CS Find & Fix
Deliver a seamless customer experience

Mike Marzano

Contentsquare

Agenda

1. **Why Contentsquare?**

2. **Why Find & Fix?**

3. **Appendix: Case studies and capabilities**

4. **Appendix: One sliders**

5. **Appendix: Zoom on APM complementary**

6. **Appendix: Speed Analysis: 3 monitoring strategies**

7. **Appendix: Misc**

Why Contentsquare?

Contentsquare's Digital Experience Analytics Portfolio

Connect your team to your consumers with an enterprise-ready product, partner ecosystem and services.

Understanding | Action | Trust

Partner Ecosystem

Digital Experience Analytics Cloud

Contentsquare Services

Analytics

Marketing

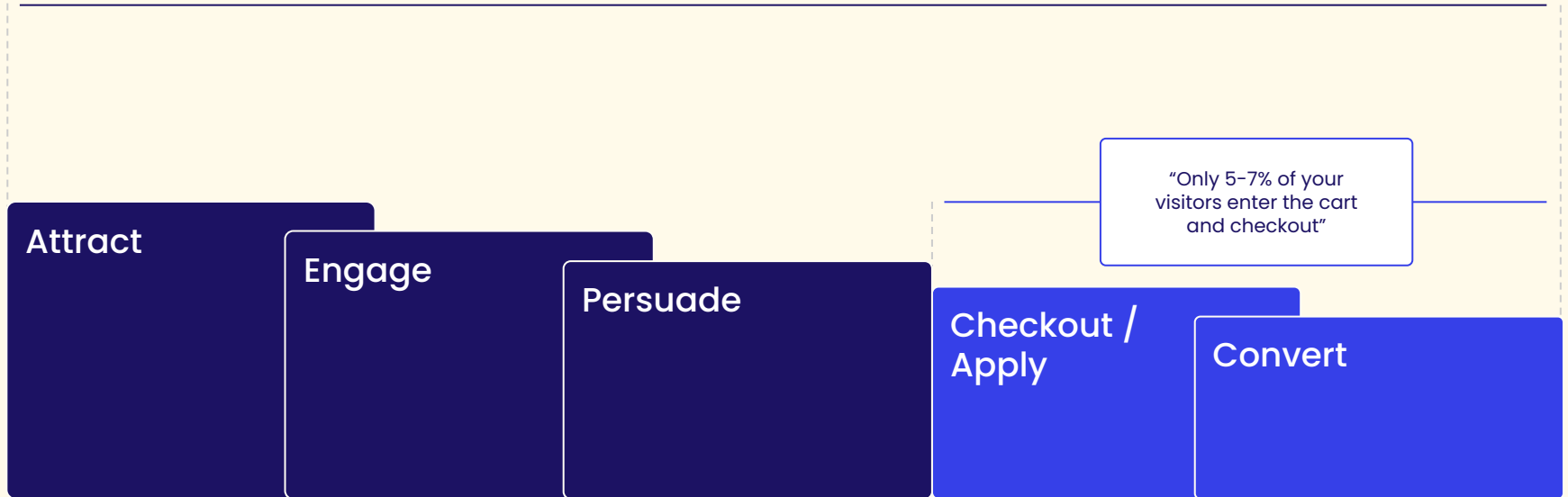**Product**

Operations

eCommerce

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Digital Experience Analytics Cloud

The Digital Experience Analytics Cloud is a single product comprised of five applications that sit on a unified platform.
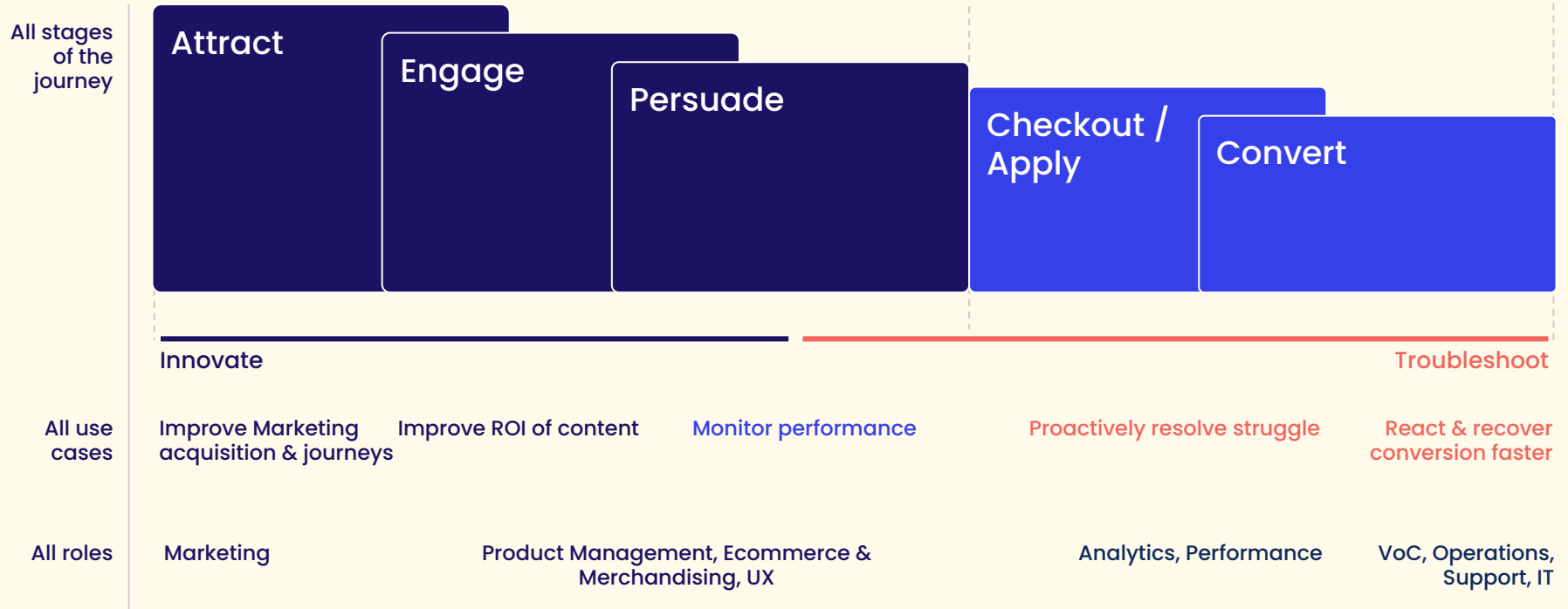

Insights

Apps

Digital

Merch

Find & Fix

Platform
Intelligent - Secure - Private

CONTENTSQUARE
Contentsquare
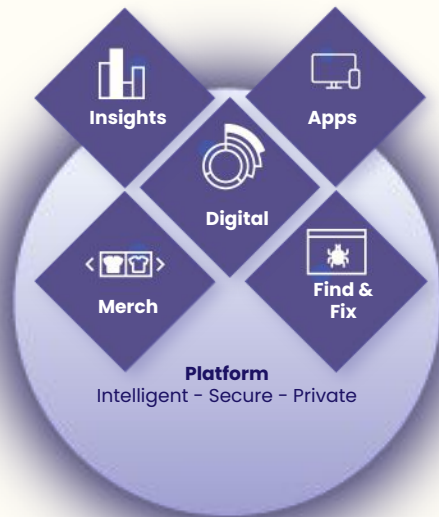
Why Contentsquare? **Addresses the whole funnel**

Contentsquare is the only solution that addresses ALL STAGES of the customer journey.

Attract

Engage

Persuade

"Only 5-7% of your visitors enter the cart and checkout"

Checkout / Apply

Convert

Contentsquare

Why Contentsquare? **Addresses the whole funnel**

All stages of the journey

Attract

Engage

Persuade

Checkout / Apply

Convert

Innovate — — — Troubleshoot

All use cases

| Improve Marketing acquisition & journeys | Improve ROI of content | Monitor performance | Proactively resolve struggle | React & recover conversion faster |

All roles

| Marketing | Product Management, Ecommerce & Merchandising, UX | Analytics, Performance | VoC, Operations, Support, IT |

Why Contentsquare? **Empowers all users**

Marketing

Are my landing pages tailored to the users I'm acquiring?

e-Commerce

Traffic has shifted to mobile but conversions have not. Why?

e-Merchandising

Which product placements are most engaging and effective?

Content

How much does my content contribute to topline revenue?

Customer Centric Convergence

Operations & IT

How can I proactively identify, and resolve points of friction?

Product Management

What's working / not? Which features are customers using or not using and why?

Analytics

Why are customers behaving as they do, how can we improve?

Support

What are the root causes of customer complaints and tickets?

Why Contentsquare?
Allows end to end Experience optimization

Revenue

Innovate experiences

Troubleshoot issues

Regular revenue

Hit on revenue due to new bugs or frustrations

Time

Contentsquare
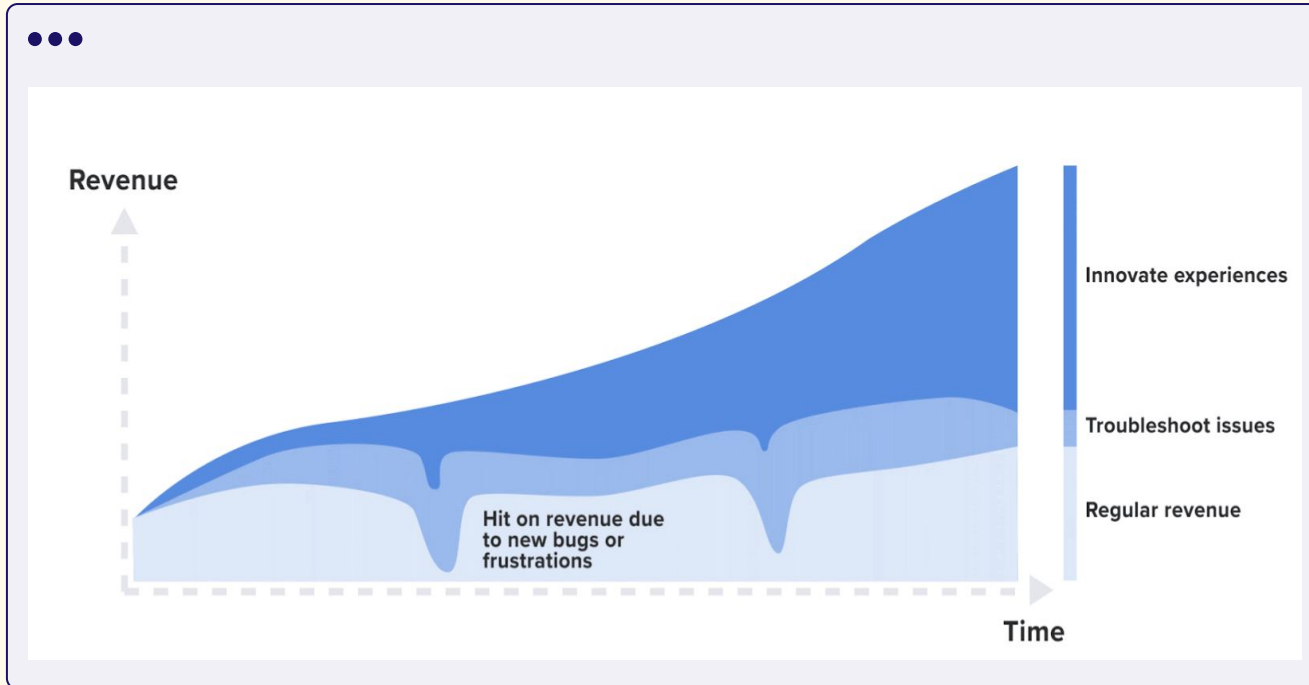
Why Find & Fix?

3 challenges: operational efficiency, customer relationship, revenue growth

Why Find and Fix?
An operational efficiency challenge

88%

of errors
are detected
after user report.

12h

**average
response time**
to customer
requests, in hours..

50%

**of engineering
time** is spent
on debugging

2%

(only!) of errors
impact brands'
business..

Customers deserve faster answer
and less exposure to technical issues

Engineers deserve more time to innovate
and better equipment to focus on what matters

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Why Find and Fix?
A customer relationship challenge

USA

23%

of customers feel happy shopping online

UK

18%

Germany

France

10%

10%
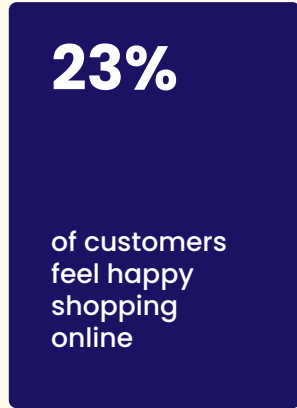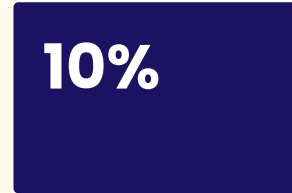
89%

of customers
chose a competitor after a bad experience.

Top 3 causes of unhappiness

Site uses pop-ups and adverts

Site or app crashes during checkout

Discount code doesn't work at checkout

Customers' happiness is low and unhappy customers just leave.

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Why Find and Fix?
A customer relationship challenge

How Consumers Share Feedback About Very Good / Very Bad Customer Experiences

marketing charts

	After a very good experience	After a very bad experience
Told friends about it via email, phone, or in-person	44.0%	46.7%
Sent feedback directly to the company via a call, letter, email, or on their website	20.2%	26.7%
Wrote something about it on Facebook	14.8%	17.1%
Put a comment or rating about the company on a 3rd party site like Yelp or TripAdvisor	10.7%	11.1%
Wrote something about it on Twitter	6.5%	8.0%
I did not tell anyone about the experience	34.0%	27.0%

Published on MarketingCharts.com in June 2018 | Data Source: Temkin Group

Based on a Q1 2018 survey of 10,000 US consumers who were asked about their recent interactions with more than 300 companies across 20 industries
Q: "Thinking about the VERY GOOD and VERY BAD experiences you've recently had with any company, which of the following things did you do after the interaction?"

Customers spread the word about bad experiences.

Some, 27%, keep silent...

Both are extremely bad for customer relationship!

Why Find and Fix?
A customer relationship challenge
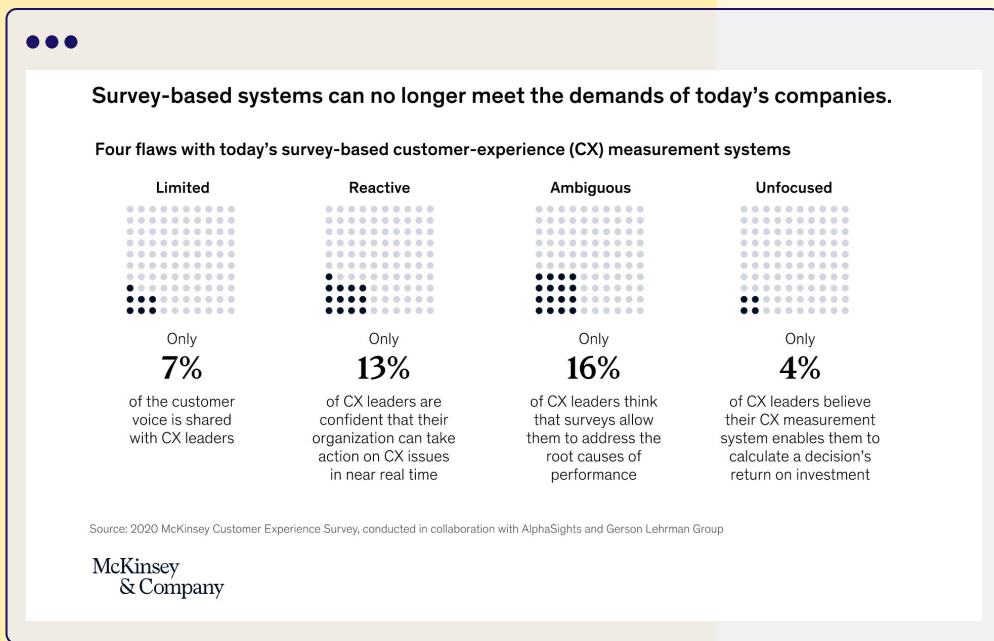
A lot of brands rely on forms to capture issues but...

CX leaders recognize that the have huge challenges to capture issues faced, take action quickly, identify root causes and measure ROI of actions.

Survey-based systems can no longer meet the demands of today's companies.

Four flaws with today's survey-based customer-experience (CX) measurement systems

Limited	Reactive	Ambiguous	Unfocused
Only **7%**	Only **13%**	Only **16%**	Only **4%**
of the customer voice is shared with CX leaders	of CX leaders are confident that their organization can take action on CX issues in near real time	of CX leaders think that surveys allow them to address the root causes of performance	of CX leaders believe their CX measurement system enables them to calculate a decision's return on investment

Source: 2020 McKinsey Customer Experience Survey, conducted in collaboration with AlphaSights and Gerson Lehrman Group

McKinsey & Company

Why Find and Fix?
A revenue growth challenge

Sales at Risk After Consumers Have a Bad Experience

	Decreased Spending ($US Billions)	Stopped Spending ($US Billions)	Total Sales at Risk ($US Billions)	Percentage of Total Consumption
Overall	2291	1280	3572	9.5%
U.S.	1116	744	1859	10.6%
Germany	125	105	230	8.2%
India	121	95	216	11.5%
Japan	114	76	191	5.0%
Brazil	112	71	183	15.2%
France	101	76	177	8.7%
UK	75	72	147	6.5%
Spain	65	50	115	11.5%
Mexico	64	35	100	12.1%
Canada	56	34	91	6.9%
South Korea	58	22	80	7.6%
Australia	38	30	69	7.0%
Indonesia	40	19	59	8.2%
Philippines	36	7	42	13.0%
Malaysia	24	11	35	14.1%
Thailand	21	5	26	7.3%
Hong Kong	13	6	18	6.7%
Singapore	7	4	11	7.1%

About: This chart shows estimates of sales at risk after a bad experience. These estimates are based on the percentage of consumers reporting decreased spending in 17 industries multiplied by total household consumption numbers (in $US) in each of the 18 countries.

Source: "Global Study: What Happens After A Bad Experience," Qualtrics XM Institute and "Households and NPISHs Final Consumption Expenditure," World Bank and OECD national accounts data.

Percentage of poor experiences resulting in spending cuts

Decreased Spending ▪ Stopped Spending

Country	Decreased Spending	Stopped Spending
Spain	41%	31%
Brazil	41%	26%
Mexico	42%	23%
Philippines	54%	10%
Germany	32%	27%
France	33%	25%
South Korea	39%	15%
Malaysia	36%	17%
Canada	33%	20%
Australia	29%	23%
Indonesia	34%	16%
Singapore	33%	18%
U.S.	30%	20%
Japan	30%	20%
UK	25%	24%
Thailand	35%	9%
Hong Kong	29%	13%
India	19%	15%
Overall	34%	19%
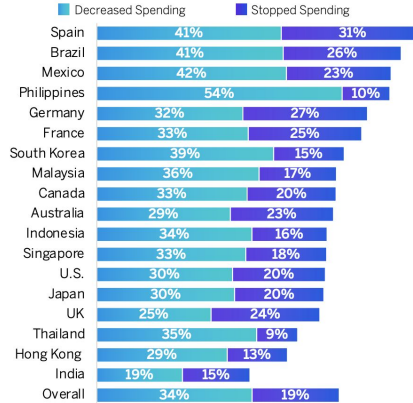
Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

www.xminstitute.com

Bad customer experience puts $4.7 trillion at risk.

53% of customers have decreased or stopped spending with a brand after a bad experience.

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Why Find and Fix? (Speed Analysis specific)
A revenue growth challenge

+$9M — trainline
Additional revenue after shaving 300ms

–1% — amazon
Lost sales for every 100ms of latency

–20% — Contentsquare
Fewer pageviews, i.e. lower engagement for every 20% increase in latency

53% — Google
Of abandonment for mobile users if website takes +3sec to load

–2% — Walmart Marketplace
Lower conversion per 1 second slower load time

24% — Google
Less bounce if Core Web Vitals are respected

+8% — vodafone
A 31% improvement in LCP increased sales by 8%

Find and Fix

Key Capabilities

- Error Analysis
- Experience Search
- Advanced Session Replay
- Speed Analysis

Benefits

- **Prioritize Issues:** Monitor the digital experience and prioritize the most business impactful technical issues and slownesses.

- **Act Quickly:** Speed up response to feedback, errors and slowness.. Release product faster.

Insights

Apps

Digital

Merch

Find & Fix

Platform
Intelligent - Secure - Private

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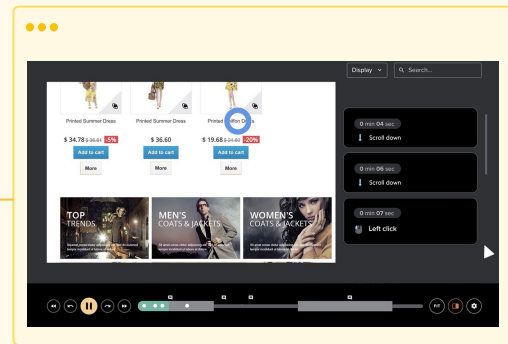
Find & Fix (Web) Key Features

Capability	Features	Find & Fix (Web)
Error Analysis	JS Error Analysis	✔
	API Error Analysis	✔
	Custom Errors	✔
Text Search	Technical and business error search results	✔
Speed Analysis	**Synthetic Speed Testing** — Speed test reports and comparison reports	✔
	Synthetic Monitoring — Page and scenario monitoring	✔*
	RUM — Core Web Vitals metrics across CS modules	✔
Advanced Session Replay	Player, Event Stream, Latest Replays, Public Link Sharing	✔
	User Identifier, Controlled Exposure	✔
Real-time Data (beta)	Real-time Workspaces and Alerts	✔
VOC Integrations**	Bidirectional VOC solutions integration	✔

*One or more monitors packages must be purchased.   **Part of CS Platform but related to FInd & Fix issue resolution use cases.

Find & Fix (Apps) Key Features

Capability	Features	Find & Fix (Apps)
Error Analysis	API Error Analysis (Native apps + webviews)	✔
	JS Error Analysis (webviews only)	✔
	Crash Error Analysis	✔
Advanced Session Replay	Player, Gestures & errors in event stream, Latest Replays, Public Link Sharing, 50%+ capture, User identifier	✔
Real-time Data (beta)	Real-time Workspaces and Alerts	✔
JIRA integration	Create a Jira issue from Error analysis	✔

The Key Use Cases

Proactively Monitor Sites
for the Best Performance and SEO

Help Individual Customers
and Detect Fraudulent
Behaviors
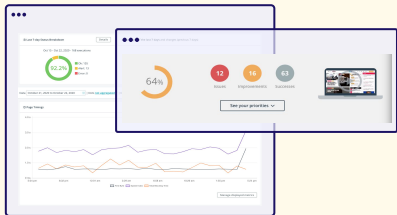
Spot, Validate,
Quantify and Retarget
Experience Issues

Understand the Technical
Cause of Conversion Issues
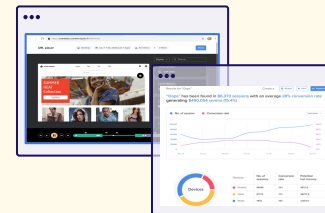
Proactive

Reoactive

Facilitate and Prioritize
Action on VoC

Get Alerted When Issues
Encountered Spike

The Proactive Use Cases

Spot, Validate, Quantify and Retarget Experience Issues
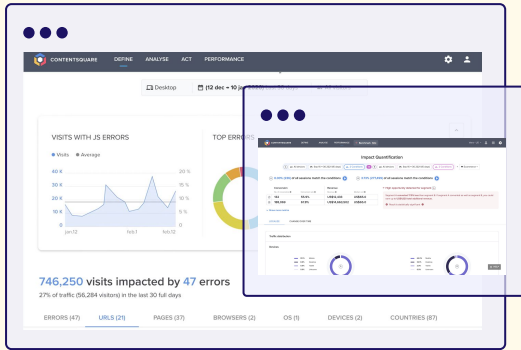
> ❝❝ I want to spot, validate and quantify issues impacting my customer's experience the most, quickly. Then I want to email impacted customers to apologize."

Proactively Monitor Sites for the Best Performance and SEO
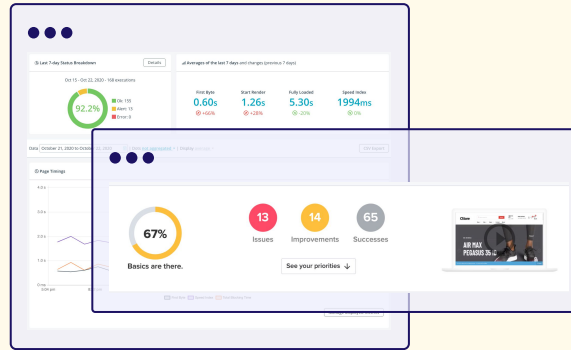
> ❝❝ I want my pages and key journeys to be compliant with today's performance standard and better than competition."

Get Alerted When Issues Encountered Spike
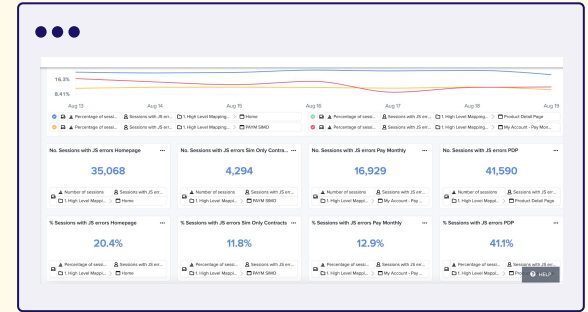
> ❝❝ How can I make sure I don't miss a sudden experience degradation on my website?"

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The Reactive Use Cases

Understand the Technical Cause of Conversion Issues
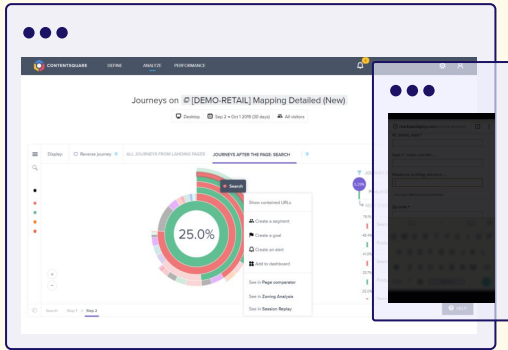
> **"** My analytics show visitors abandoning the checkout flow, but I have no idea why."

Help Individual Customers and Detect Fraudulent Behaviors
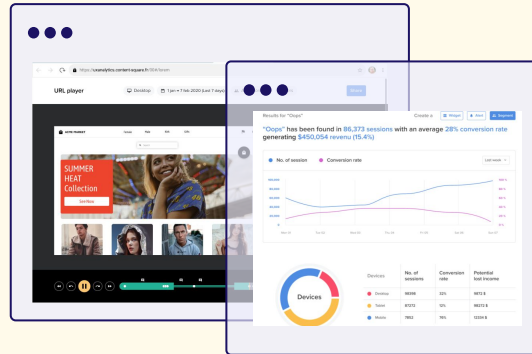
> **"** I need to help customers individually, seeing what they type. I also need to verify some potential fraudulent behaviors."

Facilitate and Prioritize Action on VoC
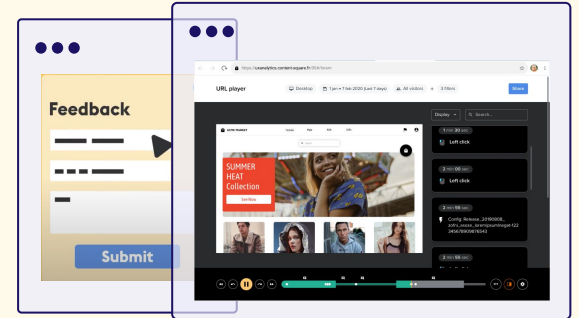
> **"** My customers are complaining, but I can't understand why nor the extent of the issue."

They use Find & Fix

Thank you

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Appendix:
Find & Fix Cases
Studies & Capabilities

Success stories source

CS Find & Fix Case Studies

INTERNAL ONLY

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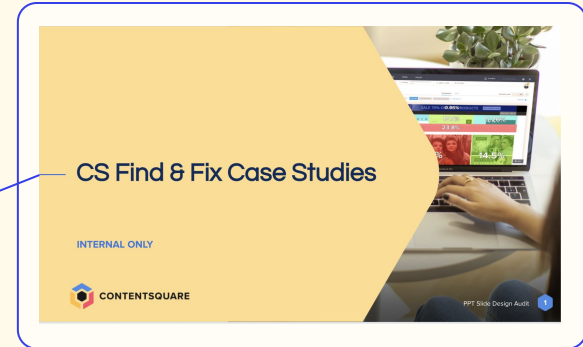
19 cases
6 cases with logo
3 quotes with logo

Synthetic monitoring, for the best SEO and web performance

"How can I make sure my website and especially my most important journeys' pages load greatly and make my website stand out vs competition?"

- Insights and near real time alerts for marketers on site performance and end users experience, including Web Core Vitals.

- Granular information and advice that technical teams can use to connect the dots for faster resolution.

- Benchmark your website and compare performance with the competition.

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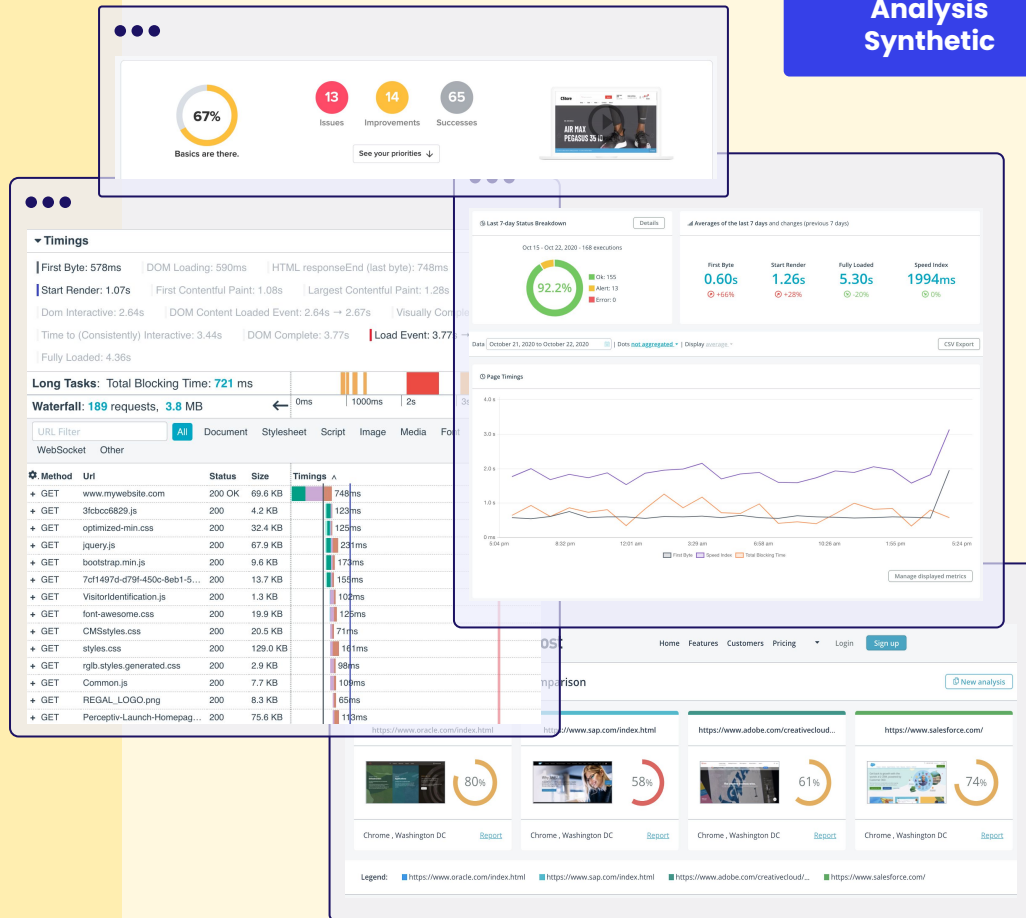
Real User Monitoring, to connect web perf. with business metrics

"How can I see concretely the impact of web performance of my website visitors' journeys and my business metrics ?"

- Google's Web Vitals metrics are now available in modules such as : Impact Quantification, Analysis Context, Page Comparator, Workspace and Alerts

- Complement your synthetic monitorings with real user insights

- Monitor performance on your traffic and get alerted in case of problem

Speed Analysis RUM

Contentsquare
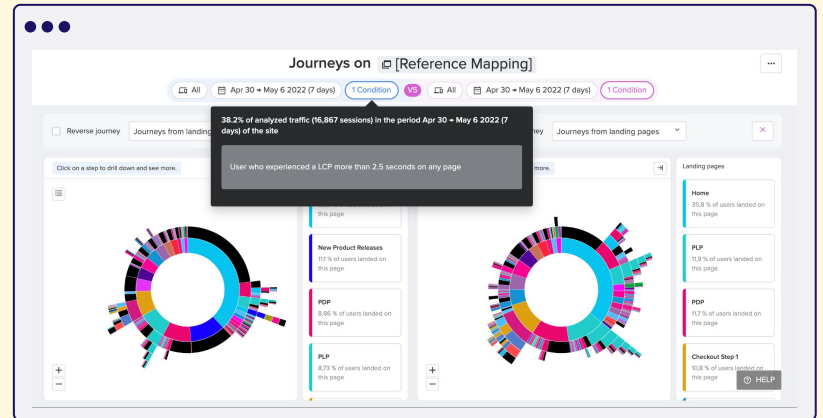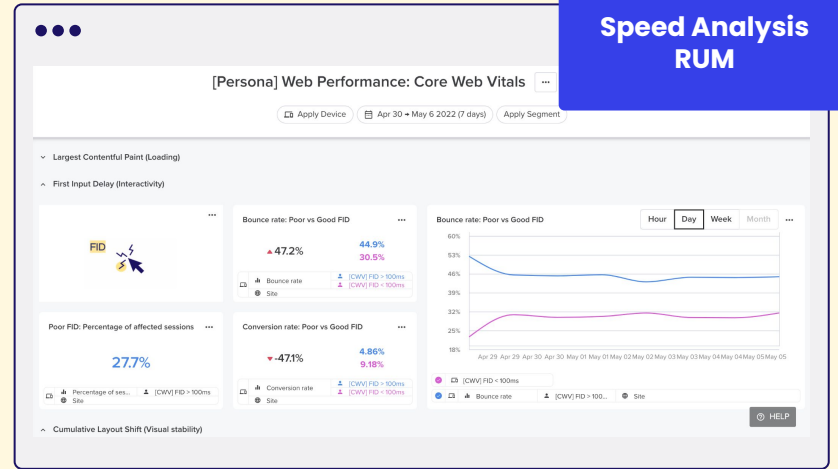
Detailed presentation on RUM

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Speed Analysis RUM
The perfect complement to Synthetic

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Spot errors that impact your business faster!

"How can we proactively surface the errors that are hurting conversion and revenue?"

- Spot errors (API, JS, Custom) impacting the business faster than ever thanks to grouping, business impact KPIs and statistical significance.

- Reproduce easily errors thanks to replay direct access, event stream and impact quantification traffic distribution.
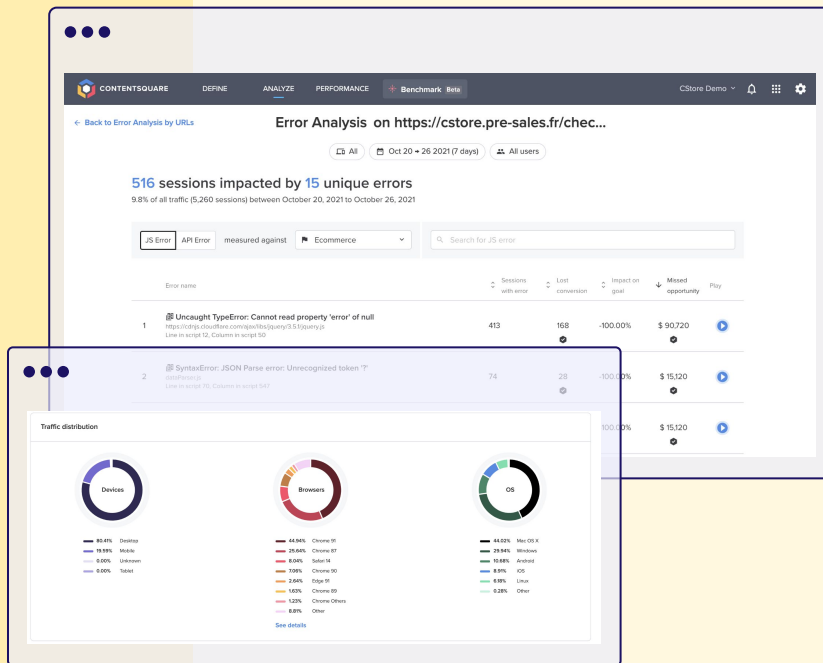
Error Analysis

80%
less unique errors thanks to grouping

98%
of not impactful errors filtered out

x3
impactful errors spotted thanks to grouping

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Get insights faster
with session replay
capabilities

"From replay analysis to business quantification in one click"

- Skip to events such as errors, page events, clicks, goals, insights

- Quantify with a click how many others experienced the same and how the business is impacted

- Comment and easily share public links to session replay.

- Search by page, session, users

Contentsquare
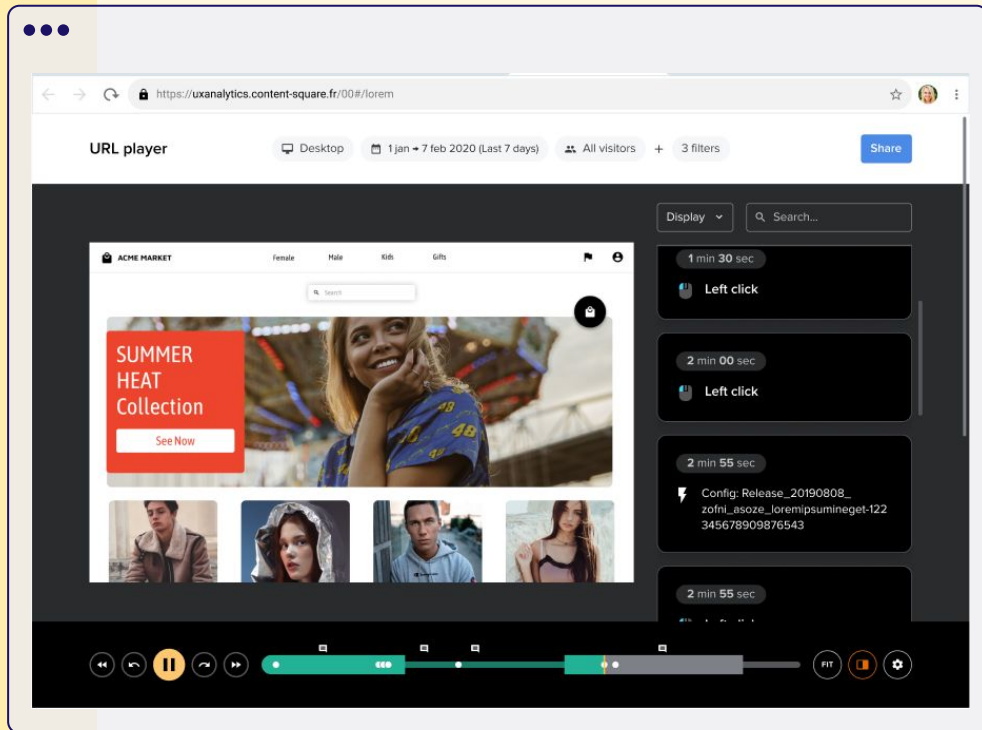
Go deeper into replays

"People struggle with the zip code field, I need to go deeper in my analysis"

"My customer is in trouble I need to help them and see what they are typing"

"A customer is doing strange account configuration. I need to dig into this."

- Reach replays of a specific person identified by their email, phone number, with the greatest level of security

- Unmask what the person typed (e.g. in an address form or search bar) to understand their full experience, with the best security level based on public and private key correspondence

- Display all the details (headers and body) about an API Error to troubleshoot it.

Contentsquare
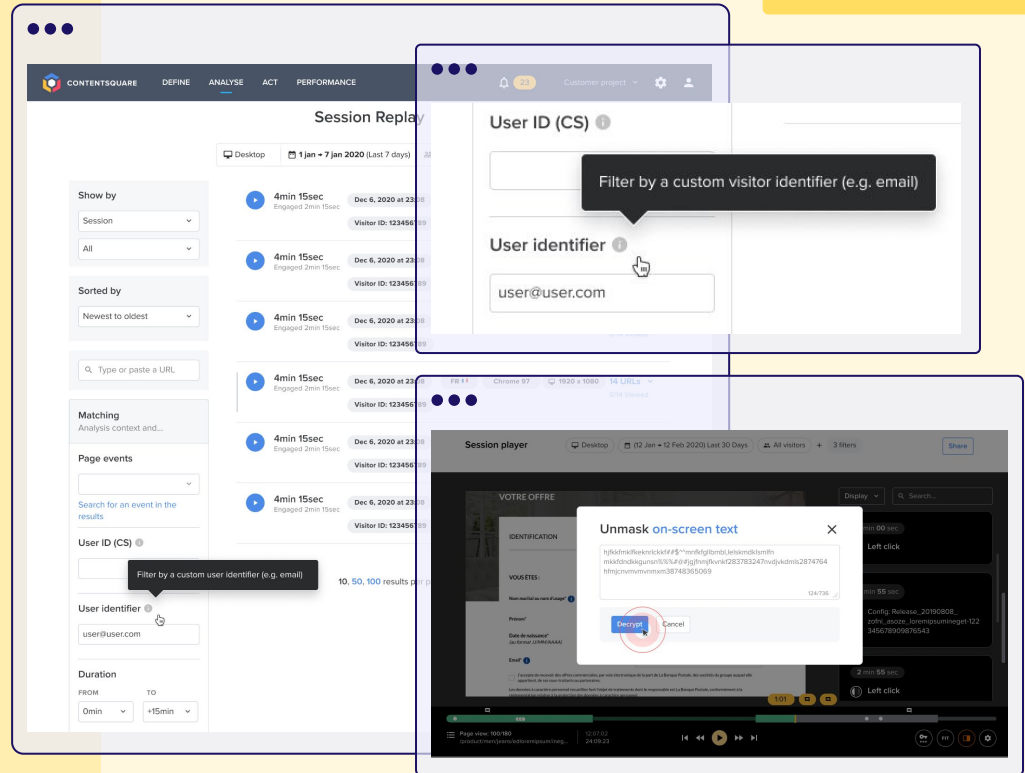
Quantify
how big the issue is

"I noticed a recurring problem in session replays, and I want to know how it's impacting my business."

- **Understand behaviors directly in context**

- **Measure the magnitude of opportunities or errors spotted in replays so that you can prioritize based on impact**

- **Pinpoint the root cause of a struggle or find commonalities in a behavior**

Contentsquare
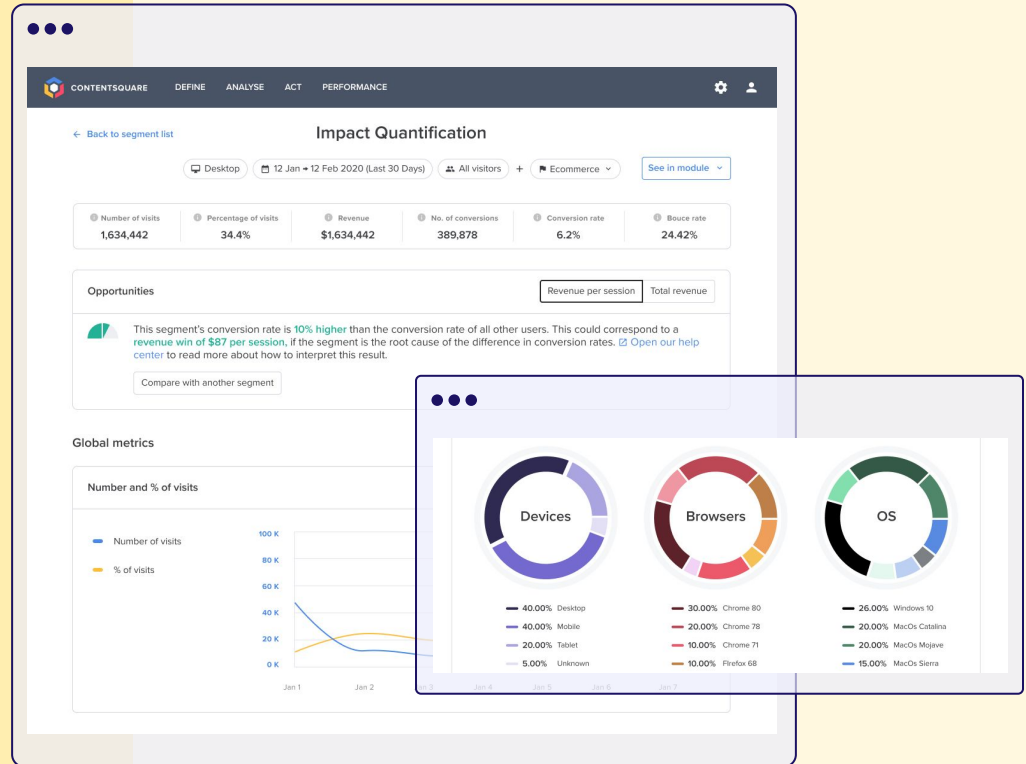
Understand
how warning
messages are seen

"I need to know what errors such as
"Oops …" my customers are seeing and the
impact that this has on conversion and revenue"

- Search for any text-based warning
  message ("Oops…"; "Sorry, we weren't
  able to…"), technical error,
  or visitor behavior

- Understand impact on conversion and
  revenue

- Profile impacted sessions based on
  behaviors, devices, OS and browser

© Contentsquare 2022   34
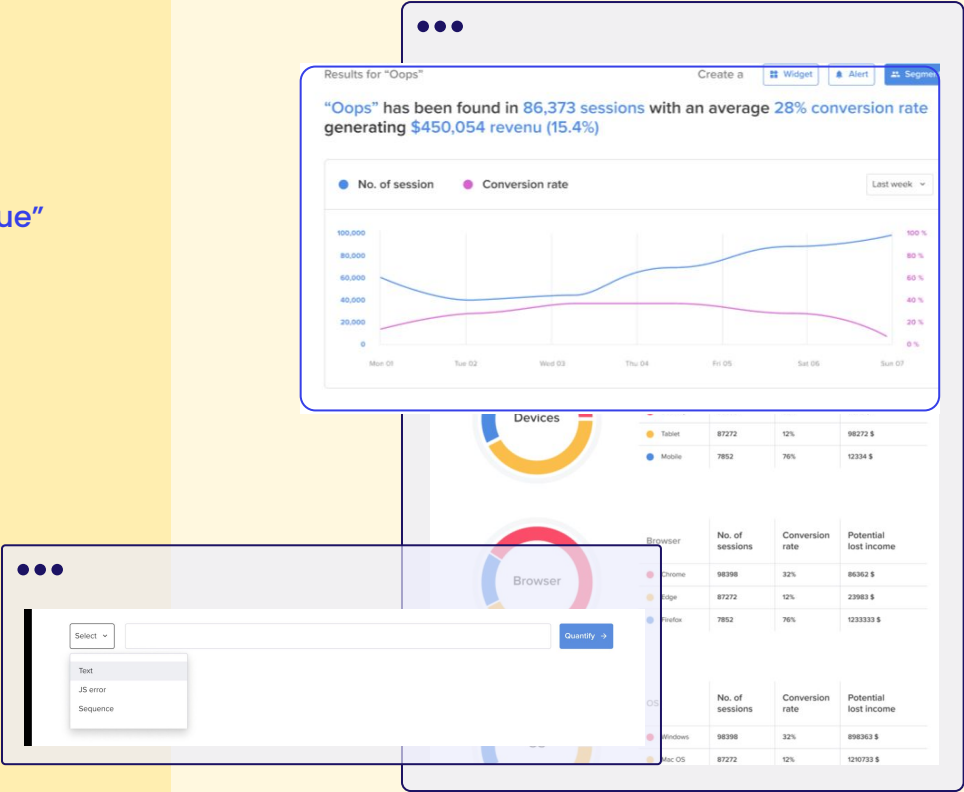
Give context
to VoC feedback

"My customers are complaining, but I cannot understand why without seeing what they actually experienced."

- Replay the exact sessions leading up to VoC feedback to understand the friction or query

- Quantify how many others also experienced the problem

- See what paths lead to complaints

- Decrease time to identify and resolve issues

Push data out for re-engagement and further analysis

"How can I retarget people who saw their experience degraded due to an issue?"
"How can I feed my Tableau reporting with CS Error Data

- Push segments of people exposed to an error to CRMs and Campaign

- Management Systems to re-engage audiences and preserve the relationship Feed BI tools with Error data for advanced data crunching

Appendix:
One Sliders

Session Replay

Understand better what your visitors experience
by visualizing their real-time experience

Identified frictions zoom-in: Contentsquare modules all
help identify frictions and allow one click access to
relevant replays. Checking them allows you to visualize
visitor's experience and make their journey greater.

Patterns' business quantification: a click followed by an
error, multiple form field interactions, insights such as
rage clicks, text seen after a custom event, etc. are
events you can identify in replays and quantify in one
click, to see how hugely your business is impacted

Advanced support and fraud detection: Fast replay
availability and capacity to search replays by customer
ID allow efficient user support. It also allows
the detection of suspicious behavior.
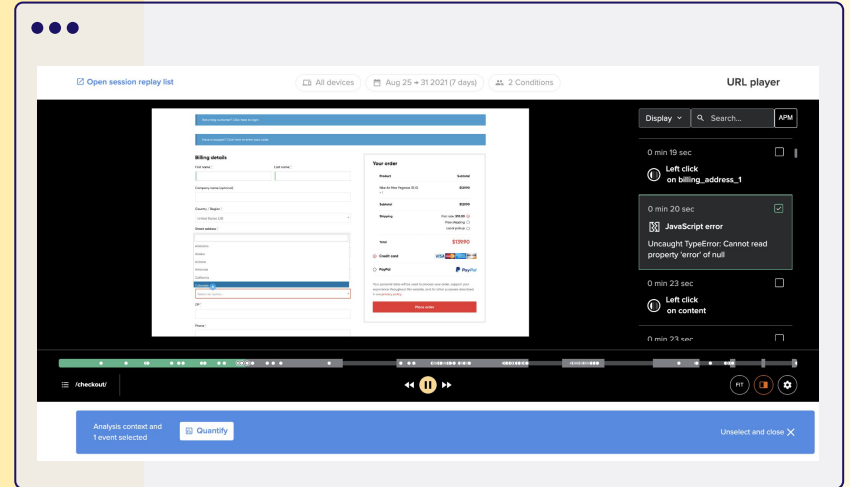
Friction score

Session scoring by an ML
based friction score gives
an immediate perspective
on criticity.

Team Work

Replays can be commented,
shared externally. Links to
them can be automatically
added in VOC tools.

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Speed Analysis

Proactively monitor pages and funnels to spot slowdowns, discover optimization opportunities and benchmark against competitors.

Page and scenario Monitoring: Automatically test pages and funnels performance from different geos., devices, bandwidths, with/without certain services, in stage, etc. Leverage a rich set of data points, including Web Vitals, and meaningful recommendations. Get immediate alerts based on thresholds and response time drops.

Benchmark: Benchmark your website vs competition, allowing you to spot performance differences and visually compare page loads.

RUM: Use Web Vitals metrics along other Contentsquare metrics and modules to understand the impact on behaviors and the business of performance issues.
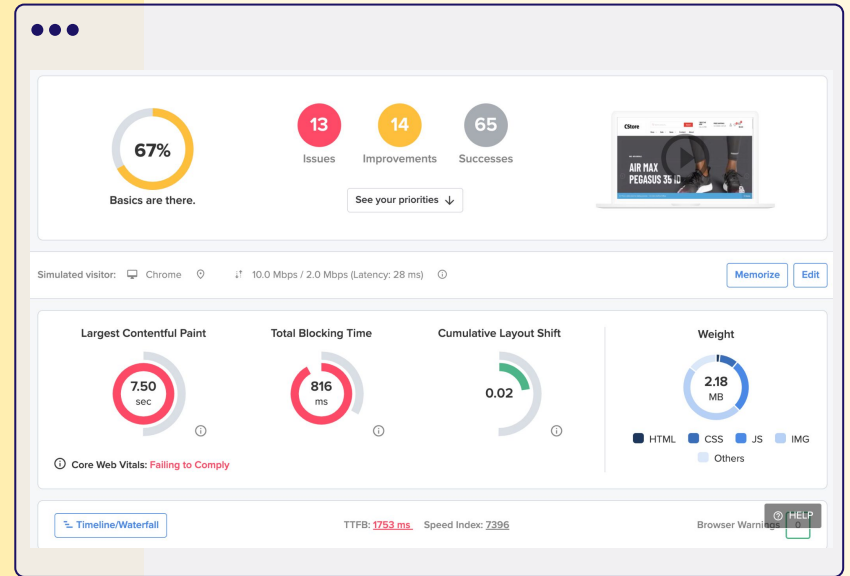
Address issues proactively

Identify slowdows and issues even before going live

Stay on top

Make sure the experience you present is simply the best performing one for the greatest experience and SEO

CS Find & Fix (Web)

Create seamless digital experiences while working faster across the organization.

- **Error Analysis:** Analyze and prioritize JS, API & Custom errors based on business impact.

- **Experience Search:** Conduct free text searches across any session for textual warnings to get details, recreate experience, filter, sort and understand impact quantification.

- **Advanced session replay:** Capture up to 100% of traffic for replay (including API calls) and analyze impact of errors directly in playback.

- **Speed Analysis:** Enable marketers to understand the impact of load performance issues on the site experience and conversion goals.

- **VoC Connectors:** Leverage pre-built integrations to your VoC to understand feedback and technical errors in greater detail to make them actionable for improving experience and revenue.
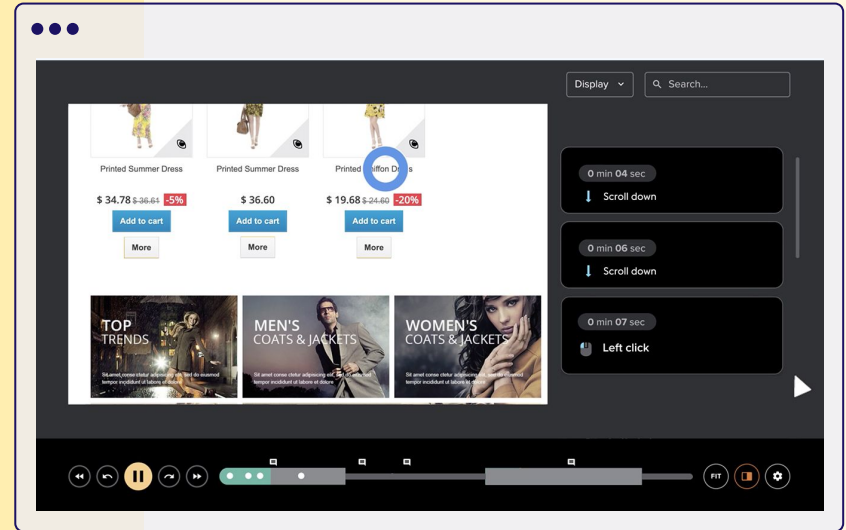
Prioritize Issues

Quantify the business impact of technical fixes so you can focus on the ones that matter most

Act Quickly

Speed up response to feedback and technical issues. Release product faster.

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Appendix:
Zoom on APM complementarity

The complementarity of Find & Fix and APMs

EXPERIENCE CENTRICITY VS. TECHNICAL CENTRICITY

Find & Fix is all about identifying what impacts the experience and conversion the most client side for technical and business persona.
APMs are all about providing to technical persona the right features for observability, alerting and debugging client side and server side.

COMPLEMENTARY PRODUCTS

Contentsquare are integrating with leading APMs such as New Relic, App Dynatrics, Akamai Mpusle, Dynatrace, etc. to let users make the most of the two products.

RECOMMENDED JOINT USE CASE

- **APM** data helps identify performance issues.
- **Contentsquare** helps quantify the corresponding losses and prioritize against other issues, potentially aligning with business teams.
- **Contentsquare** provides a reproducible test case in targeted contexts, highlights the optimizations to be made in a language/format technical and business persona can consume.
- **Optimizations** are implemented on stage.
- **Contentsquare** tests confirm that optimizations improve performance in this specific context.
- **Optimizations** are pushed to Production.
- **APM** data confirms that the optimizations improve performance and root cause is fixed.
- **Contentsquare** can be used by business persona to confirm issue is gone!

FASTER TIME TO RESOLUTION, GREATER PRIORITIZATION PROCESS, GREATER TEAMWORK

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Contentsquare Advantages on Error Analysis and RUM

ERRORS' BUSINESS IMPACT WITH STATISTICAL SIGNIFICANCE

Contentsquare lets users understand the business impact of client side errors (JS, API) with a great level of confidence thanks to statistical significance calculations.
APMs usually only display number of sessions which encountered a given error.

ERRORS' GROUPING CAPACITY

Contentsquare groups errors across browser, languages through fingerprinting to save users some time, as they have fewer errors to check!
APMs often only list errors individually.

RECONNECT RUM TO BEHAVIORS AND BUSINESS METRICS

RUM capacities of Contentsquare allow you to understand the impact of Web Vitals metrics on the experience you propose on your website and your business. You can correlate bad performance with conversion, bounce, and visually compare journeys of people with bad and good performance.
APMs would focuses on RUM metrics monitoring without business and experience link.

ANALYSIS CONTEXT TO REFINE THE SEGMENT ANALYZED

If you want to analyze errors or bad LCP encountered by the segment of people who have a 5 star NPS, have been part of an AB test, or engaged with your register form more than 5 seconds, from an iOS device, this is possible. All Contentsquare segments and metrics can be used in analysis. APMs would focuses on giving access to technical information.

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Advantages on Synthetic Monitoring

CUSTOMER CENTRICITY

Contentsquare recommends improvements that make sense to offer greater experience, have a greater content strategy (image size etc.).
APMs focus on keeping track of the performance and availability.

TRANSVERSALITY

Performance is a transversal topic. Issues are technical but solutions are across all the website value chain! Speed Analysis is made to make this collaboration happen.
APMs are fully dedicated to technical persona.

DEEP ANALYSIS

Contentsquare allows performance AB testing, comparing performance with/without certain services, with/without GDPR consent, with/without caching. Dependency map allow advanced loading analysis. Loading video are always recorded.
APMs don't go that deep.

IMMEDIATE ANALYSIS

Contentsquare allows one shot analysis in a very easy way.
APMs don't offer this.

COMPETITIVE ANALYSIS

Contentsquare allows comparison of competitors performance in a visual way.
APMs don't allow that.

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Contentsquare Advantages on Session Replay

BEHAVIORAL ISSUES

Contentsquare helps spot errors but not only. It spots in-replays "rage clicks", multiple field Interactions and multiple button interactions, custom events, happening in replays etc allowing a proactive use of replay. APMs focuses on errors analysis. It's a "post mortem" usage.

QUANTIFY

Contentsquare quantifies any behavior: errors, clics, rage clicks, multiple field/buttons interactions, etc. directly from replays. APMs focuses on quantifying # sessions exposed to errors.

BUSINESS IMPACT

Contentsquare allows errors' business impact calculation, with advanced segment comparison capabilities.
APMs doesn't allow business impact quantification.

JOURNEY ANALYSIS

Journey Analysis + Session Replay allows detection of experience issues not directly triggered by errors. Doing this without Journey Analysis would mean watching dozens of hours of Session Replay and be very manual. APMs has no Journey Analysis's equivalent.

COST & FLEXIBILITY

Contentsquare offers a flexibility of sampling, also event-triggered recording and URL level sampling. APMs Session Replay offers less flexibility and might be expensive.

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Find & Fix Digital Experience Monitoring offering

Synthetic
Lab data captured
by Speed Analysis probes

Speed Analysis Synthetic
Automated performance tests on
pages and scenarios, business
friendly UI

Frontend/client side
Real user data captured
by Contentsquare tag

Error Analysis
Business impacting **JS**
errors detection

Session Replay
Anomalies detection and
quantification

Speed Analysis RUM
Analyze and improve perceived
load times with real user Web
Vitals metrics.

Error Analysis
Business impacting
browser side **API** (Fetch/XHR,
AJAX) errors detection

Partner APMs
Technical details about sessions

Custom Errors
Business impacting **custom
errors** prioritization

Text Search
Unexpected warning
messages detection
and impact quantification

Backend/server side

Partner APMs
Infrastructure Monitoring

Partner APMs
Backend monitoring and server
side error counting

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Appendix:
Speed Analysis:
3 monitoring
strategies

Speed Analysis pricing philosophy
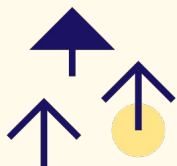
Speed Analysis pricing is essentially based on the number of monitors and the frequency of the monitors.

The **number of monitors** depends on the **number of key pages and key scenarios** to be monitored, and on the number of contexts

(ex: homepage monitored on Mobile and on Desktop counts as 2 monitors)

The **frequency** impacts the number of tests.

With 5 minutes frequency on a monitor, the customer get 288 tests/data points per day per monitor.

A higher frequency improves time to value through faster alerting and data quality/granularity to better understand trends and capture performance volatility.

3 monitoring approaches

	Discover & Optimize	Accelerate	Best in Class
Recommended when	**First step for a faster experience** High quality solution to kickstart Web Performance optimization	**Bring performance to the next level with more proactivity** Faster data gathering and alerting	**Fast and delightful experience as an additional differentiator to beat competition** Business and tech teams have the best tool and organization to tackle web performance challenges
Strategy example	**Monitored every hour:** - 5 most visited pages - 1 key scenarios* (up to 12 steps) (Mobile & Desktop for 1 geo) **Monitored once a day:** - Top 3 competitors homepages - additional geos **Unlimited manual testing and comparisons** for all the team	**Monitored every 30 minutes:** - 10 most visited pages - 3 key scenarios* (up to 12 steps) (Mobile & Desktop for 1 geo) **Monitored once a day:** - Top 5 competitors key pages - additional geos **Unlimited manual testing and comparisons** for all the team	**Monitored every 15 minutes:** - 15 most visited pages - 5 key scenarios* (up to 12 steps) (Mobile & Desktop for 1 geo) **Monitored once a day:** - Top 5 competitors key pages - Top 5 competitors key user journeys - additional geos **Unlimited manual testing and comparisons** for all the team
Package	**50 monitors - 1 hour** 3 months data retention Catalog: **$15K**	**100 monitors - 30 minutes** 13 months data retention Catalog: **$30K**	**150 monitors - 15 minutes** 13 months data retention Catalog: **$60K**

* Examples of key scenario: registration, HP to checkout

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Beyond monitors

Contentsquare allows **unlimited number of users** for the greatest data democratization

Contentsquare allows an **unlimited amount of custom dashboard** to fit each and every customer need

Contentsquare provides a unique level of **customer partnership** with CSM and Solution Experts support

Dareboost vs Speed Analysis

Features	Dareboost Discover	Dareboost Explore	Dareboost Enterprise	Speed Analysis
One-shot analysis	✔	✔	✔	✔
Number of test locations	11	11	11	17 with new regions covered: Africa, Middle-East
Monitoring and alerting	5 Monitors maximum. Daily frequency.	15 Monitors maximum. Up to 30 min frequency.	Up to 15 min Frequency: custom nb of monitors	1000 daily monitors included. From 60 to 5 min frequency: custom nb of monitors
Scenario, whitelabeled PDF reports and custom dashboards	No	No	Optional	✔
Dependency map analysis, LCP details, LDAP/SSO integration	No	No	No	✔
Unlimited users	No. 3 users	No. 10 users	Optional	✔
Read APIs	Optional	Optional	Optional	Optional
Execution APIs	No	No	Optional	Optional
Real User Monitoring	No	No	No	Optional
Expert usage assistance, Client Club, e-learning, enterprise support	No	No	No	✔

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Public reports, second-visit monitoring, POST data form validation features are not maintained in Speed Analysis

Appendix:
Miscellaneous

Session Replay sampling and masking decks

Choosing the right Session Replay sampling rate

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The choice of what to mask

The story of Mary, a CRO leveraging Session Replay

2022 Benchmark - Core Web Vitals figures

Core Web Vitals

Find & Fix Operational Efficiency KPIs

Faster operational execution

Lower MTTI
Lower mean time to identify the "root cause" of tech issues occurring on the websites.

Lower MTTR
Lower mean time to resolve tech issues occurring on the website. It involves investigation, reproduction, fix deployment, tests.

Less engineering time spent on troubleshooting
Less time on identification, investigation, reproduction, fixing, testing per week, leading to faster release cycles and more time on innovation.

Lower support costs

Lower support requests (via VOC, social media, support)
Quick error identification and resolution leads to fewer complaints and confusion from visitors.

Lower operating costs

Less outsourcing costs
Internal teams get empowered to identify and fix top issues with less external support needed.
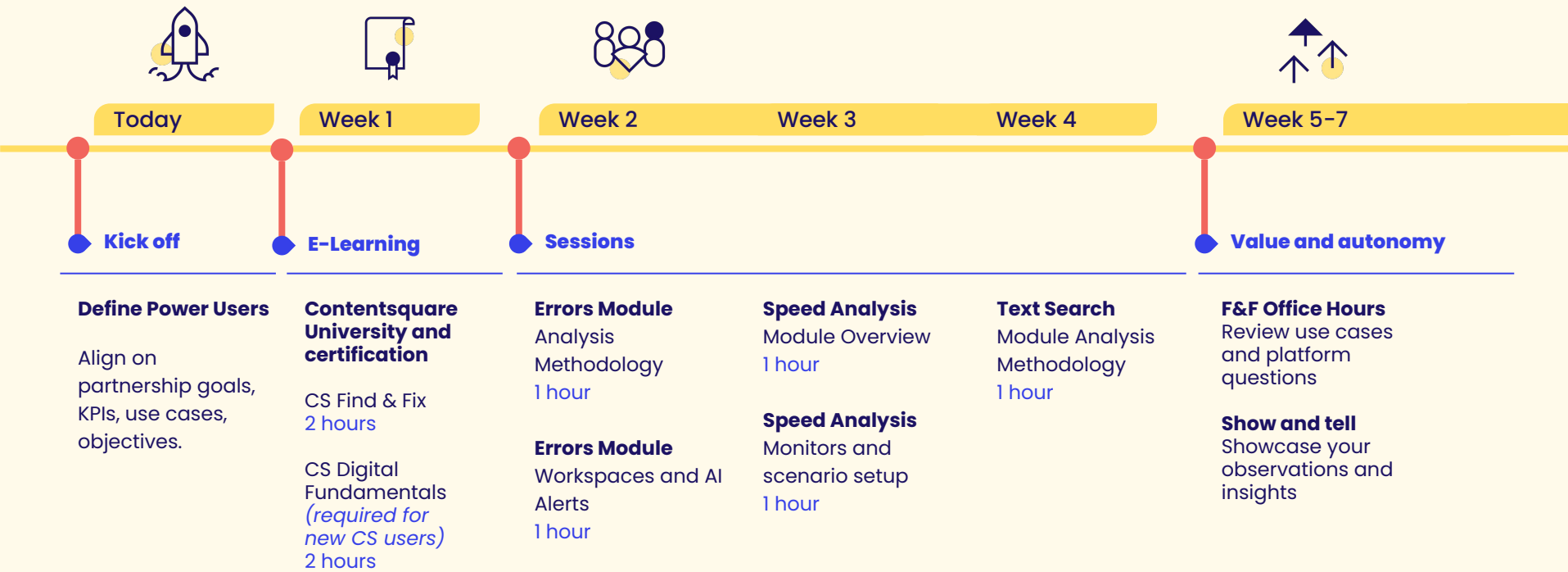
Lower software costs
Find & Fix suite can replace several point solutions.

Lower technical debt
Greater agility in issue resolution lead to a lower amount of code not functioning well in the stack.

Find and Fix Onboarding Journey

| Today | Week 1 | Week 2 | Week 3 | Week 4 | Week 5-7 |

Kick off

E-Learning

Sessions

Value and autonomy

Define Power Users

Align on partnership goals, KPIs, use cases, objectives.

Contentsquare University and certification

CS Find & Fix
2 hours

CS Digital Fundamentals
(required for new CS users)
2 hours

Errors Module
Analysis Methodology
1 hour

Errors Module
Workspaces and AI Alerts
1 hour

Speed Analysis
Module Overview
1 hour

Speed Analysis
Monitors and scenario setup
1 hour

Text Search
Module Analysis Methodology
1 hour

F&F Office Hours
Review use cases and platform questions

Show and tell
Showcase your observations and insights

Speed Analysis Captured metrics

SYNTHETIC

Web Core Vitals

Largest Contentful Paint (LCP)

Cumulative Layout Shift (CLS)

Total Blocking Time
(equivalent to First Input Delay
in synthetic)

Max Potential First Input Delay
(close to FID)

Standard timings

Time to First Byte (TTFB)

First Contentful Paint (FCP)

Start Render

Speed Index

Visually Complete

Fully Loaded, etc.

RUM

Web Core Vitals

Largest Contentful Paint (LCP)

Cumulative Layout Shift (CLS)

First Input Delay (FID)

Web Vitals

Time to First Byte (TTFB)

First Contentful Paint (FCP)

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