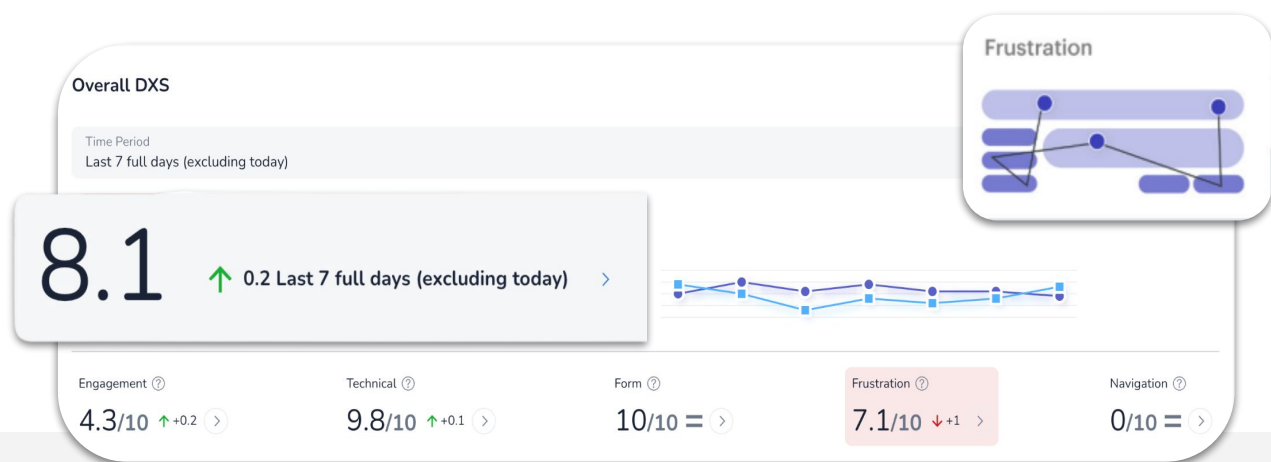


AI Score-Driven Digital Experience Intelligence

With the Digital Experience Score (DXS) at its core, Medallia Digital Experience Analytics (DXA) equips your team with the intelligence to understand not only what customers are doing online but why—across web and mobile channels.

For data science and analytics teams, DXA's vast digital datasets offer the raw material needed to build prescriptive and predictive AI models. With enterprise-grade scalability handling billions of interactions, DXA ensures no data is left behind, supporting insights that fuel both real-time decisions and advanced AI applications.

Medallia DXS provides AI-driven insights that reveal the full story behind every digital interaction



VALUE DRIVEN BY MEDALLIA DXA

Capture customer experience from every angle

Medallia's Digital Experience Score captures customer experience across multiple layers—Session, Page, and Real-Time—allowing teams to pinpoint issues at every step of the journey and respond in real-time.

Nissan saw an 86% increase in vehicle selection form completion by using DXS as a performance indicator

Understand experience health cross channel

Gain a complete view of the digital experience across web and mobile, all within the broader journey of your brand across your intelligence and technology platforms.

Amadeus increases conversion rates by 100% by uncovering key insights through Medallia and Adobe Analytics

Pinpoint improvement areas with AI-powered insights

Make decisions based on both emotional & technical aspects of a user's online experience. DXS insights go beyond the model itself, empowering experience programs with targeted, impactful improvements.

Ferguson decreases checkout time by 14% using DXA form analytics

Scaled to grow with your business

Handle billions of interactions with enterprise-level scalability, covering all web and app data. Medallia scales to meet the needs of the largest digital operations, ensuring no data is left behind.

Scientific Games saved \$8M a year by fixing an account registration issue after implementing DXA across clients' websites and mobile apps

Key Medallia DXA Functionality



Digital Experience Scoring

Actionable AI-powered scoring based on user experience



Alerts

Set up alerts to trigger workflows that drive action



Real-Time Interactions

Trigger actions relevant to each visitor



Session Replay & Heatmaps

See user behavior patterns across pages & sessions



Business Impact

Quantify your biggest opportunities

A trusted solution for every stakeholder



Customer Experience

Empathize with customers and get ahead of emerging trends

Data & Analytics

Tap into Page and Session DXS scores to extract digital insights at every level

Marketing

Use AI-powered insights to better understand customer behavior and optimize campaign effectiveness

Operations & eCommerce

Empower customers to complete tasks and respond quickly to operational difficulties

Product

Create intuitive products that increase adoption and usage

Data Science

Build prescriptive and predictive models, leveraging DXA's AI-driven scoring for applications across digital channels

Don't Just Take Our Word for It. Look to Our 100s of Satisfied Customers



Danaher engages consumers along the customer journey to convert deals and increase revenue leveraging Medallia DXA.

Result:

Better insight into customer journeys

A customer journey that began with a Google search, progressed to a form conversion, and led to a major purchase a month later went viral among executives—it unfolded exactly as they had designed.



One of our objectives is to drive a standardized conversation around digital customer experience and how we measure it and talk about it. We've deployed DXA across seven different brands within our company and websites. It's allowed us to have a level playing field on the data and one consistent score that everybody can use, so we're all speaking the same language.

**DIRECTOR, CUSTOMER DATA ANALYTICS & DIGITAL E-CHANNELS
DANAHER**

