

MONETATE X CONTENTSQUARE

Power up customer intent-driven experiences



monetate

Programmatic
Personalisation
Platform

The out-of-the-box integration between **Monetate** and **ContentSquare** allows you to run a successful personalisation program by seamlessly closing the loop between experience delivery and insights.



CONTENTSQUARE

Digital Experience
Insights
Platform

MONETATE'S KEY CAPABILITIES

Monetate processes over 1M data points per second to pervasively and persistently deliver the personalised customer experiences that optimise lifetime value for some of the world's biggest brands.

TESTING & OPTIMISATION

Experiment across any of your properties with A/B, MVT and AI-driven dynamic testing. Visualise the influence of your experiments to discover new optimisation opportunities with ContentSquare.

1-TO-1 PERSONALISATION

Leverage the power of Monetate's decisioning engine to deliver tailored experiences across all of your digital properties.

CUSTOMER SEGMENTATION & TARGETING

Identify and target users to deliver the content and messaging that will drive the best customer experience. Immediately quantify the impact of your key customer segments or individual user journeys in ContentSquare.

CUSTOMER DATA MANAGEMENT

Identify customers across your devices and integrate with 1st and 3rd party data sources to deliver consistent and personalised user experiences.

NEW EXPERIENCE INSIGHTS OVERLAY

Monetate and ContentSquare have partnered to build a unique capability that enables you to visually analyse experiences as your customers see them. The Experience Insight Overlay feature empowers you to capture and understand customers' actual site experiences to visually compare the impact of tests and experiences to create a truly optimised experience delivery program.

- **One-Click Integration** – no coding needed to share insights and experiences immediately
- **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 between platforms



JOINT CUSTOMERS

Clarks

Dunelm

THE NORTH FACE

PRETTYLITTLETHING

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