

From Digital Disruption to Happiness with Experience Analytics



CONTENTSSQUARE





In the last 2 decades, 52% of Fortune 500 have gone **extinct** because of digital disruption



All the Household-Name Companies That Have Filed for Bankruptcy Due to Coronavirus

By Adam K. Raymond



And then came COVID-19: shine or shutter

FARFETCH

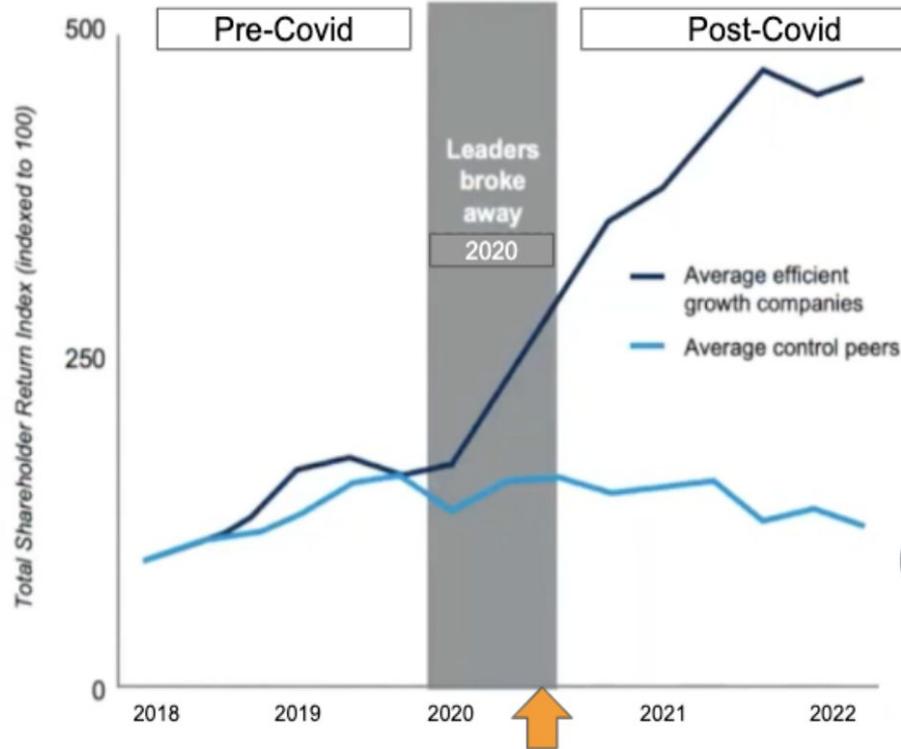
Bags Accessories Jewelry Pre-Owned



42 views | Jul 31, 2020, 07:40am EDT

Welcome To Tomorrowland: A New Digital Economy

Benefits of reinvention are huge



Source: Gartner

F A R F E T C H

Walmart
Save money. Live better.

sweetgreen

SoFi

EV ELLEVEST

COLUMBIA
C A R E

BEST BUY

airbnb

For most, their customers' digital experience is still a *black box*



80% of everything you put online doesn't work in the way you think it would. We guess wrong all the time and we need to understand that.

- Giles Richardson,
VP Customer Journeys
T-Mobile



Traditional analytics give clues via site monitoring

WEB METRICS

Visits
Clicks
Conversion Rate
Exits

Isolated Clues

+

EXPERIENCE METRICS

Frustration
Confusion
Friction
Attractiveness
Hesitation
Journeys
Goal Attainment

Full Picture

+

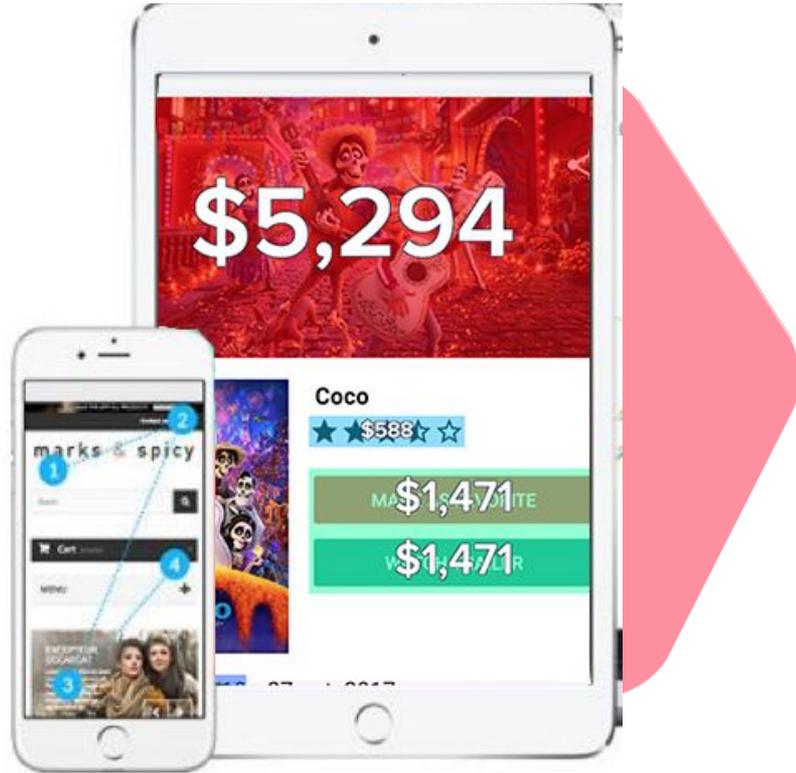
PERFORMANCE METRICS

Network & Cloud
Pageloads
Tags
API & Server Errors

Isolated Clues

95% of site interactions
are In between clicks

Only Contentsquare Experience Analytics



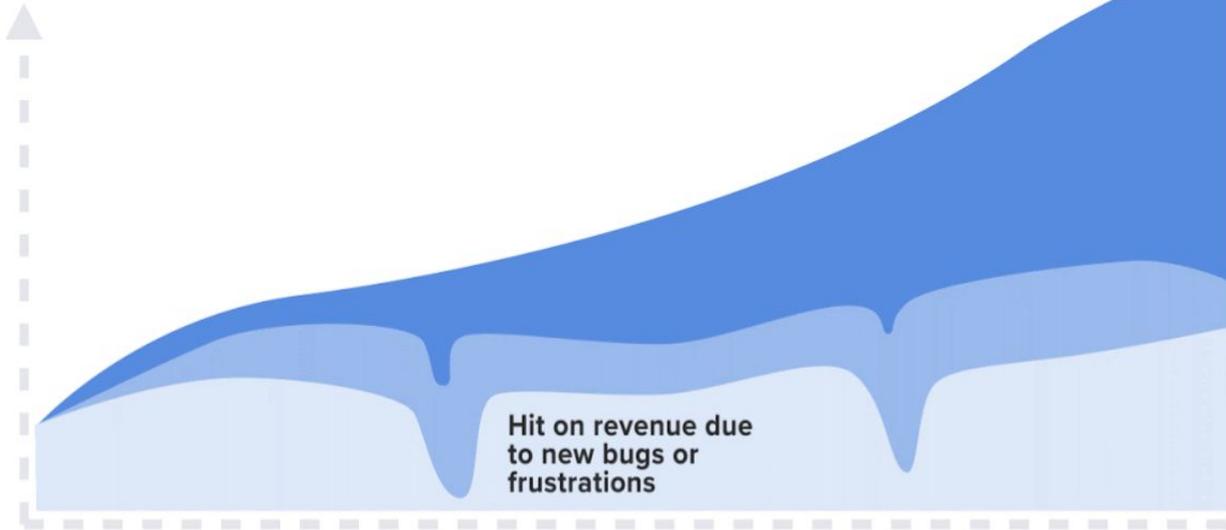
Maps 100% of your digital experience and root causes

Provides visualizations & recommendations for all roles, with no tags needed

Quantifies the biggest issues (ease) *and* opportunities (empathy) to win

Only Contentsquare helps teams **quantify** and **prioritize** the changes that matter most

Revenue



9X
revenue
gain

Innovate experiences

Troubleshoot issues

Regular revenue

Time

Only Contentsquare empowers all teams



Digital Marketing Teams



Analytics Teams



Ecommerce Teams



Product Management & UX



Merchandising Teams



Operations & IT Teams

Today the team uses Contentsquare as part of its **daily decision-making process.**

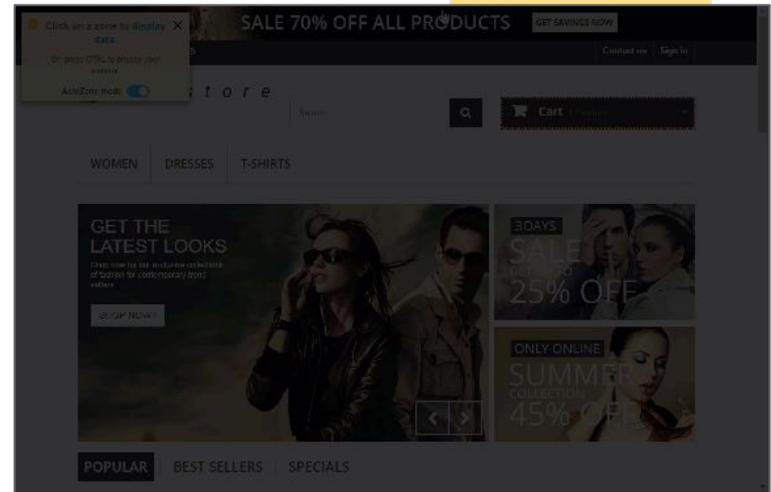
Eumir Nicasio,
Head of Product
Digital & eCommerce



Only Contentsquare provides freedom from tagging

Automatically capture dynamic content interactions - decide later what to analyze

- No need to pre-plan tagging
- Quantify business impact retroactively
- Accelerate time to data-driven decisions



Digital happiness with Contentsquare

L'OCCITANE
EN PROVENCE

Improve mobile

Cosmetics retailer L'Occitane **increased its mobile conversion rate by 25%.**

>> [Watch the video](#)

AVON

Grow revenue

Beauty brand AVON drove **an additional 35% revenue from their homepage**

>> [Read the case study](#)

MOSS BROS.

Troubleshoot faster

Moss Bros noticed an anomaly in their checkout flow and **boosted revenue +13%**

>> [Watch the video](#)

THE
NORTH
FACE

Innovate more

The North Face optimized their annual holiday gift guide to deliver a better experience for their customers

>> [Read the case study](#)

T-Mobile

Scale confidently

T-Mobile solved a crucial UX issue before a key product launch

>> [Watch the video](#)

ORVIS

Empower teams

Family-owned retailer Orvis successfully rebuilt their e-commerce offering from the ground up

>> [Watch the video](#)

Working with 800+ leading brands worldwide



Finance & Insurance



Travel



Lufthansa Group



Retail



Office DEPOT



Telco



Beauty/
Luxury &
Fashion

AVON SEPHORA RALPH LAUREN

LVMH TIFFANY & CO.

EVERLANE

JUSTEAB



Techno



Solution Partners

Systems Integrators



Strategy Consulting



Interactive Agencies



Leading service providers with existing relationships with Contentsquare



Expertise

Strategy, design, and implementation expertise that gets you to market with confidence



Trust

Trained & enabled partners to ensure quality, knowledge and fast time to market



Flexibility

Select a world-class solution provider of your choice

Technology Partners

Web Analytics



Tag Management



Personalization & A/B testing



Email



CONTENTSQUARE

CDP



Voice of customer



Chat



APM



Investing in the future of **experience analytics**



800+ Clients



\$310M Raised
with \$190M Series D



170+ R&D
with 740+ Employees



#1 global data set
Benchmarks based on
trillions of behaviors



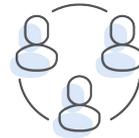
2,000 Strategic
Sessions/year



4 acquisitions
Including Clicktale



15 patents
filed



100+ Experience
Ecosystem Partners

Thank You!