DIGITAL EXPERIENCE ANALYTICS (DXA) FOR MOBILE

## Turn mobile behavior into better experiences

Your customers live on mobile, and their loyalty depends on it. With more than 70% preferring apps as their primary digital channel, the quality of your mobile experience is now a direct driver of growth, retention, and satisfaction. Medallia DXA for Mobile helps CX leaders, digital marketers, and app owners understand exactly how customers engage with their app, from moments of delight to points of frustration. With clear insights into behavior and performance, paired with our unique Digital Experience Score (DXS), you can reduce friction, increase conversions, and build the seamless mobile experiences that keep customers coming back.

## Mobile is where your customers are — and where loyalty is won or lost

**70%** Say mobile app is their most preferred channel.

**58%** Have chosen one brand over another based on mobile or web experience quality.

**63%** Used a mobile app in their most recent brand interaction, with no other channel involved.

**51%** Stopped being a customer because of too many mobile or web issues.

*(Medallia December 2024)*
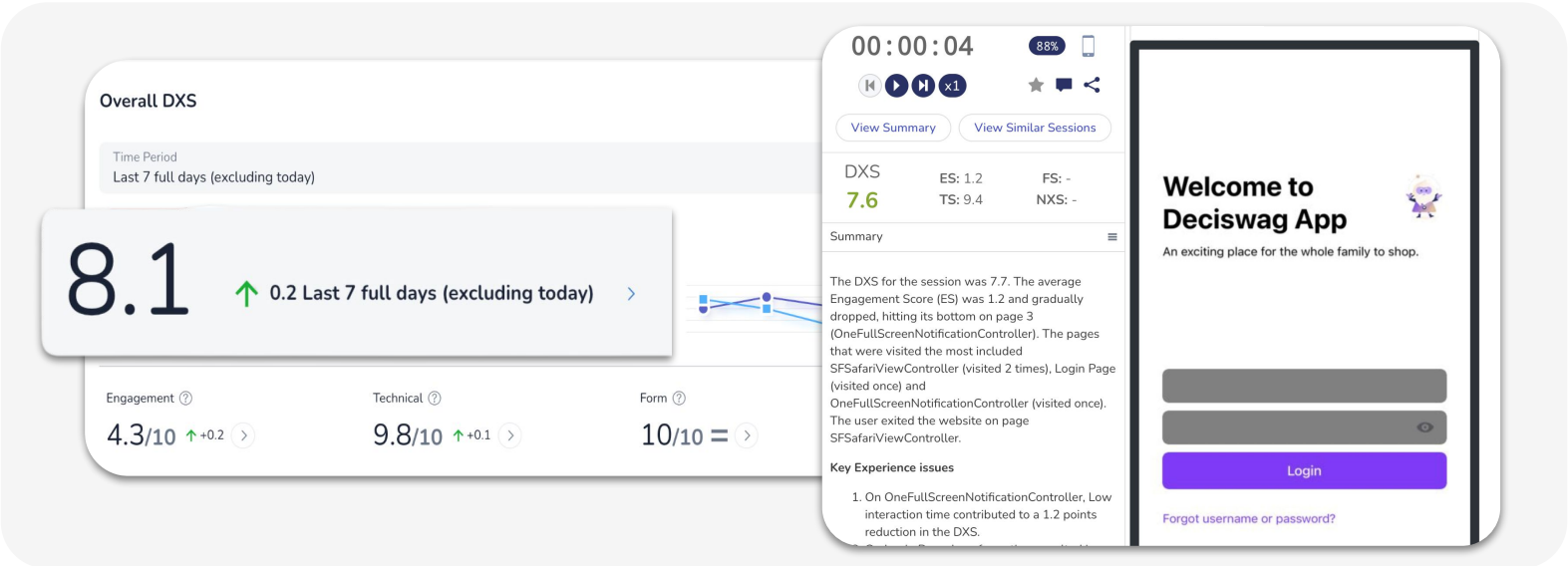


## One platform, total visibility

**DXS**
See the overall health of your app experience through a balanced score.

**Prescriptive Insights**
Know what to fix and how with AI-powered insights.

**Session Summaries & Replays**
AI summaries for speed, replays for depth.

**Heatmaps**
Visualize where users engage most to optimize design.

**Screen Performance Metrics**
Track load times and errors to uncover technical issues.

**Alerts & Self Service Reporting**
Get real-time updates and empower teams to act fast.

**Funnels & Journeys**
See which paths drive success and which hold customers back.

**Form Analytics**
Identify friction in forms to reduce abandonment and boost completion.

**Medallia**

## Built in differentiation

**Balanced scoring:** DXS measures engagement, frustration, technical performance, forms, and navigation at session and screen levels.

**Unified digital experience:** Connects behavioral analytics (DXA) and feedback (Digital Feedback) in one place to uncover the "why" behind every action.

**Smarter action:** Connect DXA data with your existing tools — from marketing automation to IT management — using webhooks and data streams.
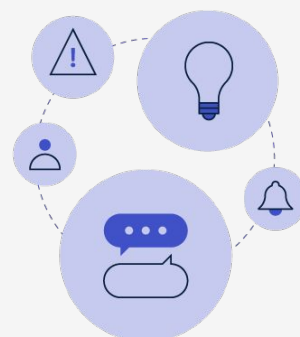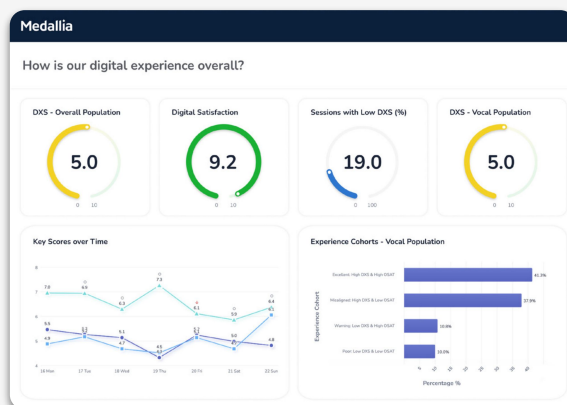


## Quick to deploy, built to scale

DXA Mobile is designed for fast, low-effort implementation without sacrificing performance. Typical setup takes just a week of client effort, so you can start capturing actionable insights quickly.

**Supported Frameworks:** iOS, Android, React Native, Flutter, Jetpack Compose

Average **implementation** takes 6–12 weeks, with less than 20 hours of customer effort required across CX and development teams**.**

## Real world results



**Constellation** needed to understand why online enrollment rate had dropped.



**Findings after deploying DXA**
Elevated DXS Frustration score caused by multi-clicking and rapid scrolling.

**Actions using insights from DXA**
Mobile pages were shortened and buttons were moved to a sticky footer element.

**Results**

**45%** increase in mobile sign-ups.

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