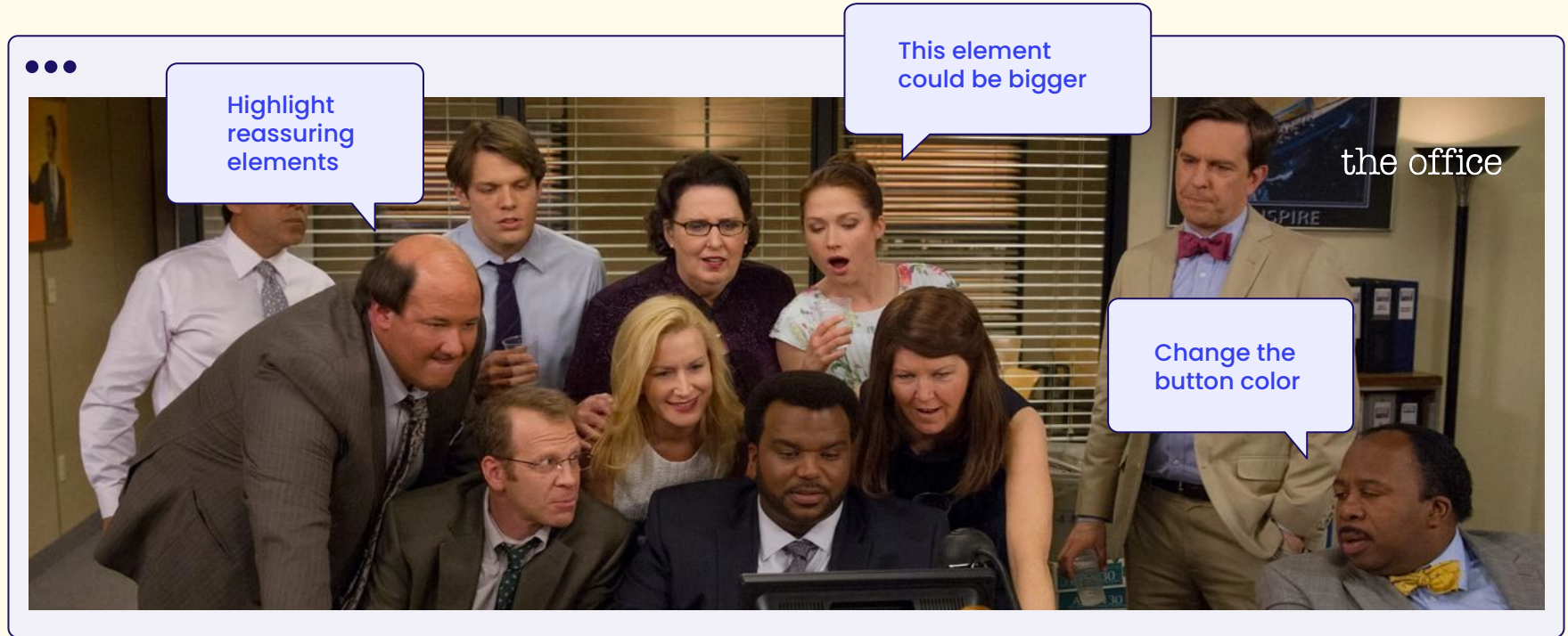




CS APPS



Without data **it is just another opinion**

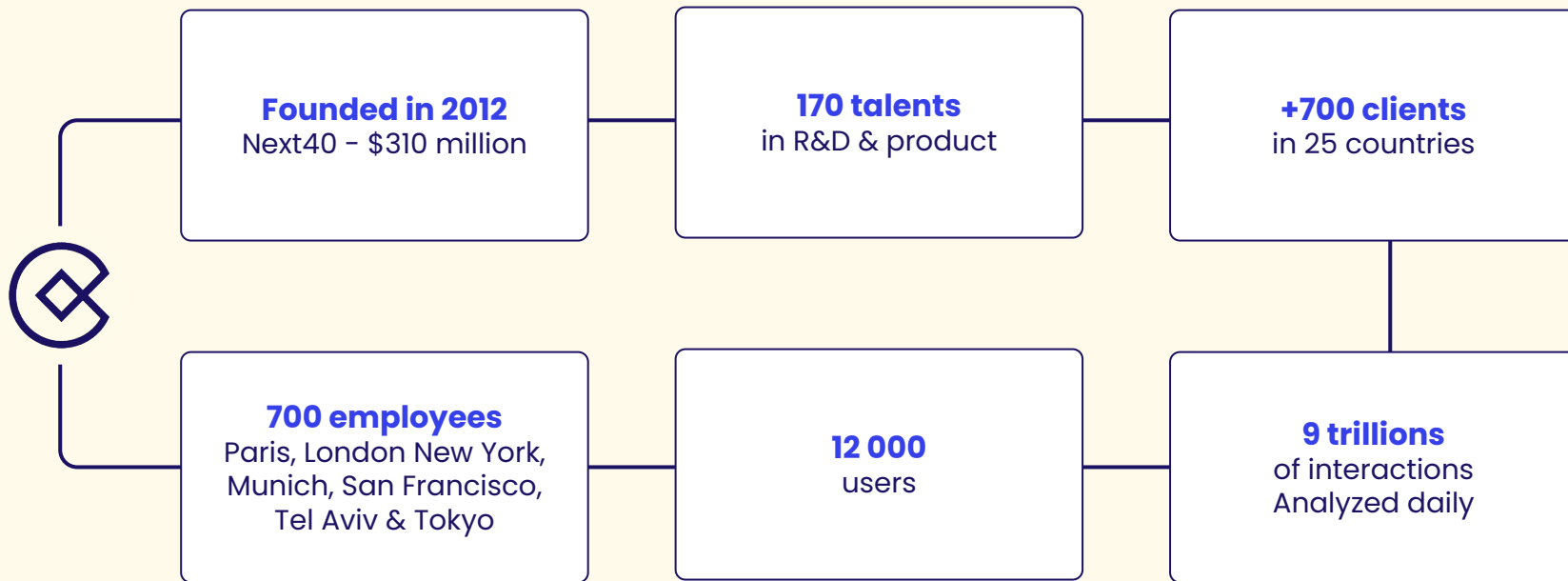


**Your Apps are used by your
best and most loyal
customers.**

**So, any suboptimal
experience hurts the
customers you value most.**



Contentsquare



What makes Contentsquare more human



1500+ employees

72 nationalities across and 17
offices worldwide



\$428m
value given back
to customers



58
NPS Score



1000+
enterprise & **1M**
SMB clients



250+
partners
100 technology partners
and 150 solution partners



15+ Trillion
human digital
interactions

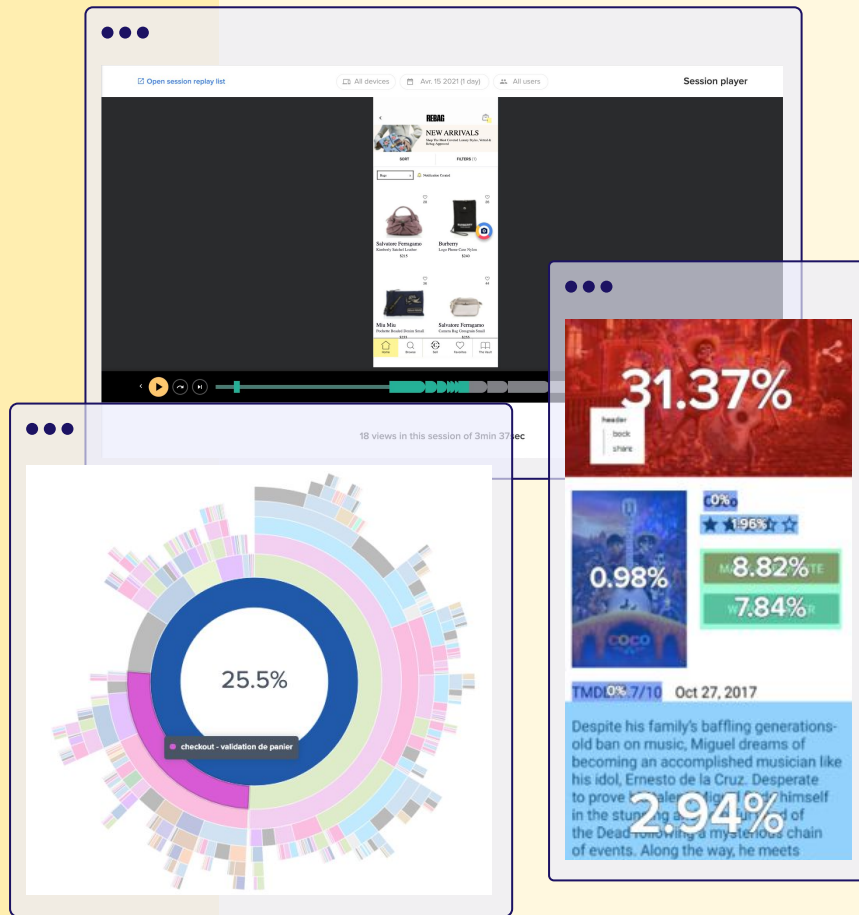
collected daily

CS Apps

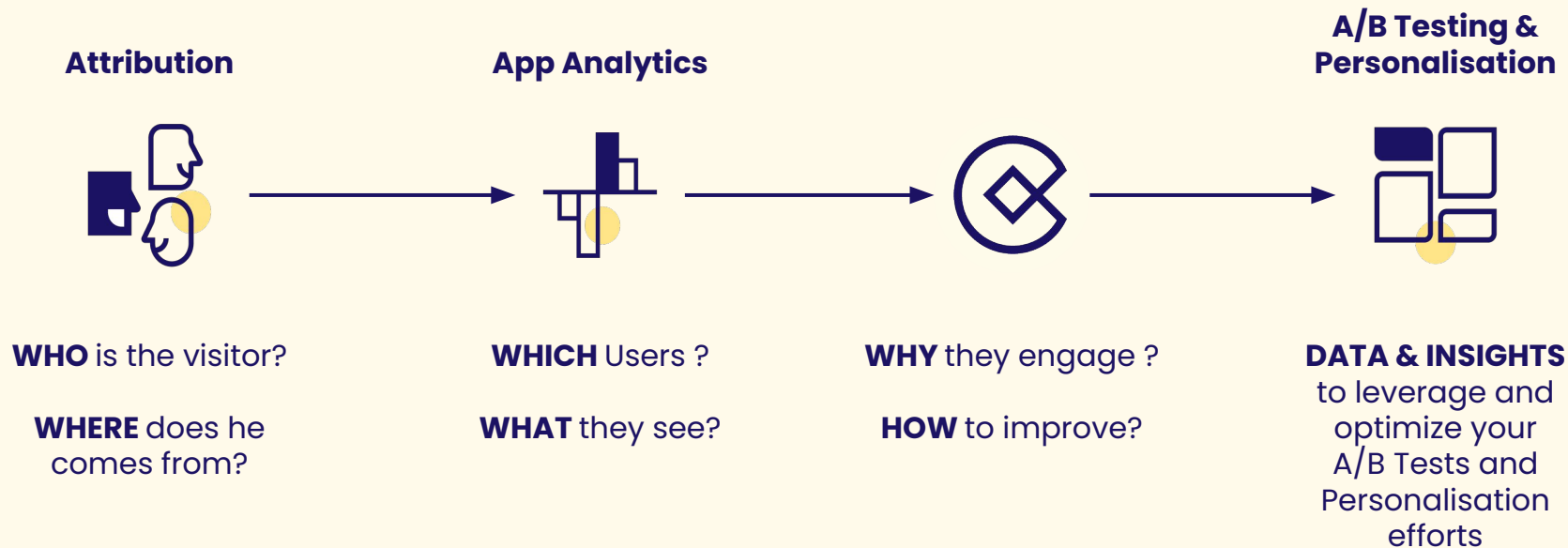
Digital Experience Analytics for Mobile Apps

Create rewarding and seamless App experiences that make it easy for users to accomplish their goals.

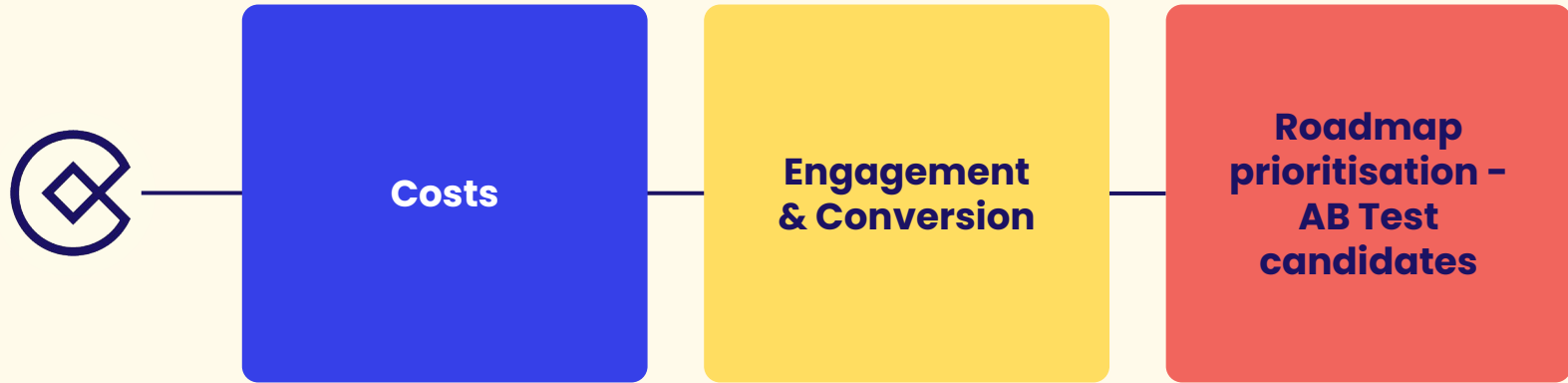
- Easy to implement
- No noticeable impact on App performance
- Fully compliant with App store regulations



We sit between attribution, App analytics and A/B testing



We help our customers with...



Costs

Mobile Apps can easily reach \$1M only for Dev the first year.

Av. App **Dev** costs: **\$ 270k / yr**

Av. App **Maint** costs: **\$ 120k / yr**

How do you know which features are used?
Which screens are useful in the funnel to conversion?
Could you clean up your mobile app and save cash?

Engagement & Conversion

Engagement:

App life expectancy: 4 days average - > 75%

Apps are uninstalled after 1 day

- First impression is key.

Experiencing **frictions and struggles**
in the first minutes of a mobile app experience
ruins **conversion rate and engagement.**

Roadmap prioritisation

–

AB Test candidates

New release every **10 days** with bug fixes
and every **22 days** with enhancements
and innovation.

UI change requests are difficult to understand.

Roadmap and A/B test candidates
are not easy to select.



Demo



// On our very competitive market, the first minutes of usage are key. With CS Apps we've been able to eliminate the frictions, struggles and useless screens and to improve our landing screen and our checkout... At the end it has had a huge impact on conversion.

– **Andrew Hughes**

Project Manager and business analyst @ Funky Pigeon



funkypigeon.com

CS APPS Strengths:

- **Speed to insight**
Visualize behaviors at scale. Macro-level visuals turn session replay into a more effective way to gain insights.
- **Democratise your data**
Reduce reliance on analysts and empower product managers, UX, design teams and more to access experience and business metrics.
- **Easy to deploy and low impact**
Leverage Firebase screen naming to accelerate implementation, with a low-impact SDK that doesn't affect performance.
- **Analyse retroactively**
No need to update SDK tags when content elements within screens change. All gestures and interactions captured by default.
- **Go beyond technical troubleshooting**
Empower your technical teams to fix errors faster, and surface friction even when there are no errors.



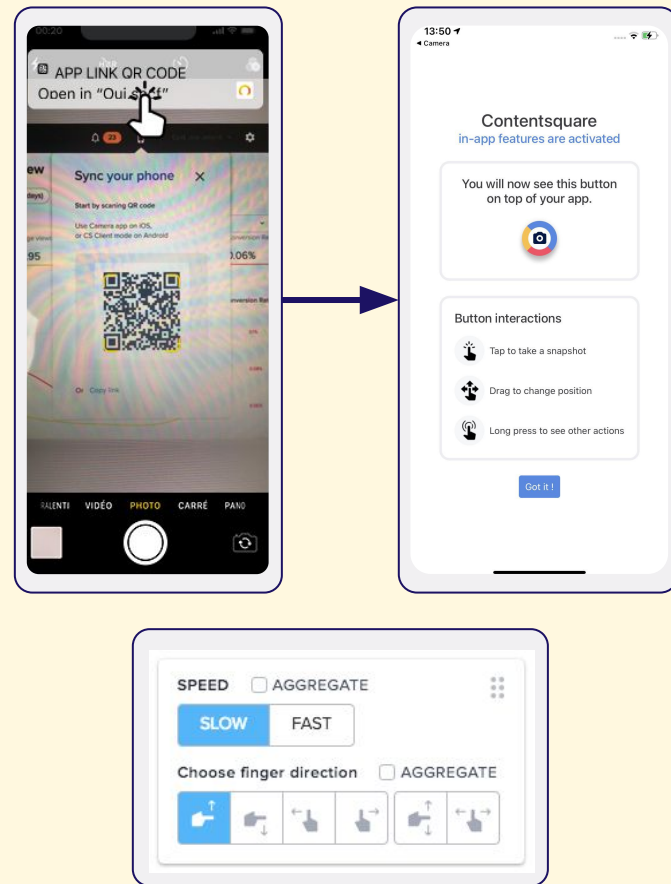
How it works

An SDK to capture any gestures and interactions, even on changing zones.

Easy implementation of our In-App Features to take your snapshots. All you need is a smartphone to scan the QR code.

App specific KPIs

- Tap rate & recurrence
- Swipe rate & recurrence
- Pinch & Spread
- Revenue/CX element, Revenue per Tap
- Purchase Conversion Rate



About our SDK



iOS

Application start SDK	~250ms	100~150 ms
SDK size	639kb	2.8Mb
RAM usage	<3Mb	<10Mb
Peak CPU	<3%	<10%

Select CS Apps customers

BAZARCHIC
MODE • DECO • VIN • VOYAGES

SIXT

Rakuten

Shaw)

Europcar



Intermarché

DECATHLON

Voyages
snCF.com

Which?

boohoo

Features description

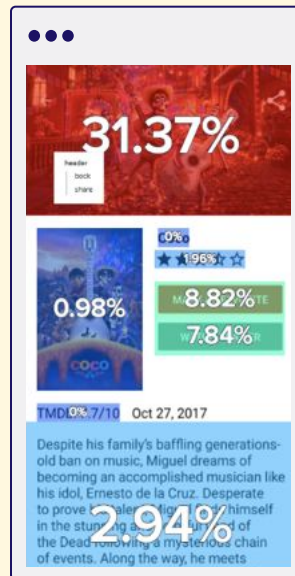
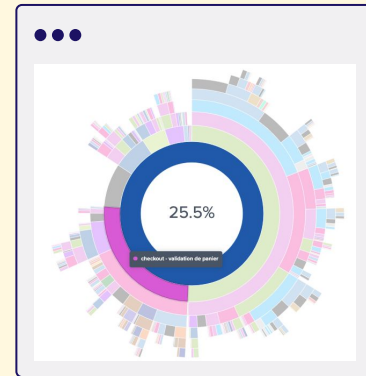


Get a deep in-App understanding

Optimize your App roadmap candidates, A/B Testing campaigns and App revamp strategy based on engagement and revenue data

- **Dev and Maint Costs:** understand which features and screens are mostly used, eliminate what is useless. Save time and money when it's time to revamp your app.
- **AB Testing:** Pinpoint differences in behavior that lead to success vs. abandonment in screens and use to insights to optimize your tests.
- **Roadmap Prioritization:** UI revamps are expensive, focus on what worths doing it... the impact on conversion and revenue.

Journey Analysis:
get a macro understanding of users navigations path and sequences of features used



Zone analysis:
Attribute revenue and engagement to content elements

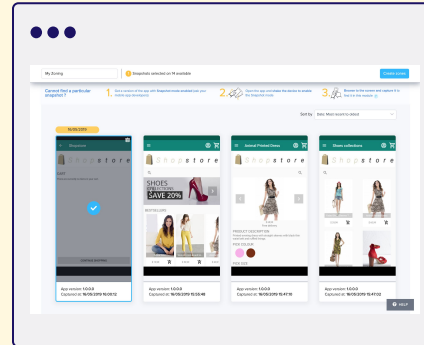
Understand why they download your apps and why they don't engage

Transform downloaders into lifetime users and do better than your competitors by understanding why your app is downloaded (first intention) and avoid every friction during the first minutes of experience.

- **What are the users trying to do just after downloading the App?** Pinpoint what's the user is trying to achieve and make it as simple as possible.
- **User Acquisition:** Promote your App at the right place with the right messaging
- **User Engagement:** nail precisely which step in a funnel may lead to abandon and keep engagement low.

Segment new users

Create "new users segment" by using welcome screens sessions



Screen Comparison

Within a screen, which step can be misunderstood and lead to abandon

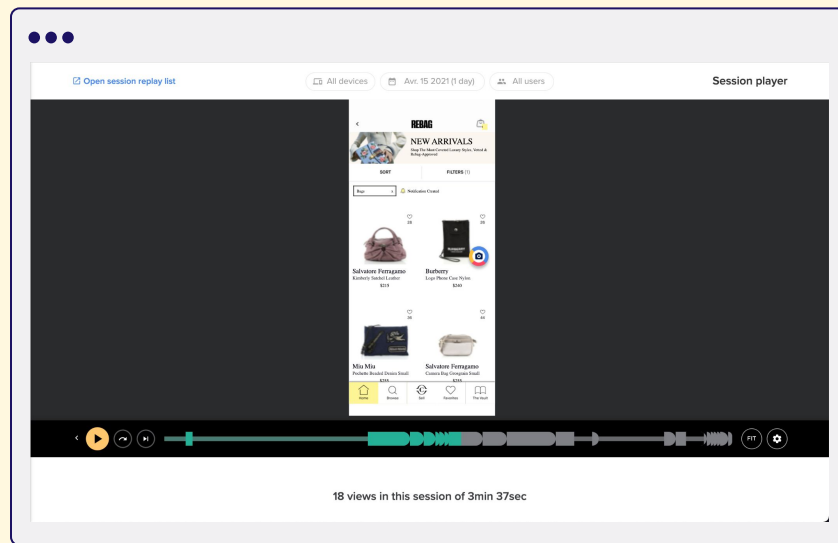
Add visual context to your App analysis

Dig deeper into aggregated issues to understand exactly why users are behaving in a certain way, struggling or abandoning.

- **Troubleshoot and validate:** Quickly identify the issues preventing conversion by reviewing individual app sessions.
- **Understand intent:** Add visual context to aggregated data to reveal what users are trying to achieve.
- **Add rapid context to VoC, Crash Reporting & Support tools:** Recreate sessions that crash, leave feedback, or experience a technical issue.

Session replay:

Reconstruct individual user sessions to reveal every touch, tap and swipe.

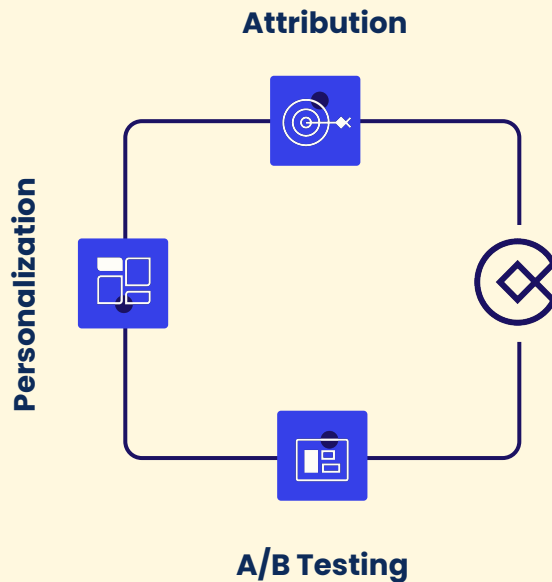


Virtuous circle of Attribution, Analytics, Personalization and A/B Testing

With UX Analytics for mobile apps you can heavily optimize your Attribution efforts and leverage your Personalization and A/B Testing campaigns

- You've attracted new users on your apps with campaigns.
- Now use CS insights to understand how they navigate and what they want !
- Use CS insights to choose A/B Tests and personalization candidates.

New users from campaign X are looking for Y and they go directly to this screen... if they access this screen 3 times in 2 min they're more likely to convert.



Use cases



Fan Engagement

Sessions
x3 longer

Challenge

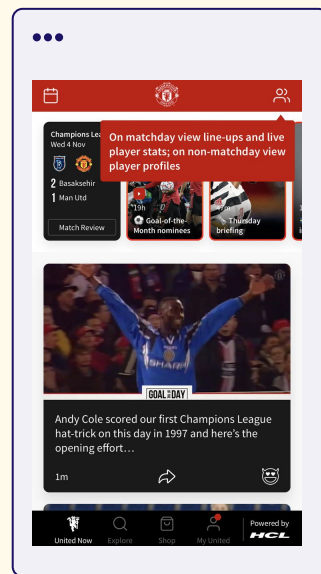
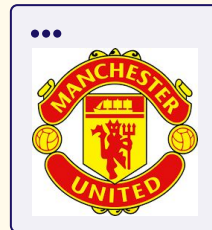
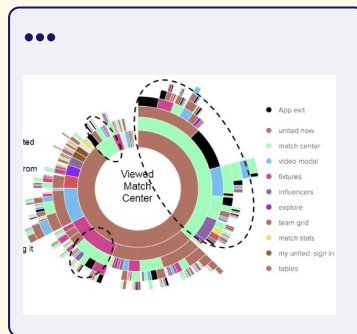
- How do we increase fan engagement with our app?
- We suspect that using the Match center increases engagement, so we could improve navigation to it and in it. but it's expensive, is it worth it?
- App usage is very low when there is no match

Action

- Clear CTA on the landing screen (red appcue) appears when the App is launched

Result

- Sessions x3 longer



AHA with Contentsquare

- CTA for going to M.C. is not clear enough - many users are not finding it
- Match center increases engagement: 2.5x more screens per session

Roadmap prioritization

showroom
prive • com

Impactful
Revamp

Challenge

- Revamping Mobile Apps UI is expensive
- Tech team needs clear insights to prioritize the roadmap
- We know that we can do better in terms of UI

AHA with Contentsquare

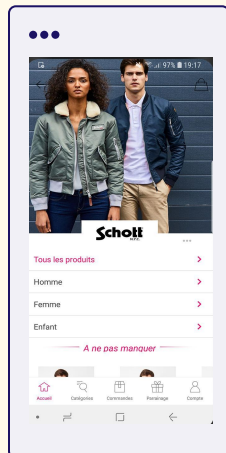
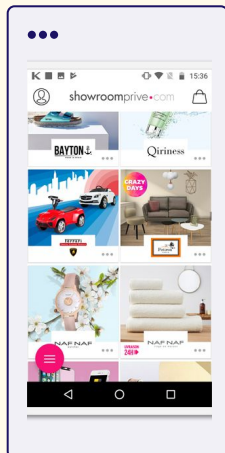
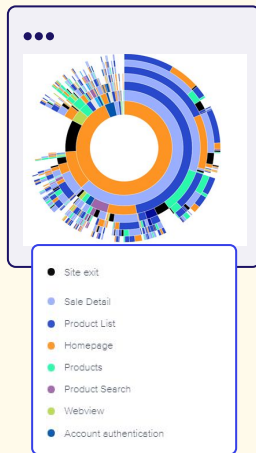
- First Insight: Users are accessing the home screen several times during their sessions
- The more they access the home screen the more likely they are to reach delivery and then to convert.

Action

- Bottom navigation revamp project prioritized

Result

- 9.4 homescreens seen by session => Conversion



Cost reduction



Main
Cost

Challenge

- One app and many features
- Many screen with the same feature
- Huge maintenance costs

AHA with Contentsquare

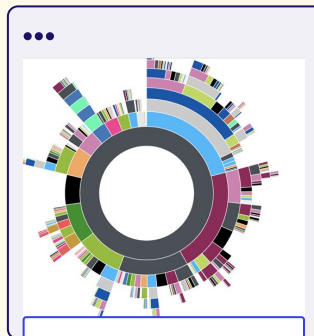
- Point out useless screens in navigation and conversion
- Understand what is the most accessible feature for new users

Action

- Remove useless screens and make key feature accessible

Result

- Maintenance costs reduction
- Lighter app

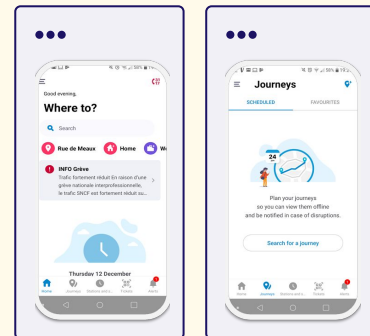


Unexpected path from this screen

Launch a search

Browse a favorite journey

Browse another tab of the screen journey



Implementation process



CS Apps Implementation Overview

For stakeholders on the client side that will be **implementing** CS Apps

■ Contentsquare

■ Client

Effort: Avg 6.5 days of work
Total implementation time: 3+months
Best case: 2 weeks

Product owner

Identify sprint!

Developer

Implementation Team

Product Owner

Implementation Team
(with Client inputs)



It's **crucial** to identify the sprint to implement the CS Apps SDK, estimate unmasking effort, and assign development resource!



Implementation kickoff

Share the project plan & introduce the CS team

Define screen tracking

Avg: 0.5 day **with** Firebase
1-3 weeks **without** Firebase

SDK implementation

SDK: 3 days
Unmasking: 1-3 days*

Implementation check

Avg: 3 days

Release

Avg: 1-3 days

Data check

Avg: 4-5 days

Configure

Avg: 3 days

Quality Assurance check

Avg: 2 weeks

CS Apps Customer Enablement Timeline

For stakeholders on the client side will be **using** CS Apps



Include our SDK in a future release of your App

Our SDK is collecting the data on your App so you can analyze the customers journeys and behaviors. Planning the implementation of our SDK in the future release of your App is key to start leveraging the power of our analysis and insights.



“Overall implementation and tests took two weeks but could have been done faster on our side.”

Andrew Hughes

Project Manager and Business Analyst @ Funky Pigeon

Annexes





Thank you

Conversion

funky pigeon.com

CVR X10

Challenge

- Good traffic but low CVR (<2%)
- Many uninstalls

AHA with Contentsquare

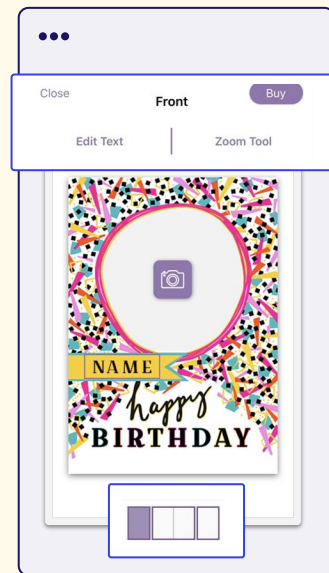
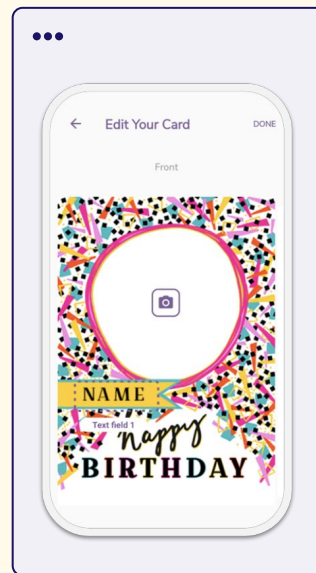
- Spot frictions in the greeting card editing process
- Point out useless screens
- Segment “new user” and understand what are their struggles to remove them

Action

- Fixed card editing process (progression bar / cut design)
- Removed useless screen

Result

- Conversion growth from 2% to +20%



“On our very competitive market, the first minutes of usage are key. With CS Apps we’ve been able to eliminate the frictions, struggles and useless screens and to improve our landing screen and our checkout... At the end it has had a huge impact on conversion.”

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