

POWER UP CUSTOMER INTENT-DRIVEN EXPERIENCES



CONTENTSSQUARE

Digital Experience Analytics Platform

Unique behavioural insights to inform your digital roadmap, prioritise tests and build a better optimisation programme.



KIBO® PERSONALIZATION

powered by monetate + CERTONA

All-in-One Personalisation Platform

Comprehensive experimentation and personalisation solutions designed to delight your customers and transform the buyer journey.

How It Works

One-Click Integration

No coding required to share insights across both platforms

Seamlessly Integrated UI

View and visualise all Monetate experiences and tests within Contentsquare

Real-Time Data Sharing

Act confidently on insights with secure data sharing

The Complete Experimentation Cycle

Find actionable insights to base your test hypothesis on.



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SURFACE

TEST

Build and track experiments in Monetate.



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Ideate and iterate based on your learnings.



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OPTIMISE

MEASURE

Understand the impact on engagement, revenue and conversion.



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Joint Clients

Clarks

PANDORA

Sainsbury's

Pepe Jeans

Dunelm

Dreams

THE NORTH FACE

Royal Caribbean INTERNATIONAL



Contentsquare plays a huge role in helping Clarks improve our checkout journey, reduce abandonment, and increase on-site conversions. Like most ecommerce teams, a key challenge for us is knowing where to focus and prioritize, and with the Monetate integration, we're able to see and take action on this faster.



ANDREW BRIMBLE,
LEAD PERFORMANCE ANALYST,
CLARKS

1 Intuitive Data Visualisation

Use [Journey Analysis](#) after a test to see how each variant explored your site, represented in a simple sunburst graphic.

2 Complete Behaviour Capture

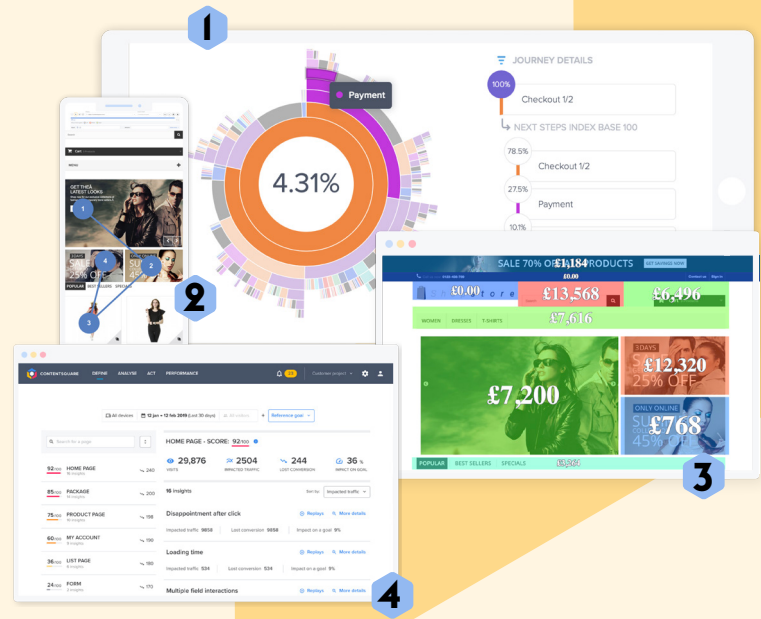
[Session Replay](#) lets you recreate individual sessions to reveal what caused specific behaviours.

3 Deeper Variant Analysis

[Zone-Based Heatmaps](#) reveal *why* a test won or lost. Compare user behaviour on each variant side-by-side and understand how visitors interact with every in-page element using unique engagement, conversion and revenue metrics.

4 Better results, with less effort

[Insights](#) constantly monitors your site to reveal previously unseen test opportunities.



Testing and Optimisation

Experiment with content and design using A/B/n, multivariate, and AI-driven dynamic testing. Visualise the influence of experiments to discover new opportunities with Contentsquare.

Segmentation and targeting

Identify and target users to tailor the customer experience for each segment. Instantly quantify the impact of your segments or individual users in Contentsquare.

1-to-1 Personalisation

Serve the best content for each visitor based on context and behavior, assessed in real-time.

Adaptive Recommendations

Deliver manually-curated, algorithmically-based, or AI-driven product recommendations.

Customer Data Management

Identify customers across devices to create consistent experiences.

