

Taking Contentsquare to the next level



John O'Melia
Chief Customer Officer



James Fearne
Customer Success Leader





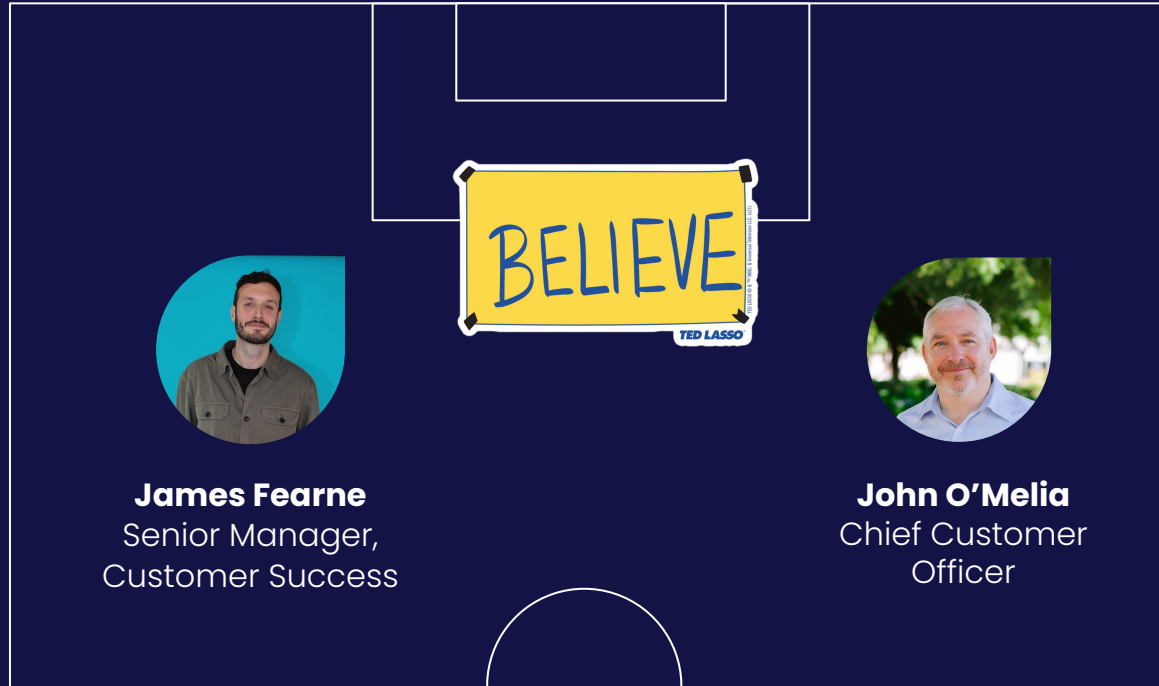
Taking Contentsquare to the next level

John O'Melia, Chief Customer Officer

James Fearne, Customer Success Leader



Today's line up



James Fearne
Senior Manager,
Customer Success

John O'Melia
Chief Customer
Officer

**Submit questions
here!**



**Go to [Slido.com](https://www.slido.com)
#Edisons**

Match day programme

1. **New tactics to level-up your current squad**

Get CS Digital working harder for you: level-up your use of the platform.

2. **Deadline day: Make the most of your new signings**

Real-life examples of additional parts of the product suite working together.

3. **Post-match conference**

You've heard a lot today - any questions?

New tactics to level-up your current squad



**How well do you
think you are using
CS Digital today?**

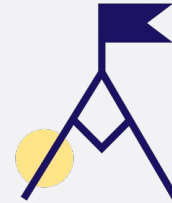


**Go to [Slido.com](https://www.slido.com)
#Edisons**

Speed to insights



**Efficiency is
everything**

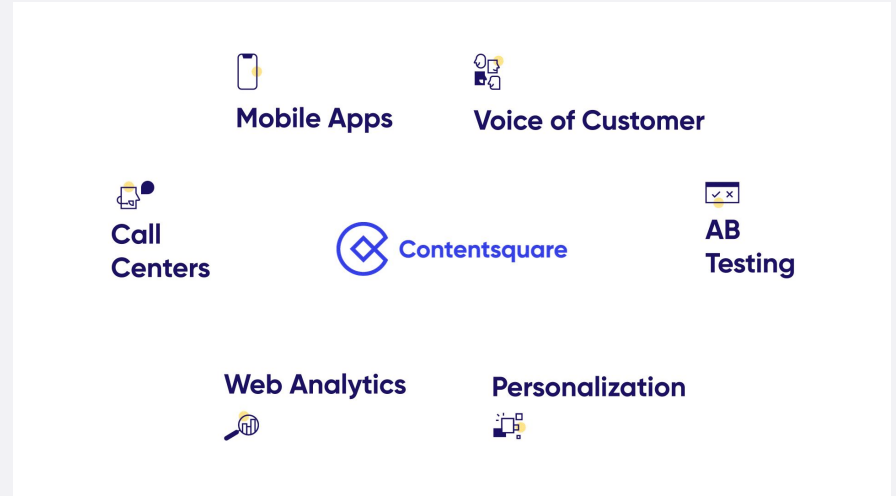


**Time to Value
is our North Star**

Get your tech working together

100% of our customers have one or more of these pieces of tech...

...but only 55% have set up an integration



"CS informed test ideas are almost twice as likely to be successful. Average uplift is £83k annualised for CS informed ideas vs £59k annualised for non CS ideas'."

- **Ollie Scheers, CTO Huel**

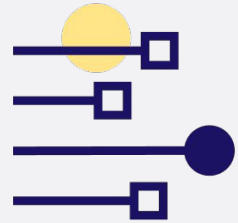
But “so what?”



Quantify



Prioritisation



Benchmark

Lets see it in action!

TACTIC 1: **Smart Zone Selector**

← Zoning list

[PLP] Lazy Loading on <https://cstore.pre-s...>

Desktop Jun 6 - 12 2023 (7 days) All users

Zoning Click rate (pageview level) Edit zones Undo Redo

Compare

https://cstore.pre-sales.fr/shop/ 7 Jun 2023 15:45

+ See all snapshots

CStore

Search products... Shop - Sale - News - Contact - About

1 800 345 4289

FREE SHIPPING

English 0 0 \$0.00

Products

Product Categories

Showing 1-24 of 24 results

Default sorting

- Essential
- Basketball
- Classics
- Gift
- Lifestyle
- Running
- Summer
- Teaser
- Track & Field
- Trail Running
- Training
- Walking
- Yoga

Filter by Gender

- Men 92
- Women 175

Filter by Price



Essential
Adidas Originals Gazelle
\$75.90

Add To Cart



Essential
Adidas Originals Gazelle Vintage
\$83.97

Add To Cart



Essential
Adidas Originals Luron M
\$84.90

Add To Cart



TACTIC 2: Shortcuts & Alerts

Journeys on [Arnaud] Travel

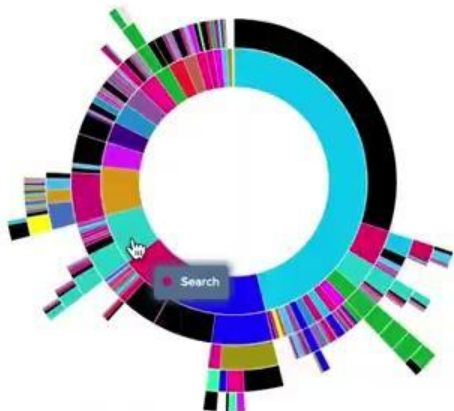
Desktop Jun 6 - 12 2023 (7 days) All users

JOURNEYS | FUNNEL

Reverse journey Journeys from landing page gr... After a page group

Journey selection Compare

We only display 7 steps at once. Click on a step to drill down and see more.



Landing page groups

Home
46.2% of users came from this page group

New Product Releases
12.0% of users came from this page group

Search
6.45% of users came from this page group

My Bookings
6.17% of users came from this page group

Booking: Step 1
5.97% of users came from this page group

Shop new releases
2.95% of users came from this page group

Campaign page
2.59% of users came from this page group

DLP
2.56% of users came from this page group

HELP

TACTIC 3: **Funnels**

Journeys on [Seb] Retail Mapping

Desktop

Jan 4 - Feb 3 2023 (31 days)

All users

JOURNEYS | FUNNEL

Reverse journey

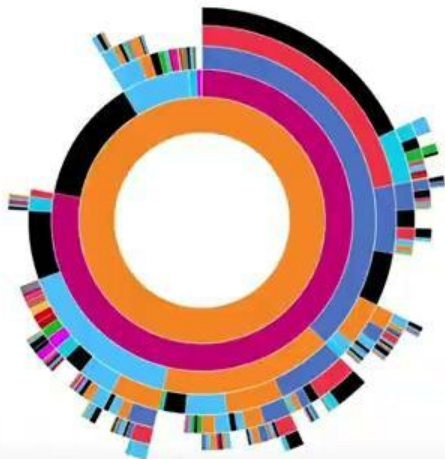
Journeys from landing page gr...

After: Checkout Step 1

Journey selection

Compare

ⓘ We only display 7 steps at once. Click on a step to drill down and see more.



Start of the journey

Checkout Step 1

100% of users came from this page group

Hide next step breakdown

77.9% Checkout Step 2

13.4% Site exit

13.4% of users exited the site after following this journey

7.31% FAQ

0.85% Home page

0.49% Login

0.05% Checkout Step 3

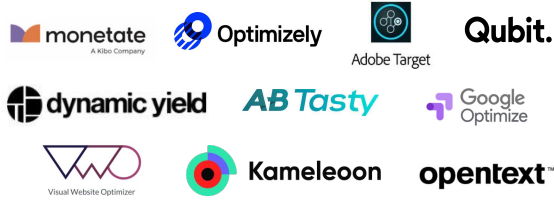
0.03% Checkout Step

HELP

TACTIC 4: **Integrations**

74%

A/B Testing, Personalisation & Optimisation



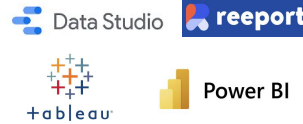
58%

Web Analytics



49%

Voice of Customer



Video Analytics, UGC

APM, Contact Center

Business Intelligence

Customer Data Platform

Marketing, DMP

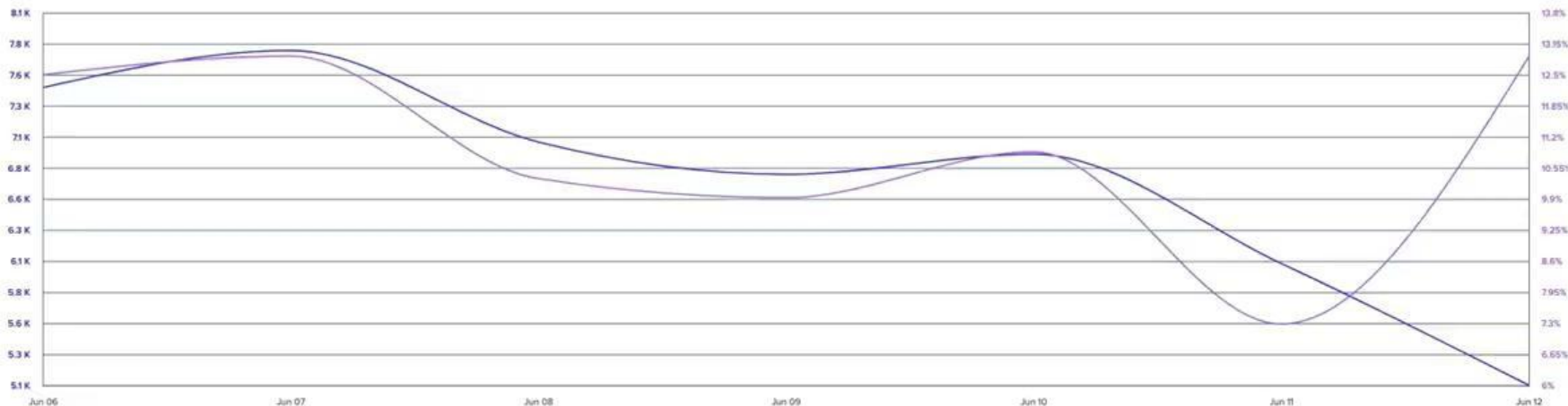
Site overview

All Jun 6 + 12 2023 (7 days) All users

Ecommerce

Revenue ⓘ	Average Cart ⓘ	Sessions ⓘ	Bounce rate ⓘ	Page views ⓘ	Visit time ⓘ	Conversions ⓘ <small>goal achievement</small>	Conversion Rate ⓘ
US\$2,444,939	US\$306	47,295	52.2%	2.21	13 s	5,204	11.0%

Sessions Conversion Rate



Quantify Comments in your VOC tool

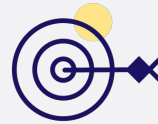


1. Identify a detractor comment in VoC tool and click on the Session Replay link out to CS

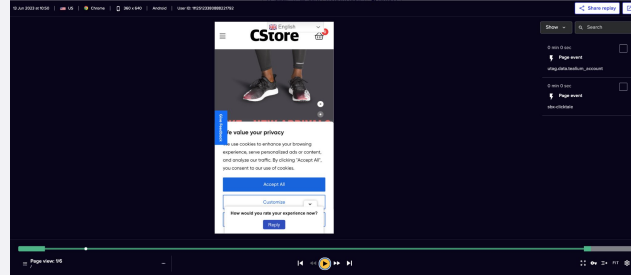
Q6 - Please leave any additional comments about how we can improve CStore in the...

I can't complete my order! Somehow my session expired, that does not make any sense! What a poor experience. You lost a customer!!!

<https://app.contentsquare.com/quick-playback/index.html?p>



2. Watch the Session Replay, identify the root cause and Quantify the Impact in Contentsquare

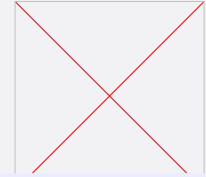


↑ High opportunity detected for segment **A**

Segment A converted 40.9% less than segment B.

If **50%** of segment A sessions converted as well as segment B sessions, you would earn **£282,718** additional revenue.

✔ Result is statistically significant



3. Submit a Jira ticket, include the issue, impact and priority

Create **Jira ticket** ×

For [my CS project]

Settings

Jira project*

Issue type*

Title



TACTIC 5: **Understand the Impact**

Journeys on [Seb] Retail Mapping



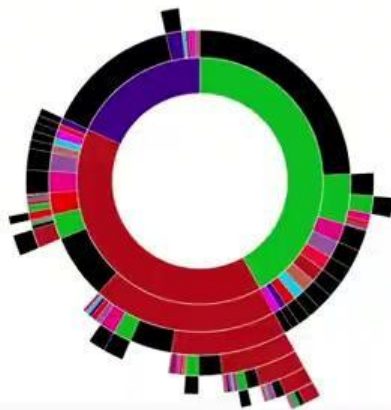
All May 15 → Jun 13 2023 (30 days) [Traffic Source] F

JOURNEYS | FUNNEL

Reverse journey **Journeys from landing page gr...** After a page group

Journey selection Compare

ⓘ We only display 7 steps at once. Click on a step to drill down and see more.



Landing page groups

PDP
41.9% of users came from this page group

PLP
40.0% of users came from this page group

Campaign page
18.1% of users came from this page group

HELP



TACTIC 6: **Benchmark**

Benchmark - CStore Demo Share

All May 1 → 31 2023 (31 days) All users

[How is benchmark data computed?](#) Learn how we protect our customers' data while offering a unique comparison experience.

At a glance: All devices / May 1 → 31 2023

Traffic distribution



Conversion rate [Details](#)



Bounce rate [Details](#)



New vs. returning users



Load Time (LCP) [Details](#)



Session time [Details](#)



Glossary

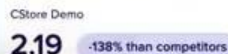
Competitors
A pool of competitors relevant to your business, hand-picked by your CSM.

Top performers

Average Cart [Details](#)



Views per session [Details](#)



In Summary

1. **Let the tool help you:** Use smart zones,, shortcuts & alerts to get to the insights faster
2. Utilise funnels to **drill down into specific journeys**
3. Get yourself connected with our library of **integrations**
4. Do what counts – use **impact quantification & benchmark** data to really understand what's going on

**Which of these are
you most keen to
try next week?**



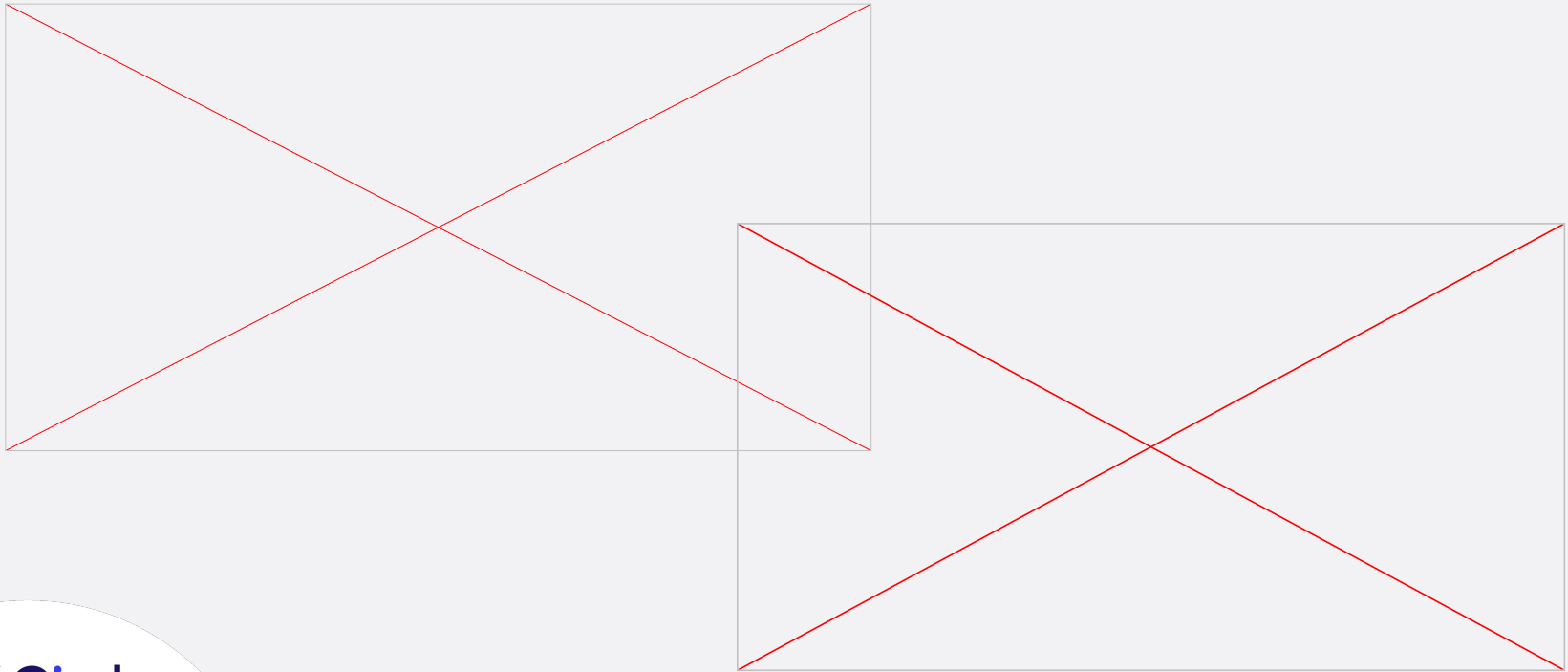
**Go to [Slido.com](https://www.slido.com)
#Edisons**

Insert Slido Poll

Deadline day: Make the most of your new signings

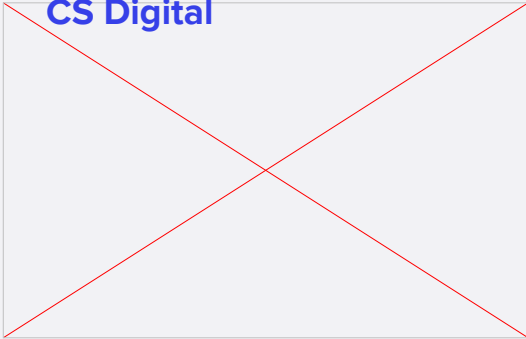


From this...

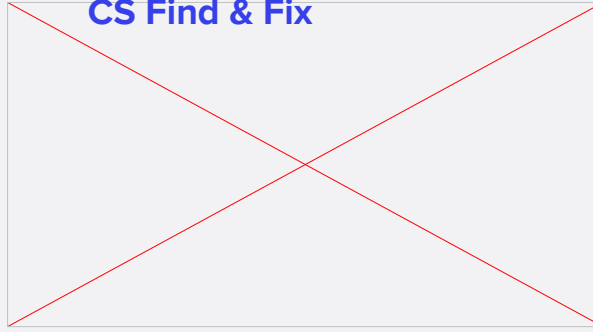


To this... Contentsquare Digital Experience Analytics

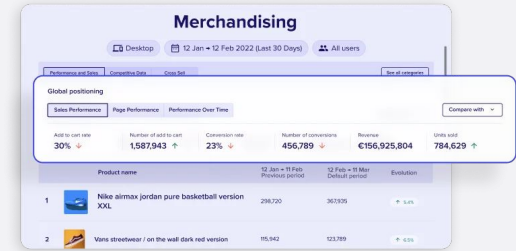
CS Digital



CS Find & Fix



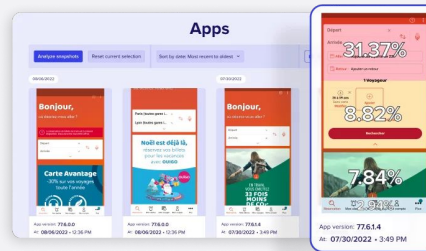
CS Merchandising



CS Insights



CS Apps



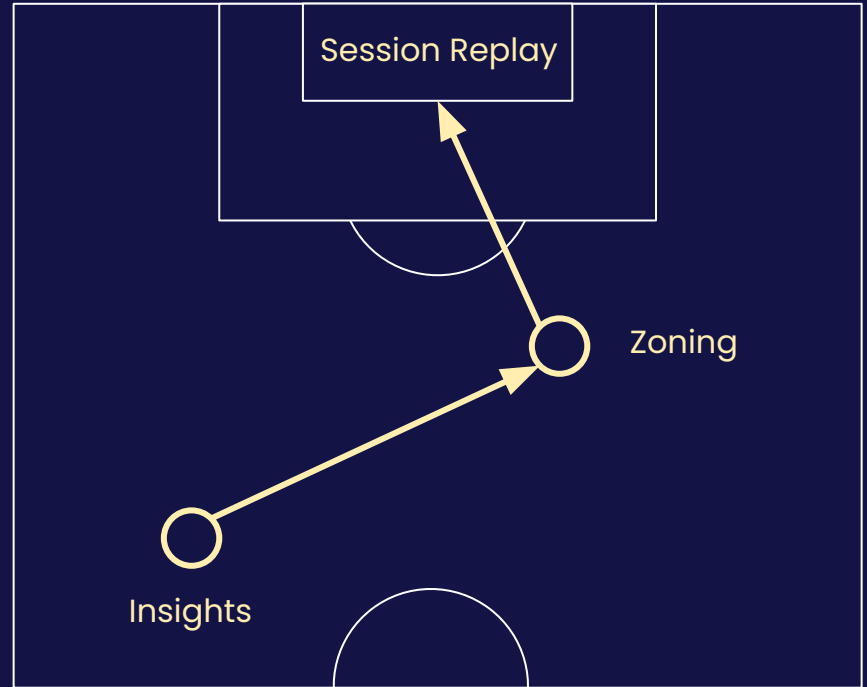
CS Retail Media



**Accounts with 2 products or more
generate **2.7x more value** than
accounts with only 1 product**

CUSTOMER USE CASE 1:

The tool providing the (CS) Insights with Heathrow



CS Insights identified 'rage clicks' on the Submit button for users signing up to Heathrow Rewards

The screenshot displays the ContentSquare Insights dashboard for a desktop view on March 7-13, 2023, for all users in the Ecommerce category. The left sidebar lists insights by opportunity score: Heathrow Rewards (77, High Opportunity), Booking (18, Med Opportunity), Home (7, Low Opportunity), Transport & directions (5, Low Opportunity), and Flights (2, Low Opportunity). The main area shows a summary for 'Impacted traffic' at 86% (116 users), 'Lost conversion' at 0, and 'Missed opportunity' at £0. A filter for 'Button - Multiple clicks' is active, showing 116 impacted traffic, 0 lost conversions, and £0 missed opportunity. A zone target is identified as 'button#form-submit-btn>div:eq(0)', which is a 'Submit' button. The dashboard also includes options to 'Disable insight' and 'Save as new segment'.

Desktop | Mar 7 + 13 2023 (7 days) | All users | Ecommerce

Sort By: Highest Opportunity Score

- 77** Heathrow Rewards
High Opportunity | 33 insights | 86% | 0 | £0
- 18** Booking
Med Opportunity | 11 insights | 15% | 0 | £0
- 7** Home
Low Opportunity | 4 insights | 8% | 0 | £0
- 5** Transport & directions
Low Opportunity | 2 insights | 8% | 0 | £0
- 2** Flights
Low Opportunity | 1 insights | 17% | 0 | £0

Impacted traffic 86% 116 | Lost conversion 0 | Missed opportunity £0

Filter insights | Sort By: Impacted traffic

Button - Multiple clicks | Zone preview | Replays

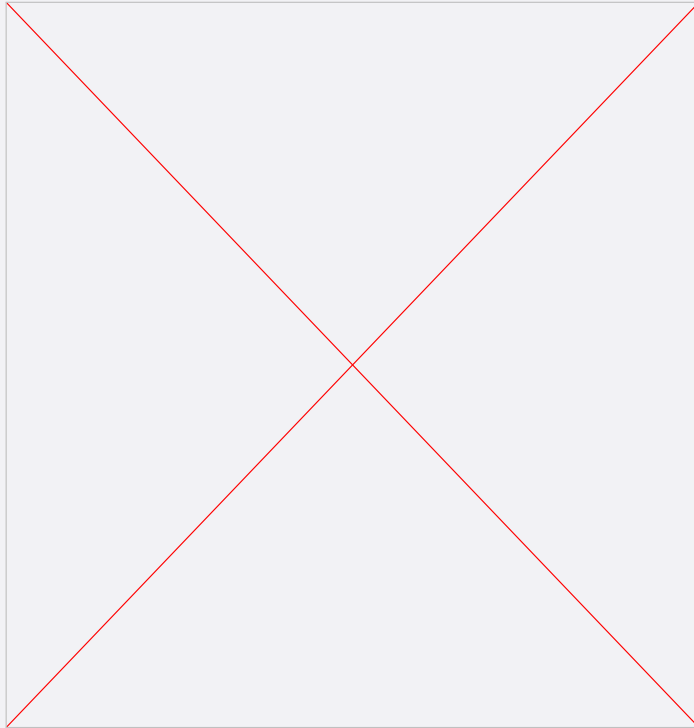
Impacted traffic 116 | Lost conversion 0 | Missed opportunity £0

Submit →

Zone target
button#form-submit-btn>div:eq(0) | Copy

Disable insight | Save as new segment

Session replay and zoning analysis shows that users are having to click the submit button multiple times



Tap Recurrence

Account Details

Enter an email address 1.55

Check here to stay up-to-date with news, offers & competitions. 2.15

Choose a password 3.24

Been referred? Add their card number & we'll reward them as a thank you. 1.40

Seen a promo? Add QR code to be rewarded. 2.02

I accept and agree to be bound by the Heathrow Rewards Terms and conditions, Terms of service, Privacy Policy, and any other agreements between a service provider and a person who will use the service. The person must agree to abide by the terms of service in order to use the offered service. 1.00

Submit 2.54 →

Users who click multiple times on the submit button convert 28% worse than those who don't

🏠 All 📅 Mar 7 → 13 2023 (7 days) 👤 Click recurrence VS 🏠 All 📅 Mar 7 → 13 2023 (7 days) 👤 Click recurrence

The comparison mode allows to compare behaviors differences between two segments or two periods.

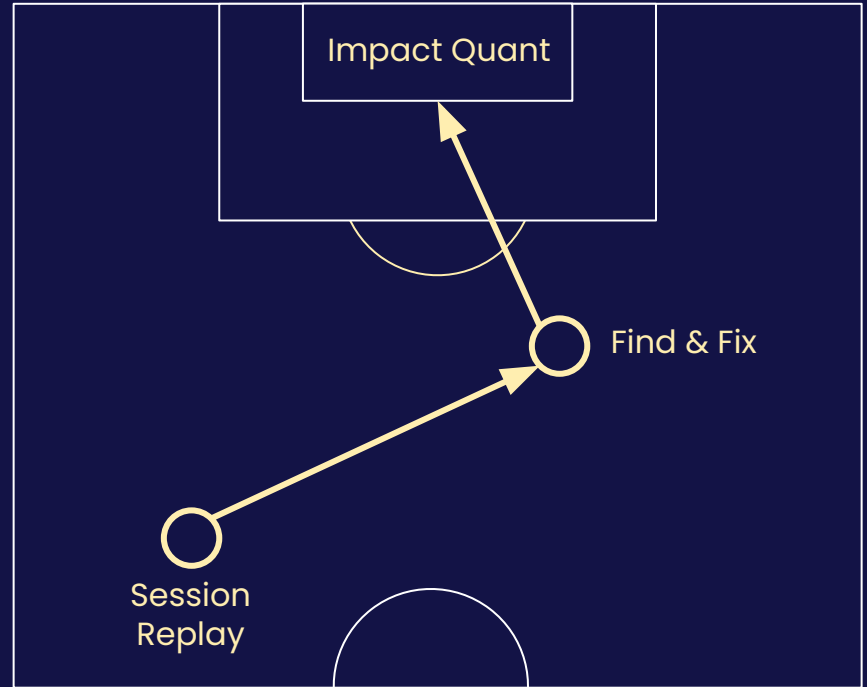
← Modify selected page groups

Select a conversion goal : 🚩 Ecommerce ▾

PAGE GROUPS	🔍 VIEWS	🔍 SESSIONS	🔍 VIEWS/SESSION	🔍 BOUNCE	🔍 EXIT	🔍 SCROLL	🔍 HEIGHT	🔍 TIME SPENT	🔍 ACTIVITY	🔍 LOAD TIME	🔍 CONVERSION
★ Heathrow Rewards	-50.0%	-54.6%	+10.2%	+5.34%	+5.04%	+0.66%	+0.16%	+22.0%	-6.39%	+13.3%	-28.2%
👤 Click recurrence on Rewards Submit +2	1,745	332	5.26	6.96%	13.8%	69.4%	2,958px	140s	42.0%	1.06s	17.2%
👤 Click recurrence on Rewards Submit - 2	3,491	732	4.77	6.60%	13.1%	69.0%	2,953px	115s	44.8%	0.94s	23.9%

CUSTOMER USE CASE 2:

Session Replay uncovering Errors with AVON








JS Error results in slow loading, causing user frustration

The screenshot shows a URL player interface with the following elements:

- URL player header:** "URL player" on the left, and filters for "All", "May 16 → 30 2022 (15 days)", and "2 Conditions" on the right.
- AVON CHECKOUT page:** A mobile checkout form with the AVON logo, a lock icon, and the title "CHECKOUT". It includes options for "New to Avon?" and "Already registered?", a "Checkout as guest" section, and input fields for "First Name", "Last Name", and "Email".
- JavaScript error console:** A dark overlay on the right showing a "JavaScript error" with the message "Uncaught ReferenceError: _satellite is not defined" and "Part of group ID: 16545511653544451386".
- Player controls:** A progress bar at the bottom, a URL "/checkoutmobile/login", and navigation icons (back, play/pause, forward, home, fit, full screen, settings).

Bug identified in Find & Fix



JS Error name	Sessions with error	Lost conversion	Impact on goal	Missed opportunity	Play	More
1  ReferenceError: Can't find variable: _satellite https://www.shopwithmyrep.co.uk/checkoutmobile/login Line in script 1, Column in script 422	10,339	1,488 	-18.25%	£ 49,908 		

Upon further analysis across markets, it was established that the error impacted 30%-50% of user sessions across other market geo sites.

Revenue associated with fixing the error in the UK

Impact Quantification

All May 16 → 30 2022 (15 days) 1 Condition VS All May 16 → 30 2022 (15 days) 1 Condition + Ecommerce

A 3.22% (10,336) of all sessions match the conditions

B 0.64% (2,045) of all sessions match the conditions

	Conversion		Revenue	
	No. of conversions ⓘ	Conversion rate ⓘ	Revenue ⓘ	Median cart ⓘ
A	6,665	64.5%	£244,158	£26.0
B	1,613	78.9%	£71,049	£32.0

↑ High opportunity detected for segment A

Segment A converted **18.2% less** than segment B. If segment A converted as well as segment B, you could earn up to **£49,848 total additional revenue**.

✓ Result is statistically significant ⓘ

Using the Impact Quantification module to determine the revenue opportunity associated with fixing the issue, the error was flagged as a high-value issue and was prioritised for fixing by the Avon dev team.

€1M+ saved across Avon market sites by fixing the error

It was established that the reference error was originating from the no longer operational tag, which was still firing across all market sites.

After the error was flagged by Contentsquare, the tag was removed across all the below market geos.

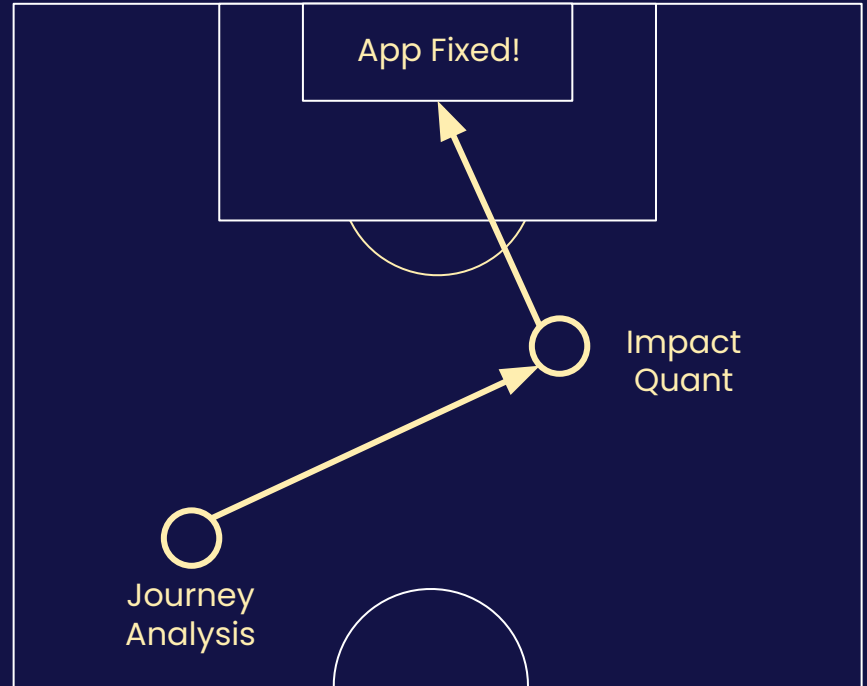
Market	UK	RU	PL	ZA	CZ	TR	RO	Total
Amount saved <i>over 30 days by fixing ReferenceError. Can't find variable: _satellite</i>	€103,584	€489,816	€97,400	€243,361	€80,761	€16,900	€15,400	€1,047,222

The total value of flagging and fixing the error across all sites stands at over



CUSTOMER USE CASE 3:

This will look familiar...



JOURNEY ANALYSIS

Before Error Screen

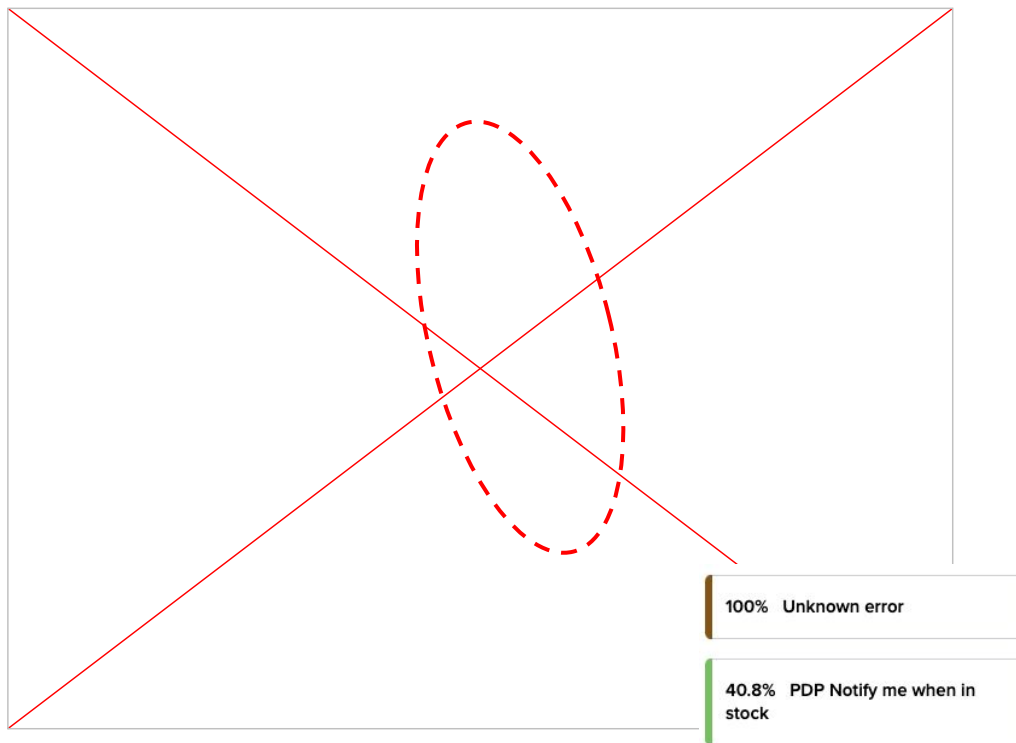
OBSERVATION

Looking at reverse journeys from the 'Unknown error' screen, we can see that 40.8% of users are coming from the 'PDP Notify me when in stock screen'.

INSIGHT

When checking the app, they were able to confirm that the error screen triggered after tapping on "Notify me back in stock"

40.8% coming from 'PDP Notify me when in stock' screen



JOURNEY ANALYSIS

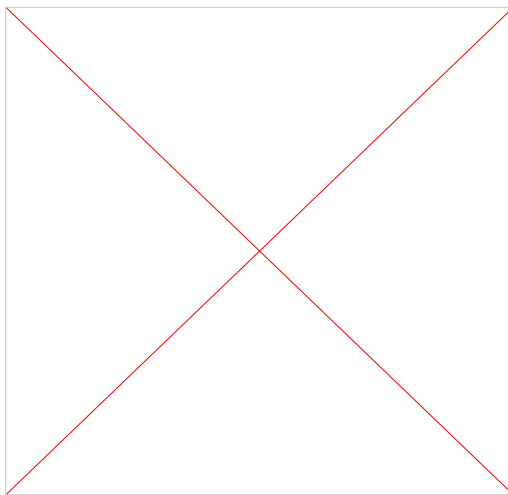
After Notify Stock Screen

OBSERVATION

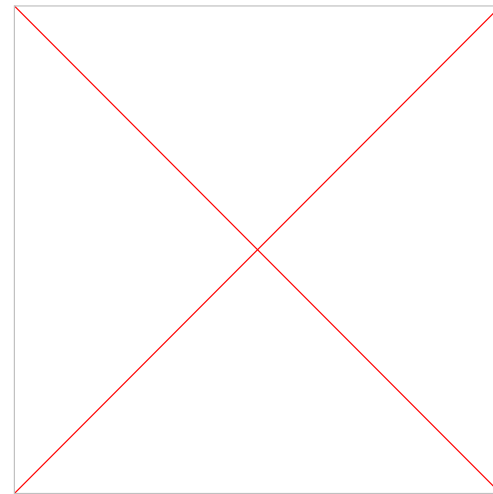
When looking at journeys after the Notify Stock screen, users who experience the error are more likely to exit or view the error screen several times in a row.

16% exit rate for users who experience the error

Segment A: Experienced Error Screen



Segment B: Did not experience Error Screen



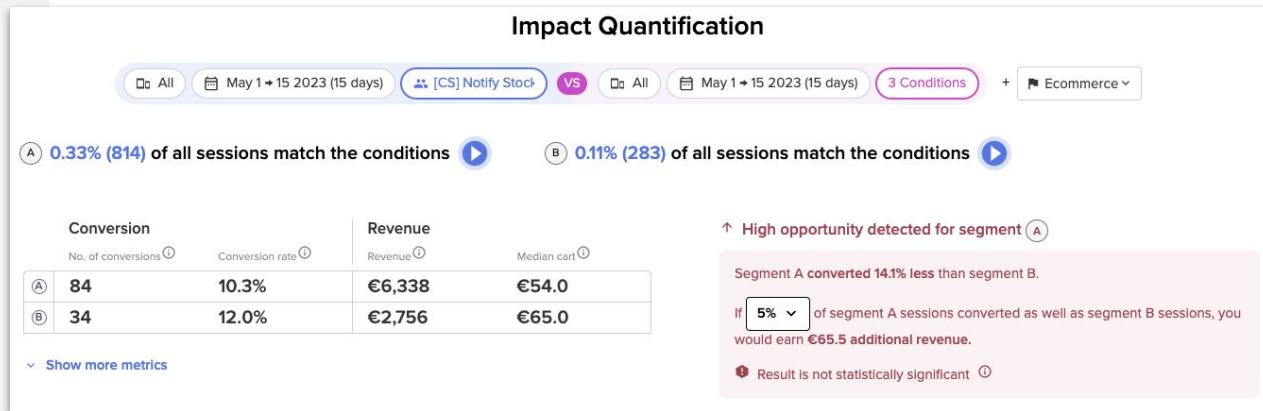
IMPACT QUANTIFICATION

OBSERVATION

Users who experienced the error screen converted 14.1% less than those that don't experience it.

Segment A: Experienced Error Screen

Segment B: Did not experience Error Screen



Results



\$46k

REVENUE SAVED PER YEAR

-84%

NO. OF SESSIONS
EXPERIENCING ERROR

4hr

TIME TO RESOLUTION

**Which part of the
product do you
want to hear more
about?**



**Go to [Slido.com](https://www.slido.com)
#Edisons**

Post-match conference

