

Journey Analytics Overview

Journey Analytics gives you the insights you need to make informed decisions regarding each interaction your customers have on your site. This analytics tool exposes how visitors behave throughout their entire journey in an experience from the first click to the last. By using this dashboard, you can discover new testing and personalization opportunities by seeing what parts of the journey are doing well and where visitors are getting stuck. You can track these analytics across multiple experience variants and different customer segments.

Accessing Journey Analytics

Click **ANALYTICS** in the top navigation bar, and then select **Journey Analytics**.