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