

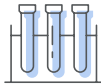
Build an effective optimization program

Contentsquare's integration with Dynamic Yield adds a visual layer of insights to your testing and personalization, so you can understand why your tests win or lose and iterate on successes.

How It Works



Surface behavioral insight in Contentsquare



Build and track experiments in Dynamic Yield



Measure the impact on engagement, conversion & revenue



Empower the whole team to take action

Introducing Contentsquare

1

Customer Journey Analysis

Track how visitors progress through your site, page by page, from entry to exit.

2

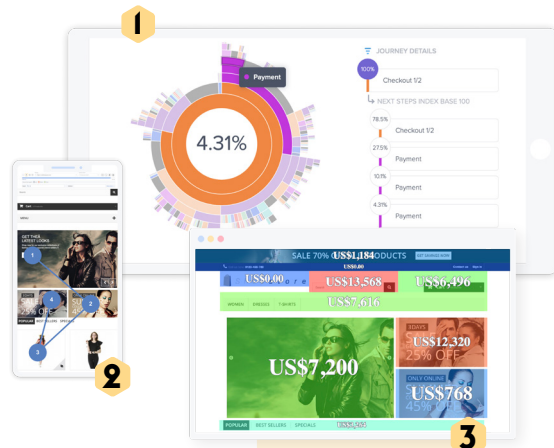
Session Replay

Session Replay reconstructs an individual visitor session on your website, with session captured for up to 100% of traffic.

3

Zone-Based Heatmaps

Visualize how visitors interact with each element on your site with unique engagement, conversion and revenue metrics.



How Customers Use Contentsquare & Dynamic Yield

MATCHESFASHION.COM

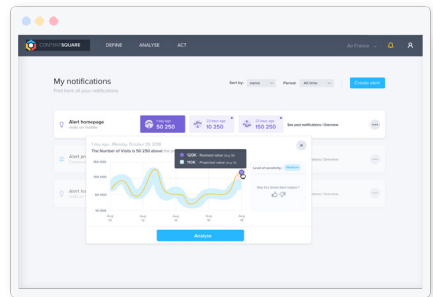


EST. 1921
MOSS BROS.
GROUP PLC



Uncover New Opportunities

Utilizing Contentsquare's unique AI Alerts, receive smart alerts to uncover previously unseen test opportunities.



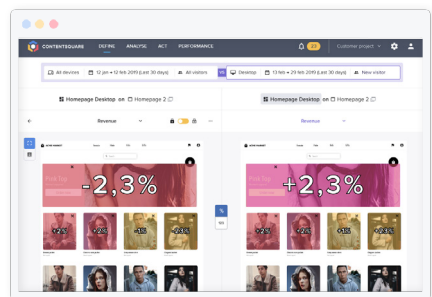
Deep Dive Analysis

Understand why a test won or lost utilizing Contentsquare's Side-by-side Page Zoning for a visual view to understand why and how visitors acted differently from the default.



Visualize Journeys

Use Journey Analysis after a test to see how each segment of visitors explored your site.



About Contentsquare

Contentsquare empowers brands to build better digital experiences. Our experience analytics platform tracks and visualizes billions of digital behaviors, delivering intelligent recommendations that everyone can use to grow revenue, increase loyalty and fuel innovation.

Visit contentsquare.com for more.

Contact your Account Manager today or email partnerships@contentsquare.com to book a demo.



CONTENTSQUARE