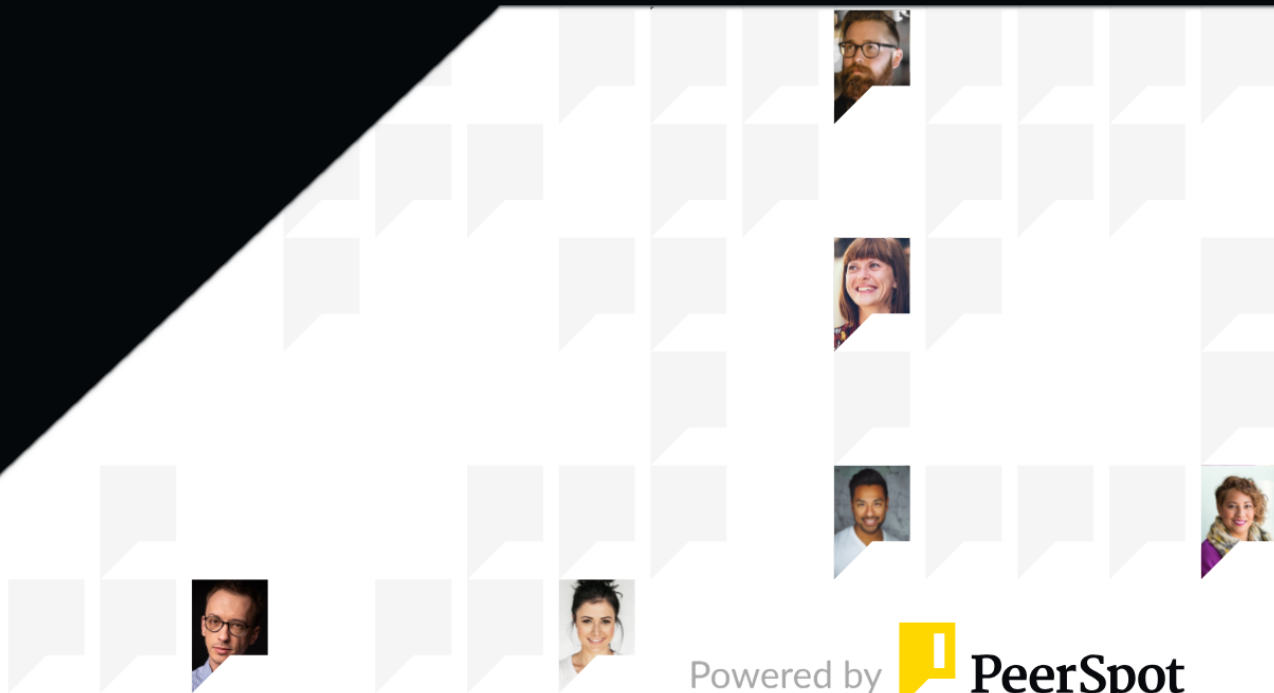


aws marketplace

Heap

# Reviews, tips, and advice from real users



Powered by  PeerSpot

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# Product Recap



Heap

# Heap Recap

Heap automatically captures every customer touchpoint. No more tracking plans, tracking code, or tags. Get answers in seconds and make decisions faster.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:



“The initial setup process was straightforward.”



**Harshith Bejjam**

Senior Data Scientist - Analytics and Engineering at Lloyds Technology Centre India



“What I like best about it is the session replay feature. It saves a lot of time. I don't need to go and debug or replicate issues multiple times. We can go to the session replay for a few minutes. We can ask when the issue occurred, go to that time in the replay, and see whether the user made a mistake or if there's an app caching issue. That has been very helpful.”



**Anil Kumar Shrestha**

Senior Quality Assurance Automation Engineer at KUDO



“You can track customer behavior with your project, such as how the customer envisions, navigates, uses CPA, and every touch point on the website. You can plan to optimize the phases and the customer behavior of the journey.”



**Kanhaiya Kumar**

Associate at Red Hat



“An immensely useful feature is the retention graphs with the ability to generate retention data for individual features.”



**Verified user**

Especialista at a comms service provider with 10,001+ employees

What users had to say about valuable features:

“Heap enables one to easily track how customers use one's applications on both the web and mobile. This data is crucial to informing product development and further enhancements. With its ability to easily define user events, one can easily detect how one can better optimize one's product to drive better retention and feature use..”

**Verified user**

Especialista at a comms service provider with 10,001+ employees

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“It is supporting the development of a self-service model. For example, I worked with many business owners, including marketers and product marketers, who weren't as skilled in creating reports and analyses. With Heap's detailed but manageable training videos, they can complete the training in about two hours.

I would then meet with stakeholders to offer tips and demonstrate the visualizer. This approach enabled me to implement a self-service model effectively, allowing them to handle basic reporting independently..”

**Janelle Block**

Optimization Analyst at Zillow

[Read full review](#) 

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“It's similar to Google Analytics, and there are more facilities here. You have more navigation. You can track customer behavior with your project, such as how the customer envisions, navigates, uses CPA, and every touch point on the website. You can plan to optimize the phases and the customer behavior of the journey.

We can understand the customer journey. You can explain the customers' behavior, where they are engaging your product, and where they are engaging with your mediations on the website. This will give you optimistic insights to make decisions about your product journey..”

**Kanhaiya Kumar**

Associate at Red Hat

[Read full review](#) 

“We've been using Heap for some time, mainly to understand how users interact with our application and identify the most important features. Our product owner finds it valuable for this purpose. As a QA team, we use Heap's session replay and event capture features to debug issues our customer support team reported. When a support ticket comes in about a bug or issue, we review the session replay and event logs to see how the user encountered the problem and where the error occurred. This has been helpful for us.

What I like best about it is the session replay feature. It saves a lot of time. I don't need to go and debug or replicate issues multiple times. We can go to the session replay for a few minutes. We can ask when the issue occurred, go to that time in the replay, and see whether the user made a mistake or if there's an app caching issue. That has been very helpful.

I can describe how data visualization tools have impacted our decision-making process from a QA perspective. These tools have helped show us how users are interacting with our product. This allows us to focus on creating more user-centric test cases. We can see which features are used most and focus our testing efforts there.

However, for more detailed information about data-centric decision-making, it would be best to contact our product owner. We're primarily using these tools for test case development and to guide our development process.


Before using the tool, we faced challenges when clients reported bugs. It was hard to replicate issues because clients didn't share exactly how they used our application. It would take us one or two days to replicate the problem four or five times. This was frustrating for us.

After integrating the solution's analytics, we bought their session review feature. This was very helpful for debugging. We could check exactly what the client did, making it much easier to reproduce and fix issues. It significantly improved our ability to respond to bug reports..”

**Anil Kumar Shrestha**

Senior Quality Assurance Automation Engineer at KUDO

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# Use Case

“This product is certain to deliver valuable data regardless of how deeply you integrate it. Also, if you have investors or managers constantly requesting user metric data, this is an easy way to simplify the gathering and distribution of such information..”

**Verified user**

Especialista at a comms service provider with 10,001+ employees

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# Customer Service and Support

“Support is good because every team has some capabilities. Their product is reliable, and we use it successfully. This implies that they are capable of providing support. Secondly, the frequency of contact is important. However, if we have a higher number of tickets, there are delays. There is always a ticket queue, and priorities must be assigned. Once priorities are set, they can provide solutions because every ticket has its level of importance. .”

**Kanhaiya Kumar**

Associate at Red Hat

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## Other Advice

“I would advise potential users to try a demo account to get a holistic view of how they can implement their solution on Heap. This will help determine if it solves their use case.

I rate the product a seven out of ten. .”

**Harshith Bejjam**

Senior Data Scientist - Analytics and Engineering at Lloyds Technology  
Centre India

[Read full review](#) 

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“I would recommend Heap to others. I'd advise them to try it and see how it integrates with their application. It's worth testing for a few months to see the benefits.

My advice about Heap is that it can boost your understanding of how users interact with your application. It gives you insights into how your product performs in terms of external quality.

The tool is also really helpful for customer support and QA teams. It allows them to debug issues much more quickly. I rate it an eight out of ten. .”

**Anil Kumar Shrestha**

Senior Quality Assurance Automation Engineer at KUDO

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“There were associated technical managers who helped us with data

synchronization. For example, if we wanted to get data from Heap to our internal sources, such as [Google Cloud](#), we used tools like [Alteryx](#). These managers assisted us with pulling the data via APIs or other necessary methods.

It is pretty easy, and anyone can use it. It is focused on healthcare products, e-commerce products, and the BFL Five project. Additionally, it can provide product details. Some SaaS companies are also using this product.

I recommend the solution.

Overall, I rate the solution a seven out of ten..”

**Kanhaiya Kumar**

Associate at Red Hat

[Read full review](#) 

“Heap is quite user-friendly, featuring a primarily no-code interface for primary stakeholders. Some technical skills are required for administrators. However, based on my experience, Heap's design effectively supports a self-service model, making it feasible for users to manage on their own

Your data is only as good as how well you maintain it. If you want to keep a lean development team, you must invest in the right tools. In some business situations, where the team is small, and there is limited support for analytics, a highly effective tool is crucial. It is one of the fastest tools I've used for gaining insights without spending excessive time chasing data. I've resolved most issues on my own in a reasonable timeframe, improving the speed of servicing requests.

Given its effectiveness, especially for teams with constraints, it's a worthwhile investment if you need a powerful tool that delivers insights quickly. Heap's recent acquisition by ContentSquare adds to its value, providing extensive integration options. Additionally, tools like Optimizely enable real-time testing and monitoring, helping to address common issues with testing programs, such as delays in analysis. This ensures that insights are surfaced and shared efficiently.

As long as the backend data is properly tagged, a layperson seeking data can access insights quickly. They can generate reports and find the information they need within minutes.

Overall, I rate the solution an eight-point five out of ten..”

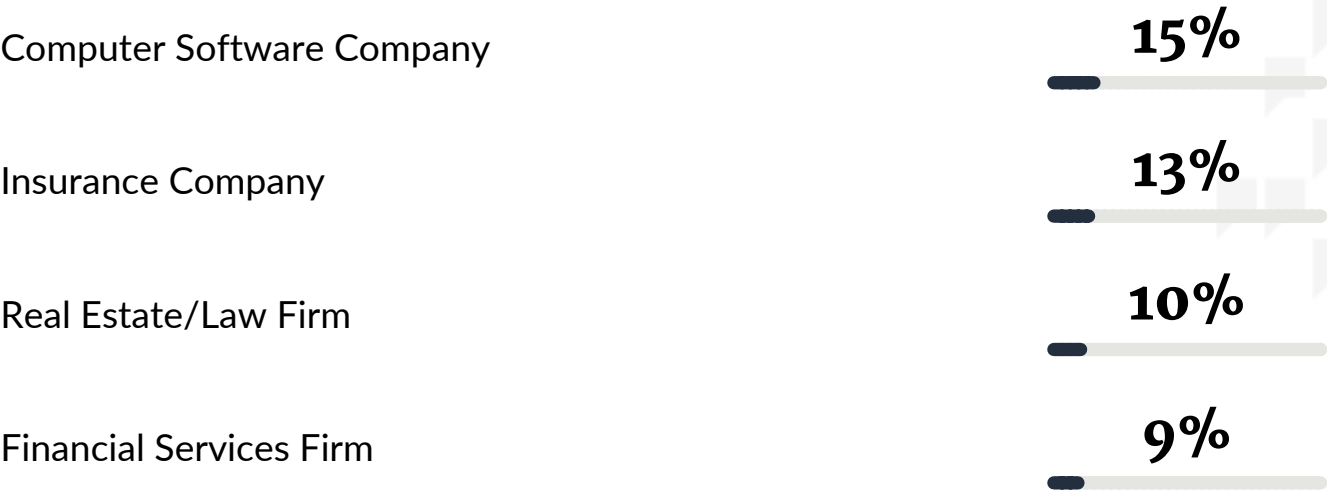
**Janelle Block**

Optimization Analyst at Zillow

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# Top Industries

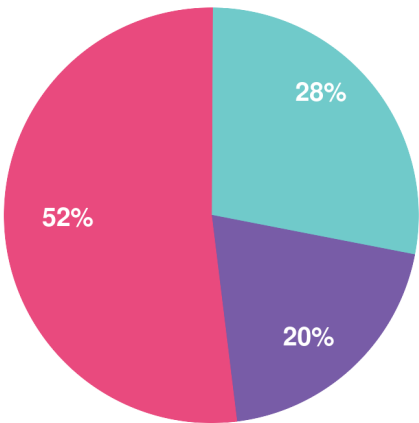
by visitors reading reviews



# Company Size

by reviewers

by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

# About this buyer's guide

Thanks for downloading this PeerSpot report.

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# About PeerSpot

PeerSpot is the leading review site for software running on AWS and other platforms. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

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