Know what makes your customers click

with ◇ **Contentsquare**

Our lives are increasingly online, and digital today is a fundamental part of the human experience. But in a world of instant everything, **we risk losing the human touch**.

That's where we come in.

Contentsquare moves beyond traditional analytics to enable an unprecedented understanding of the customer experience that transforms your business.

With intuitive technology that reveals the behavior, intent and feelings of any and every user, we allow businesses to deliver more human experiences quickly, while ensuring privacy and accessibility. This results in faster growth, greater agility and happier customers.

We power the new digital experience, made more human.

1000 leading global brands trust Contentsquare, including:

Van Cleef & Arpels   HITACHI   CRÉDIT AGRICOLE   BMW

SAMSUNG ELECTRONICS   GIVENCHY   verizon✓   SEPHORA

TOYOTA   virgin atlantic   Europcar Mobility Group

The Contentsquare Digital Experience Analytics Solution

Contentsquare's Digital Experience Analytics Solution connects teams including Marketing, eCommerce, Product, Analytics and Operations, directly to consumer behavior so they can build better digital experiences.

At the core of the Solution is Contentsquare's **Digital Experience Analytics Cloud**, a feature-rich, enterprise-class platform that is the backbone for understanding customer behavior and delivering exceptional digital customer experiences for more than 1000 leading brands around the world.

The Digital Experience Analytics Cloud is complemented by the Experience Partner Ecosystem and Contentsquare Services.

Understand | Action | Trust

Partner Ecosystem

Digital Experience Analytics Cloud

Contentsquare Services

Analytics

Marketing

Product

Operations

eCommerce
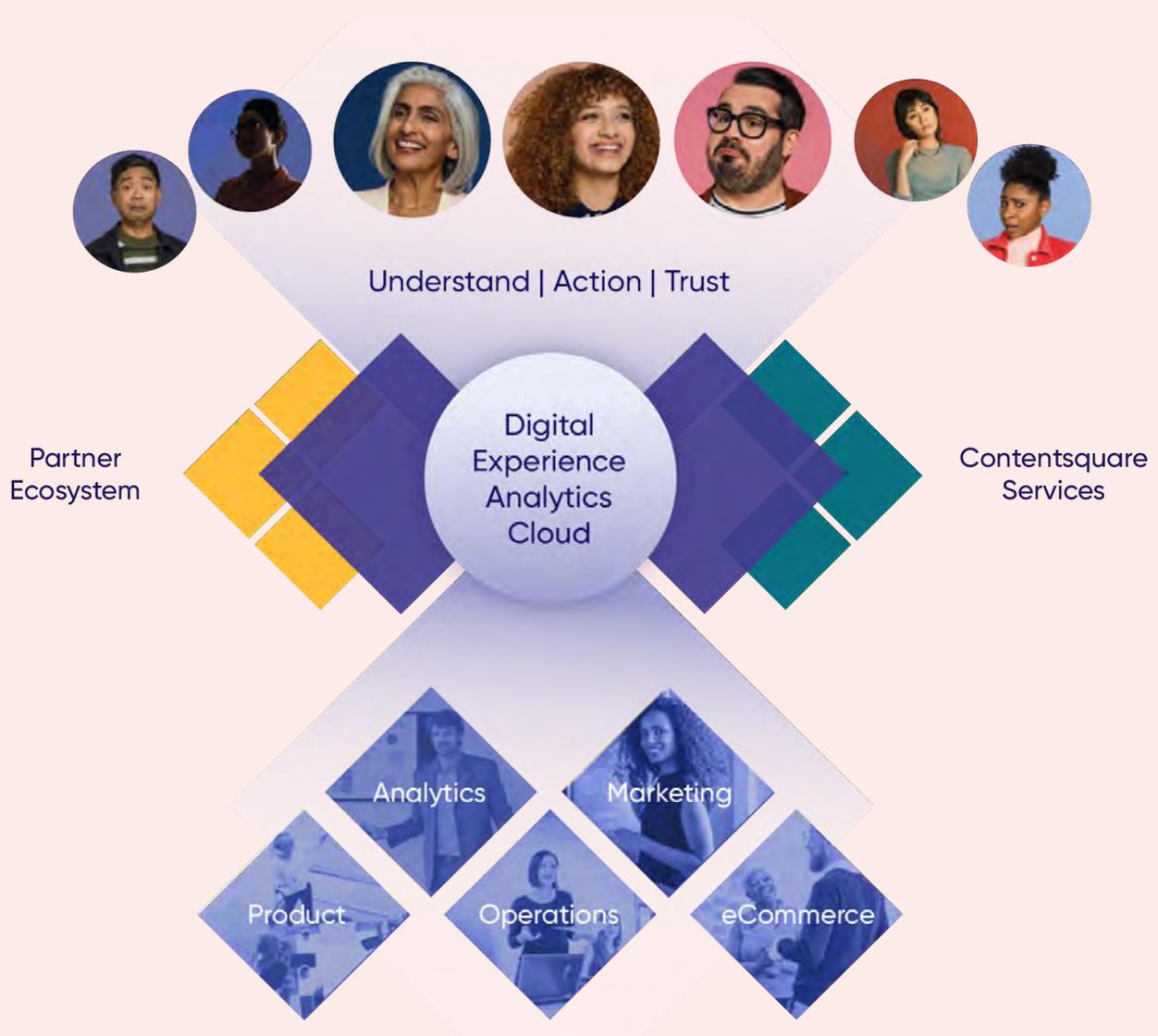
Contentsquare Digital Experience Analytics Cloud

Contentsquare Digital Experience Analytics Cloud

The Digital Experience Analytics Cloud is comprised of our secure, scalable, reliable and privacy-first Platform, upon which our five products are built.

Digital creates rewarding digital experiences that make it easy and fast for customers to accomplish their goals.

With core capabilities such as Journey Analysis, Zone-Based Heatmaps, Page Comparator, Form Analysis and others, Digital provides all the capabilities digital teams need to understand how and why users behave online, optimize customer journeys and content, boost conversions and improve user engagement.

Find & Fix creates seamless digital experiences while working faster across the organization. With capabilities such as Error Analysis, Speed Analysis and Experience Search, both business and technical teams can surface friction and the technical root causes impacting experiences, whether it be JS and API errors, slow performance of APIs, and any kind of error messages that are visible to site visitors.

Customer Journey Analysis
visualises how any segment of user navigates your site, page-by-page, from entry to exit.
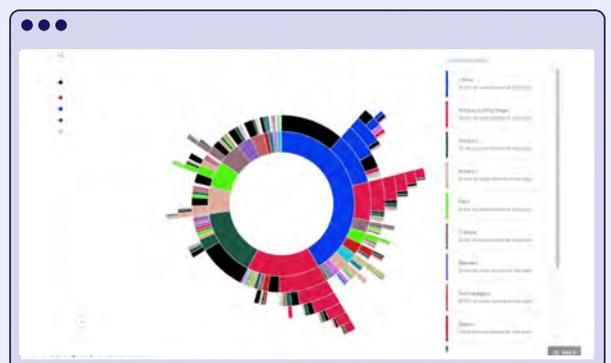
Apps creates rewarding and seamless app experiences that make it easy for users to accomplish their goals. Leverage Dashboards, AI Alerts, Journey Analysis, Zone-Based Heatmaps, Session Replay and other capabilities across Apple iOS and Android operating systems, or hybrid apps based on React Native to improve customer journeys on all mobile touchpoints.

Merchandising creates engaging & inspiring digital experiences with relevant content and product selection and placement. Take advantage of Category Management, Campaign and Content Optimization, Pricing Analysis and Alerts and Insights in a single application to decide what products to promote on the website and where to promote them, and how to optimize online sales performance by leveraging insights across the customer journey, the product catalog and competitor pricing.

Insights quickly creates seamless, inspiring, and rewarding experiences with automated insights. Capabilities such as Frustration Score and Automatic Insights, score, quantify and prioritize insights on consumer digital behavior that matter most for your role, whether it be marketing, product, analytics, ecommerce or operations, so you can build better user experiences and achieve your goals faster.

The **Contentsquare Platform** is a cloud-based foundation for aligning the entire digital team around their customers' experience, based on intelligent, secure, reliable & privacy-first insights. Our AI engine scores intent and experiences from trillions of interactions and data points across the enterprise to provide more valuable insights. Our Platform also ensures the highest degree 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, security and privacy 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 and our core, industry-leading Digital Experience Analytics capabilities in the Platform, like Session Replay, AI Alerts, and Impact Quantification power all our products.
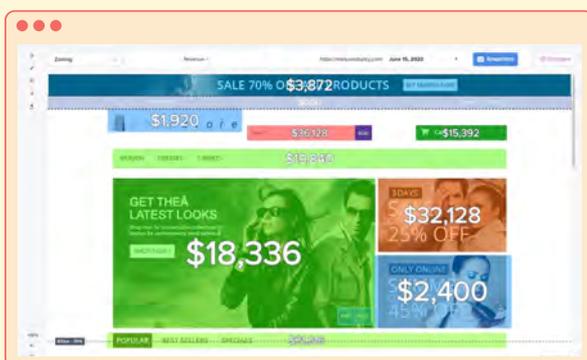
Zone Based Heatmaps
lets you analyze unique metrics to tell a story about how customers interact with each part of a page so you can better optimize the experience.

Contentsquare Services

Brands require more than technology to keep up with the constantly evolving consumer. The Contentsquare Digital Experience Analytics Cloud is combined with Contentsquare Services to provide strategic, operational and ongoing support for Contentsquare clients.

Professional Services

Specialized, strategic services available to augment the Client Success Program and extend your team's capabilities with Contentsquare.

Client Success Program

A prescriptive, best-practices approach to on-board customers and enable them to grow their business with Contentsquare.

Professional Services

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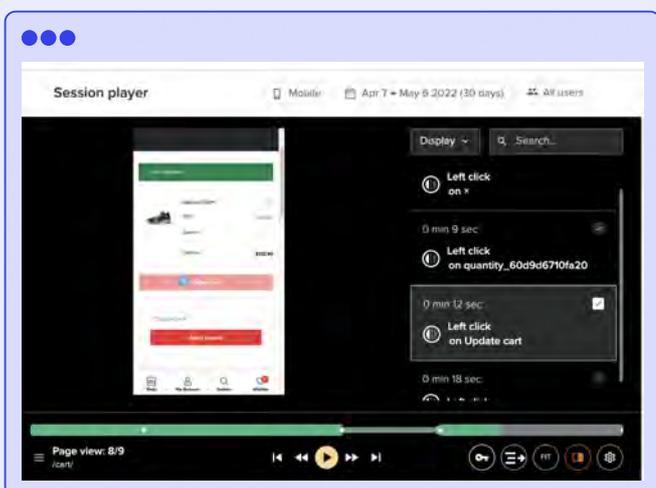
Session Replay records and plays back individual user sessions to reveal exactly how visitors interact with your site.

Contentsquare Experience Partner Ecosystem

Our 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

System integrators, strategy consultancies, digital agencies and resellers deliver services that help your team optimize customer experiences with Contentsquare. We maintain working relationships with our partners to ensure they drive business value.

Technology Partners

Solution Partners
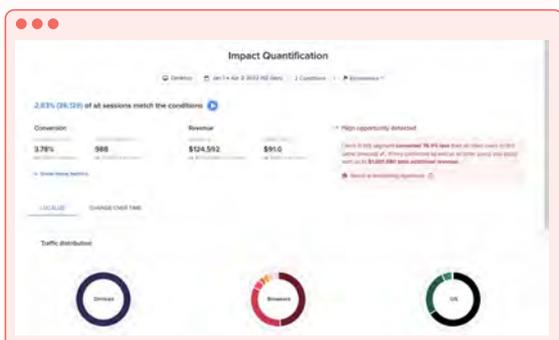
Impact Quantification quantifies how many users behave in similar ways or experience similar issues in order to prioritize action.

The Contentsquare Difference

Understanding
Capture complete understanding on a central platform.

More human experiences start with a holistic understanding of the customer experience.

Contentsquare's Digital Experience Analytics Cloud is a central platform that provides rich and contextual insight into customers' behaviors, feelings and intent — at every touchpoint in their journey — enabling businesses to build empathy and create lasting impact.

Action
Drive intelligent action at enterprise scale.

Insights from data means nothing if it fails to result in action. Our technology leverages artificial intelligence (AI) and the industry's largest ecosystem to rapidly capture and visualize insights at scale.

The entire organization — marketing, eCommerce, product, operations, and analytics — is aligned around a common understanding, and empowered to make smarter, faster decisions.

Trust
Build trust with security, privacy and accessibility.

At Contentsquare, we understand how important it is for businesses to attune to the evolving needs of their customers, and to create experiences that uphold basic human values such as privacy, security and accessibility. We help brands build healthy data relationships with their customers, and personalized experiences that respect a person's right to privacy. We also accompany businesses on their journey to digital accessibility, to ensure everyone can participate fully in our digital society.

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

Faster Growth

Our entire platform is engineered to power you to go faster, make smarter decisions and reach as wide a market as you can.

We enable you to intimately understand how your customers feel about the digital experience, and what they care about the most. These insights help you identify and recover lost revenue, as well as surface and capitalize on new revenue-generating opportunities that improve the customer experience faster than your competitors.

Greater Agility

In the face of unpredictable market disruption, we understand how critical it is to move fast and get it right.

Minimize your risk and stop worrying about how you're going to keep up with constantly changing customer expectations, to not only survive, but thrive. Rather than relying on unproven point solutions or trying to make sense of data scattered across your organization — either working with IT or doing it yourself — take advantage of Contentsquare's capabilities that instantly put the full picture of customer behavior into the hands of your team.

Customer Happiness

Contentsquare puts customer happiness at the heart of its solution.

After all, no one knows better than your customers what constitutes a great customer experience.

By providing insight into why customers behave the way they do, what delights them and what gets in the way of a great customer experience, we help businesses go from being customer-centric to customer-driven, and build experiences customers will love. In turn, you are able to improve business outcomes, drive higher customer retention and deliver greater customer lifetime value (CLV).

Contentsquare delivers the power to make the digital world more human.
Its AI-powered platform provides rich and contextual insight into customer behaviors, feelings and intent — at every touchpoint in their journey — enabling businesses to build empathy and create lasting impact. The global leader in digital experience analytics, Contentsquare helps brands everywhere transform the way they do business, allowing them to take action at enterprise scale and build customer trust with security, privacy and accessibility. More than 1000 leading brands use Contentsquare to grow their business, deliver more customer happiness and move with greater agility in a constantly changing world. Its insights power the customer experience on over 1 million websites worldwide. Founded in Paris and with offices around the world, Contentsquare has raised $810m in investment funding from leading investors, including Softbank, BlackRock and others.

For more information, visit **www.contentsquare.com**