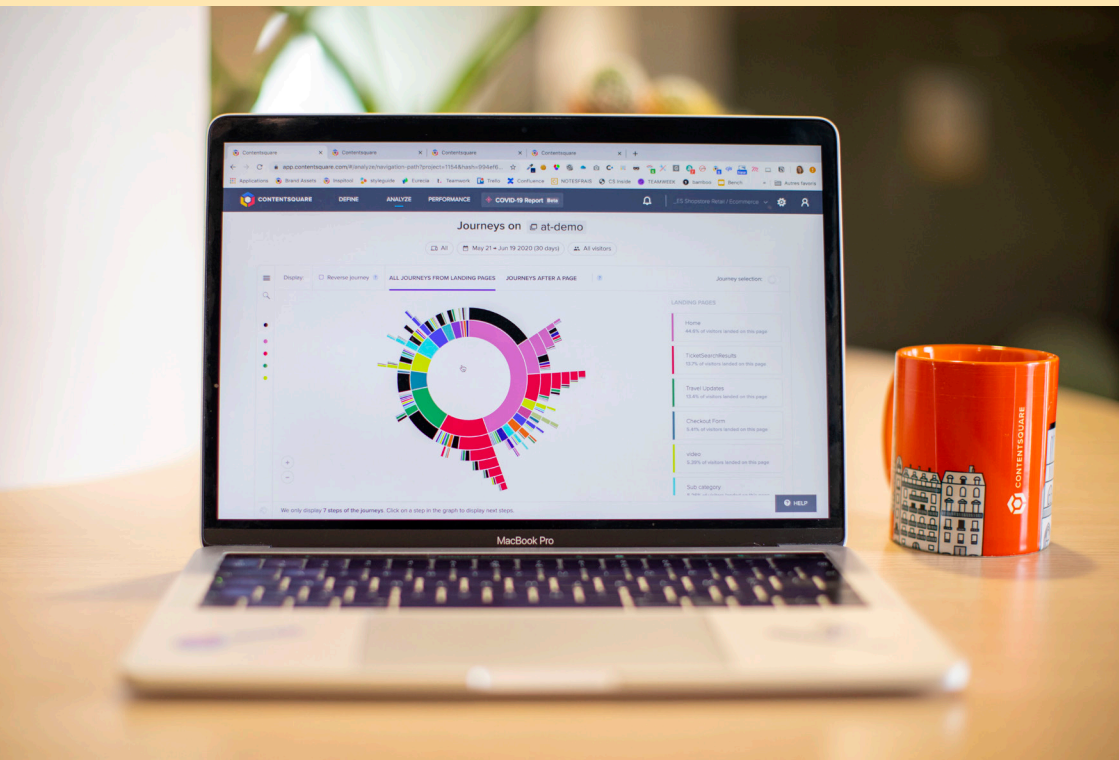# BUILDING BETTER
CUSTOMER EXPERIENCES WITH

CONTENTSQUARE

Brands today are competing on experience. But competition is fierce, and delivering on customer expectations is proving harder than expected for many businesses. According to CapGemini, 75% of businesses think they're customer-centric, but only 30% of consumers think this is true[1]. And with plummeting tolerance for a poor Customer Experience (CX), and consumers less and less willing to give second chances, getting it wrong can be costly.

Contentsquare empowers brands to build better digital experiences. Our experience analytics platform tracks billions of digital interactions, and turns these digital behaviors into intelligent recommendations everyone can use to improve the customer experience, grow revenue and fuel innovation.

[1] *The Disconnected Customer: What digital customer experience leaders teach us about reconnecting with customers, Capgemini, 2017*
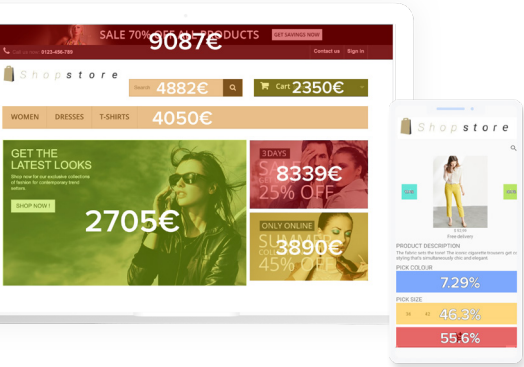
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From optimizing content to enhancing their experimentation performance, **we equip teams with all the insight they need to make better, smarter, faster decisions.**

700+LEADING GLOBAL BRANDS TRUST CONTENTSQUARE, INCLUDING:

> What's great about Contentsquare is that the insights are visual and extremely easy to digest. It's particularly helpful to be able to give the creative or leadership team a clear picture of pain points and successes — it helps secure immediate buy-in and significantly reduces time to action, meaning we don't miss out on potential sales.
>
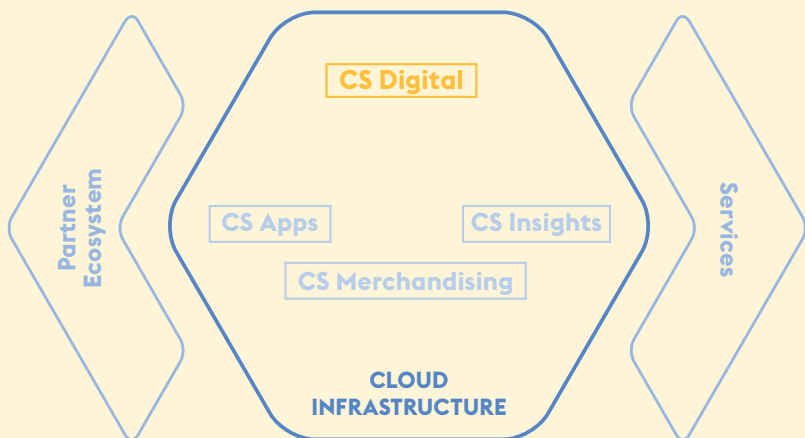> **Lisa Skowrup**, Senior Manager - Site Experience, The North Face

Zone-based Heatmaps attribute revenue and engagement metrics to every piece of content on the page.

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Contentsquare's Digital Experience Analytics Solution

Contentsquare's Digital Experience Analytics Solution enables brands to build better digital experiences. At the core of the Solution is Contentsquare's Digital Experience Analytics Platform, a cloud platform accessible to your entire team, which is complemented by our Partner Ecosystem. Businesses who want to get the most out of our solution can opt into Contentsquare Services.

Digital Experience Analytics Solution

Partner Ecosystem

CS Digital

CS Apps

CS Insights

CS Merchandising

CLOUD INFRASTRUCTURE

Services

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Contentsquare Digital Experience Analytics Platform

The Digital Experience Analytics Platform is comprised of our flagship product, CS Digital, and three additional products — CS Apps, CS Insights and CS Merchandising — all built on top of a secure, scalable and reliable cloud infrastructure.

CS Digital

CS Digital provides all the capabilities digital teams need to understand how and why users are behaving on the web, to inform how to quickly troubleshoot issues and customer feedback, optimize content, boost conversions and improve user engagement. With core capabilities such as Dashboards, AI Alerts, Session Replay, Error Reporting, Journey Analysis, Zone-Based Heat Maps, and others, CS Digital is your starting point with Contentsquare and your foundation for building better customer experiences.

CS Apps

CS Apps delivers the most comprehensive insight into your native and hybrid app mobile experiences and provides your digital teams with what they need to know to improve customer journeys on all mobile touchpoints. Leverage Dashboards, AI Alerts, Journey Analysis, Zone-Based Heat Maps, and other capabilities across Apple iOS and Android operating systems, or hyrbid apps based on React Native.

CS Merchandising

CS Merchandising helps merchandisers decide what products to promote on their website, where and how to optimize online sales performance, by crossing customer journey insights, your product catalog, and your competitors' pricing. Take advantage of Category Management, Campaign and Content Optimization, Pricing Analysis and Alerts and Insights in a single application.

CS Insights

CS Insights allows you to score, quantify and prioritize insights on consumer digital behavior that matter most for your role so you can build better user experiences and achieve your goals faster. Leverage Opportunity Scoring and Automatic Recommendations for deeper insights.

Infrastructure

The Contentsquare Digital Experience Analytics Platform ensures the highest degrees of performance and reliability in the industry, even during peak holiday traffic. With a cloud computing infrastructure that provides elasticity upon demand and ISO27001 and GDPR compliance, you can be confident in the platform's scalability and security for even the largest enterprises. We also deploy new features continuously with zero downtime. Our APIs allow you to easily configure Contentsquare capabilities to your needs and integrate with web and third party applications.

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Contentsquare Services

Brands require more than technology to keep up with the constantly evolving consumer. The Contentsquare Digital Experience Analytics Platform is combined with Contentsquare Services to provide strategic, operational and ongoing support for Contentsquare clients. At Contentsquare we package our services into the Client Success Program, which is a proven, prescribed way for our customers to succeed with their digital experience analytics strategy.

CUSTOMER SUCCESS:
Focused on delivering adoption, advocacy and best practices on Contentsquare throughout the customer lifecycle.

STRATEGIC CONSULTING:
Provides guidance to understand the vertical and digital ecosystem and how to leverage Contentsquare as part of your business strategy.
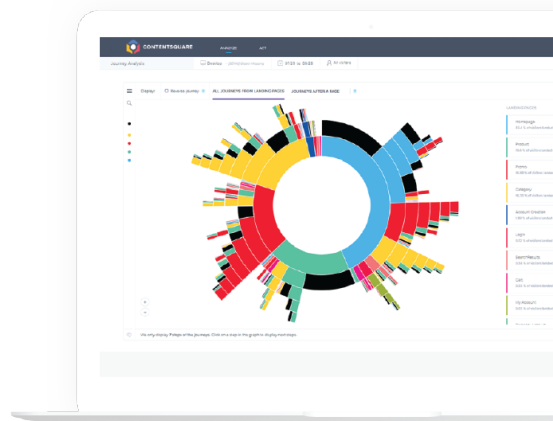
SUPPORT:
Client success is paramount, which is why Contentsquare provides ongoing technical support and monitoring.

CONTENTSQUARE UNIVERSITY:
Offers a set of online and live, instructor-led programs and certifications that trains and enables your teams.

IMPLEMENTATION: Focused on defining, building, integrating and launching your digital experience analytics program.

Customer Journey Analysis *visualises how any segment of user navigates your site, page-by-page, from entry to exit.*

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Contentsquare Experience Partner Ecosystem

Contentsquare's Partner Ecosystem is a network of trained and enabled third parties that deliver best-in-class technologies, consulting and solution services to complement and enhance Contentsquare's Digital Experience Analytics Platform. The result for you is greater innovation, faster time to market and business growth.
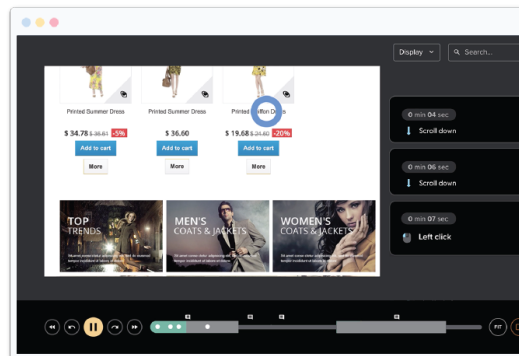
Technology Partners

Access third party technologies with proven integrations with the Contentsquare Digital Experience Analytics Platform. Whether you're looking to elevate your analytics, A/B testing, Voice of Customer, or other systems, Contentsquare has developed integrations with best-in-breed vendors in leading categories in digital experience management.

Solutions Partners

Design, implementation, and consulting services with leading systems integrators help your team create digital experiences on top of Contentsquare. We maintain working relationships with our partners to ensure they drive business value.

Session Replay records and plays back individual user sessions to reveal exactly how visitors interact with your site.

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The Contentsquare Difference

Unique Behavioral Data and Metrics

Contentsquare has invested years of development into our proprietary capabilities, purpose-built for delivering better customer experiences. We go beyond traditional clickstream analytics to provide teams with all the metrics they need to answer the WHY of customer behavior. We have leveraged **the collective intelligence of hundreds of brands and trillions of consumer interactions** to show you the 90% of behavior between the clicks and help teams understand what consumers are trying to do, how they do it, and what is important to them. **Our artificial intelligence engine automatically surfaces smart insights**, letting you optimize the experience more quickly for faster impact.

Democratization of Data

We think experience is too important to be the job of only one role or team. Competing in the age of experience requires everyone on the team to make data-driven decisions without having to go through analysts or IT. Contentsquare lets anyone on your team easily access intelligence about your customers so they can take faster, more informed decisions. Instead of relying on development or IT help, or having insight restricted to certain departments, Contentsquare empowers your marketing, eCommerce, merchandising, content, product management, voice of customer, operation, UX, and analytics teams with highly visual, actionable customer data that allows them to do their jobs more effectively.

Visualization and Attribution

Zero in on the changes that matter the most-- more quickly. From measuring the impact driven by pages and in-page areas, to visualizing how individual elements of content contribute to overall revenue — our highly visual attribution model enables a surgical understanding of how your CX is affecting business. With the ability to quantify CX decisions and visualize how much business is at stake, teams are better equipped to prioritize actions and maximize their digital ROI. And with off-trend KPIs automatically flagged, you can recover fast from issues and limit the impact of an under-performing experience.

Leading brands choose Contentsquare over other providers or trying to build their own digital experience solution for many reasons, including:

Increased Customer Happiness

We've helped **increase Digital Happiness** for milions of our clients' customers, by enabling innovative, friction-free experiences whatever the end goal. With Contentsquare, teams have all the data they need to consistently track and improve customer satisfaction across their digital properties, and achieve higher CLV and retention over time.

Confidence to Grow

With Contentsquare, you are able to **identify opportunities that recover lost revenue** as well as recognize areas that improve customer experiences. **Contentsquare customers experience a 34% average uplift of conversion on landing pages, 18% on product pages and 24% on checkout pages.** Grow your business knowing you have the best, most accurate data to make decisions.

Instantly Upscaled Teams

Contentsquare allows your teams to work more efficiently by identifying and prioritizing areas to target for improved customer experiences. **We help brands achieve a true data decision culture**, and optimize business operations with enterprise-wide access to data. Instead of your teams reacting to customer complaints or having to comb through data to identify struggle areas, they are able to quickly identify and prioritize which areas will drive higher customer satisfaction and revenue, saving time and letting them focus on other aspects of their jobs.

A Sustainable Competitive Advantage

Contentsquare enables you with the confidence that your business will operate smoothly today and in the future. Over 700 brands across all major verticals and geographies, driving millions of consumer interactions per day, trust the Contentsquare platform to power their business. Contentsquare's secure, reliable, instantly scalable cloud platform coupled with our easily extensible architecture and partner ecosystem, provides you the peace of mind that **as you grow your business, Contentsquare will grow with you**.

For more information,
visit **contentsquare.com**
contact-us@contentsquare.com

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