

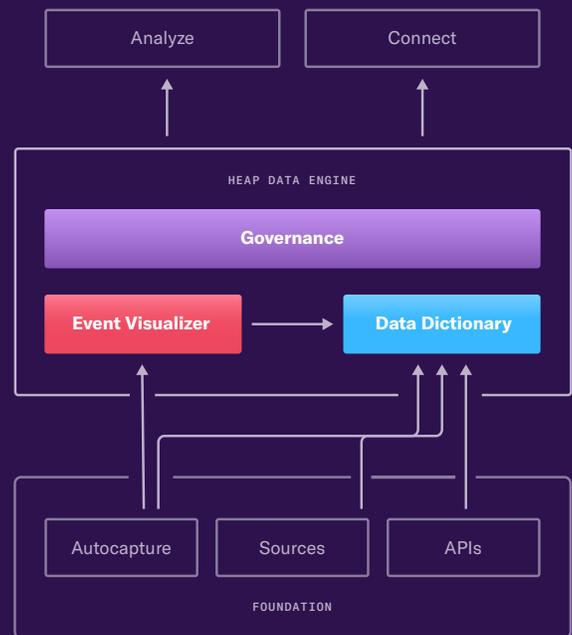
# The Heap Data Engine: Construct, Organize, and Scale Your Data

The Heap Data Engine offers a new approach to constructing, organizing, and scaling your company's user data. Our autocapture technology gathers all user data from your site with a single javascript snippet. We then deliver that data in an intuitive point-and-click interface.

Behavioral events are organized and annotated alongside API events, properties, and user segments. Account-wide naming conventions ensure consistency across all events. All data is collected in a single place for the entire org.

As your product evolves, Heap dashboards guide data admins to audit newly created definitions and repair old events. This maintenance happens on top of automatically-captured data, which means that your dataset remains 100% historically complete, not just consistent going forward.

Traditional analytics force companies to manage spreadsheets, track tickets, and struggle to keep data clean. The Heap Data Engine releases teams from these burdens, keeping data maximally usable, no matter your size or stage.



## Construct Your Dataset With Maximum Agility

Heap automatically captures all user data from your site and delivers it through event visualizers on web and mobile.

These event visualizers make it simple for users to locate the events that matter to them, and to flexibly group and label those events to best answer their questions.

## Organize Your Data

With Heap, admins standardize event names across the entire team.

Names include the type of action, where in your digital experience it occurs, and a description of the event itself. Categories and annotations provide structure and context for events, properties, and user segments.

Together, these features eliminate confusion over what an event refers to, making it easy for everyone on the team to find the data they're looking for.

## Scale Access to Data With Collaborative Workflows

Heap offers robust and customizable permissions. New definitions are automatically submitted to dataset admins, who ensure the event is both accurate and properly annotated and categorized.

Heap also creates a queue of inactive and unused events, and guides admins through repairing or archiving these definitions.

With these tools, data stays future-proof, consistent, and useful, no matter your size.

## Key Features



### Data Foundation

**Autocapture:** Heap's SDKs for web, Android, iOS, and React Native eliminates engineering burdens by automatically capturing all user interactions on your site.

**Sources:** Turnkey integrations with common data sources like Stripe, Shopify, Salesforce, and Optimizely, enrich your data and help answer business questions.

**APIs:** Heap's simple and reliable APIs send and enrich data on the client side and the server side. Compatible with Segment.



### Data Dictionary

**Definitions hub:** Provides a single view for all product data.

**Naming conventions:** Dataset admins set a naming logic for each environment and pre-populate lists for users to choose from when creating events.

**Categories:** Categories act as folders to organize your events and segments, making data easy to find.

**Notes:** Definitions can include notes that can provide additional context around data.

**Version history:** Heap provides a complete history of event definitions, including who has made changes and what those changes were. Allows admins to understand dataset changes and revert to previous.



### Event Visualizer

**Event Visualizer:** Gives users access to autocaptured data through a point-and-click, WYSIWYG version of your site.

**Snapshots (web only):** Enrich standard events with properties from text on the page or from your data layer. For example: Size of form, color of button, search term clicked. Possibilities are endless.



### Governance

**Verification:** Newly-created data definitions are automatically submitted for verification by data administrators. Administrators can inspect the definition and make any needed changes or annotations before verifying the definition. Verified definitions appear with a green checkmark across the app.

**Event repair and archiving:** Smart workflows alert admins about stale and unused definitions, and guide admins to fix or archive them.

**Custom permissions:** Customizable permissions allow teams to share responsibility and develop a strategy to grow data literacy across the entire company.

**Team and personal spaces:** Heap gives each user a personal space to explore data however they wish, without confusing what other users are seeing. Admins maintain the team space to keep everybody aligned.

CUSTOMER STORY

## LendingClub

### Problem

Lending Club has a large team of product managers managing conversion rate optimization efforts across their portfolio of digital loan products. Engineering sprints were frequently slowed down due to ad-hoc analytics requests and waiting for data to collect to make informed decisions.

### Solution

The Heap Data Engine allowed Lending Club to guarantee and scale access to data for the whole company.

### Result

- 3,000 engineering hours saved by eliminating manual tagging; 2% of total engineering productivity.
- 70 product teams and 400 employees now make decisions with data.
- 40% decrease in development time for new features.
- Improving CRO strategy increased revenue by \$3 million in the first year of using Heap.

## Heap's Mission

Heap's mission is to power business decisions with truth. We empower companies to focus on what matters — discovering insights and taking action — not building pipelines or manual tagging. With Heap, organizations of all sizes can remove technical bottlenecks and gain a single comprehensive view of their customers. Our software automatically collects, organizes, analyzes, and connects customer data, so businesses can create more valuable products and experiences.

