



Visitor Analytics GmbH

Seestraße 76
82335 Berg
Germany

Visitor Analytics LLC

30 N Gould St Ste R
Sheridan, Wyoming 82801
United States

Visitor Analytics SRL

Calea Dorobantilor 18
400117 Cluj-Napoca
Cluj-County, Romania

MUNICH,
NOVEMBER 28, 2024

TWIPLA expands partnership with Wix, powering new session recordings toolkit for advanced UX optimization

*The collaboration allows businesses to watch replays of real browsing sessions from within the **Wix Analytics** interface, enhancing customer journey mapping and behavior insights*

TWIPLA, a German-based website analytics leader, has deepened its partnership with **Wix.com Ltd.** (NASDAQ: WIX), the leading SaaS website builder platform globally¹, with the integration of a session recordings toolkit into the **Wix Analytics** interface.

The new session recordings toolkit provides businesses with replays of real customer journeys, and gives businesses a powerful video aid with which to understand how customers engage with webpages and navigate across their sites. By integrating this toolkit natively into various **Wix Analytics** reports, **Wix** users will have access to an intuitive solution for guiding website performance improvements, identifying bugs, identifying pain points, tracking conversion stoppers and optimizing conversion pathways. The integration's UI follows **Wix's** style guidelines to ensure a truly native experience for all **Wix** users.

"As businesses increasingly seek more detailed insights into customer interactions, the demand for advanced analytics tools continues to grow," said Noa Kroytoro, Product Manager at **Wix Analytics**. "The launch of the session recordings toolkit enhances the reporting tools available to **Wix** users through **Wix Analytics**, providing them with deeper insights into customer behavior for more effective user experience optimization. Our partnership with **TWIPLA** enables us to deliver our users a powerful solution for data-driven decision-making."

"**Wix Analytics** users will quickly see the huge advantages of being able to watch videos showing how visitors are actually interacting with their websites - what buttons they click, where they get stuck, and why they don't convert," said **TWIPLA** CEO Tim Hammermann. "It's one of the most popular tools we have and our clients have found that it helps them to make tangible improvements to online success, particularly because the granular filtering system makes it so easy to find session replays that match specific visitor segments."

¹ Based on number of active live sites as reported by competitors' figures, independent third-party data and internal data as of H1 2024



Visitor Analytics GmbH

Seestraße 76
82335 Berg
Germany

Visitor Analytics LLC

30 N Gould St Ste R
Sheridan, Wyoming 82801
United States

Visitor Analytics SRL

Calea Dorobantilor 18
400117 Cluj-Napoca
Cluj-County, Romania

Powered by **TWIPLA's** advanced cookieless – and consentless – tracking technology, the toolkit has been designed to provide businesses with the behavior analytics insights they need in real time, but without encroaching on the right of internet users to data privacy. The new tool adheres to the strictest data protection standards.

This launch marks another milestone in a partnership that has flourished since 2015. Website intelligence is crucial to modern website development, and **TWIPLA** offers a highly effective analytics solution that is compatible with all **Wix** premium plans. It's consistently recognized as a top-performing analytics plugin in the **Wix** App Market, making it a popular choice for web developers of all sizes.

Tim Hammerman continued, "We are honored & humbled to be the first deeply integrated third party tool within **Wix Analytics**. It underlines our vision of making advanced analytics easy to understand and available to everyone."

About TWIPLA

TWIPLA is an advanced website intelligence platform designed to empower businesses of all sizes to optimize their online presence and achieve their goals more efficiently. While **Wix Analytics** offers users the session recordings toolkit, **TWIPLA** provides a comprehensive, all-in-one analytics solution that delivers a holistic view of website performance and customer behavior – being used by more than 2.5 mil. installations globally. The platform is built with a privacy-first approach, ensuring full compliance with global data privacy laws, giving businesses the insights they need without compromising user privacy.

Links/Sources:

- For more information about **TWIPLA**, please visit <https://www.twipla.com>
- And for information about **Wix**, visit <https://www.wix.com>
- Any media enquiries should be directed to press@twipla.com

— **Tim Hammermann**
Founder

— **Alexander Veit**
Founder