



Jonathan Cherki  
**Founder & CEO**



Contentsquare



THANK  
YOU

# Contentsquare in 2023



**1,000+**

Enterprise customers

**1M+** SMB customers



**1,800**

employees

with 650+ in R&D



**16 Offices**

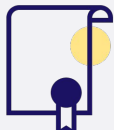
Paris, NYC, TLV, London,  
Munich, Barcelona,  
Singapore, Tokyo...



**7**

acquisitions

since 2019



**100+**

patents



**1.3M**

Connections to the  
Contentsquare platform  
in 2022



**10+ Trillion**

Consumer interactions collected  
& **\$2.5Bn** in transactions  
analyzed daily



# 1,000+ Enterprise Customers

## Finance & Insurance



## Beauty/ Luxury & Fashion

SEPHORA

FARFETCH

SAINT LAURENT  
PARIS

LVMH

PRADA



LUXOTICA

## Retail



## Telco



## Travel / Auto



## Software



servicenow



## Other



NESPRESSO.



# Over 1.3 million websites are using Contentsquare technologies around the world



**United States**

563,464



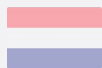
**Brasil**

83,222



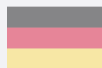
**United Kingdom**

66,108



**Netherlands**

47,578



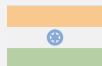
**Germany**

31,475



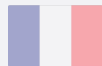
**Australia**

31,137



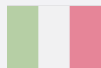
**India**

26,077



**France**

23,919



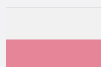
**Italy**

22,859



**Canada**

22,177



**Poland**

18,301



**Spain**

14,668



**Belgium**

12,527



**Sweden**

10,114



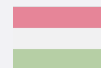
**Czech Republic**

8,898



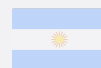
**Switzerland**

8,502



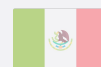
**Hungary**

8,488



**Argentina**

8,454



**Mexico**

8,289



**Denmark**

7,719



**Israel**

6,026



**Romania**

6,018









COUPE DE LA LIGUE  
*Vainqueurs 2012*





**Tinder**  
was born





**Coursera**  
was born



**Netflix**  
shifted from DVD  
rental to streaming

**634 million**  
websites  
in 2012

**1.13 billion**  
websites  
in 2023

In 2023,  
**40% of**  
**relationships**  
begin online



**30% of people in  
the UK** say they prefer  
online learning



**It would take 4  
years** to watch all of  
the content available on  
Netflix



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



**1 in 3**  
**experiences**  
is frustrating



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



Experiences people  
**love, seek and deserve.**

**More. Human. Experiences.**

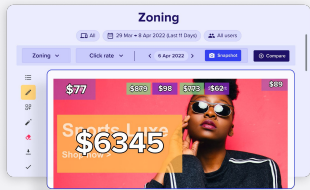
**How do we get there?**

# 1. With an exhaustive set of behavioral data

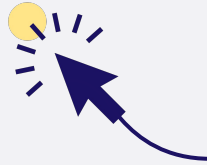
## QUANTITATIVE



Swipe rate,  
scroll rate



Revenue &  
conversion per zone



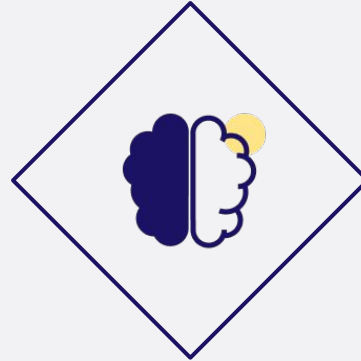
Mouse movements  
& trajectory



Visibility  
& time spent



Friction, interaction rage,  
hesitation time



## QUALITATIVE

Contact  
center



Reputation



Review



User test



VOC



NPS



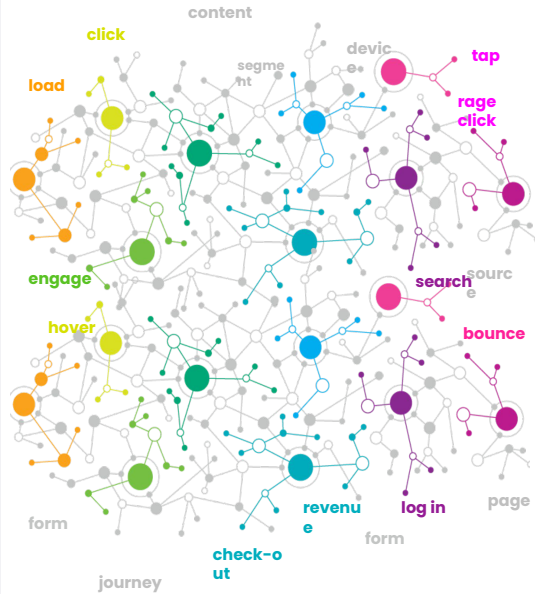
## 2. Democratize access to this data



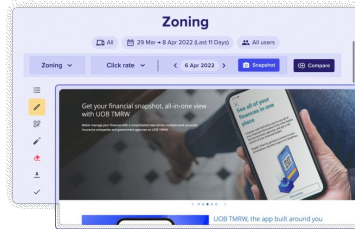
# 3. Analyze that data in one all in one platform

## One Platform

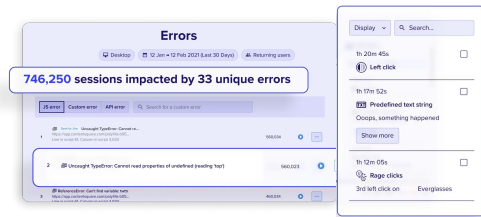
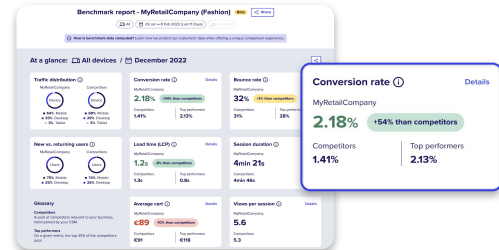
### Behavioural & Performance Data



### Immersive Visualisation



### Actionable Insights





# What will the future of digital experience look like?



**The future is Mobile**

A woman with blonde hair is sitting at a desk, using a white tablet. In front of her is a laptop and a red mug. The image is overlaid with a semi-transparent blue filter and a network of white icons connected by lines. The icons include a shopping cart, a group of people, a share symbol, an envelope, a laptop, a smartphone, a globe, a clock, a Wi-Fi symbol, a gear, a camera, a speech bubble, and a microphone. The text "The future is Omnichannel" is centered in white.

**The future is Omnichannel**



The future is Cookieless





**The future is Accessible**





# The future is Hyper-Personalised



**The future is AI**



Lucie Buisson  
**Chief Product Officer**



Contentsquare



Contentsquare

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



**CX Circle**  
by  Contentsquare

# Experience is a journey and leading companies are on top of it

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## Deserve

Accessible, sustainable, trusted

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## Love and Seek

Efficient, enjoyable, continuously improving and anticipating customers needs

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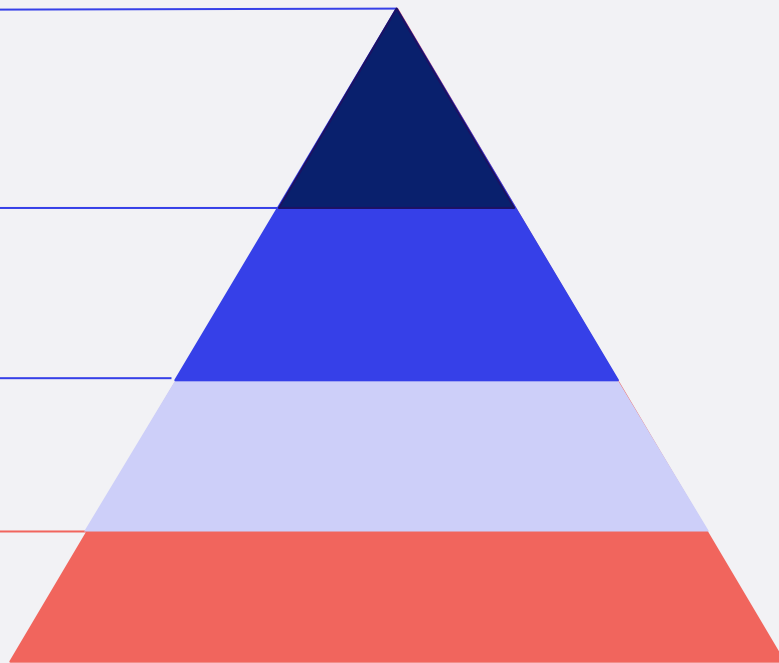
## Expect

Fast, seamless, minimal errors, data driven insights

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## Below Expectation

Error prone, slow, frustrating, not efficient



# Bridging the experience gap is complex

7%

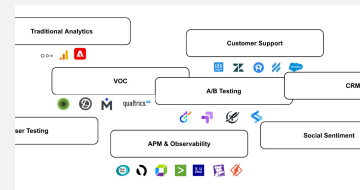
of companies rated as advanced digitally mature



Complexity of user journeys has increased



Competing priorities of siloed teams



Abundance of tools = more data, less answers

**Culture?**

**Complexity?**

**Priorities?**

**Common metrics?**



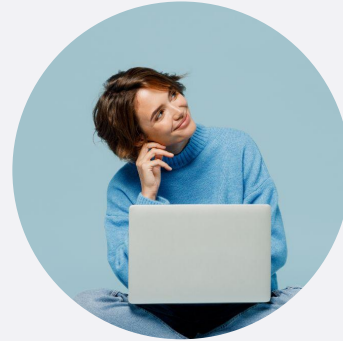
# Everything starts with enabling the quartet to collaborate efficiently — Experience is a team sport



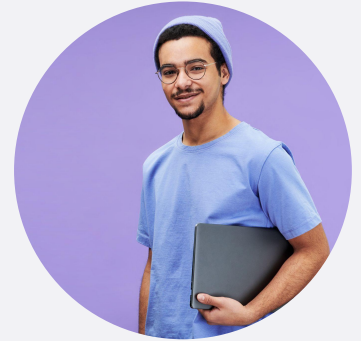
**Marketing**



**Design**



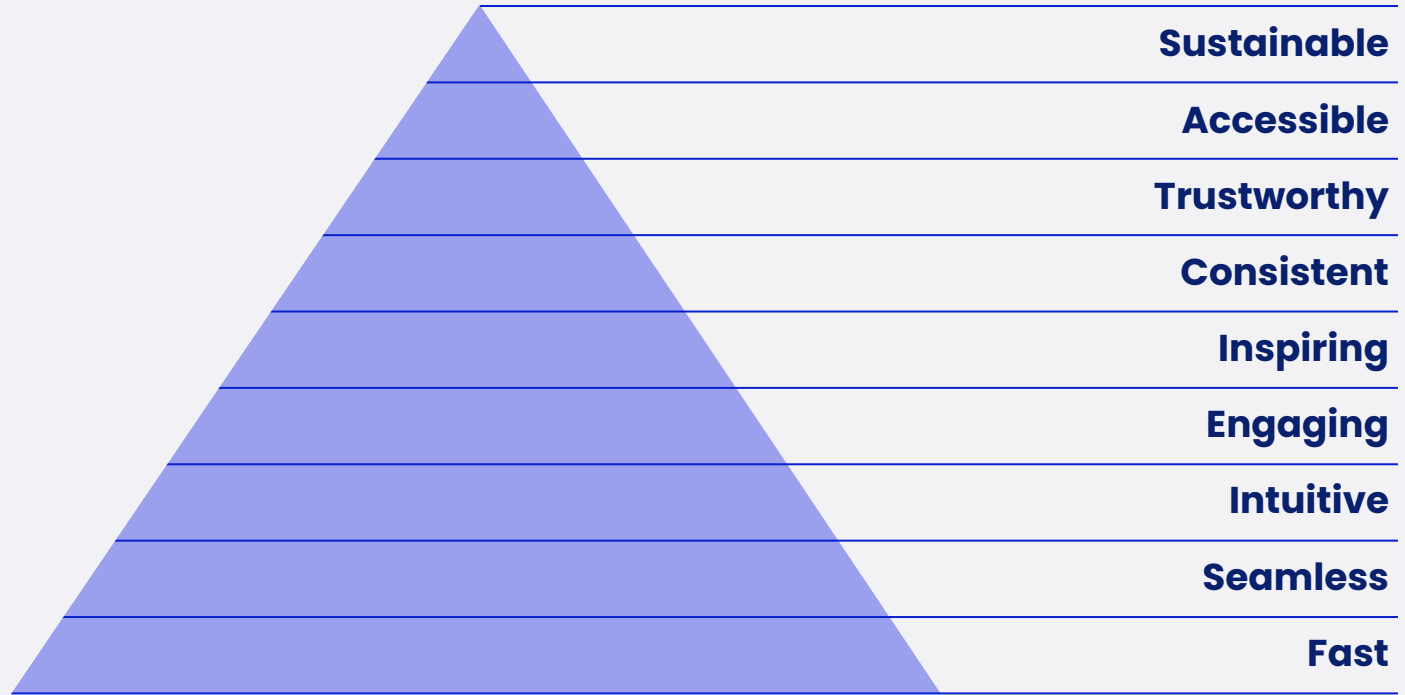
**Product**



**Tech**

## **Collaboration**

# A good experience is **multi dimensional**





# One all in one experience platform to build experience customer, love, seek and deserve

## Digital Content Optimization

To create the engaging and inspiring experience that **customers love**

## Digital Experience Optimization

To create the efficient, enjoyable and consistent experience across channel that **customers seek**

## Digital Experience Monitoring

To create the fast, error free and seamless experience that **customers expect**

**CS Platform**



**Marketing**



**Design**

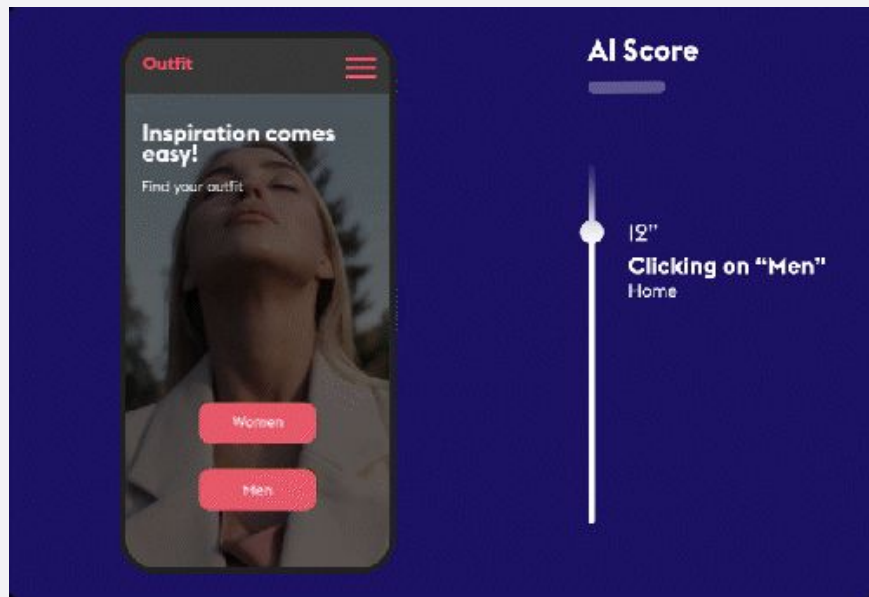


**Product**

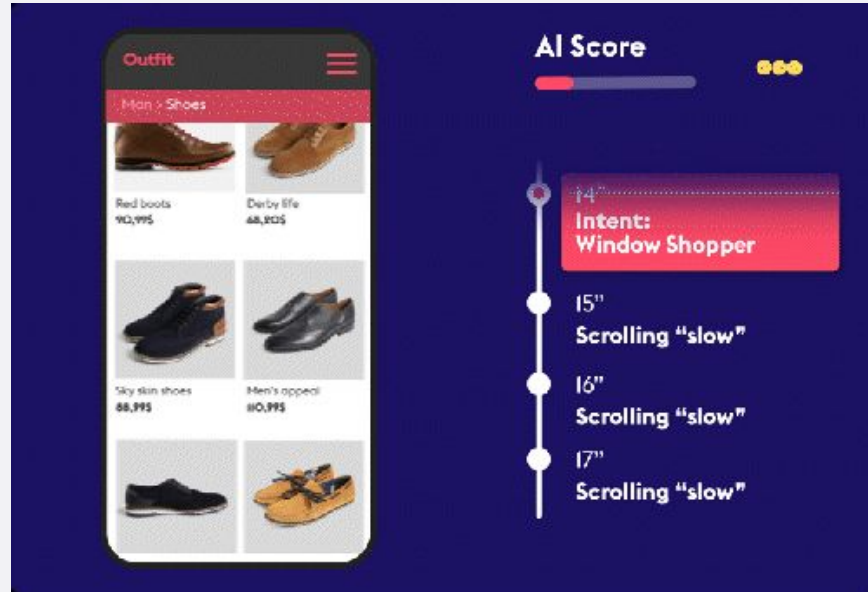


**Front end dev**

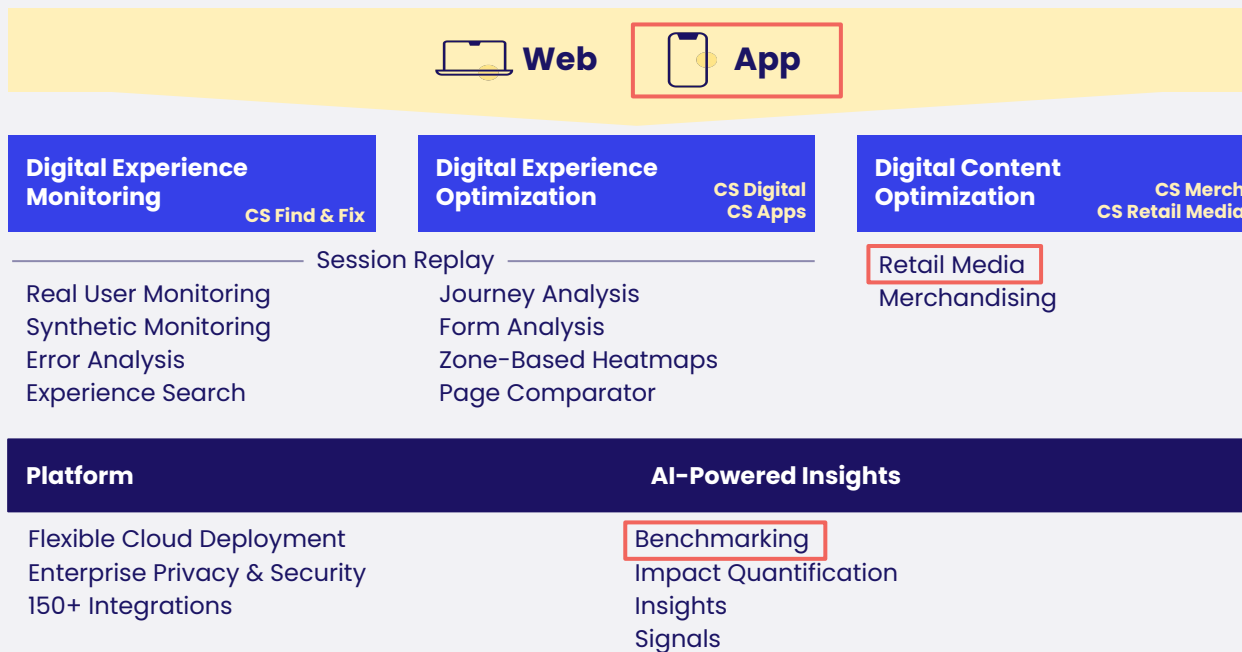
# Understand user intent and sentiment in seconds



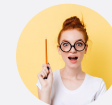
# ...to course correct the experience by sending a signal to your martech stack



# The Contentsquare All-in-One platform



**Marketing**



**Design**



**PM**



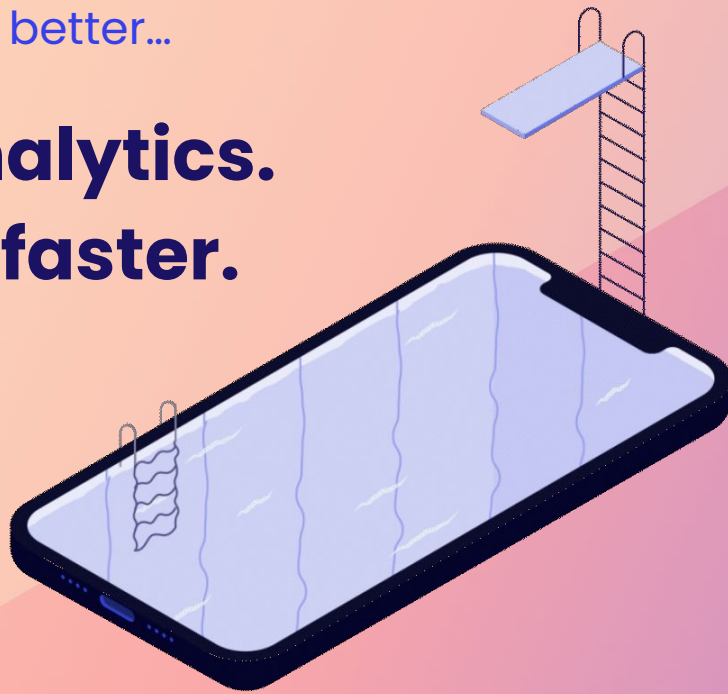
**Tech**

And now our platform gets that much better...

**Dive into Experience Analytics.  
Surface better insights faster.**

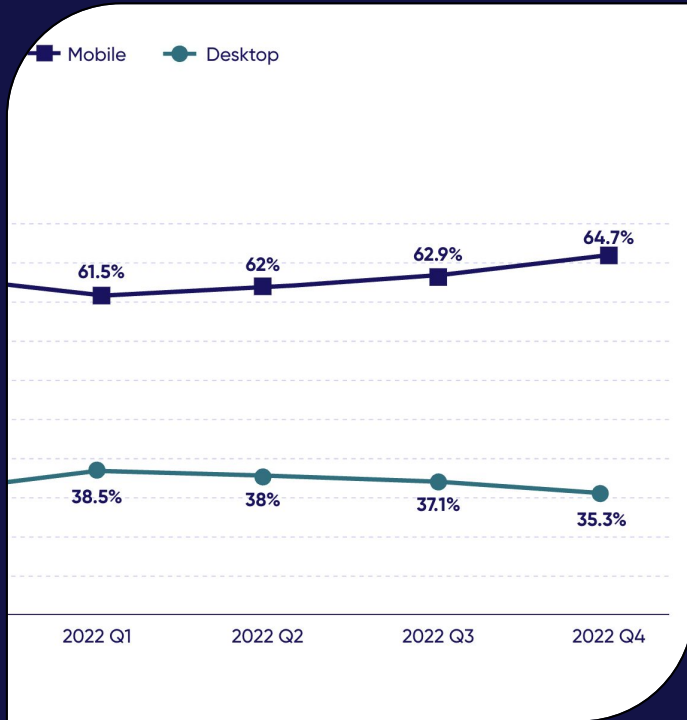


**Contentsquare**



# Stop talking about mobile, start prioritizing it

Mobile traffic continues to grow, but conversion rates lag



## Conversion rate

Web	3.44%
Mobile	1.98%

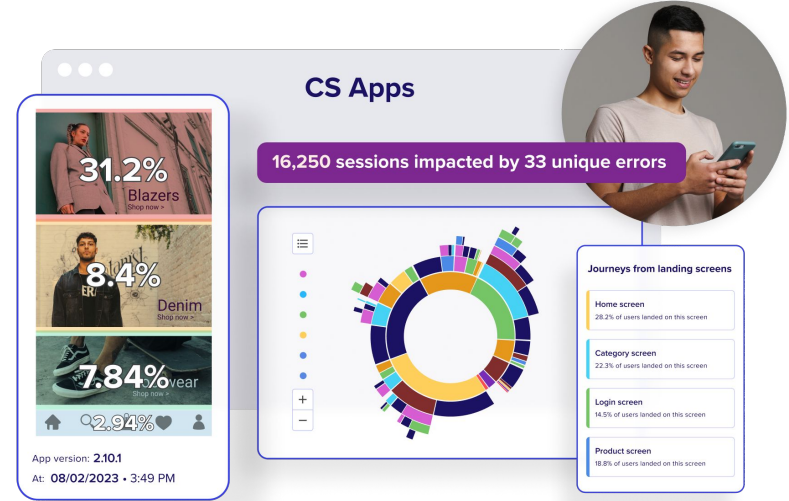
# Prioritise mobile

## Introducing the new CS Apps

**Make accurate business decisions:** Empower all teams — from marketing to analytics — to drive a greater return on app experience

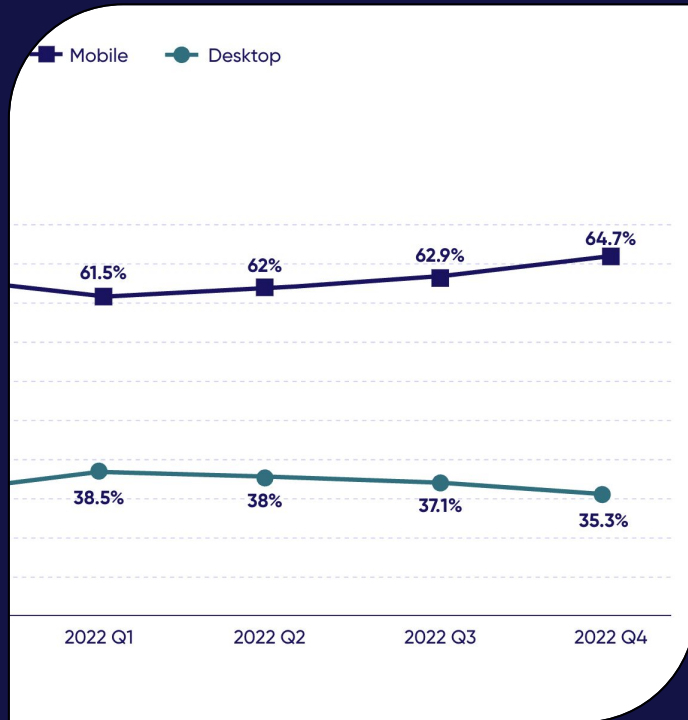
**Understand the app journey:** Discover how and why customers are interacting with your app, and uncover your biggest opportunities, from frustration to high intent screens

**Prevent churn and uninstalls:** Uncover the steps leading to bugs, errors, and crashes



# Covid and the macro economics ruined my historical data

Is 3% conversion good?





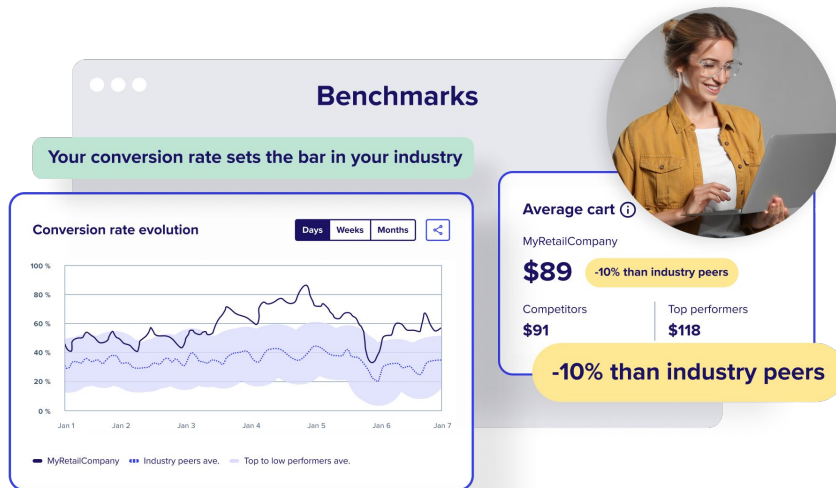
# Gain competitive advantage

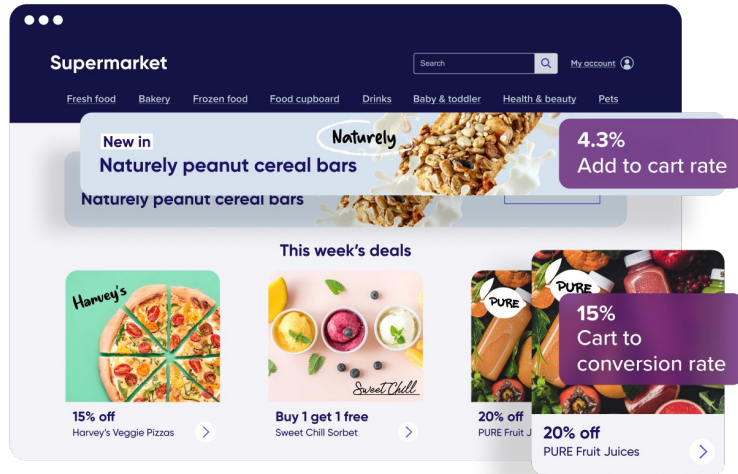
## Introducing Benchmarks

**Know where there's underperformance:** understand at a glance how the user experience stacks up against competition

**Align teams on strategic opportunities:** Build cross-functional consensus and determine strategic opportunities

**Unlock action to stay ahead of the competition:** Surface and deep dive into insights to prioritize and make strategic adjustments





Most brands are blind to the behavioural data on retail sites.

“We overspend on retail media with retailers who provide **consumer behavioral data** because we can prove **ROI.**”

— Head of eCommerce at major drinks brand

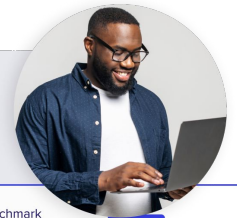
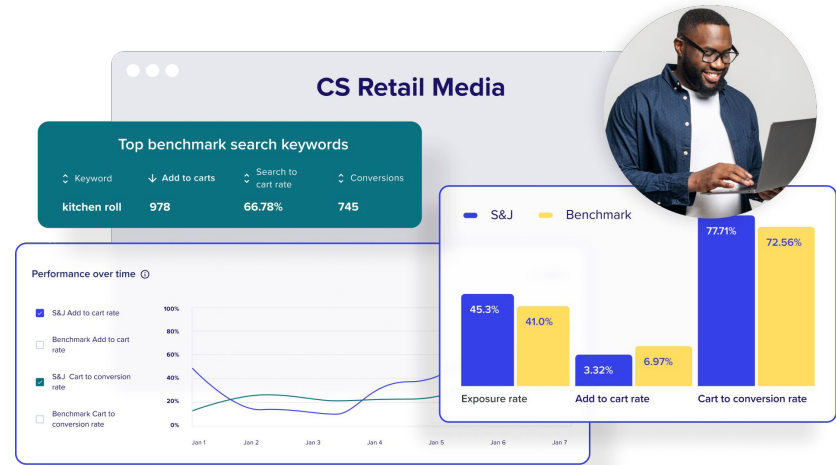
# Drive revenue together between retailer and brand

## Introducing CS Retail Media

**Enable with data:** Empower brands to make data-driven decisions – with self-serve access to real-time performance data.

**Uncover reasons to invest:** Increase optimization and retail media spend.

**Show ROI:** Drive retail media spend and product sales by showing Return on Advertising Spend to brands.





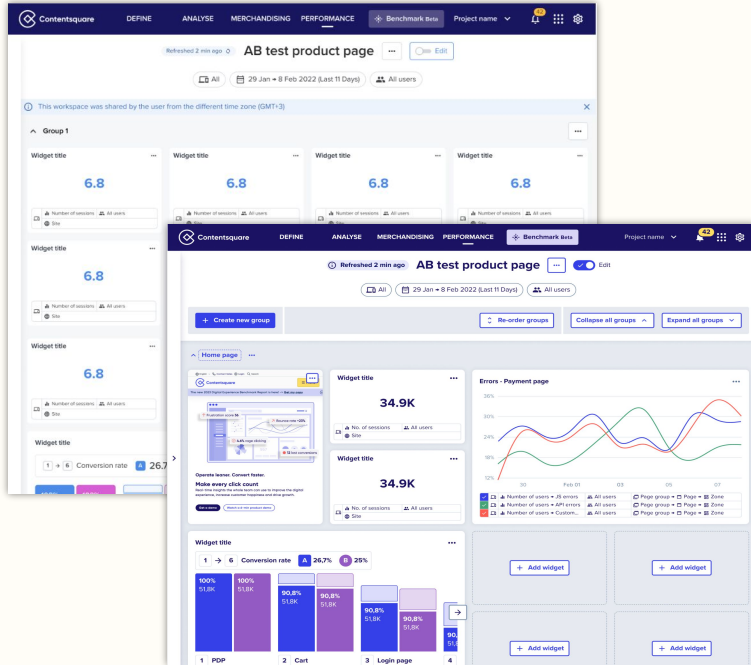
## Practice what you preach

**70% of web content is not accessible.**

**1 Billion people** live with some form of disability, **impact their ability to read the web.**

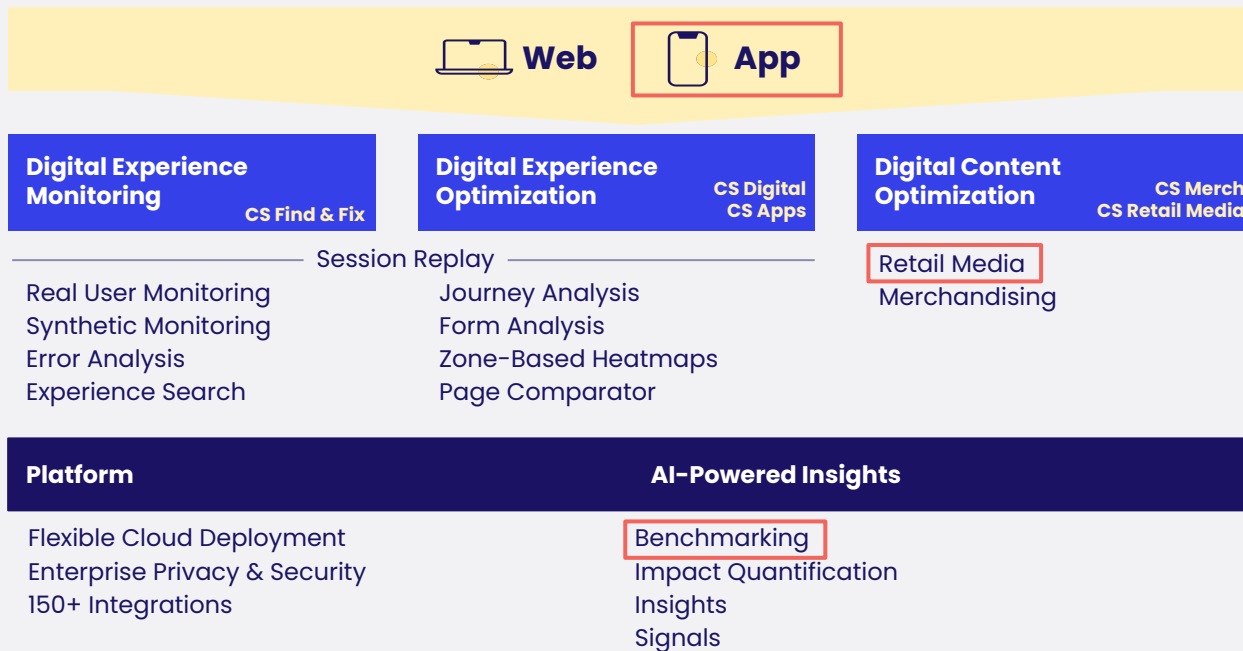
# Enable all platform users

## Access to insights to users of all abilities

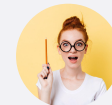


The first analytics platform dedicated to making better experiences for everyone in an **accessible digital world.**

# The Contentsquare All-in-One platform



**Marketing**



**Design**



**PM**



**Tech**

**Today will be all about  
building experiences we  
love, seek and deserve.**