From Digital Disruption to Happiness with Experience Analytics
In the last 2 decades, 52% of Fortune 500 have gone extinct because of digital disruption.
And then came COVID-19: shine or shutter
Benefits of reinvention are huge

Source: Gartner
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

EXPERIENCE METRICS
- Frustration
- Confusion
- Friction
- Attractiveness
- Hesitation
- Journeys
- Goal Attainment

PERFORMANCE METRICS
- Network & Cloud
- Pageloads
- Tags
- API & Server Errors

Isolated Clues
Full Picture
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.

- **9X revenue gain**
  - Innovate experiences
  - Troubleshoot issues
  - Regular revenue

**Revenue**

**Time**

Hit on revenue due to new bugs or frustrations.
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

**Improve mobile**
Cosmetics retailer L'Occitane increased its mobile conversion rate by 25%.
>> Watch the video

**Grow revenue**
Beauty brand AVON drove an additional 35% revenue from their homepage.
>> Read the case study

**Troubleshoot faster**
Moss Bros noticed an anomaly in their checkout flow and boosted revenue +13%.
>> Watch the video

**Innovate more**
The North Face optimized their annual holiday gift guide to deliver a better experience for their customers.
>> Read the case study

**Scale confidently**
T-Mobile solved a crucial UX issue before a key product launch.
>> Watch the video

**Empower teams**
Family-owned retailer Orvis successfully rebuilt their e-commerce offering from the ground up.
>> Watch the video

Want more? See customer success stories at: https://contentsquare.com/customers
Working with **800+ leading brands worldwide**

<table>
<thead>
<tr>
<th>Category</th>
<th>Logos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance &amp; Insurance</td>
<td>MetLife, BNP PARIBAS, RBS, Allianz, SUNCORP, USAA</td>
</tr>
<tr>
<td>Travel</td>
<td>Heathrow, lonely planet, Lufthansa Group, ACCOR, Disneyland Paris, airbnb</td>
</tr>
<tr>
<td>Retail</td>
<td>Walmart, Office DEPOT, IKEA, Sainsbury's, Carrefour, B&amp;Q, THE BODY SHOP</td>
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<tr>
<td>Telco</td>
<td>T-Mobile, Vodafone, Sky, Ziggo, windstream, orange, 3</td>
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<tr>
<td>Beauty/Luxury &amp; Fashion</td>
<td>AVON, SEPHORA, RALPH LAUREN, LVMH, TIFFANY &amp; CO, EVERLANE, JUSTFAB</td>
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<tr>
<td>Techno</td>
<td>Adobe, INTUIT, DELL, RingCentral, 1&amp;1, Akamai</td>
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## Solution Partners

### Systems Integrators

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

### Interactive Agencies

<table>
<thead>
<tr>
<th>Dentsu Aegis Network</th>
<th>Havas Media</th>
<th>Merkle</th>
<th>WPP</th>
<th>Publicis Groupe</th>
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</table>
Technology Partners

**Web Analytics**
- Google Analytics
- Adobe Analytics
- HEAP

**Tag Management**
- TEALIUM
- Google Tag Manager
- Adobe Marketing Cloud
- ENSIGHTEN

**Personalization & A/B testing**
- monetate
- Optimizely
- Qubit
- ORACLE maxymiser
- Google Optimize
- Yieldify
- Kameleoon
- AB Tasty
- openText
- dlpo

**Email**
- Marketo
  - An Adobe Company

**Voice of customer**
- Medallia
- qualtrics
- usabilla
- MaritzCX
- FORESEE
- opinionlab
- iperceptions
- inmoment
- Qualaroo
- Confirmit
- mopinion
- PULSE INSIGHTS
- comscore

**Chat**
- LIVEPERSON
- freshchat
- LiveChat

**CDP**
- TEALIUM

**APM**
- Blue Triangle
- dynatrace
- SOASTA
Investing in the future of experience analytics

- 800+ Clients
- $310M Raised with $190M Series D
- 2,000 Strategic Sessions/year
- 170+ R&D with 740+ Employees
- 4 acquisitions Including Clicktale
- #1 global data set
- Benchmarks based on trillions of behaviors
- 15 patents filed
- 100+ Experience Ecosystem Partners
- $310M Raised
- $190M Series D
- 740+ Employees
- #1 global data set
- Benchmarks based on trillions of behaviors
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- 100+ Experience Ecosystem Partners
Thank You!