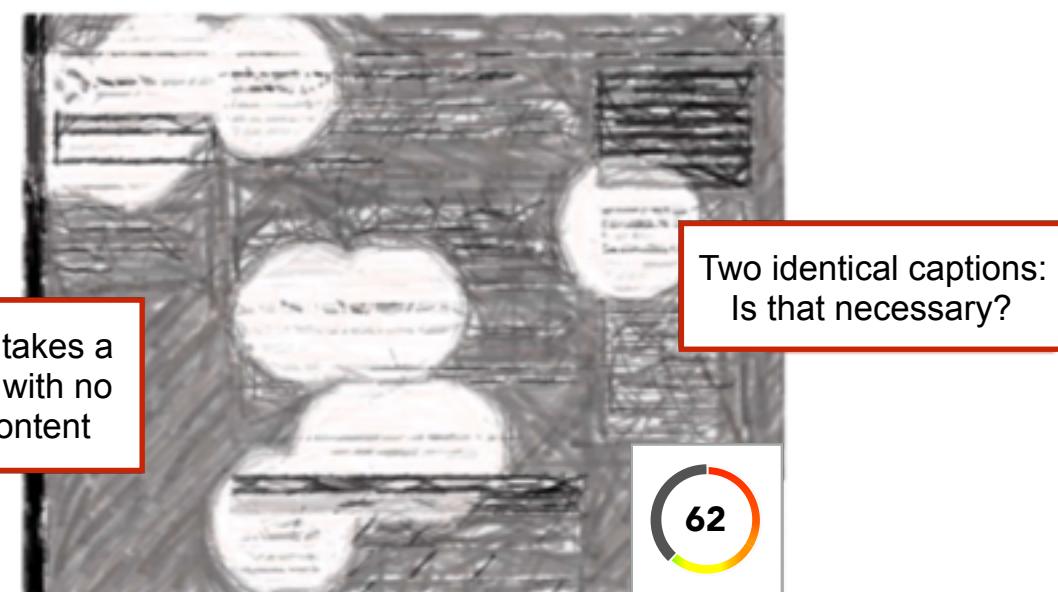# How Ambition Data makes data actionable for their clients.

Giving meaning to data

Ambition Data helps companies transform the way they use digital data to build customer equity, and they can get pretty immersed when working with digital analytics data. But, translating the data into something meaningful that their clients can act on can pose a challenge. One example is helping companies improve their websites' user experience.

Main image takes a lot of space with no clickable content

Two identical captions: Is that necessary?

Images have been blurred for confidentiality purposes.

Context
3,500 desktop entries to product overview

53% bounce rate
68% unengaged
4,300 total clicks
~2.6 clicks per retained visitor

More than just a hypothesis

Ambition Data uses analytics to pinpoint problematic pages based on page views or conversion rates. And the data from EyeQuant gives them insight as to why that might be happening; perhaps a call-to-action button is too low on a page to generate clicks. It's much more powerful to show a customer the full story using EyeQuant.
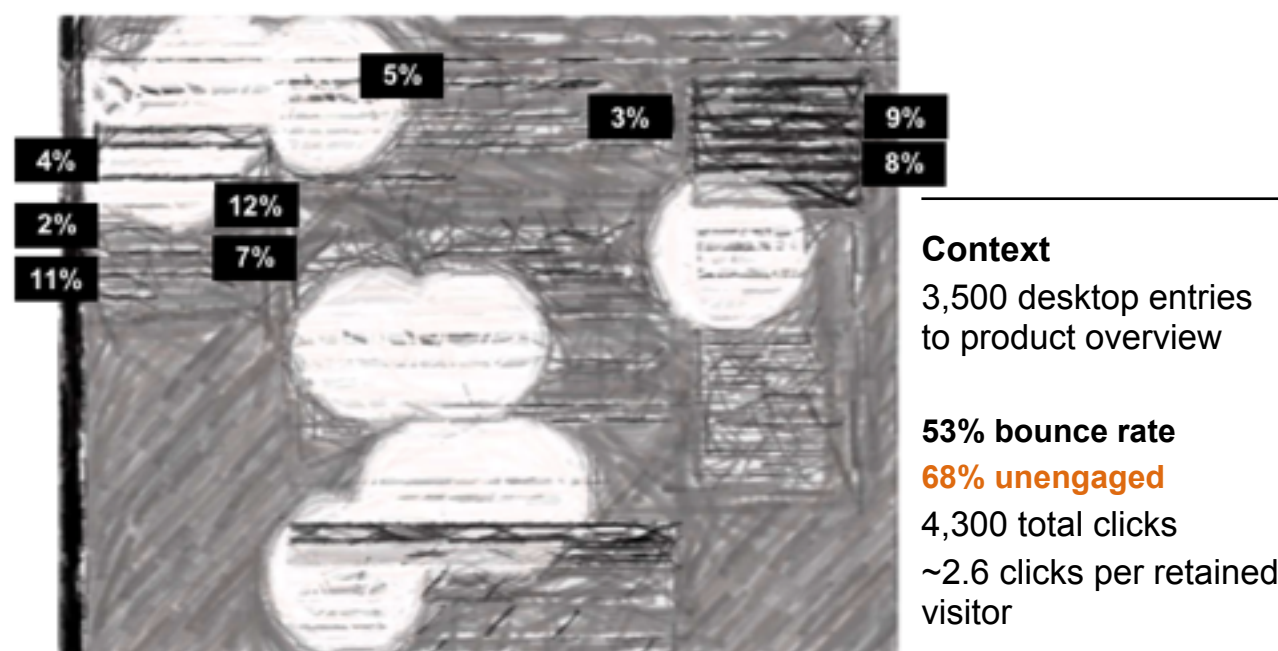
EyeQuant uses powerful machine-based algorithms to predict how people will view and interact with a website.

The data from EyeQuant helps Ambition Data bridge the gap between making an educated guess and validating it. Stakeholders spend a lot of time building a website, and even though Ambition Data are experts in digital analysis, they don't always respond to being told how they should redesign their page to get better results. It's way more powerful to say, "The data shows that your CTA is too hard to see."


#3 is a strong choice, with some minor changes to highlight popular topics!

How Ambition Data makes data actionable for their clients.

Comparing Variants to showcase improvements without using live traffic

Ambition Data takes it to the next level by creating a sample page with changes and comparing it with the original with EyeQuant. It's really powerful to show customers how much their clarity score can improve. Marketers love it when EyeQuant is used to tie the data to the visual aspects of a page. They see how the numbers change when people interact with different elements, and it helps them focus on better design.

The warning seems to take more space than the previous layout.
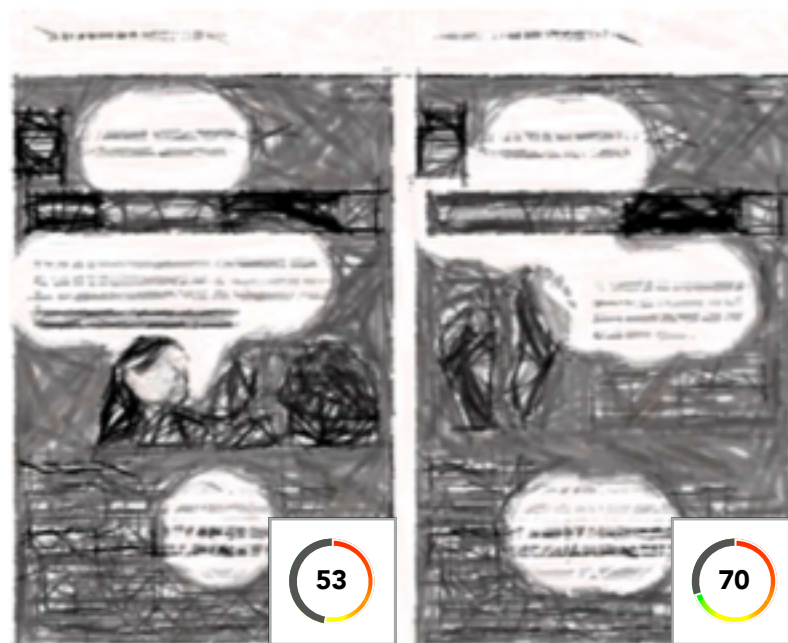
The righthand layout is a strong choice, but needs some work to highlight popular topics!

53   70

Customer Testimonial

Ehow Chen, VP of Customer Insights and Digital Analytics for Ambition Data

Ambition Data helps companies transform the way they use digital data to build customer equity. From digital tracking to integration, to data visualization and analysis, Ambition Data helps companies connect marketing actions to customer value. Learn more about the company's Customer Centricity Conference 2018: Equity Accelerated, happening in May 2018.

When do you normally use EyeQuant?

"I typically use EyeQuant during all different stages of digital content creation, whether it's for a campaign or creation of a site. It informs people before a site launch on how usable a site may be. It also may enrich or enforce analytical findings after digital data has been collected for a website."

What are the key benefits of the tool?

"EyeQuant is very easy to use, explain, and understand. My recommendations have more impact when I integrate the eyetracking simulations into my analyses."

What other tools do you use, and where does EyeQuant fit in your toolkit?

"I really enjoy comparing a website to mock changes I would make to improve on the page. Seeing the clarity score goes up is very satisfying!"