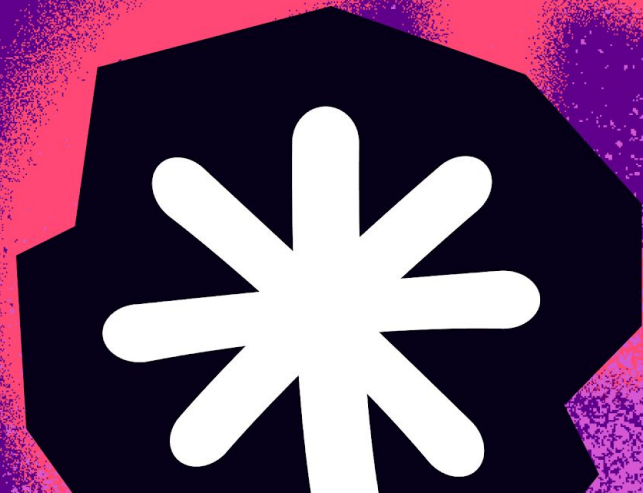




PENDO 
MONIUM
2024

PENDOMONIUM 2024

**Unlock the power of
visual data with Pendo
Session Replay**





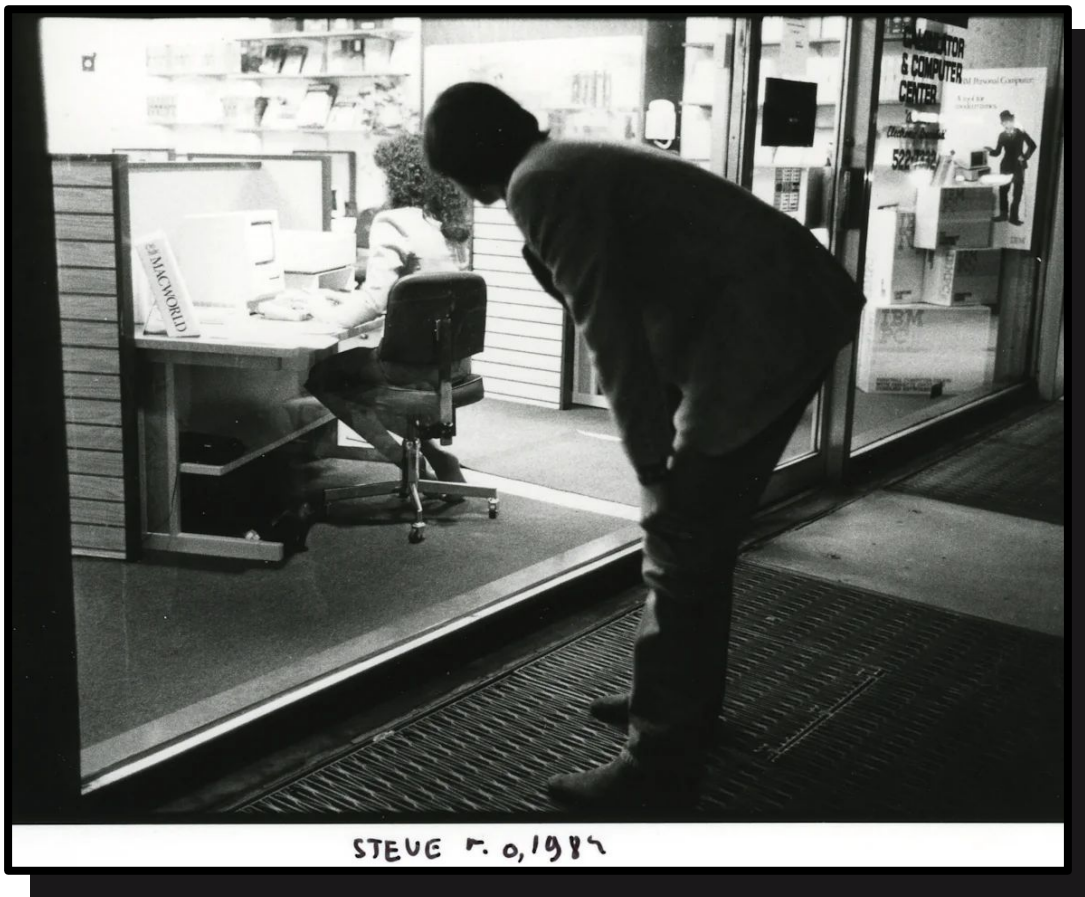
Kruti Carsane

Portfolio Product Manager, Pendo



David Flowers

Senior Product Designer, Pendo



PENDOMONIUM 2024



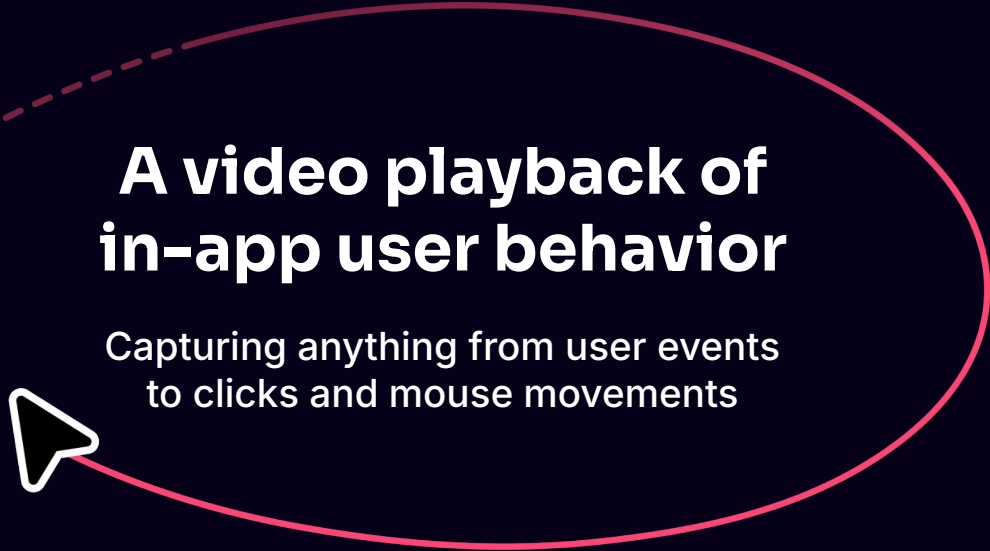
1 year ago, we launched

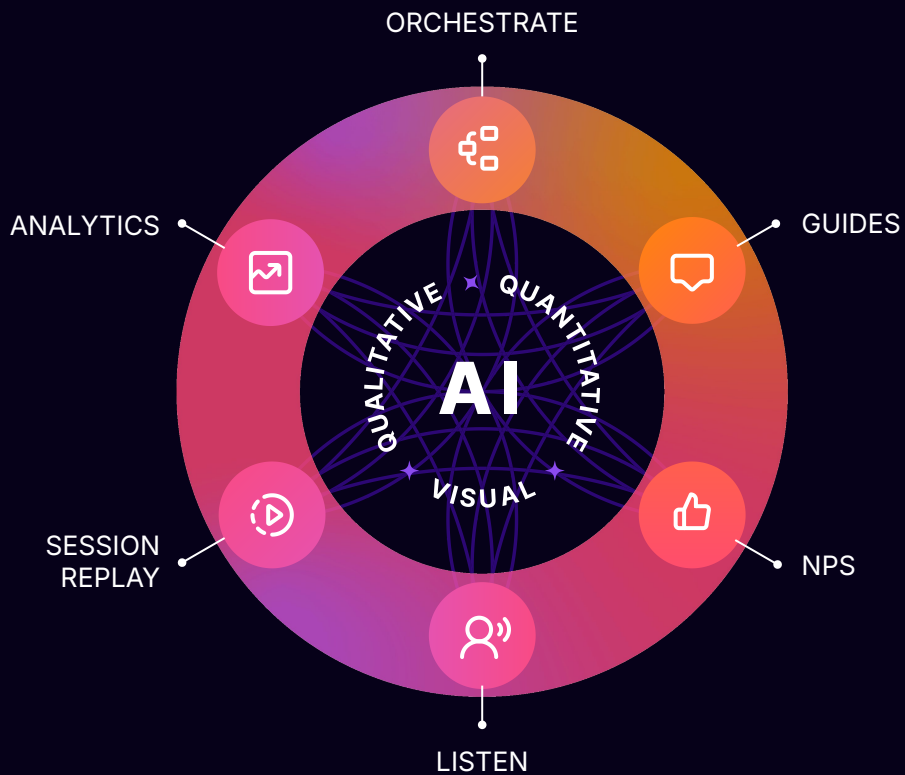
Session Replay

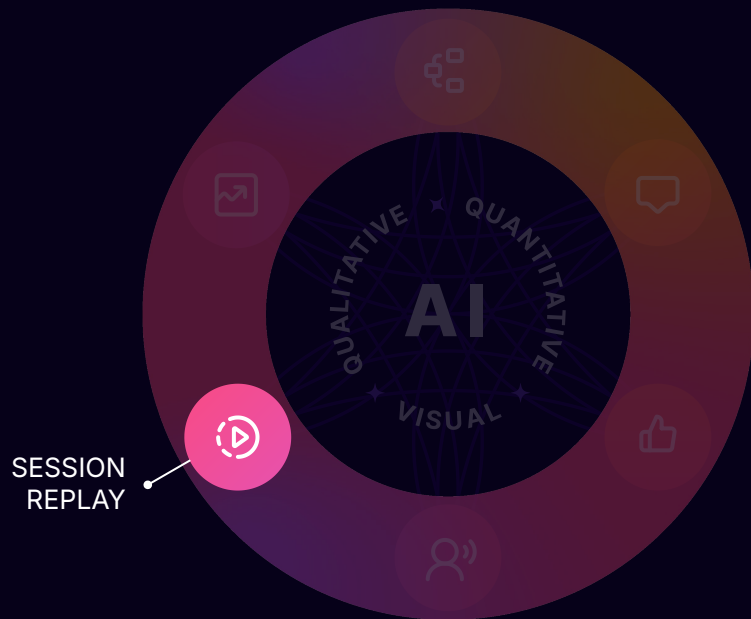


A video playback of in-app user behavior

Capturing anything from user events
to clicks and mouse movements







SESSION
REPLAY



10k+

replays shared
or saved



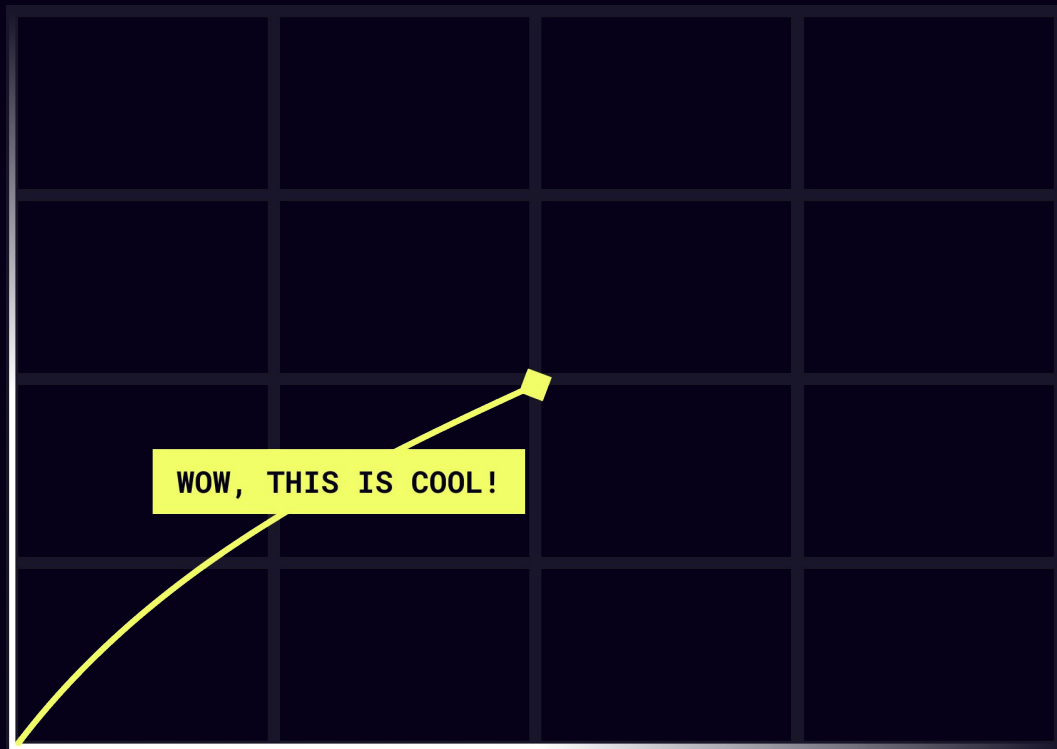
52

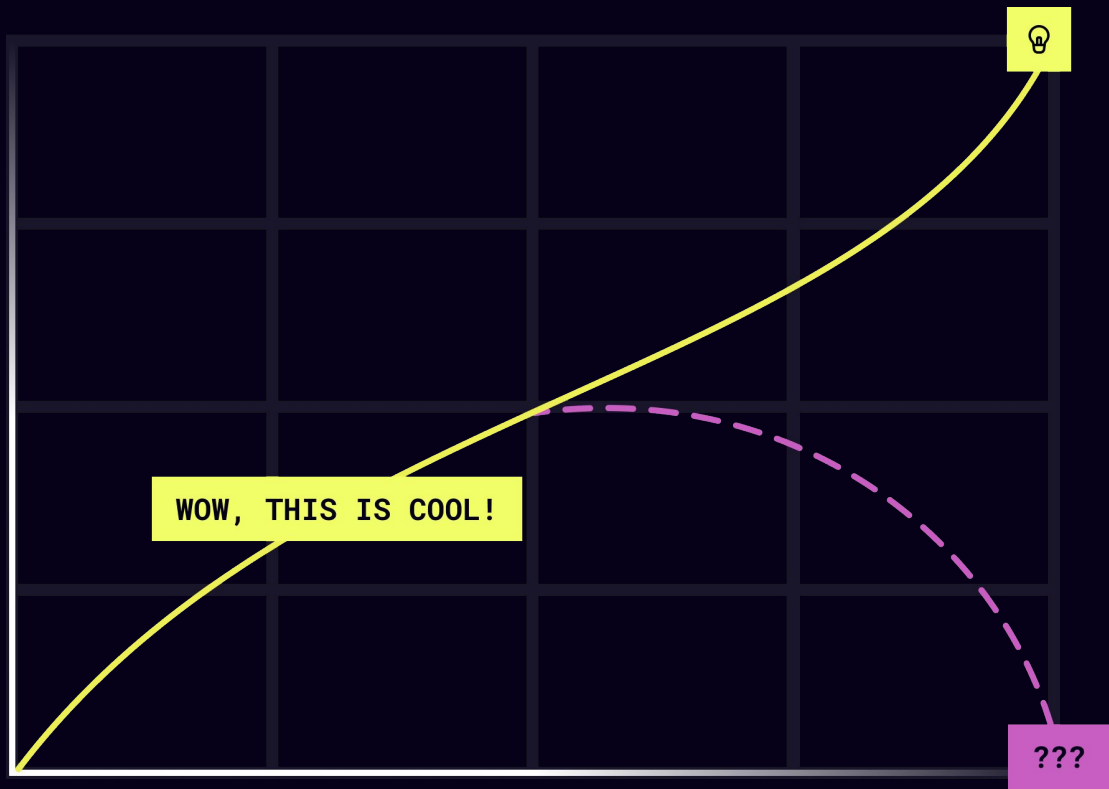
new replay
features

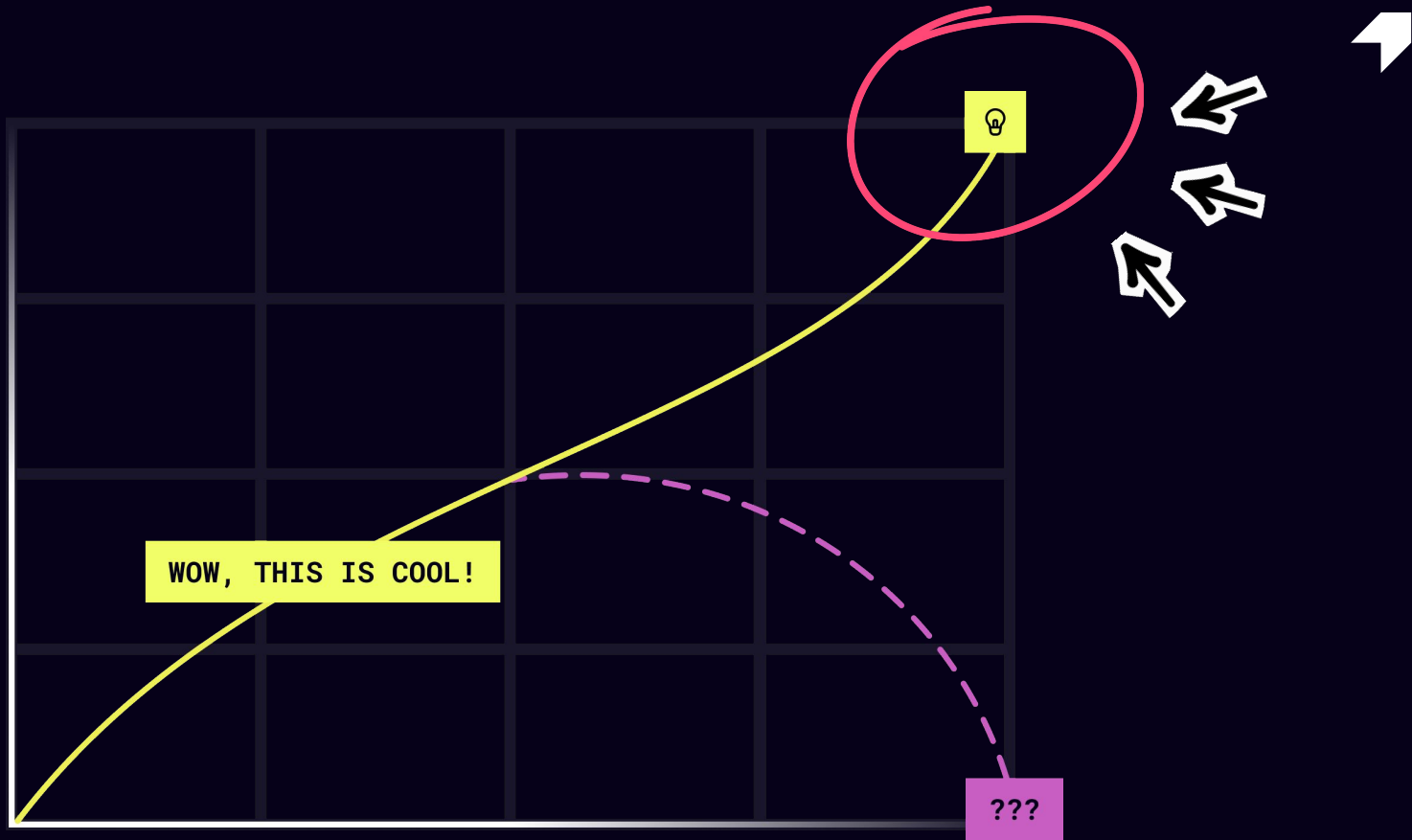


250k+

replays
watched







How can you use Replay to...



1

**Find Product
Market Fit**

2

**Prioritize
Product
Investments**



Visit us at the Product Village for more on how to use Replay!



Monitor new feature
launches, to find product
market fit



When we launch new features, we typically want to know...



QUESTION #1

Did we introduce friction or bugs not caught in testing?



QUESTION #2

Do customers follow the happy path or do they deviate from the intended flow?



QUESTION #3

Which customers are having success, which customers are not?





Replay Library

Replays Saved clips

Everyone ▼
 Last 30 Days (includes today) ▼
 All Accounts ▼
 Web Apps ▼
 ☆

Add filter

Search Visitors

Suggested replays

Usage trending up ▼ 0

[View Account History Page](#) had a **100% increase in views** in the last 7 days.

[▶ Play suggested replays \(5\)](#)

Usage trending down ▼ 0

[Buy Now](#) had a **100% decrease in clicks** in the last 7 days.

[▶ Play suggested replays \(5\)](#)

Rage clicks ▼ 1

[Order History](#) was the **most rage-clicked Feature** in the last 30 days.

[▶ Play suggested replays \(5\)](#)

Replays (126)

☆	Visitor ID	Duration	% Active Time	Event Count	Active Minutes	Guide Count	Start Time	Ac
☆ Rewatch	visitor@acme.co	5m	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%	4	< 1m	2	Aug 22 11:37 AM EDT	Ac
★ Rewatch	visitor@acme.co	32m	<div style="width: 60%;"><div style="width: 60%;"></div></div> 60%	20	3m	4	Aug 22 11:13 AM EDT	Ac
☆ ▶ Play	visitor@acme.co	6m	<div style="width: 80%;"><div style="width: 80%;"></div></div> 80%	10	8m	0	Aug 22 10:45 AM EDT	Ac

Post-launch user feedback: This is exactly what I needed!!

Post launch PM:



**Low usage
but good
feedback?!**



NEGATIVE
Only 10-11%
feature usage



POSITIVE
Great qualitative
feedback

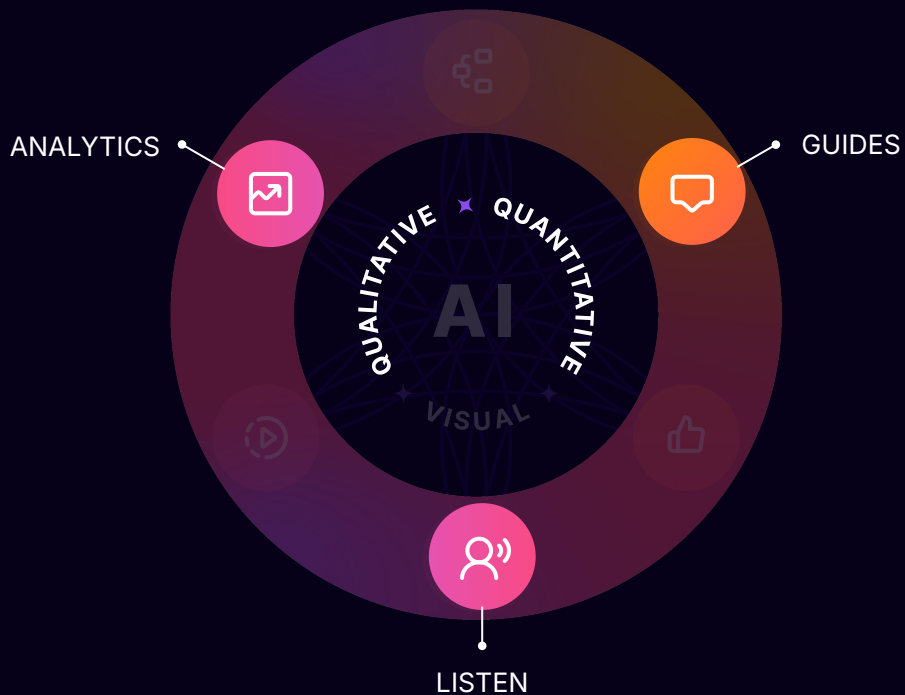


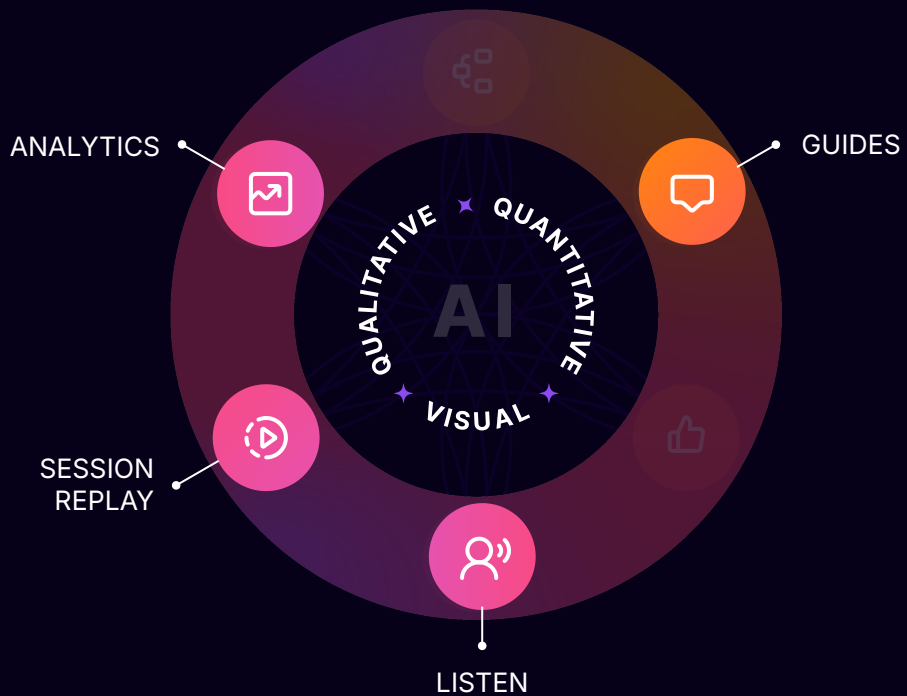
We couldn't find any suggested replay insights that match your selected filters.

We couldn't find insights
that match your

70-80%



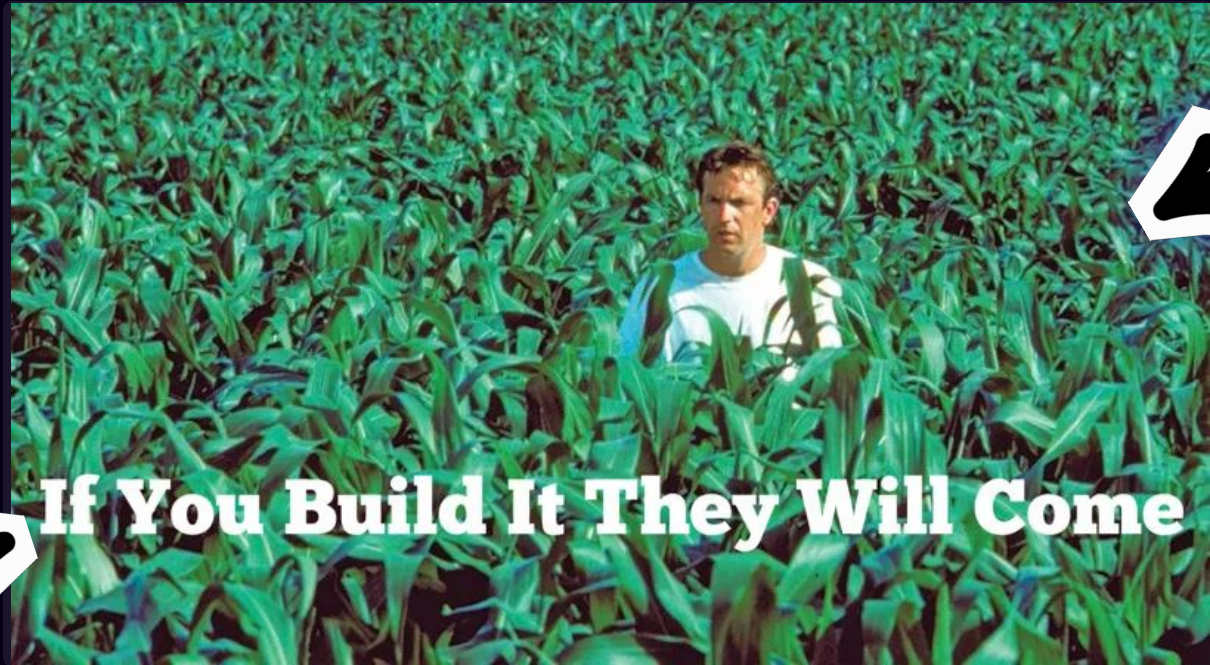






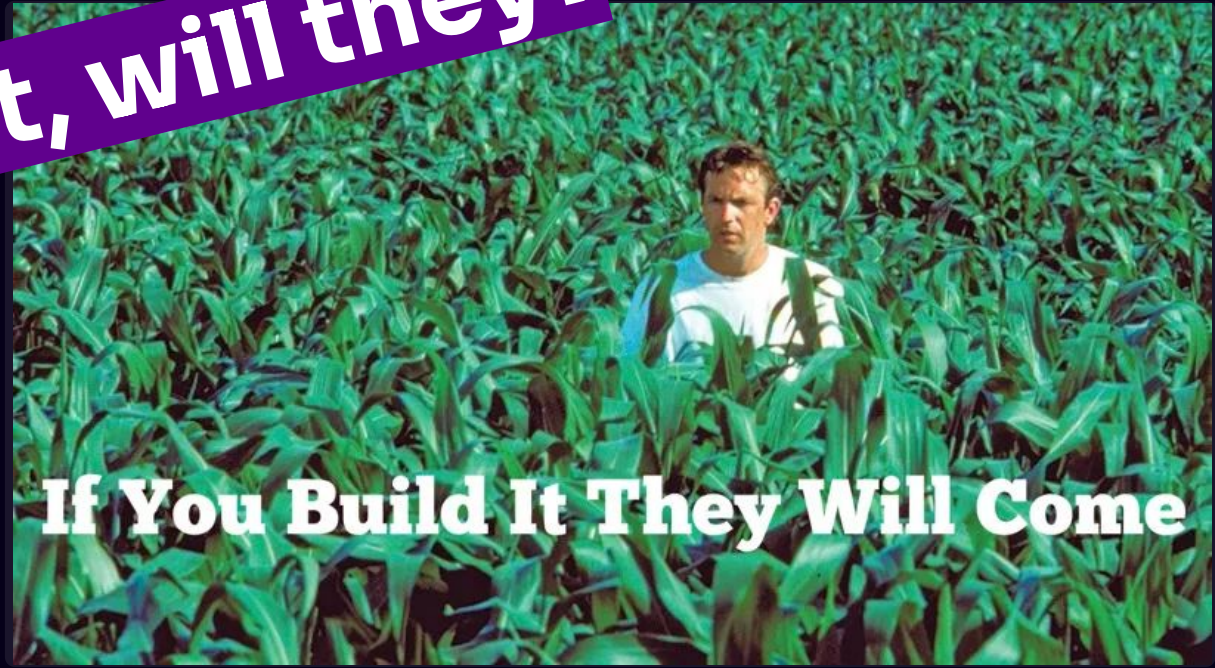
Understand current product experiences to prioritize the right investments





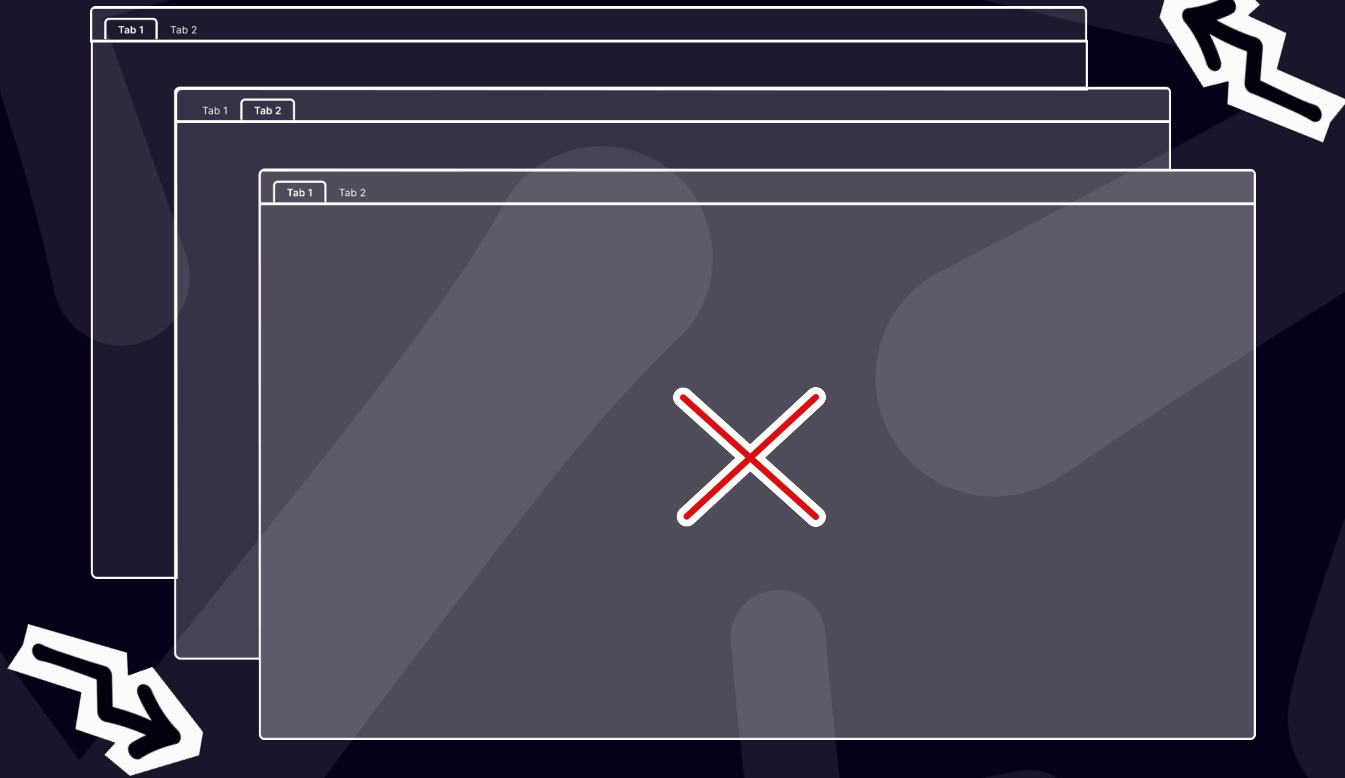
If You Build It They Will Come

But, will they?



If You Build It They Will Come







Saved Clips

+ Create playlist

All clips are saved for 1 year from their start time

My Clips

Playlists

Saved Clips (8)

<input type="checkbox"/>	Description	Duration	Start Time	Visitor ID	Account	App
<input type="checkbox"/> ▶ Play	This view contains all replays	5m	Aug 22 11:37 AM EDT	visitor@acme.co	Acme Account A	App
<input type="checkbox"/> ▶ Play	This is a view for important replays on analytics	32m	Aug 22 11:13 AM EDT	visitor@acme.co	Acme Company	App
<input type="checkbox"/> ▶ Play	--	6m	Aug 22 10:45 AM EDT	visitor@acme.co	Acme Account C	App
<input type="checkbox"/> ▶ Play	This is a view for the filters contained in view number 3	15m	Sep 24 01:26 PM EDT	visitor@acme.co	Acme Account A	App
<input type="checkbox"/> ▶ Play	--	21m	Sep 24 11:02 AM EDT	visitor@acme.co	Acme Account B	App
<input type="checkbox"/> ▶ Play	--	45m	Sep 24 11:02 AM EDT	visitor@acme.co	Acme Account C	App
<input type="checkbox"/> ▶ Play	--	16m	Sep 24 11:02 AM EDT	visitor@acme.co	Acme Account C	App
<input type="checkbox"/> ↺ Replay	--	8m	Sep 24 11:02 AM EDT	visitor@acme.co	Acme Account C	App





That's the power of a picture
that shows, rather than tells,
and that's the power of
Session Replay



Identify friction points

Showcase feature success

Uncover usability issues

Understand user flows

What you can use replay for

Monitor new features

Resolve issues

Test your hypothesis

Investigate guide interactions



AcmeCRM Beta

Metrics on our new AcmeCRM Beta



Replays (Showing 10 of 200)

[Open saved filter](#)

	Visitor ID	Duration	% Active Time	Event Count	Active Minutes	Guid
	john@tectonic.com	5m	<div><div style="width: 100%;">100%</div></div>	4	< 1m	2
	shiran@cloud.io	32m	<div><div style="width: 60%;">60%</div></div>	20	3m	4
	donovan@brightbyte.co	6m	<div><div style="width: 80%;">80%</div></div>	10	8m	0
	hannah@gadget.ai	15m	<div><div style="width: 100%;">100%</div></div>	24	< 1m	1
	lorenzo@mindful.com	21m	<div><div style="width: 18%;">18%</div></div>	22	4h	6
	lydia@accelerate.com	45m	<div><div style="width: 20%;">20%</div></div>	22	4h	2

WED	THURS	FRI
WED	THURS	FRI
		REPLAY DAY!!!





What it looked like a year ago...

The screenshot shows a user session replay interface. At the top left, there is a red arrow icon. Below it is a sidebar with navigation options: Dashboards, Product, People, Behavior, Guides, NPS, and Replay. At the bottom of the sidebar are Subscriptions, Pendo Products, and Settings. The main content area shows a session for **visitor@acme.co** with a [Copy Link](#) button. The session is titled **AcmeCRM** and displays a series of UI elements represented by horizontal lines and colored bars (blue and purple). A progress bar at the bottom indicates the session duration from 00:01:23 to 00:05:23. Below the progress bar are playback controls: a play button, a -10s button, a +10s button, a refresh button, a 1x speed button, a Skip Inactivity toggle (which is checked), and a share icon.

PLAYLISTS

SUGGESTIONS

SAVED CLIPS

FUNNELS

ACTIONS

Replay Library

Replays Saved clips

Everyone Last 30 Days (includes today) All Accounts Web Apps Search Visitors

Add filter

John Doe

Event log

Trends

0001 Submit Button

0002 Purchase Page

0003 Submit Button

0004 Error click on Submit Button

0005 Submit Button

0007 Submit Button

0008 Overview

0010 Learn More

0010 Learn More Page

0013 View Article

0013 Article

Usage trending down

Buy Now had a 100% decrease in clicks in the last 7 days.

Play suggested replays (5)

Rage clicks

Order History was the most rage-clicked Feature in the last 30 days.

Play suggested replays (5)

What it looks like now

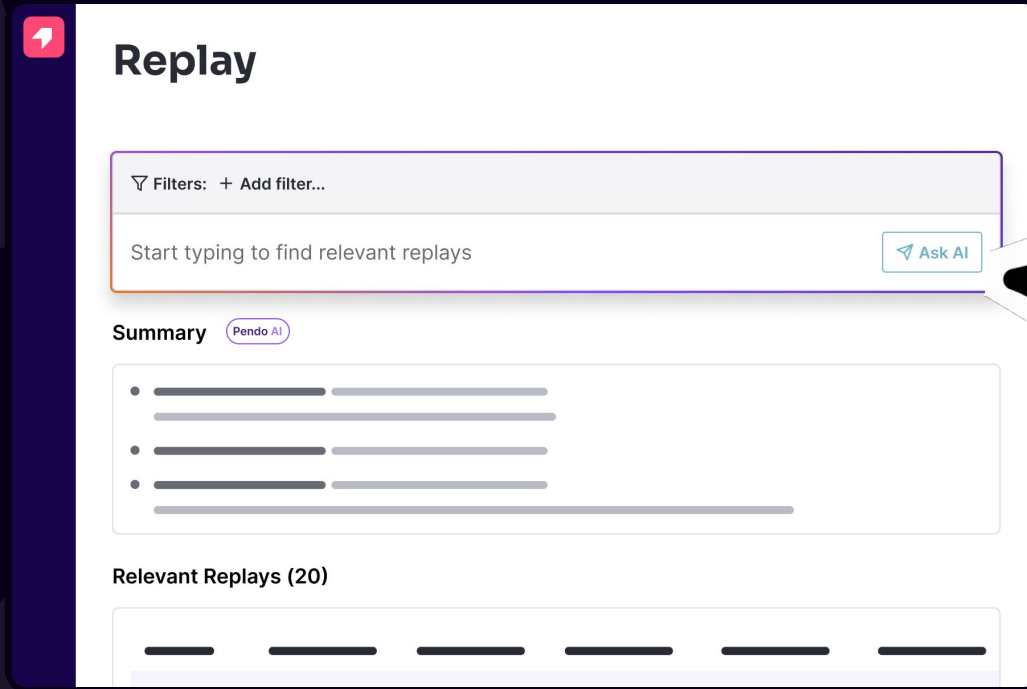
FRUSTRATION

PENDOMONIUM 2024



We're not done yet...

AI-based finding



The screenshot displays a 'Replay' interface with a search bar and an 'Ask AI' button. The search bar contains the text 'Start typing to find relevant replays' and a filter dropdown 'Filters: + Add filter...'. The 'Ask AI' button is highlighted with a white arrow. Below the search bar is a 'Summary' section with a 'Pendo AI' badge and a list of three items. At the bottom, there is a section for 'Relevant Replays (20)' with a list of six items.

Replay

Filters: + Add filter...

Start typing to find relevant replays [Ask AI](#)

Summary Pendo AI

- [Redacted]
- [Redacted]
- [Redacted]

Relevant Replays (20)

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

Collaboration



Suggested Replay 1 of 5 | [Create an Issue](#) | [Share](#)

Acme Airlines

Event log | **Insights** | Comments

Guide Poll

Metrics

[View Ideas](#)

[+ Create DX report](#)

P Pam 15 minutes ago
Hey **@Paul** check out how this user is navigating through our page

P Paul Now
@Pam - wait, how many other customers are doing this?

P Pam Now
Run a dx report!

[Add reply](#)



Adjacent personas





Replay 1 of 5 | Create an Issue | Share

Acme Airlines

Logs Details

Status	Method	URL	Performance
204	POST	[Redacted]	[Green bar]
204	POST	[Redacted]	[Green bar]



Where we're going...



1



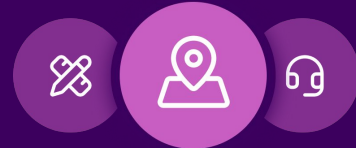
**AI-based
finding**

2



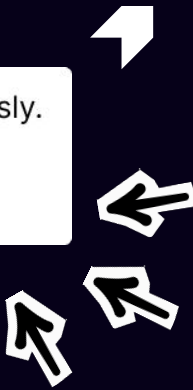
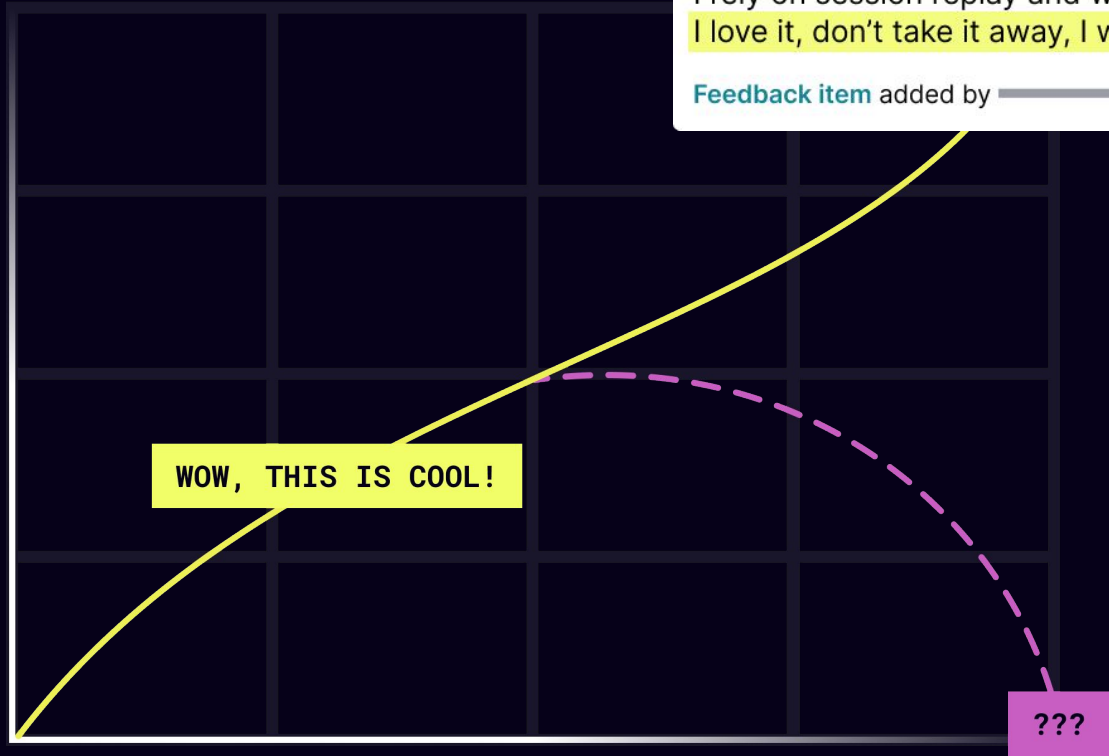
**Collaboration
with teams**

3



**Adjacent
Personas**







Thank you!

PENDOMONIUM 2024