

My Favorite CX Tools and Resources

Analytics

- ⊗ [Google Analytics](#)
- ⊗ [Heap](#)
- ⊗ [Hot Jar](#)
- ⊗ [Lucky Orange](#)

Social Media Listening

- ⊗ [Hootsuite](#)
- ⊗ [Sprout Social](#)
- ⊗ [HubSpot](#)** (all-in-one solution)

Research

- ⊗ Facebook Group comments
- ⊗ Twitter Threads and <https://hashtagify.me>
- ⊗ Competitors (including their social media, blog, content, ads, newsletter)
- ⊗ [SpyFu](#)
- ⊗ [BuzzSumo](#)
- ⊗ [UberSuggest](#)
- ⊗ Influencers / SME (Subject Matter Experts)
- ⊗ [Answer The Public](#)
- ⊗ Industry Forums and News
- ⊗ Google research reports and statistics related to your industry and product/service
- ⊗ Ask your customers/audience

Customer Survey, Feedback, and Suggestions

- ⊗ Email (any service provider)
- ⊗ Other Surveys (on the web/chat logs)
 - [Survey Monkey](#)
 - [Typeform](#)**
- ⊗ Customer Interviews

Copy and User Testing

- ⊗ [Wynter](#)
- ⊗ [UserTesting](#)

Optimization & A/B Testing

- ⊗ [Optimize](#)
- ⊗ [VWO](#)
- ⊗ [Unbounce](#)**
- ⊗ [Optimizely](#)
- ⊗ [Heap](#)

Customer Journey Mapping / Persona Building

- ⊗ [Make My Persona Tool \(basic\)](#)
- ⊗ [UXPressia](#)

Page Speed Tests

- ⊗ [PageSpeed Insights by Google](#)
- ⊗ [Pingdom Website Speed Test](#)

Personalization

- ⊗ [PathFactory](#)
- ⊗ [Mutiny](#)
- ⊗ [Clearbit Reveal](#)
- ⊗ [HubSpot](#)** (all-in-one solution)

** These links are affiliate links which means I may get a small commission if you purchase.