

Customer Journey Analytics (CJA)

The Opportunity

Create a journey report to view the impact of interactions a contact has with your business. Contacts convert on your website from different sources. With this reporting, you can find out which steps work best for attracting customers.

Feature Overview

Customer Journey Analytics uniquely runs off event data. Behavioral data, also known as event data, is data that occurs at a particular point in time. With HubSpot, you can automatically collect a wide range of first party data (such as marketing email opens, website page views, meeting bookings, etc.). Additionally, HubSpot allows you to collect other business-specific data through custom behavioral event data.

Create a Journey Report



[Knowledge Base](#)

Common Steps



[Knowledge Base](#)

Available Steps



[Knowledge Base](#)

Example Use Cases

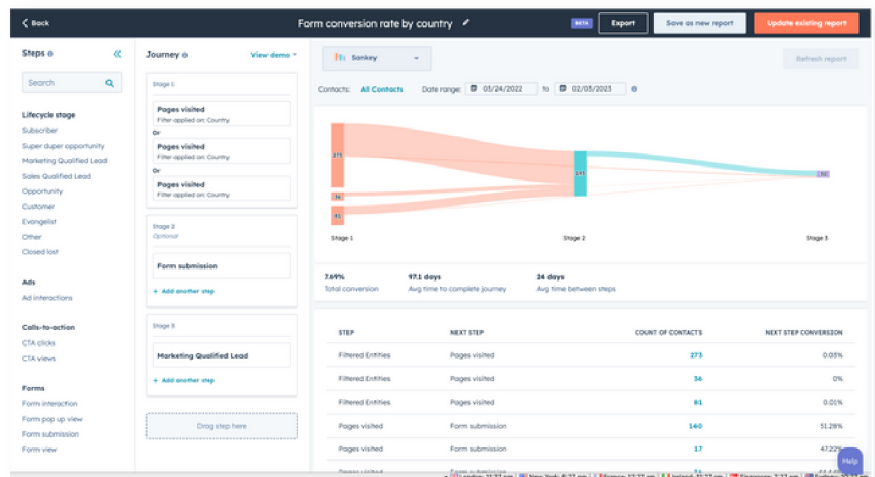
Gain visibility into the impact of the full customer journey and the intended digital experience users take across channels and teams.

Visibility into multi step, multi channel journeys

Drag and drop omni channel steps, filter to specific assets, and set steps as optional to account for the unique journeys contacts take. View the trends, conversion rates, and specific counts of each interaction.

Compare customer journey steps

By using branching options at the beginning, middle, or end of the journey analysis, you can compare the performance of multiple steps relative to each other.



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Best Practices

	The Need	Best Practice
When to recommend MTRA	<ul style="list-style-type: none">• Macro, revenue insights• When they need to measure which sources, assets, and interactions had the greatest impact on contact creation, deals created, and revenue through closed won deals.	<ul style="list-style-type: none">• Micro, conversion rate insights• Start with sample attribution reports (there's 21 options to choose from), or a full out of the box Dashboard template
When to recommend CJA	<ul style="list-style-type: none">• When there's questions or desire to analyze a specific customer journey or pathway that the marketing team is intending. (i.e. How are conversions on my downloadable guide helping drive to sales meeting and opportunities?)	<ul style="list-style-type: none">• Make steps optional to visualize alternative journeys (i.e. enable the ability to see those that downloaded the guide and went straight to an opportunity stage)• Add branching to compare steps (i.e. how did the downloaded guide vs our webinar vs an ad campaign compare to driving sales meetings and opportunity creation)

Get Help

Professional Services



Good for guidance on best practices

Technical Consulting is available to provide guidance on reporting best practices.

[Contact a consultant](#)

Partners



Good for complex reporting needs

If more extensive support is needed and/or an internal technical resource isn't available, one of HubSpot's Solutions Partners can help.

[Find a partner](#)