

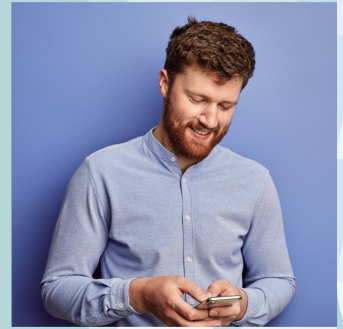


Contentsquare

FORRESTER®

The Total Economic Impact™ of Contentsquare Digital Experience Analytics (DXA)

Forrester study finds Contentsquare's DXA solution delivered **602% ROI** in just three years (with payback in under six months).



Forrester study's key findings

Three-year quantified benefits for customers include:

Quantified benefits



Faster growth

\$3.32M

in **additional profit** using data derived from Contentsquare to proactively optimize the website, generate revenue and fuel faster growth.

2 percentage point

increase in conversion rates and **16%** lower exit rates on A/B tests with the help of Contentsquare.*



Greater efficiency

A minimum of **2,914 hours**

saved through internal productivity gains.

Contentsquare increased time to value and freed up teams for deeper analytic and strategic work.

Approx. **\$805,000**

in costs avoided through identification of redundant software. Contentsquare provided interaction metrics that enabled organizations to identify software and tools with low usage and remove them to achieve cost savings.



Happier customers

\$3.28M

of **income recovered** by reducing friction in the customer journey. On average, about a sixth of the friction points discovered in customer journeys thanks to Contentsquare **would not have been spotted otherwise.**

20-30 percentage point

increase in conversion rates where Contentsquare flagged an issue, leading to either more purchases of a particular product, increased lead generation, augmented number of completion or more subscribers.**

* Confirmed by one customer in the study

**Confirmed by most customers with product launches at different points in time

Unquantified benefits

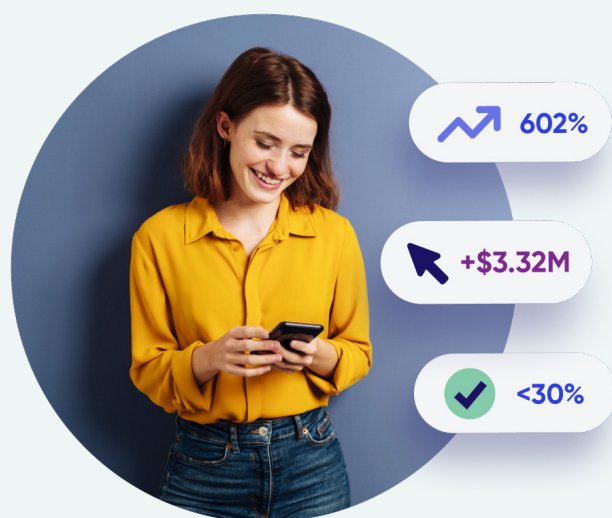
- **Deeper insight into the voice of the customer,** creating a more holistic view of the customer that helps steer decision making at senior levels.
- **Data-driven decision making,** encouraging alignment and cross-collaboration and helping to prioritize areas of investment.
- **Improved UI and UX:** Contentsquare gave product management and web strategy teams the data needed to confidently develop UI/UX.
- **Elevation of complementary technologies:** Contentsquare data helped organizations achieve higher levels of technological performance in general and enhanced the value of their tech ecosystems.

Before using Contentsquare interviewees:

- Tended to use a conventional web analytics tool to analyze customer behavior
- Had only surface level visibility into customers' digital behavior
- Lacked data to make evidence-based decisions and optimize their digital experience
- Relied on time consuming manual processes to retrieve and analyze data

After investing in Contentsquare interviewees:

- Used Contentsquare's digital experience analytics solution to analyze and understand customer behavior in depth
- Used this insight to make data-driven decisions and optimize their digital customer experience
- Were alerted to issues requiring fixing on their web and mobile experiences—and by acting on these alerts boosted conversion rates
- Empowered their teams to access insights quickly and make confident decisions based on this insight



Cost vs. Reward: how Contentsquare generated 602% ROI

Three-year, risk-adjusted PV costs for the composite organization include:

- **Licensing costs** based on flat fees and volume fees across the components and functionality of the platform.
- **Implementation costs.** Implementation of the DXA solution occurs across a three-to-four-week period and requires only light internal resourcing.

The composite organization experienced benefits of **\$7.55M** over three years versus costs of **\$1.08M**, adding up to a net present value (NPV) of **\$6.48M** and **an ROI of 602%**.

Who is Contentsquare?

Contentsquare delivers the power to make the digital world more human. The leader in digital experience analytics, its AI-powered digital experience analytics platform provides rich insight into customer behaviors, feelings and intent, enabling businesses to develop empathy, create lasting impact and build customer trust with security, privacy and accessibility. Leading brands use Contentsquare to grow their business, drive greater efficiency and deliver more customer happiness.

Forrester's TEI study: background and methodology

Contentsquare commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study, examining the potential return on investment (ROI) enterprises may realize by deploying Digital Experience Analytics.

Forrester interviewed five representative companies with experience of using Contentsquare's DXA solution and combined the results into a single composite organization (with a large customer-based and revenue of \$5 billion per year) to calculate three-year TEI.

Read the study

Download **Forrester's Total Economic Impact™** study today to find out exactly how Contentsquare helps companies move smarter, grow faster and delight every customer.

[Get the study](#)

