

CX Circle
by  Contentsquare

Welcome to CX Circle Riyadh.

Ahmad Salama, Director General & VP MENAT

 Contentsquare



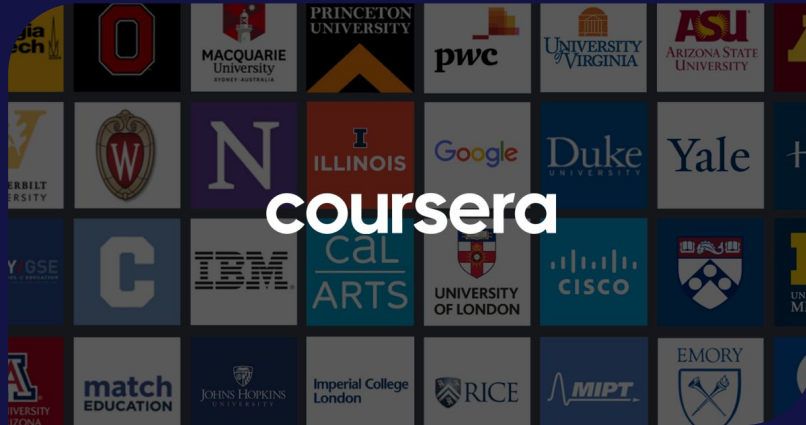
In 2012...



In 2012,
Netflix
Shifted from DVD
rental to
streaming.

Today
it would take 4 years
to have to watch all of the
content available on Netflix.





In 2012,
Coursera
was launched.

Today
**49% of students in the
world** have completed some
sort of online learning.



And the Public sector is getting more serious about Digital and CX...

In fact leading the way in specific regions especially in the ME...

Budget

Dissatisfied customers are

≥2x

more likely to contact agency hotlines three or more times for help, straining resources and budgets

Trust

Public customers are

9x

more likely to trust a government agency if they are satisfied with its service

Risk

Dissatisfied customers are

2x

more likely to admit to publicly expressing their unhappiness through social media or calls to their public representatives

“Our customers don’t have a choice when it comes to obtaining our services. They can’t go to a competitor if we are not performing well, so we have an even greater responsibility than does the private sector to provide a great experience for our customers. ”

—**Carolyn Colvin**, former acting commissioner of the US Social Security Administration

Source: McKinsey

**Our lives are online
and yet...**

1 in 3
experiences
are frustrating



30%
conversion rate
offline
vs. **3%** online



So, how do we get there?

**But, what else happened
in in 2012?**

Contentsquare was founded in 2012!



1,500+
Enterprise customers
1.3M+ websites



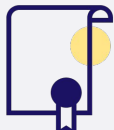
1,800+
employees
with 650+ in R&D and
rapidly growing



18 locations
Paris, NYC, London,
Munich, Barcelona,
Singapore, Tokyo, Dubai,
Cairo, **Riyadh...**



7
acquisitions
since 2019



100+
patents



1.3M
Connections to the
Contentsquare platform
in 2022



Trillions
Of users interactions collected
& **\$2.5Bn** in transactions
analyzed weekly

1,500+ Enterprise Customers & 1,300,000+ Websites

Finance & Insurance



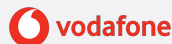
Beauty/ Luxury & Fashion



Retail



Telco



Travel / Auto



Software



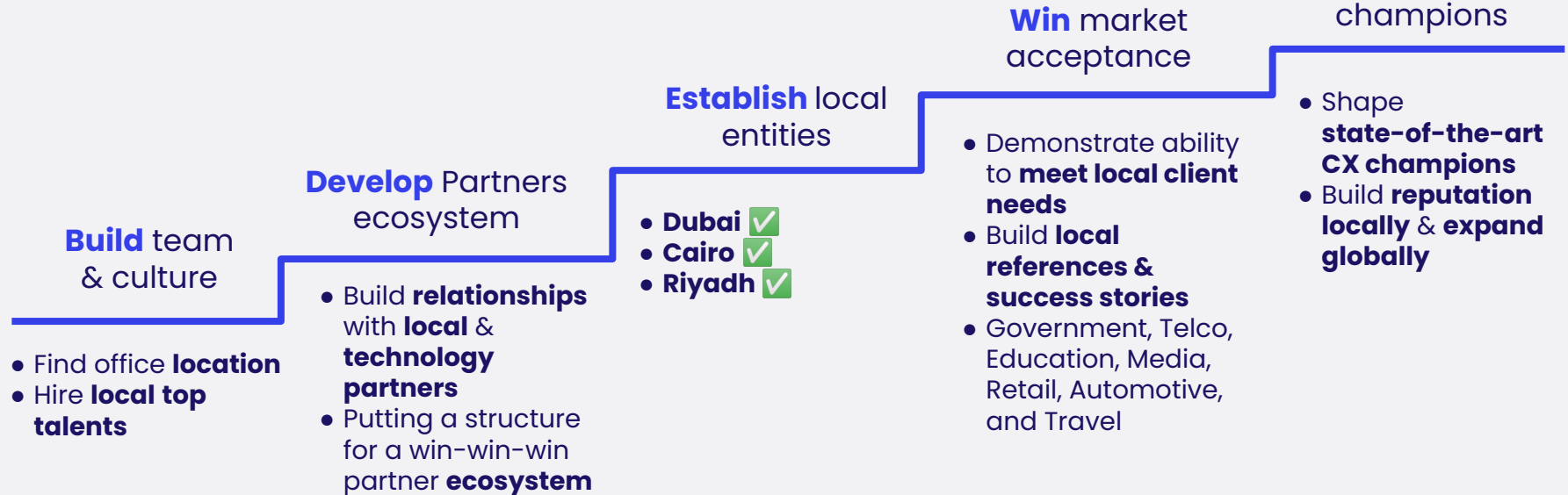
Public Sector & Education



Other



We've already onboarded on an ambitious journey in MENAT



Contentsquare in Saudi Arabia

- Company MISA License in June/23
- Company CR in August/23
- 20 people across MENAT supporting the Kingdom
- A balanced team of Solutions Consulting, Solutions Experts, Customer Success Managers, Analysts as well as GTM personnel
- And it is:

Contentsquare Middle East L.L.C.



Contentsquare team happily supporting you..



Ahmad Salama
Director General &
Vice President, MENAT



Abdullah Alessa
Account Executive



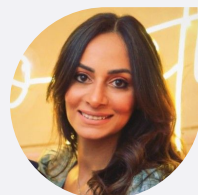
Ameera Alhassan
Customer Success
Manager



Ahmad Osman
Sr. Enterprise Account
Executive



Bekhos Abboud
Digital Growth Expert



Nada Anwar
Solution Expert



Giacomo Giorgi
Partner Success
Manager



Diaa Nasr
Regional Director, Head
of business KSA and
Levant



Emad AbuGharbieh
Sr. Enterprise
Account Executive



Houssam Abatal
Enterprise Account
Executive



Sideeq Youssef
Sr. Solutions
Consultant



Volha Smirnova
Digital Growth Expert



Giovanni Testori
Strategic Partnerships



Clyton Fernandes
Customer Success
Associate

Thank You!

CX Circle
by  Contentsquare

What is **Experience Analytics** and why is it so important?

Gareth Drabble, VP Customer Success EMEA

 Contentsquare



...

Cambridge Dictionary:

If you experience something, it happens to you, or **you feel it.**

...

Oxford Dictionary:

To have and be aware of **a particular emotion or physical feeling.**

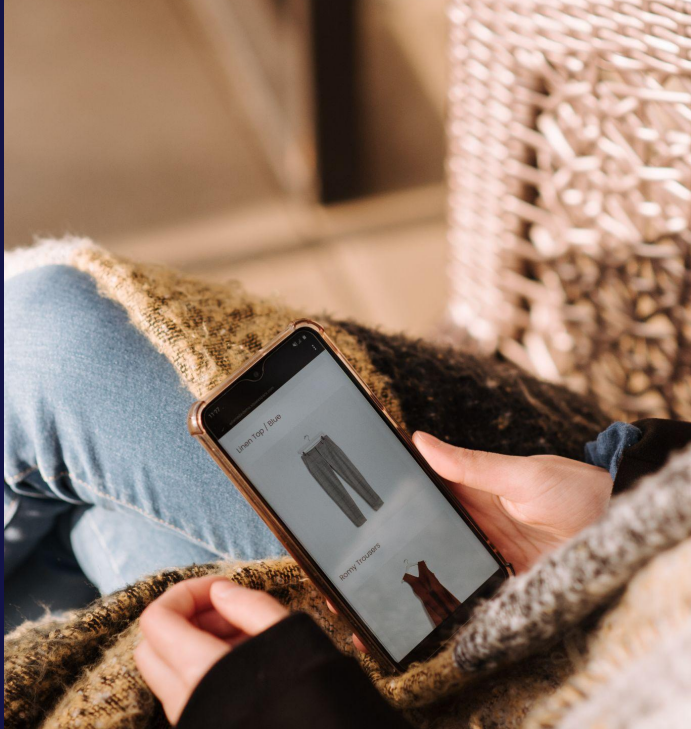
“Life is a series of experiences.”

- Henry Ford

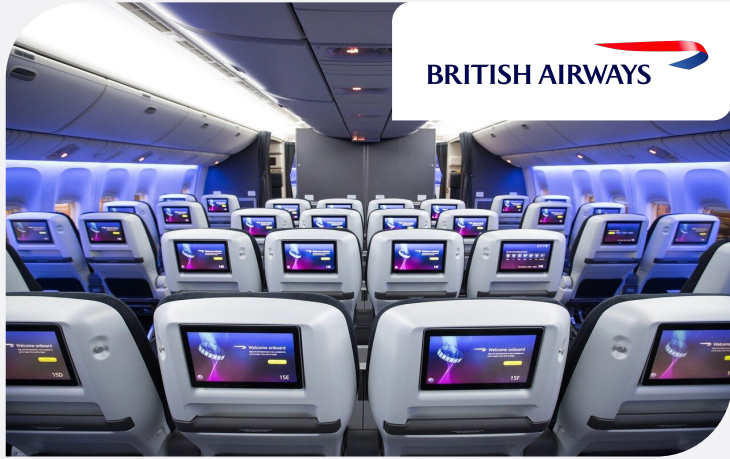


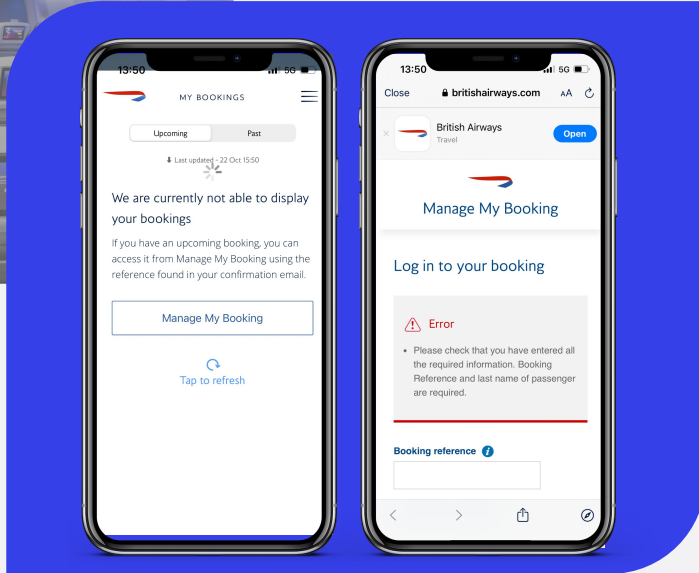


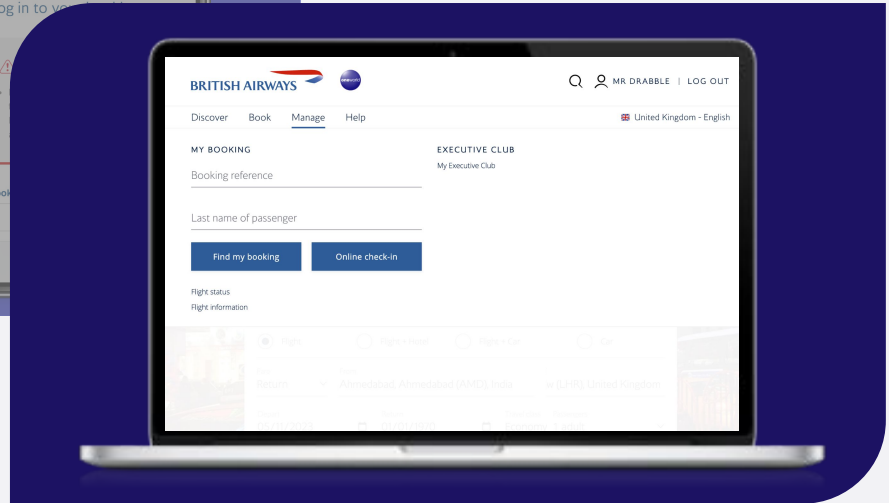
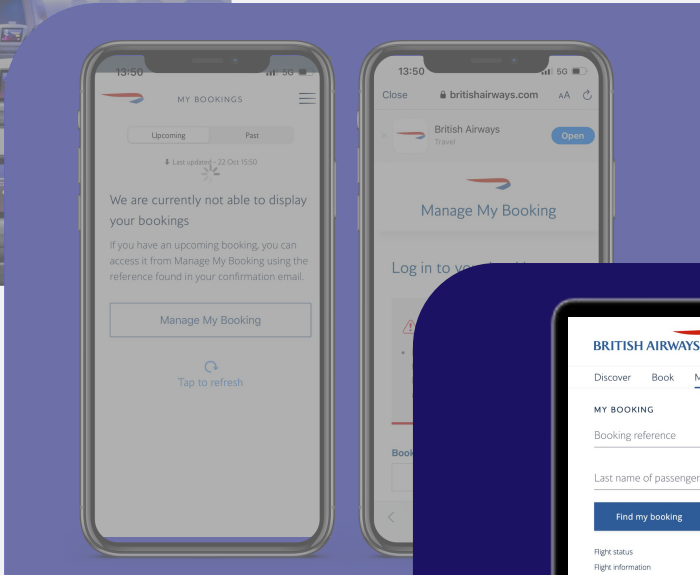
Today consumers use an average of almost **six touch-points** with nearly 50% regularly using more than four.



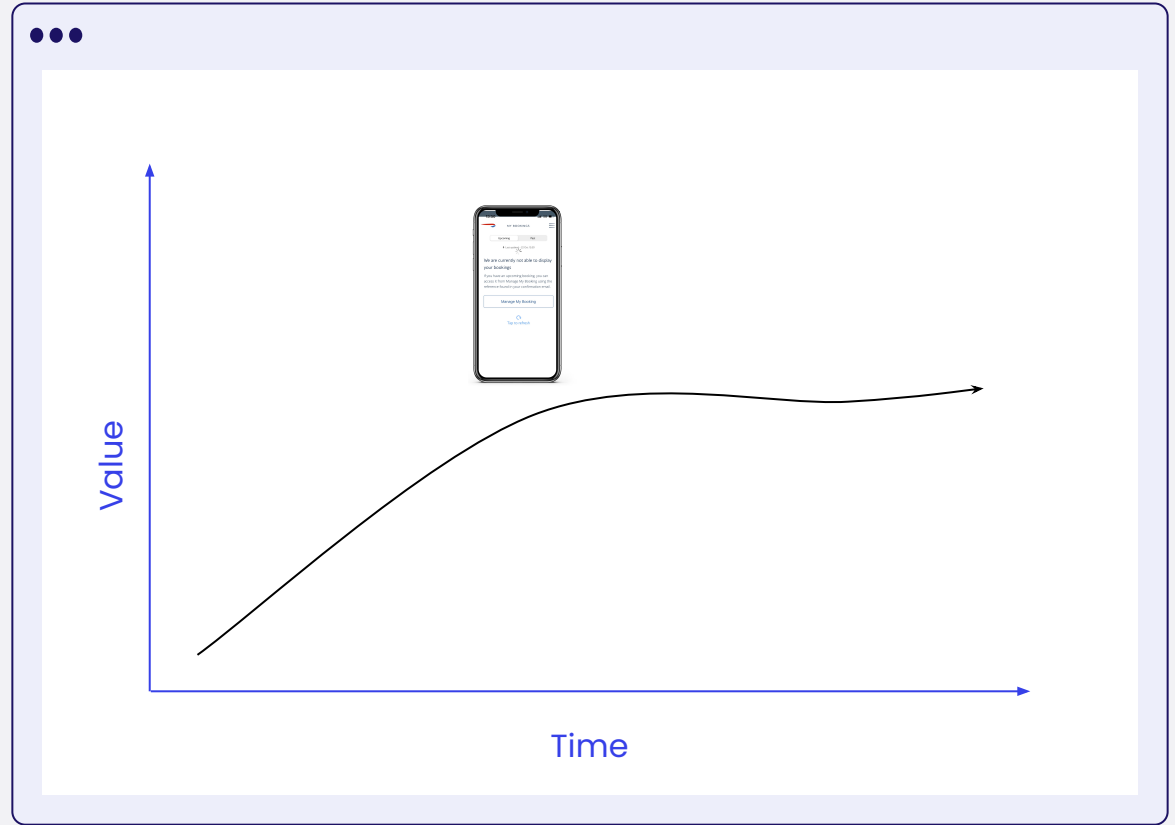
**90% of customers
expect consistent
interactions across
channels.**







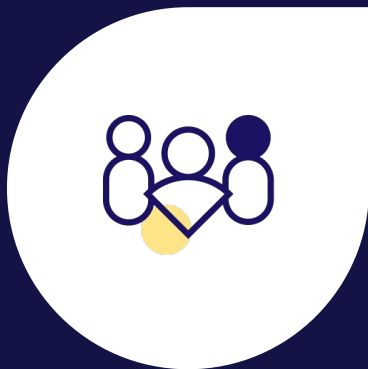
Lifetime value





80%

of customers say the experience a company provides is as important as its products and services



76%

of customers expect companies to understand their needs and expectations



67%

of customers are willing to pay more for a great customer experience

What role does Contentsquare play?

Initially, there were web analytics tools to measure the online experience

What happened?

Web analytics tools




Adobe
Analytics



Firebase


But despite 20 years of web analytics, the digital experience is still a black box



Who is happy
and Who is not?



Why and where?



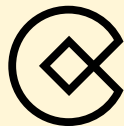
What Journey to
improve and
how?

We created a new category:

Digital Experience Analytics to answer the “Why” & the “How”

**Why & How
did it happen?**

Digital Experience Analytics



Contentsquare

What happened?

Web analytics tools



Google
Analytics



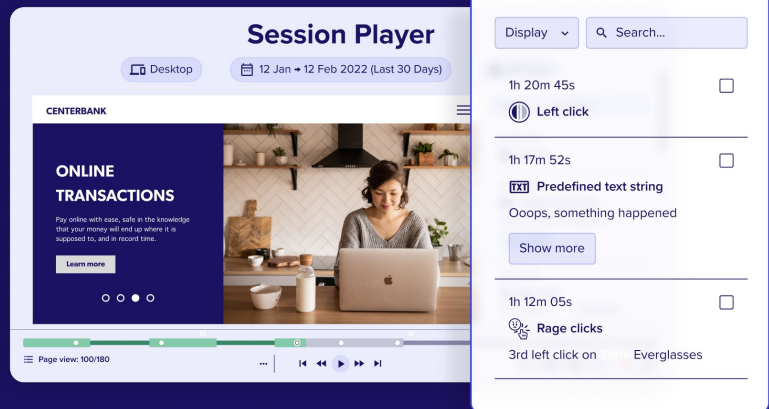
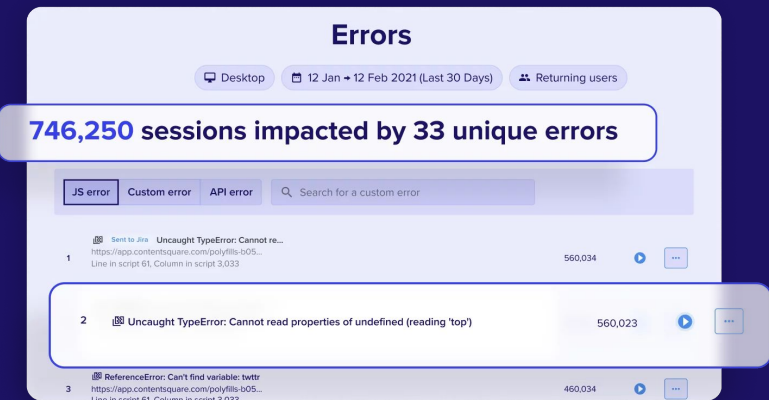
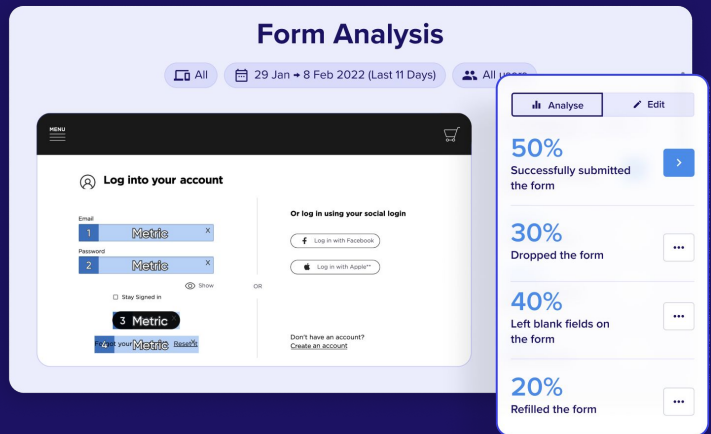
Adobe
Analytics



Firebase

■ Sessions ■ Shopping Progression ■ Abandonments





We believe everyone
should be enabled
to create **better experiences**
everyday

Everything starts with enabling the quartet to collaborate efficiently with connected use cases & immersive analysis.



Connected Use Cases & Immersive Analysis

Digital Experience Analytics

- Optimize Journeys
- Improve Conversions
- Attribute Revenue to Content

Digital Experience Monitoring

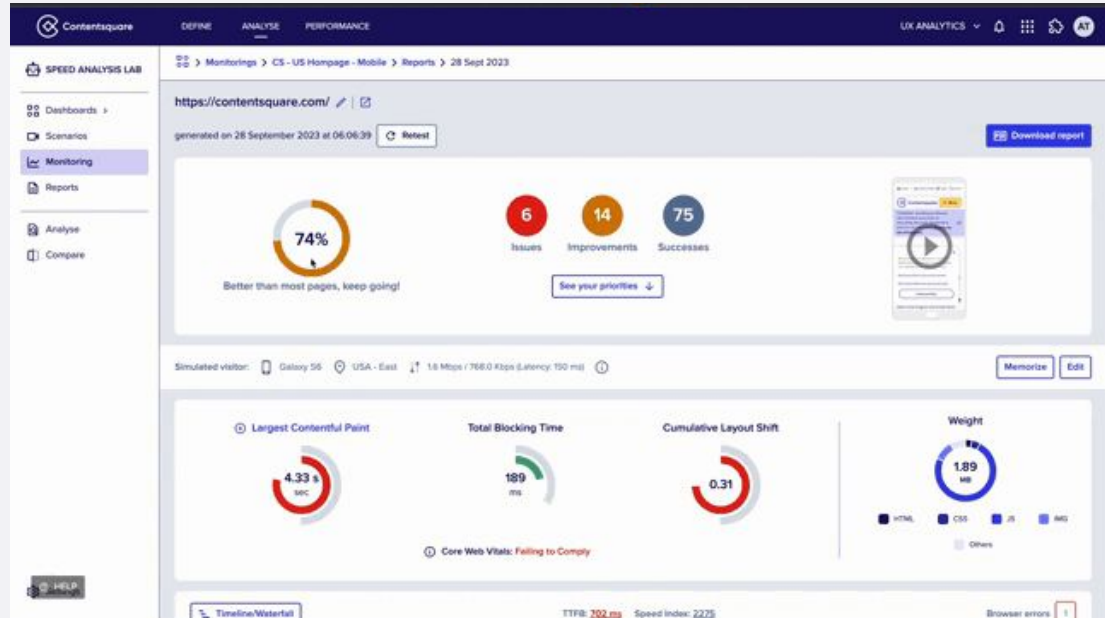


Connected Use Cases & Immersive Analysis

Digital Experience
Analytics

Digital Experience Monitoring

- Improve Speed
- Reduce Errors
- Watch Session Replay



Digital Experience Analytics Use Case: **City of Paris**



The City of Paris

Olympic Games 2024 landing page
optimization made easy



The City of Paris created a landing page for the 2024 Olympics and used heatmaps from Contentsquare to analyze user engagement and identify areas for improvement.

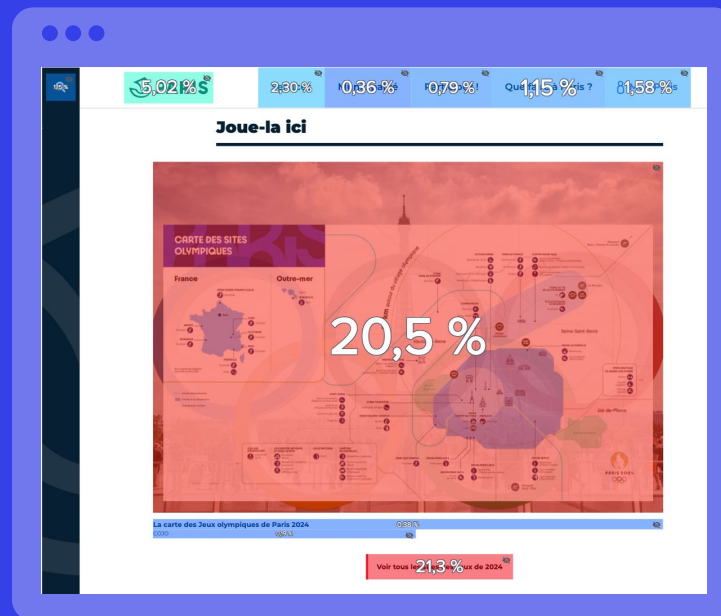
This led to structural changes to the page, resulting in improved performance and reduced demand on customer service.



The analysis revealed that there was a 20.5% attraction rate to a map of Paris, which was positioned at the bottom of the page. Only seen by 10% of visitors

This was a section that users were interested in, but it was not prominently displayed on the page.

The City of Paris team relocated the section to a higher position on the page, which led to an increase in clicks and a better overall performance of the page.



Impact

As a result of these enhancements, user engagement increased based on the increased click-rates.

The City of Paris received fewer inquiries on their customer service line regarding the Olympics.

The city's team was able to improve the user experience and provide the information that people were looking for in a way that was accessible and easy to understand.



Digital Experience Analytics Use Case: **Leeds Building Society**



**1.61
seconds**

average loading
time by page on
desktop

Source: Contentsquare

**1.52
seconds**

average loading
time by page on
mobile

**3
second**
load time

=

32%
Increase in
Bounce Rate
compared to 1s.

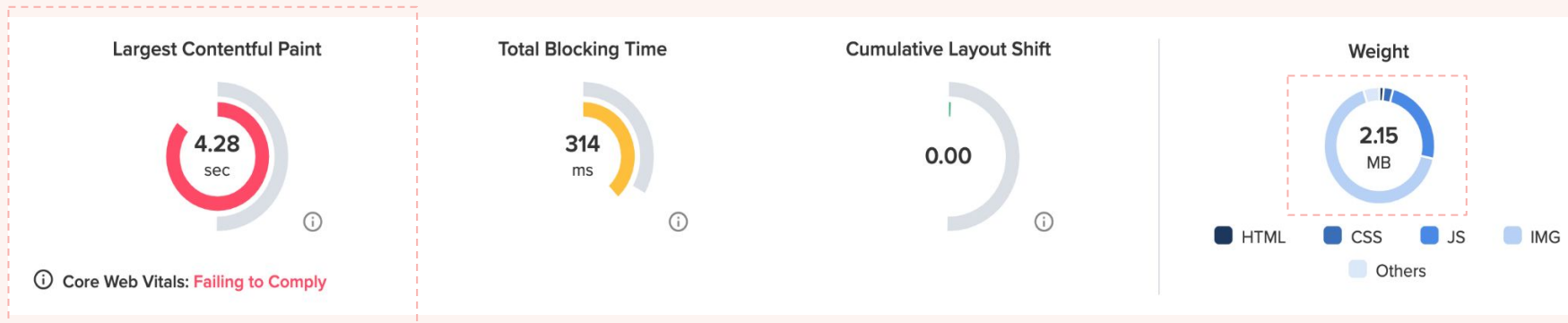
**1
second**
delay in mobile
page load

=

20%
Impact on
conversion rate

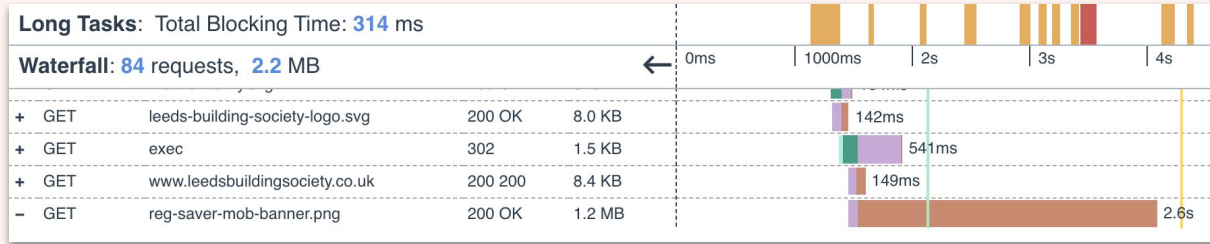
Source: Google

Speed Analysis identified issues with loading time on mobile causing LCP to be affected negatively



Largest Contentful Pain score was non-compliant! So we investigated further.

Upon further investigation we found that a large image file was responsible.

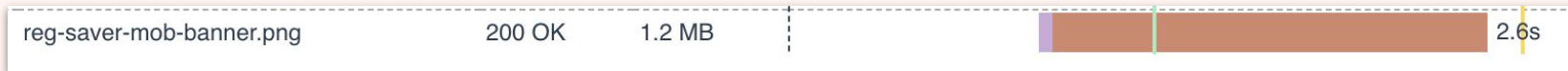


1.2mb file size (6x reco.)
leading to 2.6s loading
time.

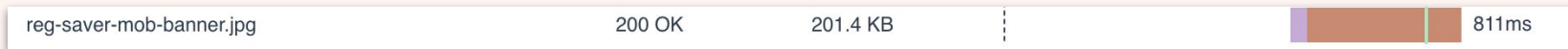


The results...

Before



After



56%

reduction in loading time! (**2.43 seconds**)

New

Largest Contentful Paint

1.85 s

📉 0%

Smarter Insights
powered by **AI**

Smarter Insights for speed and impact

AI-powered insights, with automatic actions and answers

Impact Quantification

All 01 Jan - 01 Feb 2022 3 conditions VS All 01 Jan - 01 Feb 2022 3 conditions

A : 42 conversions 1.5% conversion rate
B : 65 conversions 2.3% conversion rate

100%
80%
60%
40%
20%
0%

Jan 1 Jan 2 Jan 3 Jan 4 Jan 5

— Session A
— Session B

Insights

All 29 Jan - 8 Feb 2022 (Last 11 Days) All users + Reach Checkout page

Sort by: Highest opportunity score

- 89** High opportunity Summer sales women 25 Insights - 23K 20K 22%
- 89** High opportunity Summer sales men 16 Insights - 19K 18K 16%
- 45** Mid opportunity Summer sales children 12 Insights - 17K 15K 20%
- 12** Low opportunity Summer sales gifts 10 Insights - 15K 9K 18%

89 Summer sales women
High opportunity 16 Insights - This page has is strongly impacted with 24% of traffic impacted

Impacted Traffic: 23K 24% | Lost conversion: 20K 19% | Impact on goal: 200K 22%

Rage Clicks Target path

Impacted traffic: 23K | Lost conversion: 20K | Impact on goal: 200K

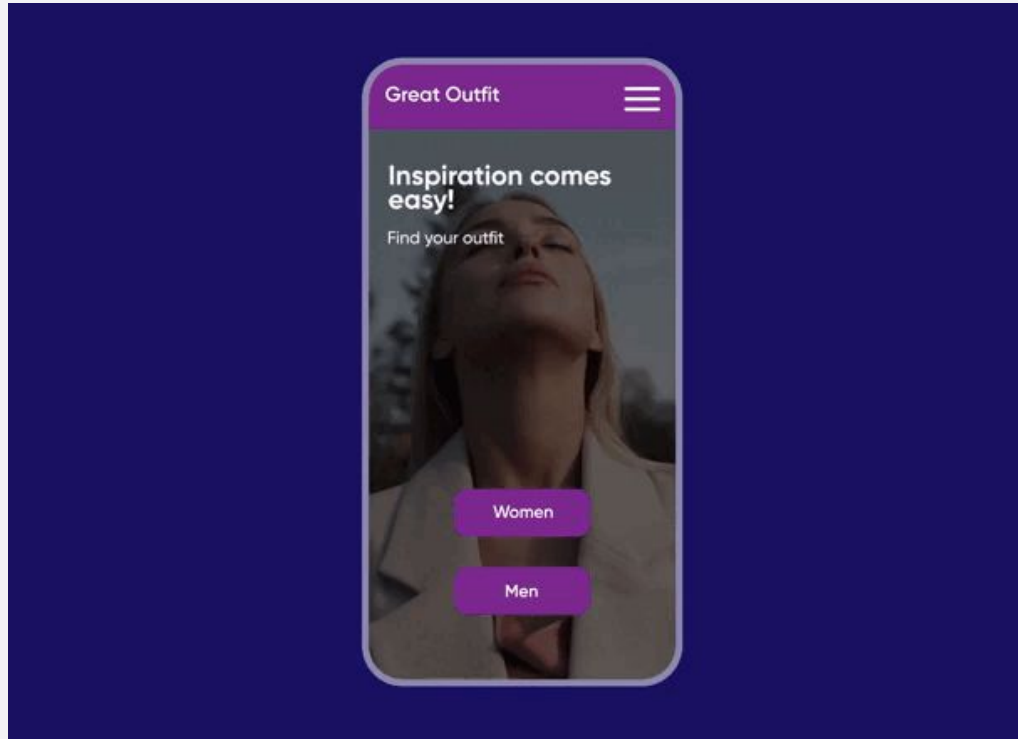
Disable Insight Save as new

Alerts

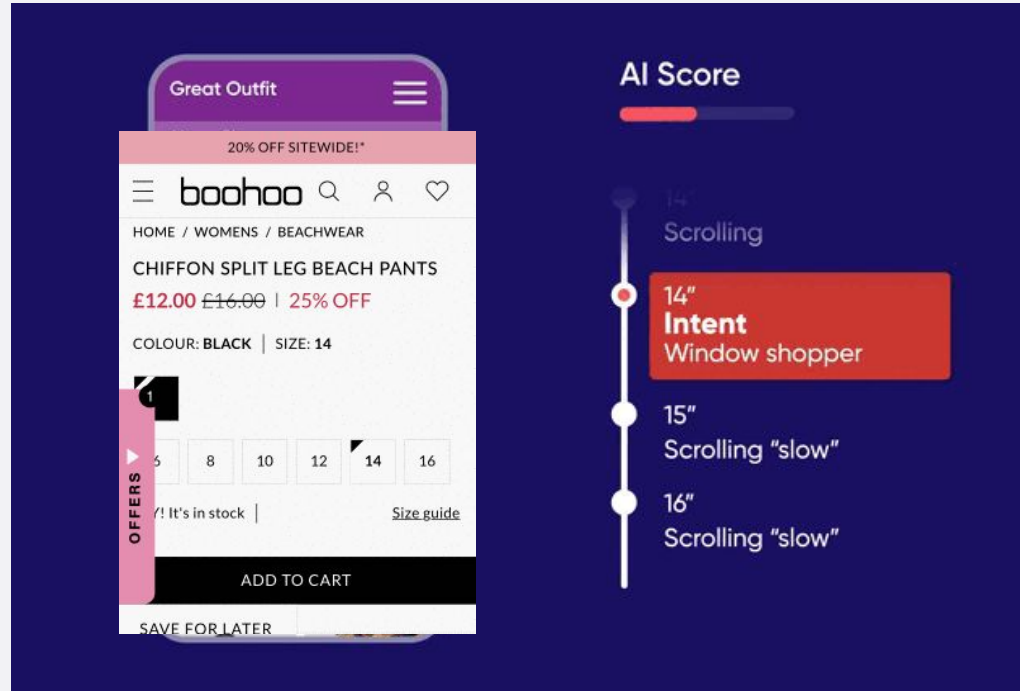
Notifications Alert settings Get notified by email Filters Customise counts Create an alert

Number of sessions	Site	All users	AI Alert	Dec 6, 2022 at 9:34 AM	Running	
Number of sessions	Site	All users	AI Alert	Dec 6, 2022 at 3:03 PM	Pending	
Number of sessions	Site	All users	AI Alert	Dec 7, 2022 at 4:27 PM	Running	
Number of sessions	Site	All users	AI Alert	Dec 8, 2022 at 7:08 AM	Error	
Number of sessions	Site	All users	AI Alert	Dec 8, 2020 at 1:49 PM	Running	

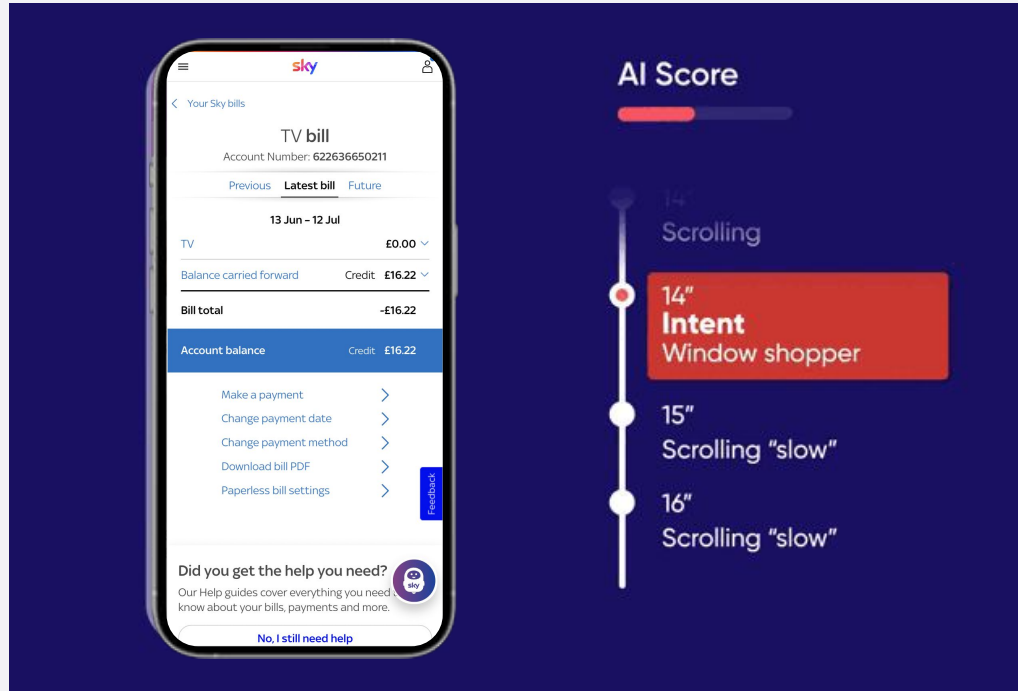
Understand user intent and sentiment in seconds



...to course correct the experience by sending a signal to your martech stack



...to course correct the experience by sending a signal to your martech stack



Thank You!