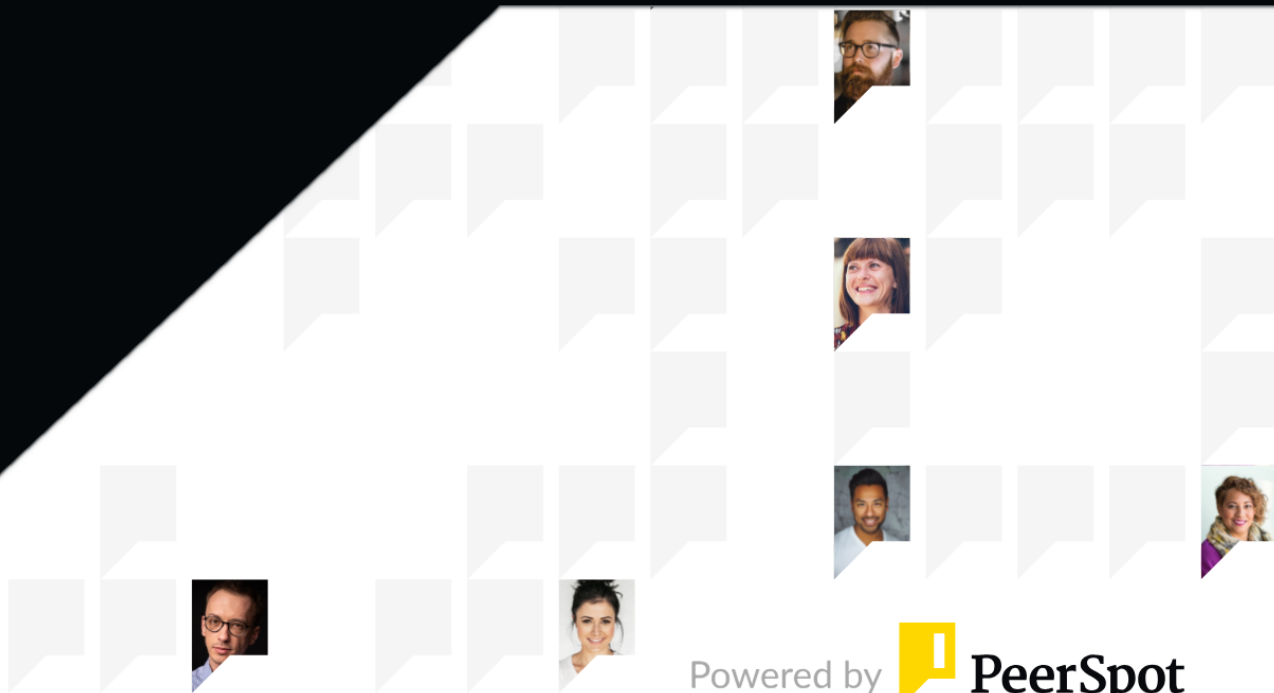


aws marketplace

Heap

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



Heap

Heap Recap

Heap offers a self-service model supported by detailed training, allowing non-experts to manage reporting and track user behavior across web and mobile platforms to improve product development and retention.

Heap supports comprehensive user behavior tracking across digital platforms, enabling teams to enhance product development through session replay and autocapture. Integrating seamlessly with dashboards, it provides actionable insights such as rage clicks to improve user experience. Feature prioritization is data-driven, promoting efficient resource allocation. While seeking interface customization improvements, it aims to address speed issues and revamp outdated documentation to streamline onboarding. Users seek more proactive ML feedback, advanced interface features, and stronger data discoverability.

What are Heap's key features?

- Self-Service Model: Empowers non-experts to handle reporting effectively.
- Session Replay: Facilitates debugging and enhances issue resolution.
- Autocapture: Analyzes sales funnel interactions to optimize conversions.
- Actionable Insights: Provides dashboards highlighting user interactions like rage clicks.

Which benefits/ROI should users expect?

- Resource Efficiency: Data-driven prioritization improves resource allocation.
- User Experience Enhancement: Insights into user behavior refine digital experiences.
- Improved Debugging: Session replay aids in troubleshooting and error resolution.

Heap is implemented across industries for user metrics creation, page visit tracking, feature usage analysis, and workflow monitoring. Organizations employ it for AB testing, sales funnel monitoring, and ad optimization, leveraging Heap's analytics to reorganize content based on preferences and enhance usability.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Heap has positively impacted my organization by giving our team visibility into how users interact with our application, allowing us to move from guessing to real-time information.”



Jon Fedor

Engagement Manager at TheMathCompany

- ✓ “After using Heap, I started understanding the complete user journey because of its great feature, the auto-capture, which captures everything from seeing the ad to closing the deal.”



Aditya Sasmal

Data Engineer at a manufacturing company with 10,001+ employees

- ✓ “Heap has improved data-driven decisions, enabled faster issue discovery, increased conversions, and delivered overall better user experiences, which has impacted my organization and our product goals.”



Validated user

Business Analyst, Product Owner at a non-profit with 10,001+ employees



“Heap eliminates the guesswork of funnels, directly resulting in higher conversion rates and revenue.”



Shubham Mandavkar

Associate Technical Consultant at a computer software company with 51-200 employees



“Heap has positively impacted my organization because we no longer need to do it manually; it is fully done automatically.”



Iurii Efimov

Head Of Product & Engineering (Cpto) at a real estate/law firm with 11-50 employees



“Heap has positively impacted my organization by improving patient experiences through different portals and applications, enabling patients to understand their surgeries and doctor prescriptions better.”



Rajesh Podishetty

Manager at a tech vendor with 51-200 employees



“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

What users had to say about valuable features:

“The best feature Heap offers is autocapture. I mean the automatic event tracking, and I find that capturing and retroactive analysis are what make it valuable. Heap is comparable to Amplitude and Mixpanel in this main feature of autocapturing, which excludes manual intervention. Heap has positively impacted my organization because we no longer need to do it manually; it is fully done automatically. This automation has led to specific outcomes and has absolutely saved time on development costs..”

Iurii Efimov

Head Of Product & Engineering (Cpto) at a real estate/law firm with 11-50 employees

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“I have been using Heap in my product management journey to understand users and how and where a user actually drops off in a sales funnel for the past six months. I came across Heap when I was searching for a good user market research tool; first I was using Google Analytics to understand the customer review and the customer's mindset, where we can attract more and where customers are dropping, but once I started using Heap, its auto-capture is amazing and does wonders.

“All the features of Heap are very important, but the standout feature that I experienced was Autocapture, which does amazing work compared to its competitor, Google Analytics.

“Autocapture is valuable for me because it helps understand the customer journey from the first interaction with the ad or the first interaction with something we are selling to closing the deal. Autocapture does a great job, and this is one of the features I was looking for in Google Analytics and other platforms as well, so I definitely give credits to Heap..”

Aditya Sasmal

Data Engineer at a manufacturing company with 10,001+ employees

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“The best features Heap offers are automatic event capture, funnel analysis, user journey segmentation, and session replay.

“Heap has improved data-driven decisions, enabled faster issue discovery, increased conversions, and delivered overall better user experiences, which has impacted my organization and our product goals.

“Heap is excellent if you are running a product team and want to understand user experiences and how users move through the product workflow. It excels at generating predictive analysis on user behavior, identifying key drop-off rates, and measuring feature adoption. The session replay feature reduces troubleshooting time and accelerates data-driven product decisions.

“Heap helped me identify where users dropped off in key workflows, enabling user experience and UI improvements that increased feature adoption and conversion rates. Automatic event capture saved significant engineering time by eliminating manual tracking. The session replay feature also reduced troubleshooting time and accelerated data-driven product decisions..”

Validated user

[Read full review](#) 

Business Analyst, Product Owner at a non-profit with 10,001+ employees

“The Heap software development kit was easy to integrate into our development stack on the back end. Their ability to quickly build dashboards for describing user activity on the Heap platform itself was excellent. I appreciate the suggestions that Heap makes on the analytics platform. Heap gives many suggested types of user behavior for data aggregation. One of those is rage click, showing which tracked buttons or UI parts receive rage clicks from users. This was very useful in helping us understand other aspects of our application, such as ease of use, responsiveness, and loading times.

“The rage click insights helped us understand how to build better data visualization on the pages that already existed but needed to be enriched and improved. The dashboard suggestions confirmed some theories we already had and helped us understand how to build better data visualization on pages that needed enhancement. We knew parts of our application were slow, but the rage clicks statistic gave us the ability to understand where the slowness specifically impacted user behavior. It gave us a way to prioritize which parts of our app to make faster, enabling us to allocate our development resources more effectively.

“Heap has positively impacted my organization by giving our team visibility into how users interact with our application, allowing us to move from guessing to real-time information. It removes the guesswork from our feature prioritization and allows us to make decisions powered by real data from real users, providing a true and accurate picture of how users interact with our application and move from page to page and feature to feature..”

Jon Fedor

Engagement Manager at TheMathCompany

[Read full review](#) 

“In our day-to-day work, we mainly use Heap for automatic event tracking. Once the Heap tracking snippet is installed, it captures website data automatically.

The best features include session replay and heat maps. We can watch visual recordings of user sessions and view heat maps to see exactly where users are clicking or getting stuck. Heap's data science insights features automatically surface hidden patterns or areas that might not be obvious through standard reporting.

Auto-capture is one of the key features where Heap collects all data from our customers automatically, including what they click, where they go, and what they do, all without the need for engineers to implement tracking. With Heap's visual labeling, anyone on our team across the company can quickly access the data they need, organize it with flexibility, and leverage it to build a powerful digital experience.

Feature engagement is also available, measuring how new site features or marketing campaigns impact user retention.

Using session replays and journey mapping, we can turn quantitative data into qualitative context to solve high-friction bottlenecks. When metrics show users dropping off at a specific checkout or sign-up page, we can watch actual user sessions to see where the confusion or technical glitches occur.

Heap automatically surfaces hidden patterns and correlations between actions and outcomes. Our organization can also use Heap's data warehousing to export auto-captured behavior data into platforms like Snowflake, Redshift, or merge it with our internal CRM and sales records, which can be helpful..”

Shubham Mandavkar

[Read full review](#) 

Associate Technical Consultant at a computer software company with 51-200 employees

“Heap offers excellent features such as automatic data capture, where there is no need for anyone to tag what type of data it is, and it is always enabled according to the portal and the specific person being tracked. For example, a doctor has their data, a patient has their data, and staff has their data. There is always automatic data capture for their respective teams. Heap has provided us with one of the best features through this capability.

“Additionally, there is an analytics report option that understands retention, funnels, and coherent analysis, which appears in reports that cover behavioral analytics. Real-time insights are provided, giving immediate visibility into patient or staff interactions, which saves considerable time rather than requiring manual intervention. Early access to information in real-time helps safeguard health and protect against risks rather than focusing solely on prevention. There are several reports I integrate daily, especially CRM reports and EHR reports, using various BI tools. Heap has enabled these integrations effectively.

“Heap has positively impacted my organization by improving patient experiences through different portals and applications, enabling patients to understand their surgeries and doctor prescriptions better. The identification of improved patient experiences has advanced significantly in my organization. Additionally, real-time feedback has accelerated patient improvements in much faster iteration cycles compared to earlier manual processes, which took considerably longer. This has transformed into more automated processes and is now integrated with AI. This speed in iteration has truly helped my organization.

“Another example is that the hospital has redesigned its digital tools based on evidence where data-driven decisions are taken accurately, and audits are conducted every three months to track improvements or discrepancies. There is also a clear workflow for each staff member, so they understand their roles, and their operational efficiency is calculated and accurately measured through attendance. These are benefits my company has observed by using Heap..”

Rajesh Podishetty

Manager at a tech vendor with 51-200 employees

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Other Solutions Considered

“My company used a different solution called Google Analytics earlier, which provided general web application analytics but was quite costly. That is why we switched to Heap..”

Rajesh Podishetty

Manager at a tech vendor with 51-200 employees

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“I previously used a different solution, which involved manual collecting of statistical data, and it was really time-consuming, which is why we decided to look in the direction of Heap analytics..”

Iurii Efimov

Head Of Product & Engineering (Cpto) at a real estate/law firm with 11-50 employees

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“I used to use Google Analytics, but I wasn't able to get complete information about my users. After using Heap, I started understanding the complete user journey because of its great feature, the auto-capture, which captures everything from seeing the ad to closing the deal. This was the reason I switched to Heap, and it's also cost-efficient..”

Aditya Sasmal

Data Engineer at a manufacturing company with 10,001+ employees

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ROI

Real user quotes about their ROI:

“As a Business Analyst and Product Owner for my project, I have definitely seen substantial positive impact from Heap on how I run my product. Relevant metrics include time saved in analyzing user experience with my product and money saved because time is conserved..”

Validated user

[Read full review](#) 

Business Analyst, Product Owner at a non-profit with 10,001+ employees

“In terms of return on investment, I can share relevant metrics about time saved. Heap has enabled us to streamline processes, reducing the average booking time for a patient from thirty minutes to just seven minutes. With daily bookings exceeding one thousand, this contributes to a total saving of eighty-three hours of patients' time each day. These metrics highlight the efficiency improvements I have seen..”

Rajesh Podishetty

[Read full review](#) 

Manager at a tech vendor with 51-200 employees

“The analytics from Heap allowed us to avoid wasting development resources building either the wrong things or experiences in the application that didn't contribute to user value. I could measure the value of our insights from Heap analytics in the tens of thousands of dollars of software development engineering dollars that we were able to save, probably between \$15 and \$30,000 of savings..”

Jon Fedor

Engagement Manager at TheMathCompany

[Read full review](#) 

“After I started using Heap, I saw an increase in conversions; when I was not using Heap for my gym client, the amount of closes per month was around 8 to 10, but now I'm able to close around 20 to 25, which is a great number.

“I have seen a return on investment with around a 25% increase in my sales right now..”

Aditya Sasmal

Data Engineer at a manufacturing company with 10,001+ employees

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“Yes, many organizations have reported positive ROI after implementing Heap for web analytics and customer behavior analysis. One major benefit comes from Heap’s automatic event tracking, which reduces engineering effort and speeds up insight generation.

For example, a commissioned Forrester study reported that one organization used Heap to identify user drop-off points and optimize customer journeys, resulting in at least **\$200,000 in recovered revenue within one year**. The same company also improved a critical application pathway’s clickthrough rate from **20% to 60%** and eliminated a legacy analytics tool costing **\$135,000 annually**. .”

Shubham Mandavkar

[Read full review](#) 

Associate Technical Consultant at a computer software company with 51-200 employees

Use Case

“My main use case for Heap is to collect the clicks and login attempts our users have. I track specific features, how many times they are used, and analyze whether it makes sense to reinvest and continue developing these features or if we should discontinue them..”

Iurii Efimov

Head Of Product & Engineering (Cpto) at a real estate/law firm with 11-50 employees

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“We are using Heap in our organization for web analytics, which involves tracking website data to understand user behavior.

We have used Heap for web analytics over the last three years. Heap is a digital insight platform primarily known for auto-capturing all user interactions, including clicks, page views, and form submissions without requiring manual tracking code for every event. This allows our organization's team to analyze user behavior reactively and identify friction points without waiting for developers to implement new tracking.

In our day-to-day work, we use Heap for general user mapping..”

Shubham Mandavkar

Associate Technical Consultant at a computer software company with 51-200 employees

[Read full review](#) 

“The major use case for Heap is for my sales funnel for my gym because whenever we launch ads, we need to understand where we are dropping customers and where we are attracting them; it captures the complete user journey from watching the ads to taking the user to the WhatsApp page for payment.

“Because of Heap, we are able to capture where we are dropping customers so that we can improve the ad funnel. The drop-off point that Heap was really useful for was creating great ads from Instagram to WhatsApp to understand where I am dropping off the customer. We were able to understand that after I launched the ad, people used to see it but were not clicking it, and the percentage shown by Heap's analytics helped me improvise my ads and also determine where to place my ads on Instagram..”

Aditya Sasmal

Data Engineer at a manufacturing company with 10,001+ employees

[Read full review](#) 

“My main use case for Heap is the patient portals. I track how patients navigate appointment bookings, lab results, and prescription refills with the help of Heap. I also monitor how patients interact with different hospital staff. Heap helps enable and track that information effectively. One of the best features for day-to-day users is the telemedicine application, which provides insights into where patients drop off during video consultation setup. The telemedicine app helps identify patient drop-off points and understand what type of medicines and services the patient requires from the particular hospital. Insurance claims are also a significant part that I oversee, as Heap identifies the kind of claim a patient wants to submit, especially during their exit or after surgeries are completed. Another important aspect is the clinic staff dashboard. Heap monitors how doctors use different interfaces, especially EHR, to improve the usability of the patient experience. Additionally, the public health website is one of the options in Heap, where I can track engagement toward vaccinations that are scheduled quarterly or yearly based on the patient's needs, whether it could be one vaccine, two vaccines, or multiple, depending on the immune system of the particular patient..”

Rajesh Podishetty

Manager at a tech vendor with 51-200 employees

[Read full review](#) 

“As a Business Analyst and Product Owner, I primarily use Heap to automatically capture user behavior and analyze funnels. Heap helps me identify drop-offs, measure feature adoption, and see how long users spend time on particular features. With these insights, I am able to segment users and validate product hypotheses.

“Using Heap, I can measure feature adoption and segment users based on that data to prioritize backlog items. It also helps me monitor key product metrics while building the product and assess the impact of A/B testing to drive product decisions. I am able to understand and capture user behavior while identifying drop-offs.

“When I use Heap for session replay, it helps me observe real-time user interactions. With Heap's color coding, I can understand usability issues and recognize where users struggle without making assumptions. I also use it for funnel analysis, which helps me investigate drop-offs, improve user experience, and identify bottlenecks users face while browsing through the product, using the product, or visiting the website. This helps me prioritize backlog items based on actual user behavior rather than assumptions or opinions about the product..”

Validated user

[Read full review](#) 

Business Analyst, Product Owner at a non-profit with 10,001+ employees

“My main use case for Heap is tracking user behavior, clicks, and call to action behavior of users in a web application that I developed with a team of people at a previous role.

“We applied the Heap software development kit to the web-based application. There were two versions, one was a web app, and one was a mobile app. We put trackers on each one of the main buttons for the primary screens where the user behavior was being tracked. In one instance, we wanted to know on an analytics page, a user and data analytics page that showed users a lot of information, where they click and what information is most interesting to them. We were able to get a lot of information about users on that page, and then were able to reorder the widgets and reorganize the buttons based on the popularity and the eye scan pattern that we saw users using. It was very interesting and useful to have Heap because using the analytics it provided, especially as we segmented different groups of users in the back end of Heap using Heap analytics, we were able to improve the user experience in our application.

“We conducted extensive user research about the overall state of our application using the built-in Heap dashboard and widget builders. Heap provides numerous ways to query, group, and segment data. It was very helpful when we were looking at how many pages our application had, which ones were the most popular, and then start to develop theories around why the popular pages were popular and useful. We then tried to get more information about any pages in our application that were not popular and also not useful, which could be removed, changed, or merged with other pages of our application..”

Jon Fedor

Engagement Manager at TheMathCompany

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup of Heap is generally considered more straightforward compared to many traditional web analytics platforms because it uses automatic event tracking. In most cases, the setup mainly involves adding a tracking script or SDK to the website or application, after which Heap automatically starts collecting user interaction data such as clicks, page views, and form submissions without requiring manual event configuration.

For small to medium-sized projects, this makes onboarding relatively quick and reduces dependency on developers. Teams can begin analyzing user behavior almost immediately and even define events retroactively later. However, for larger enterprise environments, the setup can become more complex due to requirements like data governance, privacy compliance, integration with existing tools, user permissions, and organizing large volumes of captured events into a clean analytics structure. So overall, the technical installation is usually straightforward, but scaling and maintaining a well-structured analytics implementation may require more planning and coordination..”

Shubham Mandavkar

[Read full review](#) 

Associate Technical Consultant at a computer software company with 51-200 employees

Customer Service and Support

“Customer support is excellent. I encountered some issues I was unable to resolve on my own, so I relied on customer support, and they delivered great service..”

Validated user

Business Analyst, Product Owner at a non-profit with 10,001+ employees

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“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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“I have not interacted with Heap's support team. However, I utilized their online documentation and support portal extensively to learn about how the application worked. The documentation is very well structured. The search on the content of the documentation is powerful, descriptive, and granular, enabling me to quickly use the public support materials and knowledge base to educate myself and understand how to get the most out of the analytics side of the application..”

Jon Fedor

Engagement Manager at TheMathCompany

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“Heap is generally viewed as providing good customer service and technical support, especially for onboarding, implementation guidance, and product analytics adoption. Users often highlight that Heap’s support team is responsive, knowledgeable, and helpful in resolving tracking issues, dashboard configuration problems, and integration challenges. Enterprise customers typically receive dedicated customer success managers, training resources, and strategic guidance to help teams maximize the platform’s value.

Technical documentation and learning resources are also considered strong, which helps developers and analysts troubleshoot issues independently. Support quality is often rated positively for assisting with event tracking, funnel analysis, and data interpretation. However, some users report that response times can vary depending on subscription level and issue complexity, and advanced customization or large-scale data organization may require additional consultation or internal expertise. Overall, Heap’s support is regarded as reliable and effective for most business and analytics needs..”

Shubham Mandavkar

Associate Technical Consultant at a computer software company with 51-200 employees

[Read full review](#) 

Other Advice

“My advice for others looking into using Heap is to try to use it out of the box and see what further customization you can apply. I would rate this review as a nine out of ten..”

Iurii Efimov

Head Of Product & Engineering (Cpto) at a real estate/law firm with 11-50 employees

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“My advice to others looking into using Heap is to use auto-capture and complete capture a lot because these two features are really amazing compared to its competitors. The reports it generates, the complete dashboard, and the complete analytics are also amazing. Definitely use Heap if you are more into a marketing background or run ads a lot; then it will be useful, but if you're not a marketing or ad company, there's no need to use it. I rate Heap a 7 out of 10..”

Aditya Sasmal

Data Engineer at a manufacturing company with 10,001+ employees

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“I would advise others to definitely try it and see if it's the best solution that works well for them. You need to make sure that you know what you want out of a user behavior analytics platform. I care about understanding user behavior and want data. I wanted to be able to chart and graph and work with that data quickly and easily, and Heap provides all of those benefits. It's the right solution for us.

“I would absolutely use them again on other applications or at other companies. I have a very favorable and positive opinion of their software.

“On a scale of 1–10, I rate Heap an 8 out of 10..”

Jon Fedor

Engagement Manager at TheMathCompany

[Read full review](#) 

“Heap is excellent if you are running a product team and want to understand user experiences and how users move through the product workflow. It excels at generating predictive analysis on user behavior, identifying key drop-off rates, and measuring feature adoption. The session replay feature reduces troubleshooting time and accelerates data-driven product decisions.

“Heap is a great tool for product companies looking to understand their users more closely and how users experience their product. It provides direct feedback from customers instead of relying on assumptions and hypotheses. It delivers real-time data that you can depend on to build better products. I would rate my overall experience with Heap a seven out of ten..”

Validated user

Business Analyst, Product Owner at a non-profit with 10,001+ employees

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“Heap eliminates the guesswork of funnels, directly resulting in higher conversion rates and revenue. It drastically lowers administrative hours spent on analytics tagging and maintenance.

For security reasons, we can discover the steps in checkout or sign-up flows where users abandon the site and which features or marketing campaigns impact overall revenue. For customer support, integrating behavioral data with CRM support tools gives agents context on a user's recent site activity.

Heap is very accurate. When compared with [Google Analytics](#), [Google Analytics](#) focuses largely on session-based marketing metrics, while Heap focuses on user-centric behavior and technical friction within a product experience.

Pricing and licensing are very affordable for an organization to install the platform, which is primarily known for auto-capturing data. It allows our team to analyze user behavior actively.

I rate this product an eight out of ten..”

Shubham Mandavkar

Associate Technical Consultant at a computer software company with 51-200 employees

[Read full review](#) 

“I would rate Heap eight out of ten. I chose eight out of ten for Heap because, while it offers a different way of handling data, I compared it to one of the tools I used earlier called [Amplitude](#), which handles the behavior of the entire analytics of the organization, particularly in digital health apps, something that is not covered in Heap. That is why I feel the need to rate it as eight out of ten.

“Regarding Heap's AI capabilities, I believe its governance and security are very good. Heap offers HIPAA-compliant environments for healthcare data, ensuring that sensitive information about patients, such as their claims, overall costs, gender, address, diagnosis, procedure codes, and other details, is protected. The

governance aspect is taken care of through HIPAA compliance. Moreover, data encryption ensures that patient data is protected in the logs, making it inaccessible for unauthorized access attempts. Additionally, there are access controls set for each user role, allowing specific permissions for analytics across clinics and staff. For example, a doctor may not access billing information yet can view a patient's report. Similarly, a patient cannot see a doctor's personal details but can access their prescription. Audit trials are also conducted every three months to ensure legal access is given only to those who require it, all covered in a dashboard.

“Concerning Heap's AI capabilities, I find it focuses more on automated methods through AI and ML, logging patient clicks, tabs, and submissions without any manual tagging. This automatic event tracking is notably covered, with AI models detecting friction points in patient portals and telemedicine applications. For instance, when patients interacted with different portals, it was flagged that around forty percent of them dropped off at the insurance step, but Heap's AI helped redesign the process, reducing that drop-off to fifteen percent. Additionally, Heap maintains coherent analysis based on the varying groups of patients and staff who frequently handle the users' portal alongside occasional users.

“My advice for others considering using Heap is to ensure they understand their needs. If someone is involved in a digital analytics platform and seeks automation and tracking, especially in the healthcare industry, Heap organizes everything correctly for patients, doctors, and staff. It plays a crucial role in patient portals, telemedicine applications, and HR dashboards. If these are their requirements, then Heap is the best option. I have provided this review a rating of eight out of ten..”

Rajesh Podishetty

Manager at a tech vendor with 51-200 employees

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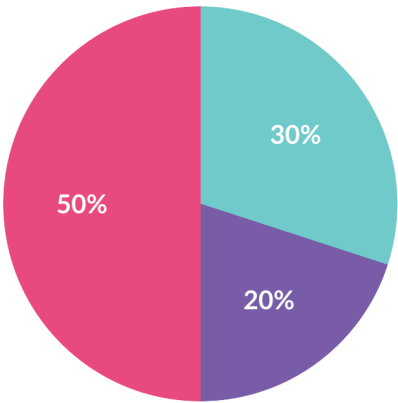
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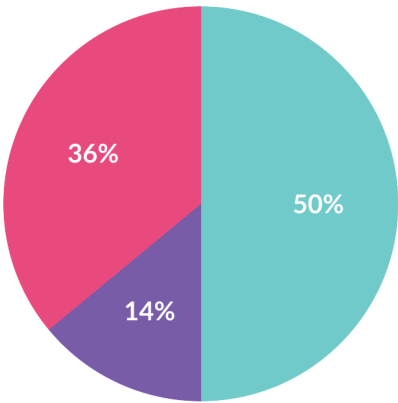


Company Size

by reviewers



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Large Enterprise Midsized Enterprise Small Business

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