

Analytics / BI tools

Google Analytics

<https://www.google.com/analytics/>

Hotjar

<https://www.hotjar.com/>

Visual Website Optimizer (VWO)

<https://vwo.com/>

! will probably be replaced by Google Optimize in the future.

Google Optimize

<https://www.google.com/analytics/optimize/capabilities/>

Survey

Typeform

SurveyMonkey

NPS

www.satismeter.com . Read details on our NPS approach here.