



Deliver personalized in-app Experiences to your Heap Segments with Chameleon

This two-way integration enables you to target your users with relevant in-product experiences, and deeply analyze the results alongside the rest of your product data.



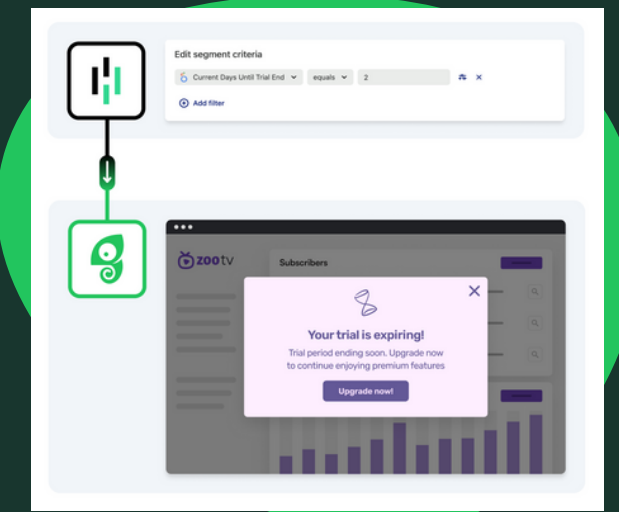
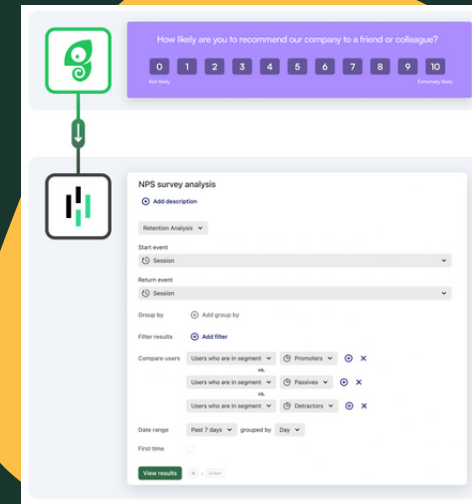
Chameleon is the deepest product adoption platform that gives modern SaaS teams the most control, configuration, and customization to win with in-product UX.

www.chameleon.io



Heap is the only digital insights platform that gives you complete understanding of your customers' digital journeys, so you can quickly improve conversion, retention, and customer delight.

www.heap.io



Increase customer retention

Analyze Tour and Microsurvey data to identify where users drop off. Then offer in-app help to "churn-risk" users.



Improve user onboarding

Deliver personalized onboarding Tours and Launchers that increase activation by driving learning and engagement.



Boost feature adoption

Target segments of Heap users who are likely to be interested in specific features. Use Tours or Tooltips to improve adoption and discovery.



Get better user feedback

Identify which users have or haven't engaged with certain features, then target these groups with Microsurveys to ask "why" or "how was it?"



CUSTOMER STORY



Fivetran uses Chameleon and Heap to better understand user intent and behavior, reduce product friction, and collect relevant feedback during beta releases.

"With the integration, we can easily see how survey results impact user behavior. If a user says they came in for a certain issue, we can see what they did after that and how it compares to other users."



Andrew Morse
Senior Product Manager, Data Trust
@ Fivetran

Put the integration to work with these customer-loved Recipes

A green rounded rectangular card. At the top, there are two icons: the Heap logo (a stylized 'H') and the Chameleon logo (a green circle with a white swirl). Below the icons, the text reads: "How to use survey analysis to engage detractors and reduce churn". At the bottom, there is a white button with the text "View Recipe" and a right-pointing arrow.

An orange rounded rectangular card. At the top, there are three icons: a red pencil icon, the Heap logo (a stylized 'H'), and the Chameleon logo (a green circle with a white swirl). Below the icons, the text reads: "Increase trial conversion with sales-touch assistance". At the bottom, there is a white button with the text "View Recipe" and a right-pointing arrow.

Get in touch

Chameleon Sales team: sales@chameleon.io

Heap Sales team: sales@heapanalytics.com

Book a demo

With Chameleon: chameleon.io/demo

With Heap: heap.io/request-product-analytics-demo

