

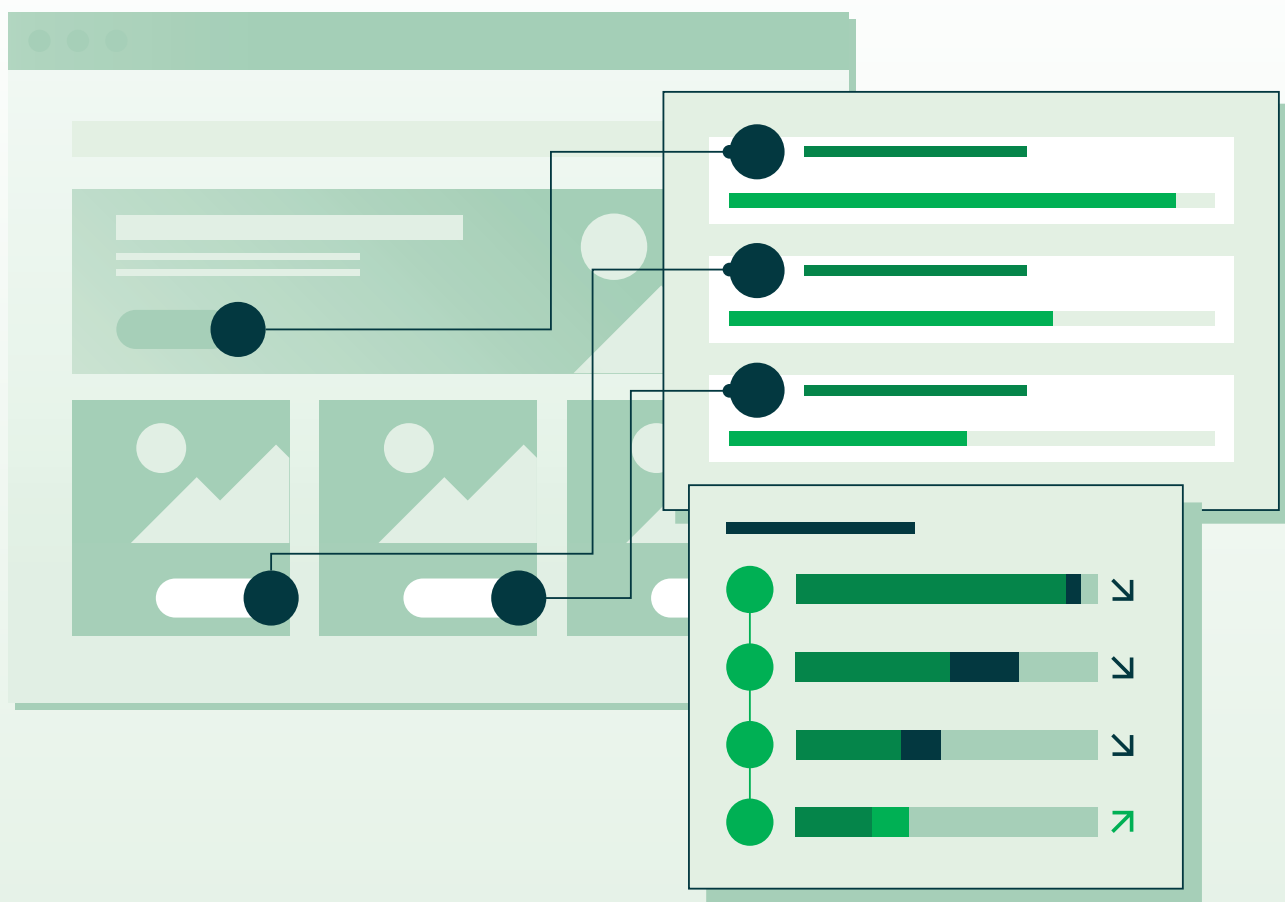


Magnolia Conversions *powered by* INSIGHTECH

Turn every visit into an opportunity, engage smarter, convert faster

The conversion optimizer for your website

Transform your traffic into measurable results by understanding user behavior, guiding decisions, and maximizing every interaction for higher conversions.



Key capabilities

By combining insightech's behavioural intelligence with Magnolia's DXP, you deliver data-backed, high-performing experiences that optimize digital performance and uncover new revenue opportunities.

Insightech provides the “navigation system” for your DXP, offering deep visibility into how users interact with content at an element level to ensure every update compounds performance.

- **Visual Behavioral Analytics:** See how users interact with your Magnolia DXP content with heatmaps, click maps, scroll maps, and journey paths.
- **Real-Time Friction Detection:** Instantly detect technical errors and user friction as they happen.
- **Revenue-Linked Insights:** Prioritize fixes by connecting user behavior and friction to revenue impact.
- **AI-Powered Guidance:** Use Izzy AI to uncover hidden UX issues and get recommended actions to improve conversions.
- **Session Replay Collaboration:** Identify root causes and share insights via simple links to speed up troubleshooting.

Key benefits

- **Optimize Every Release:** Validate DXP updates in real time to prevent friction or conversion drops.
- **Data-Led Decisions:** Use real behavioral insights to guide your optimization roadmap.
- **Safeguard Investments:** Measure engagement post-replatforming to ensure commercial impact.
- **Boost Conversion ROI:** Streamline user journeys and focus on what truly drives performance.
- **Democratize Digital Data:** Empower teams with an intuitive UI and unlimited seats to make data part of every workflow.

Easy setup and seamless connectivity

Connecting Magnolia with Insightech takes less than 5 minutes:

1. Copy your unique Insightech tracking code.
2. Add it to your Magnolia site to start tracking clicks, forms, and key interactions automatically.
3. Test and publish to begin gathering deep behavioral insights instantly.

This integration lets you validate content impact in real time without heavy lifting. Unlike traditional analytics like GA4, which only show what happened, Insightech reveals why users behave the way they do, the moment your content goes live.

Next steps

Don't leave your customer experience to chance. Contact your Magnolia Customer Success or Account Manager today for a personalized walkthrough and discover how to integrate intelligent, transactional AI into your specific digital ecosystem.

[Talk to our experts](#)

[Discover how it works](#)