CONVIVA

The New Playbook for Product Insights

5 Hidden Pain Points Slowing You Down, and How to Solve Them

By: Jonathan Calkins

Introduction

You've got the data. Dashboards. Reports. Tools.
But if you're still struggling to move faster, prioritize smarter, and explain KPI shifts with confidence, this guide is for you.

Today's product teams don't need more charts.
They need clarity, root cause, and direction.

This playbook breaks down five common barriers that keep product orgs stuck in reactive mode, and how leading teams are breaking through.

At Conviva, we work with some of the most advanced digital organizations in the world. They've faced the same issues. That's why we built a new category: **Real-Time Performance Analytics,** purpose-built to unify user behavior, experience, and technical performance into one actionable view. What follows is a distillation of their hard-won lessons.

"We see the drop, but we don't know why."

The Insight Gap

You spot a conversion drop. Funnels look normal. Error rates are stable. UX reviews find nothing alarming. Revenue keeps leaking, and you're left chasing hunches. According to the 2025 State of Digital Experience Report, every 1% degradation in customer experience equals 1% increase in customer churn.

The real problem:

Behavioral data and system telemetry live in disconnected tools. Without real-time correlation between user experience and backend performance, root cause stays hidden.

Why this happens:

- Product relies on analysts or engineers to investigate basic questions

- Engagement metrics aren't linked to technical performance

- Dashboards show symptoms, not causes

- Fixes target what's visible, not what's driving the problem

How modern teams solve it:

- Correlate behavior, experience, and system performance in one unified view

- Detect root cause instantly, with no war rooms or manual digging

- Resolve issues before they impact users or metrics

Pain Point 2

"Every team sees a different story."

The Fragmented Visibility Problem

Product sees a drop. Engineering sees clean logs. Ops sees green dashboards. Everyone blames a different cause. No one agrees on the facts.

The real problem:

Teams operate in silos. Different tools, different metrics, and no shared understanding of the full picture.

Why this happens:

- No shared telemetry across product, engineering, and ops
- KPIs aren't connected to system-level performance
- Cross-functional meetings turn into debates over whose data is "right"
- Misalignment drags out resolution and erodes accountability

How modern teams solve it:

- Adopt Real-Time Performance Analytics across different teams and functions
- Investigate collaboratively from a common dataset
- Align around a shared view of user impact and technical behavior

"Everything looks fine—until you check the right micro-cohort."

The Platform Blind Spot

Your dashboards are clean. But support tickets spike. App reviews tank. Only later do you discover the issue: **loyalty members in an A/B test group using iOS 16 in California** are getting stuck at checkout.

The real problem:

Averages and percentiles blur the signal. You don't need to know that "some users" are affected. Fewer than 60% of consumers are satisfied with their digital experiences. You need to know **which high-impact customer segment** is affected—and why.

What's a micro-cohort, really?

At Conviva, a micro-cohort is a fingerprint: a unique blend of **device, app version, region, and business context**—like subscription tier, feature flag exposure, A/B test membership, or user status—that reveals exactly **who's struggling and why.**

Tracking top-line metrics or global trends hides these patterns. Real-Time Performance Analytics uncovers conversion-killing friction where it actually lives.

Why this happens:

- Global metrics obscure micro-cohort failures
- Manual cohort slicing is slow, reactive, and often misses business segmentation
- Most tools aren't designed to surface real-world combinations of **user experience, technical performance, and business segmentation**

How modern teams solve it:

- Detect anomalies automatically across **fine-grained, business-aware cohorts**
- Analyze performance at the intersection of **behavior, experience, and user context**
- Prioritize issues based on **revenue impact**, not just volume

"I need a developer just to get one metric."

The Instrumentation Bottleneck

You see a pattern and want to investigate. But the event wasn't tagged. Now it's a Jira ticket, a sprint wait, a QA cycle. By the time you get the data, the opportunity is gone.

The real problem:

Manual instrumentation slows discovery. Product teams depend on devs for every new metric, creating delays and frustration. One in four consumers abandon purchases if not completed in 10 seconds.

Why this happens:

- Every question becomes a backlog item
- Tagging increases risk and complexity
- Exploratory questions go unasked due to high effort
- Instrumentation debt leaves event data incomplete or unreliable

How modern teams solve it:

- Use no-code tools to define flows, metrics, and KPIs
- Shift event interpretation to the platform, not the client
- Empower product teams to explore data independently, in real time

"We have dashboards, but no answers."

The Dashboard Overload Trap

Most PMs have dashboards for conversion, engagement, and site performance—but when something breaks, you slice data for hours and can still walk away guessing.

The real problem:

Dashboards show what happened, but not why.
They surface data, not insight.

Why this happens:

- Static dashboards don't prioritize impact
- Teams spend time analyzing, not acting
- Experience, engagement, and performance aren't connected meaningfully
- Root cause remains manual and fragmented

How modern teams solve it:

- Use AI to detect anomalies, identify impacted cohorts, and surface root causes
- Prioritize based on business impact, not noise
- Focus on clarity, not just charts

The New Product Insights Playbook, In Action

Most teams don't lack data.
They lack clarity.

When you can't see what's broken, what's causing it, or what to fix, you lose velocity. Ninety-one percent of consumers encountered digital experience issues in the past 12 months. You make decisions based on guesses instead of evidence. You move slower, and opportunities slip away.

The cost isn't just operational. It's strategic:

- Users drop off and never return
- Features fail silently
- Bugs damage trust before they're caught

Teams that connect behavior, experience, and system performance in real time don't just fix problems faster. They build better products, faster.

They:

- Learn more with every release
- Optimize before users complain
- Prioritize with precision
- Ship with purpose

Positive experiences generate 6.5 times more engagement. That's the difference between good teams and great ones.

Not just better data, better decisions.

Because product's job is to deliver value. The sooner you know where value is being lost, the faster you can deliver more of it.

If your current tools don't help you do that, it's time for a better way.

Request a Demo
Share this playbook with your team