COVID customer stories

How Heap customers are using analytics to adapt to a changing reality
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I spent a dozen years at Facebook, Nokia, and other product-centric brands, building products that are used by billions of people. Now, I lead one of the largest networks of product managers in the world, Products That Count. If there’s one thing I learned from those experiences, it’s that building great products is about adapting constantly, quickly, and effectively.

I’m honored that the fabulous Heap team asked me to write a few opening words to this eBook, and grateful for their commitment to bring the product world together. In a competitive environment like today, companies across industries must rely on insights solutions like Heap to quickly adjust their products and business models to surges in demand or changes in usage.

Stories like the ones you’re about to read remind me of how connected we all are. I hope you enjoy them as much as I did and that they inspire you to build better products and make the world a better place. After all, that’s what being a great product manager is all about!

SC Moatti
Founder of Products That Count
Introduction

COVID-19 has impacted businesses across every industry. Many have had to fundamentally change the way they operate. Some are facing unprecedented — and unexpected — demand. Others have had to close completely.

We asked Heap customers to share in their own words how their companies have been impacted by the coronavirus and how they’re navigating through the current pandemic. We hope the information in here will be useful for businesses in all industries who are working to adjust their operations during this period of exceptional unpredictability.
Lasso uses data analytics to give back to heroes on the frontline

Not all superheroes wear capes, but LA-based apparel company Lasso Gear believes every hero wears socks. (Compression socks, to be exact.)

When Lasso Gear first launched its compression apparel business, doctors and nurses were among the first to become part of its loyal customer base. It’s easy to see why. Lasso’s first-of-its-kind joint stabilization compression socks provide much-needed ankle support to enable you to move with confidence. It also helps reduce the pain and inflammation that comes from working on your feet all day long.

“Healthcare professionals are now on the frontlines of the COVID-19 outbreak, and at Lasso we saw an opportunity to give back to the customers who had been with us from the very beginning. We launched #movewithcompassion, a COVID-relief campaign that donates joint-support compression socks to doctors and nurses working around the clock to battle the global pandemic.

To support the campaign and broaden our pool of recipients, we look to product analytics for insights. We’ve been using Heap to target customers who are more likely to participate in the campaign, as well as identify doctors and nurses who have been past customers to identify which hospitals to send socks to.
Heap has helped us reduce three- to four-hour long analytics tasks down to a single one-hour review. This has not only helped us save money by eliminating other tools out of our tech stack, but it also helps us operate with more agility and act on business insights faster.”

**Top metric they’re watching during COVID-19:**
“The metric we care about most in the context of COVID-19 is our campaign return on ad spend (ROAS). We use cross-device attribution, funnels, and dashboards within Heap to quickly understand how well our campaign is doing — beyond what we can see on a particular platform.”

**How they’re using Heap:**
“Heap’s cross-device attribution feature not only helps us save time, but it also helps us make marketing decisions so that we too can move with confidence!”

Learn more about Lasso's
#movewithcompassion campaign: lassogear.com/blogs/company/ move-with-compassion
Junction Education decreases customer service inquiries by 83% in just four weeks

When COVID-19 unexpectedly shuttered businesses, public areas, and schools across the world, educational institutions had to scramble for resources that could support online learning. As a startup company offering pre-built, course-complete adaptive courseware that instructors and corporations can customize, Junction Education is well-positioned to serve the academic and professional communities.

“Throughout the global pandemic, we’ve used product analytics to streamline its user interface (UI) and provide a higher-quality user experience. By reducing common points of friction across our UI, we’ve decreased customer service inquiries 83% in just four weeks. Even more impressive is the increase in product usage, which climbed up 37% to nearly triple year-over-year. Today, hundreds of thousands of K-12 and college students across the globe rely on our online learning platform.

One key to our ongoing success is the emphasis we place on ease of use. We strive to be simple to a fault. During COVID-19 students don’t have time to waste — many are taking courses on their cell phones to complete their credits after being ushered off campuses. Corporate learners seeking to
upskill/reskill through our partners have grown 5x from 160+ countries in the last 30 days as well. We want to make sure all of them can get in and learn efficiently. Saving time is critical, especially with more pressing needs in the world right now.

Top metric they’re watching during COVID-19:
“For us, the time it takes for people to log in and get to an instructional page matters. If you’re not putting the time in a learning platform, you’re not really learning. Frequency of use and time spent per session are some of the key metrics we’re watching right now.”

How they’re using Heap:
“The variety of options under ‘Analyze’ help me trace the flow of user actions by partner, device, and browser so I can quickly scan behavior patterns and time spent. With the Event Visualizer, I don’t need to lean on my engineering team to define actions, set up data stores, and layer on business intelligence tools — that’s a lot of time and expense for a lean startup like Junction!”

To learn more about Junction Education’s online learning platform, and how they are supporting a range of content companies, visit their website: junctioneducation.com
Map My Customers keeps pulse on the health of its customers

As the coronavirus spreads worldwide, social distancing continues to impact every industry. For sales folk, this can be a particularly tricky time. Map My Customers equips sales teams with a tool purpose-built for outside sales by organizing and visualizing data in a centralized app. In an uncertain time when customers remain far apart, Map My Customers helps ensure that they stay top of mind.

“Our client base includes outside sales and service reps, and they have been heavily impacted during the onset of COVID-19. For example, the shelter-in-place mandates mean that they’re no longer able to use our software to check-in to physical locations.

Over the past few weeks, I’ve used Heap to watch sales teams proactively plan for appropriate post-COVID follow-up. Their sessions show them creating future activities to re-establish rapport and keep conversations moving forward. Truthfully, I had anticipated a huge decline in usage of our platform, but Heap helped me really keep the pulse on the health of these organizations.
Uncertainty and layoffs during this ambiguous time have definitely thrown our clients for a loop — outside field reps are a special breed of people who thrive off of person-to-person interaction. Heap has allowed me to watch our clients innovate, and they continue to wow me with their resilience and perseverance. I’m so proud of them.”

**Top metric they’re watching during COVID-19:**
“During COVID, we’re observing the switch our clients are making from our app to desktop, as well as the volume of future activities our clients are creating.”

**How they’re using Heap:**
“Using Heap saves me about a day’s work. Without it, I would need to go into each account to view individual usage and observe the shifts in how each client is using our product.”

To learn more about how Map My Customers brings data to life for sales teams, visit their website here: [mapmycustomers.me](http://mapmycustomers.me)
Purple gives comfort to those in need during global pandemic

To help meet the unique healthcare challenges of COVID-19 across the country, mattress company Purple designed a specialty bed for relief and further dedicated part of its U.S. manufacturing to meet demand. The company is using 10% of its net proceeds to build and distribute beds to relieve shortages in care facilities nationwide.

“With the outbreak of COVID-19, we’ve been looking for ways we can help our customers get easier access to our products. Since we already had a financing project in the testing phase, we decided now was the right time to launch it — even though we didn’t have enough data to see what kind of customers would benefit most from this offer.
We used Heap to create a snapshot in one of our events to track purchase selections, financing or otherwise. With that property, we then created a segment of people that were using financing. We discovered whether they were coming to our site from their phone or desktop, which products they bought most frequently with financing, what their journey looks like across the website, and where they clicked for more product information.

Those insights helped us to decide where to place our ads so the right people would see them — people we think will engage the most and benefit from one of our new programs. Heap not only gives us numbers of clicks and
views, but it turns the whole customer journey into a story that we can analyze and use to make decisions for our business.

Everyone at Purple has been taking action to help our company get through these hard times. With a lot of hard work, we have seen growth in our online business and we are proud that we’ve been able to meet the needs of our customers during this difficult time.”

**Top metric they’re watching during COVID-19:**
“We’re watching conversion rates for specific pages and where people are adding our products. The first one — conversion rates — tells me which pages are the most compelling for people. Now that people can’t go to our stores to see the product by themselves, how are they comparing us to other brands? Is it our review page? Is it the special products? The videos?

For the second — where people are adding our products — we have many average order value (AOV) drivers and bundles, so we want to know specifics. Are people buying a pillow by itself or are they adding a pillow with a mattress?”

**How they’re using Heap:**
“The most useful capabilities for me right now are the segments and paths. For example, you can group people by a specific property and see how their paths differ from one another. I have been particularly interested in mobile vs. desktop and time of the day. How is customer behavior changing now that people are home?”

To learn more about how Purple is giving comfort to those in need, visit their website here: [purple.com](http://purple.com)
Gem reduces its time to insight by 10x

Businesses across the world have closed operations during the coronavirus pandemic, causing millions of people to become unemployed. Hiring freezes and slowdowns have also taken hold across nearly every industry, leading many companies to reevaluate future hiring strategies. Gem, a company that provides predictive analytics tools that help HR teams find and recruit talent, uses behavioral data to understand the impact of COVID on the hiring patterns of its customer base.

“We recently implemented Heap and immediately turned to it with COVID-related questions about how the pandemic has been affecting our customers. We noticed a slight dip in their activities in our product, which is directly related to their decrease in hiring activities due to the current uncertainty.

This has allowed us to better understand the impact on our existing customer base, identify potential churn risks, and generally set expectations for all parts of the business as we weather the storm.

**Top metric they’re watching during COVID-19:**
“I’m very interested in the usage of our product. Since we’re building tools for recruiting teams to hire the best talent, I check how teams are engaging with our product and if so, how. It’s particularly interesting to see whether that usage has changed over the last several weeks.
Since our core functionality relates to reaching out to talent, I keep an eye on sent messages and whether overall product sessions and actions taken, particularly on the front of creating and sharing new content, have been impacted.”

**How they’re using Heap:**
“The dashboards are my main go-to for information. A single quick chart can instantly show me the answer to ‘has usage changed since COVID-19?’ In just a few clicks and a few minutes of actually looking at the numbers, I can see exactly how product usage has changed and how it’s currently trending.”

To learn more about how Gem helps companies find and hire the best talent, visit their website: [gem.com](http://gem.com)
Echosec saves two sprints of maintenance work in a year

As shelter-in-place and work-from-home mandates spread across the world, employees quickly shifted from traditional corporate offices to remote environments. For many teams, this transition came with challenges in communication and collaboration. Through it all, the team at Echosec realized it could use product analytics to reduce costs and improve feature usage.

“One way we’ve been able to cut down on costs over this time is by identifying features that are no longer worth maintaining. Using data and the Paths tool in Heap helps us compare a feature we’re considering removing with the alternative paths that users could take. It also shows us what other users of that feature are doing after they use it.

This type of data helps us identify low-usage features and gives us an idea of how users who use that feature might be impacted if it were removed. From here, we can make sure that the user’s goal is still achievable without this feature and make sure this is communicated back to them.

Since using Heap to identify these low-usage features, we’ve been able to reallocate development and support resources in favor of new revenue-
generating opportunities. In a year, we’ve saved two sprints worth of maintenance work thanks to insights from Heap.

We’ve also increased our keyword query usage using Heap. One of our products, Echosec, allows users to search by geolocation, keyword, or author name across multiple social media and news sources to gain situational awareness and detect threats against their organization or executives. By looking into usage data on these query types, we realized a very large proportion of searches had geographic boundaries specified, meaning results that didn’t match this criteria were being missed.
Together with the account management and customer success teams, we updated our knowledge base and made sure the importance of varying query usage was explained during onboarding, and have since seen an increase of keyword queries of over 55% in new accounts this year. The high-level trends visualized in Heap helped product, customer success, and account management teams collaborate to inform our users how to produce better outcomes.

Heap is one of my favourite tools. I use it daily, and its value has only been reinforced as communication and collaboration methods have changed overnight.”

**Top metric they’re watching during COVID-19:**
“Since we work with a lot of open-source intelligence trainers, I check on weekly active users as a part of my dashboard because it helps me identify longer-term users. I segment this view into groups: one for the older version of our product and one for the new, so I can see if newer users are more likely to drop off than more established users during a crisis. Then I inform the team who may need additional support.

Sessions and pageviews also help us decide how we inform users about new features or changes. Spikes or drops in activity visible in Heap help us decide what the best method is the best way to reach our customers, such as in-product, email, or a good old-fashioned phone call.
With the COVID-19 pandemic presenting different challenges to our customers every day, having the granularity visible in Heap is vital to ensuring that our customer communications are appropriately delivered and providing value."

**How they’re using Heap:**
“Autocapture has been incredibly useful for us, and it’s the foundation that makes all of the other features so valuable. As a non-technical PM, the visual event definer is also crucial, along with the graphs feature. The ability to filter out internal users and group by segments is powerful on its own and also provides a great starting point to understand whether other reports such as Retention and Funnel would be helpful for a feature or workflow.

The Paths and Funnel reports have helped us validate observations of usability testing on a larger scale than our sample. In our last round of usability testing, we saw users performing an unexpected behaviour, and upon investigating in Heap we realized this wasn’t uncommon at all! We were able to adjust our UI to clarify the process on this page, and data from Heap played a key role in that change.”
CareMessage helps underserved populations improve health outcomes during COVID-19

CareMessage is a non-profit health technology company with the largest patient engagement platform for underserved patients in the U.S. Its platform helps health providers use text messaging to send healthcare information to patients. Since the outbreak of COVID-19, its platform usage has skyrocketed.

“Before COVID-19, we were working with 200 healthcare organizations that serve over three million low-income patients at community health centers and free clinics. Since the virus outbreak, the utilization of our platform has skyrocketed. Since March 10th, we’ve seen a 700% increase in the utilization of our Outreach feature alone, and a 144% overall increase in communication between health clinics and patients. In March, providers and patients exchanged over seven million messages via CareMessage.

This is such a critical moment for health centers and we wanted to find more ways to support them. Since the outbreak, we’ve offered a free version of our product to free clinics and health centers to help them communicate quickly with their patient population on sensitive information.
Since the launch of our free product, CMLight, we’ve been closely monitoring our customer experience using Heap. We have seen app logins increase by 49% from February to March, and the total number of times users logged into the app increased by 40% during the same time period. In addition, we saw our retention rate of users on our application increase by 318%.

Heap has allowed us to quantitatively measure these increases and monitor our customer experience on the app. Many of our users typically work with an integration and don’t see our UI, so it’s been extremely insightful to see how customers who previously did not have experience with our app are now using our UI.
Our findings from Heap have helped inform how we plan to continue supporting customers in our free version of CareMessage and the improvements we can make to their user experience to ensure they continue to feel supported during this crisis. We are very thankful to have Heap during this time and its team for supporting us in our mission to help underserved patient populations achieve better health outcomes.”

**Top metric they’re watching during COVID-19:**
“During COVID, we care most about the number of unique app logins (which increased 49% from Feb to March) and total number of times users logged into the app (increased 40% Feb to March). We’re also watching retention rates of our app, which increased by 318% from Feb to March.”

**How they use Heap:**
“The ability to monitor the user experience for our customers without an integration has been essential in helping us understand the activity we’ve seen since COVID. We’ve built dashboards and reports that help us understand user retention and the percent of customers who are logging in and how frequently. This data helps us formulate a more effective communication strategy for engaging with our customers.”
Aura helps affected communities cope with the impact of COVID-19

Aura is a U.S. Treasury-certified Community Development Financial Institution that provides affordable, credit-building, small-dollar loans to underserved communities in America. Aura’s mission is to create economic opportunity for hard-working families that have been left behind by the traditional banking system and to provide them with responsible alternatives to payday and other predatory loans, so that these families can put themselves on a better financial path.

“It is in these periods of hardship that the communities we serve are the most vulnerable and in critical need of access to responsible loans. All indicators are pointing to massive economic disruption for U.S. families and it is urgent that we act quickly to assist these communities with the financial buffer needed for emergency expenses.

In situations like these — where we are constantly adapting to changing circumstances and trying to navigate through uncertainty — Heap provides us with valuable tools to quickly understand data, validate hypotheses, improve features that are working, and deprecate those that are not, in order to serve customers as effectively as possible. Heap helps unearth new ideas.
and functionalities, some short-term, others longer-term, all in service of customers.

While we cannot end the pandemic, we should all be doing our part to help affected communities cope with its impact.”

**Top metrics to monitor during COVID-19:**
“Repayment, cost and time of servicing, and default rates are among the top metrics lenders need to watch out for during COVID-19.”

**Heap functionality:**
“We used Heap to create a self-service payment experience, to help customers manage their repayments from the safety of their home.”
Spectrum Reach helps small businesses grow their business during detrimental changes

The COVID-19 virus is impacting businesses across the United States, and Spectrum Reach knows that the success of the country is built on the success of the businesses it serves. As companies continue to navigate the daily updates, challenges, and changes of the global pandemic, Spectrum Reach is committed to helping their customers’ advertising stay as stable as possible.

“As the business world continues to change, Spectrum Reach has been utilizing Heap data to ensure our customers are receiving proper discounts when submitting orders through our self-provisioning portal known as the Ad Portal.

The Ad Portal allows businesses to submit their own campaign for advertising, by uploading or having a commercial built for them through our company and its vendors. We are applying a 20% discount for Ad Portal orders between April and June to help small businesses advertise at a discounted rate to help grow and maintain their business during these potentially detrimental times.”
Top metric they're watching during COVID-19:
“A few metrics we’re focusing on right now are the number of registered new users through sign-up, the discount displaying in the user interface, the overall number of purchased campaigns, and the total number of returning customers and sign-ins.”

How they’re using Heap:
“Typically, I use the Report tool ‘Analyze’ and ‘Users’ to pull user data for what fields were displayed to the end-user upon their checkout in our self-service platform. This ensures that it aligns with our business’ financial report to confirm we are properly applying and displaying the discount(s).”

To learn more about Spectrum Reach and its commitment to customers during COVID-19, visit their website here: spectrumreach.com/rebound
The Feed helps people acquire nutrition essentials during COVID-19

For eCommerce company The Feed, its mission to help people eat better, smarter, and more affordably has gained importance amid the outbreak of a global pandemic.

“Our first reaction to COVID was to limit the items per order on our online store so we could serve as many customers as possible. Yet when our visitors began to contact us about what we could do for them during the pandemic, the most common request was free shipping. Especially now, we want anybody coming to the website to order without being discouraged by shipping costs.

We used product analytics to help answer the age-old eCommerce question of “Should we offer free shipping on all orders with no minimum spend?” To do so, we ran a three-variant, equally split test using Heap. We used Javascript to randomly assign and cookie a user into a variant and then set that as a Heap user property. The control group was free shipping on orders over $49, the second variant was free shipping on all orders, and the third variant was free shipping on orders over $75.
After five days we had enough data from Heap to crunch the numbers. The second variant was the winner — while it had a lower average order value, it had a higher conversion rate, more orders, and was more profitable. This is great because we can help more people buy their nutrition essentials during COVID by offering free shipping.

Top metric they’re watching during COVID-19:
“We’re watching conversion rates, order counts, and average order values closely during COVID.”

Heap functionality:
“Heap was instrumental in helping us collect data to make decisions during COVID. The tool helped us confirm that the offer we wanted to provide wouldn’t decrease our profitability and was the right decision for the business. Heap has become our tool of choice for running A/B tests — beating out all the other competitors we’ve tried.”

To learn more about how The Feed makes sports nutrition easy, affordable, and delicious, visit their website here: thefeed.com
As a global pandemic spreads uncertainty across the world, one thing is certain: product organizations are having to react nimbly as they adapt to a new normal.

It’s impossible to know what the short- and long-term effects of the pandemic will be, but the customer stories in this eBook teach us that as product leaders, founders, practitioners, and peers, we can face them all together.

**About Heap**

Heap’s mission is to power business decisions with truth. We empower product teams to focus on what matters — building the best products — not wrestling with their analytics platform. Heap automatically collects and organizes customer behavioral data, allowing product managers to improve their products with maximum agility. Over 6,000 businesses use Heap to drive business impact by delivering better experiences and better products. For more information visit [heap.io](https://heap.io).

**Closing**