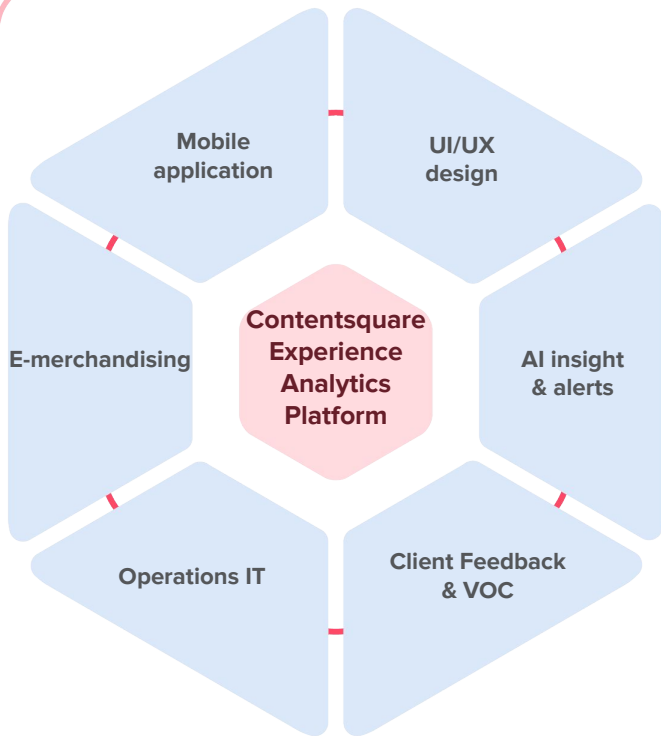




CONTENTSSQUARE

The Contentsquare Experience Analytics Platform: 2021-2022 ROI Report

STUDY METHODOLOGY

- **Aggregation of annual revenue generated from over 200 clients - Worldwide**
- **All results obtained were due to the recommendations found via the Contentsquare platform data.**
- **Study conducted between January 1st and July 1st, 2021 (6 months of data).**
- **The online experience improvement highlighted in this survey is organized around 6 pillars:**
 - **Design and UX optimization**
 - **Improving the experience on mobile applications**
 - **Desktop & mobile technical performance optimization**
 - **E-merchandising improvement**
 - **Customer feedback readability and quantification (or Voice Of Customer)**
 - **The AI Insights & Alerting System**

Areas of this study:

- **Retail (Decathlon, Sephora, Ikea, New Look, Galeries Lafayette, Disney, +300...)**
- **Tourism (Pierre & Vacances-Center Parcs Group, Accor, Best Western, Marco Vasco, +200...)**
- **Groceries (Auchan, Carrefour, Courses U, Walmart, Sainsbury's, +100...)**
- **Telecommunications (Bouygues Telecom, Sky, Verizon, Prixtel, Orange, +50...)**
- **Luxury (+100...)**

RESULTS

All Pillars

The key finding of this analysis:

\$2,1M

= the average additional annual revenue for our clients across all industries and digital businesses

All sectors and Contentsquare modules combined, the optimizations implemented (after recommendations deduced from the Contentsquare platform data) allow us to generate an average of \$2,069,618 in additional annual online revenue for our clients.

INCREASE IN ONLINE REVENUE PER CONTENTSQUARE PILLAR:

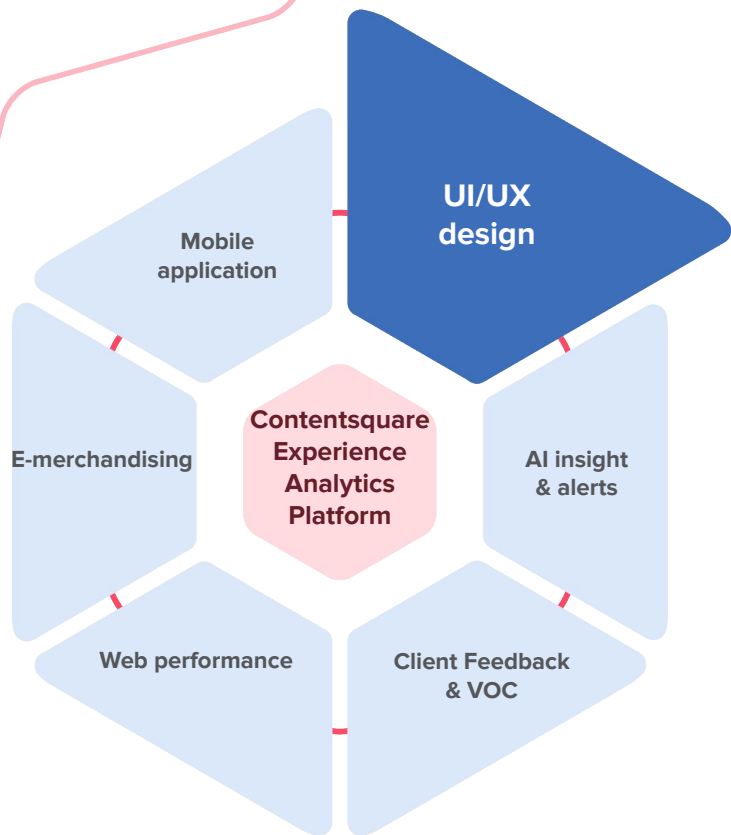
Additional annual income	Contentsquare pillar
\$2,639,219	Design & UX
\$1,599,823	AI Insights & alerts
\$1,519,589	Client Feedback & VOC
\$1,049,406	Operations & IT
\$486,242	E-Merchandising
\$404,645	Mobile application



CONTENTSSQUARE

The Contentsquare Experience Analytics Platform: 2021-2022 ROI Report

PILLAR: DESIGN & UX



RESULTS

Pillar: Design & UX

The key finding of this analysis:

\$2,6M

= the average additional annual revenue for our clients, across all industries, on the Customer Design & UX pillar

The optimisations implemented following the recommendations deduced from the Contentsquare platform data, in the area of UX Design, allow us to generate an average of \$2,639,219 in additional annual online revenues for our clients.

INCREASE IN ONLINE REVENUE PER CONTENTSQUARE PILLAR:

Top	Sector	Additional online income
#1	Retail (fashion, cosmetics, interior, electronics, etc.)	\$3,692,769
#2	Luxury	\$2,933,214
#3	Telecommunications	\$2,367,459

CASE STUDY

Pillar: design & UX

Example

How did New Look increase its product page conversion rate by 19%?

FINDING

User Generated Content (UGC) on the New-Look website front page generated a **higher click-through rate and conversion rate per click** than the other elements on the same page, on average.

SO...

Setting up an A/B test in which user-generated content gained exposure on product pages and list pages.

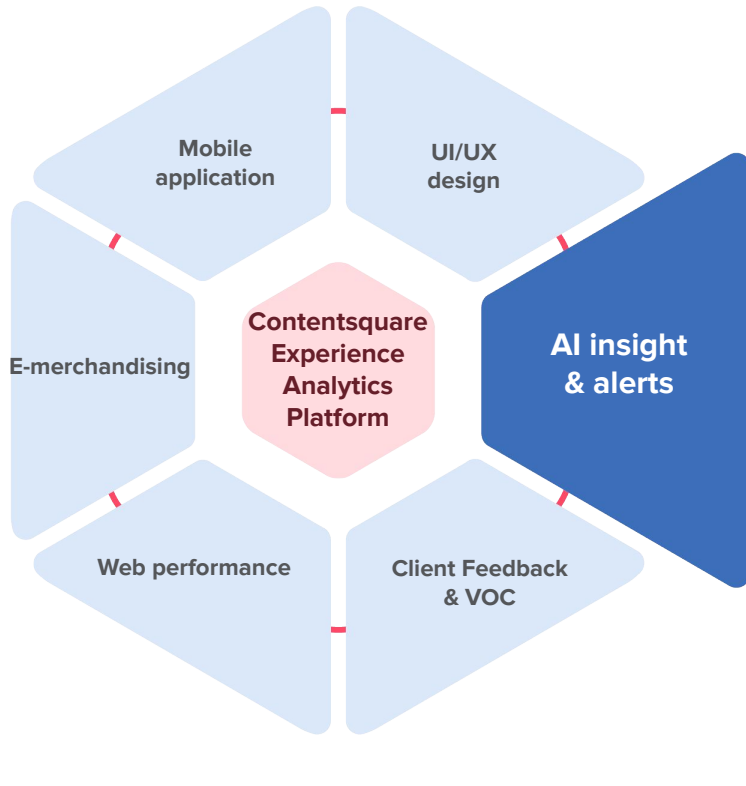
RESULTS

23% increase in traffic to product pages from list pages

+19% conversion rate for product pages



CONTENTSSQUARE



The Contentsquare Experience Analytics Platform: 2021-2022 ROI Report

**PILLAR: AI INSIGHT
& ALERTS**

RESULTS

Pillar: AI insight & alerts

The key finding of this analysis:

\$1,6M

= the average additional annual revenue for our clients across all industries on the AI Insights & Alerts pillar

The optimisations put in place, following the intelligent recommendations of the Contentsquare platform, allow us to generate an average of \$1,599,823 in additional annual online revenues for our clients.

INCREASE IN ONLINE REVENUE PER CONTENTSQUARE PILLAR:

Top	Sector	Additional online income
#1	Groceries	\$2,512,837
#2	Luxury	\$2,344,445
#3	Retail (fashion, cosmetics, interior, electronics, etc.)	\$1,320,770

CASE STUDY

Pillar: AI insight & alerts

Example

How did Beerwulf avoid a loss of traffic equivalent to 0.5% of their annual revenue?

OBSERVATION

**AUTOMATICALLY
BROUGHT UP BY THE AI
CONTENTSQUARE**

- Frustration on the shopping cart page causes very high traffic loss at this stage of the navigation.
- This loss is much higher than the average for this sector, at this point in the journey.

ANALYSIS

This drop offs at the shopping cart page is due to the impossibility to easily modify the number of items added to the cart. So, we need to redesign this page to make it easy to use.

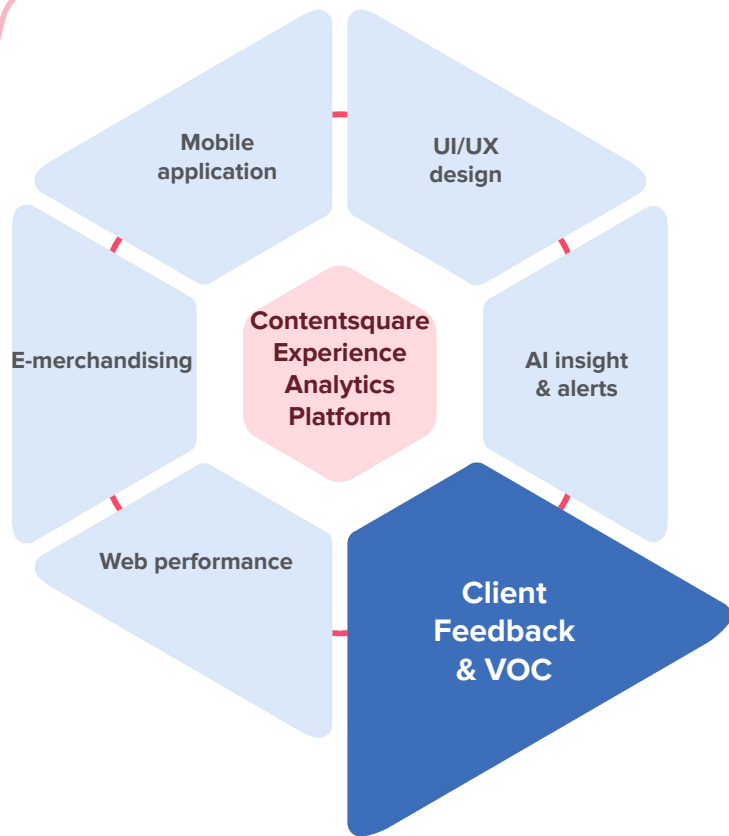
RESULTS

Backtracking the waste in the shopping cart page, avoiding a loss of 0.5% of their annual revenue.



The Contentsquare Experience Analytics Platform: 2021-2022 ROI Report

**Client feedback &
Voice of Customer**



RESULTS

Pillar: Client Feedback & VOC

The key finding of this analysis:

\$1,5M

= the average additional annual revenue for our clients, across all industries, on the Customer Feedback & VOC pillar

The optimisations implemented following the recommendations deduced from the Contentsquare platform data, in the area of customer feedback and VOC, allow us to generate an average of \$1,519,589 in additional online annual revenues for our clients.

INCREASE IN ONLINE REVENUE PER CONTENTSQUARE PILLAR:

Top	Sector	Additional online income
#1	Luxury	\$2,661,405
#2	Retail (fashion, cosmetics, interior, electronics, etc.)	\$1,269,600
#3	Telecommunications	\$1,091,344

CASE STUDY

Customer Feedback & VOC

Example

How did Intermarché gain in turnover by investigating its customer feedback with Contentsquare data?

FINDING

10% of Intermarché website users, on Internet Explorer, **highlighted frustrations** (via the VOC tool Usabilla): "Why are my items not displayed?", "Blank page, I can't access my account", "Impossible to access my store's homepage", ...

ANALYSIS

SEGMENT: CLASSIFYING DISSATISFIED VISITORS INTO A SINGLE SEGMENT

Each time these visitors want to access the homepage of the store, they land on a blank page.

SOLUTION

Display of a warning on the Intermarché website for customers using Internet Explorer, to guide them towards a more modern browser.

CASE STUDY

Customer Feedback & VOC

Quote

"All the technical frictions are tackled on the fly by the technical teams. They correct and hotfix the production, which allows us to gain in terms of conversions."

Rodolphe Marinier, Transition Manager - Digital Expert
@Intermarché

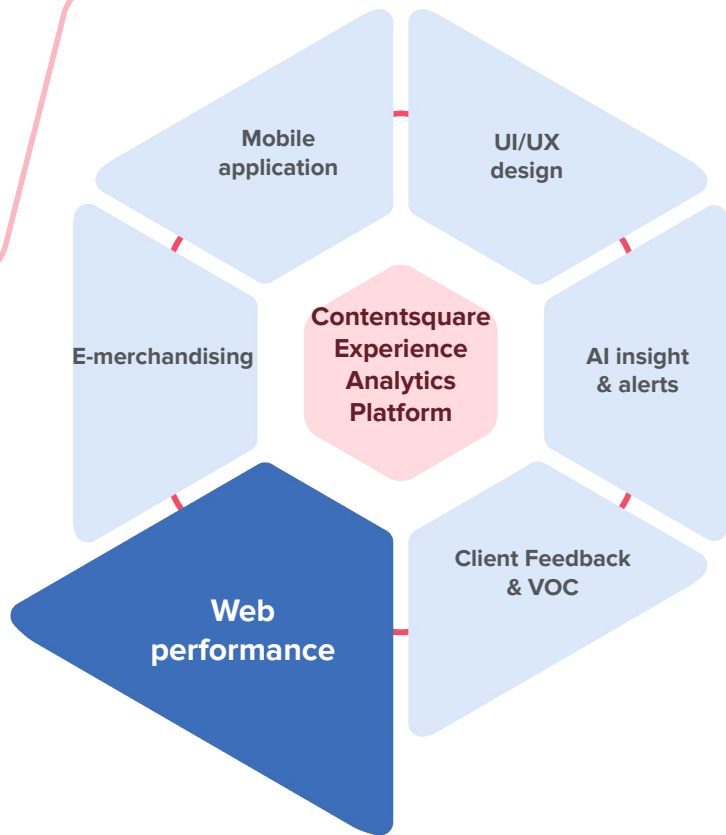




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The Contentsquare Experience Analytics Platform: 2021-2022 ROI Report

**PILLAR: WEB
PERFORMANCE**



RESULTS

Pillar: Web performance

The key finding of this analysis:

\$1,04M

= the average additional annual revenue for our clients across all industries in the Web performance pillar

Implemented optimisations following the recommendations deduced from the Contentsquare platform data, in terms of technical performance, allow us to generate an average of \$1,049,406 in additional online revenue for our clients.

INCREASE IN ONLINE REVENUE PER CONTENTSQUARE PILLAR:

Top	Sector	Additional online income
#1	Luxury	\$1,700,386
#2	Retail (fashion, cosmetics, interior, electronics, etc.)	\$1,036,319
#3	Telecommunications	\$731,252

CASE STUDY

Pillar: Web performance

Example anonymized at the request of the brand

How could a major telecom player identify a revenue loss equivalent to **2%** of their annual revenue?

FINDING

87% of the visitors accessing the "My Account" area were exposed to a JavaScript error.

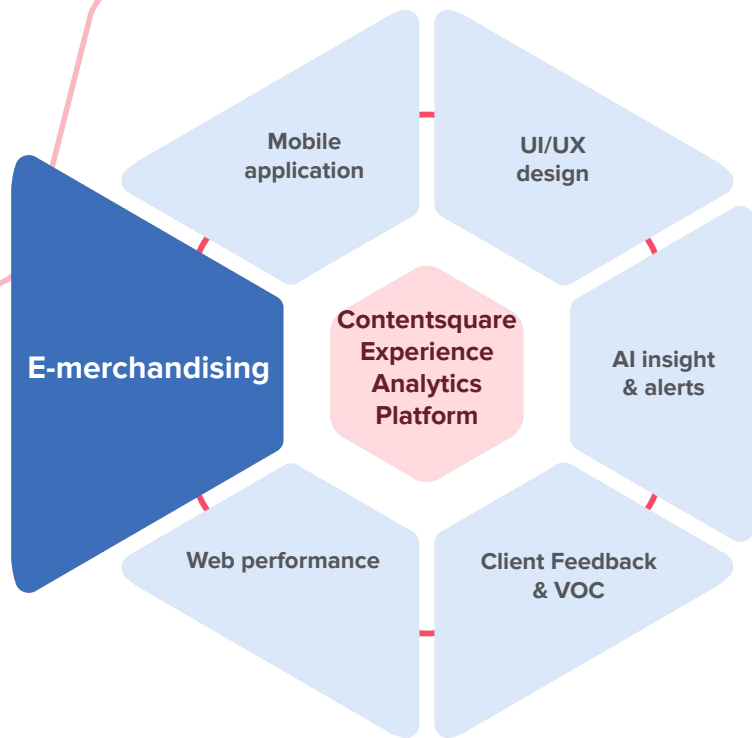
ANALYSIS

SEGMENT: ISOLATING VISITORS FACING THE JAVASCRIPT ERROR

- Impacted users are left with a blank page.
- **98% of the users who encountered this error abandoned their browsing.**

RESULTS

This loss of traffic amounts to a loss equivalent to **2%** of their annual revenue.



CONTENTSSQUARE

The ContentSquare Experience Analytics Platform: 2021-2022 ROI Report

**PILLAR:
E-MERCHANDISING**

RESULTS

Pillar: E-merchandising

The key finding of this analysis:

\$486K

= the average additional annual revenue for our clients, across all industries, on the E-merchandising pillar

The optimisations implemented, following the recommendations deduced from the Contentsquare platform data, in the field of E-merchandising, allow us to generate an average of \$486,242 in additional online annual revenues for our clients.

INCREASE IN ONLINE REVENUE PER CONTENTSQUARE PILLAR:

Top	Sector	Additional online income
#1	Groceries	\$434,074
#2	Retail (fashion, cosmetics, interior, electronics, etc.)	\$292,580
#3	Luxury	\$60,723

CASE STUDY

Pillar: E-merchandising

Example

How did Castorama increase its conversion rates and identify a loss equal to 0.3% of their annual revenue?

FINDING

E-merchandising data from the Contentsquare platform highlighted:

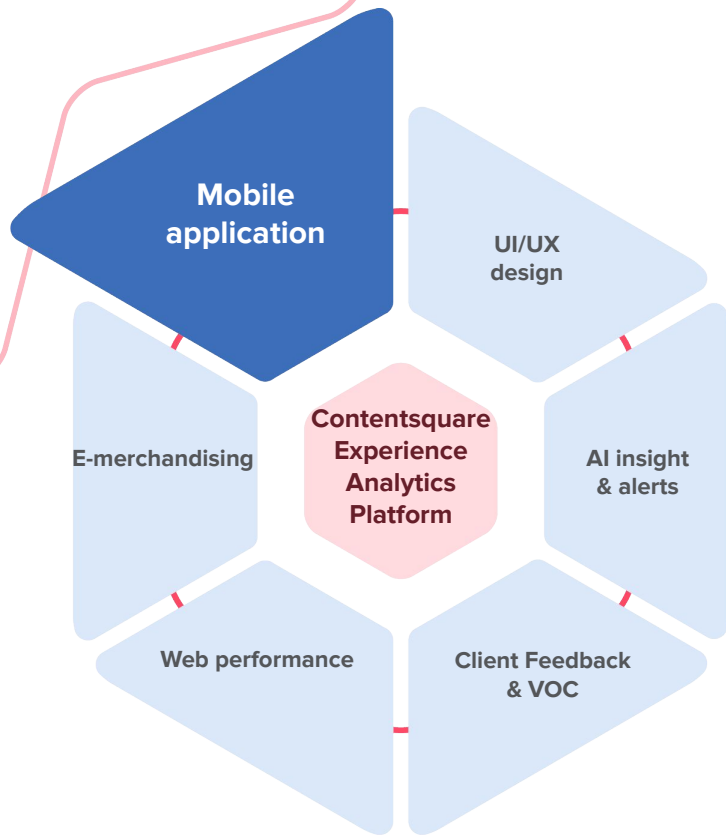
- **low conversion rates** for **highly exposed products**
- **high conversion rates** for **products with little exposure**
- **low conversion rates** for products with **higher prices (by 29%)** than the market

ANALYSIS

- If highly exposed products don't convert, it is because they are **Out of Stock!** They should be demoted in the list.
- The products that convert the most should **gain visibility in product listing**.
- Products that do not convert because they are priced 29% above market should be **renegotiated with suppliers**.

RESULTS

The lack of attractiveness of key products was the cause of a loss equal to 0.3% of their annual revenue.



CONTENTSSQUARE

The ContentSquare Experience Analytics Platform: 2021-2022 ROI Report

**PILLAR: MOBILE
APPLICATION**

RESULTS

Pillar: Mobile application

The key finding of this analysis:

\$405K

= the average additional annual revenue for our clients across all industries on mobile applications.

The optimisations implemented on the mobile app, following the recommendations deduced from the Contentsquare platform data, allow us to generate an average of \$404,645 in additional annual online revenues for our clients.

INCREASE IN ONLINE REVENUE PER CONTENTSQUARE PILLAR:

Top	Sector	Additional online income
#1	Luxury	\$598,293
#2	Retail (fashion, cosmetics, interior, electronics, etc.)	\$468,147
#3	Groceries	\$165,645

CASE STUDY

Pillar: Mobile application

Example

How did Funky Pigeon multiply its conversion rate by 10 on its mobile app?

FINDING

Extremely low conversion rate in the App... despite an attractiveness confirmed by a high acquisition rate of the app.

ANALYSIS

SEGMENT: SEPARATION OF NEW VISITORS

The majority of new users are looking to move forward in their navigation with a down swipe, when here, only a left swipe would allow them to move to the next step.

SOLUTION & RESULTS

Arrows to guide users and a direct access to the checkout have been added to the application, to facilitate the journey.

The app conversion rate has been multiplied by 10!

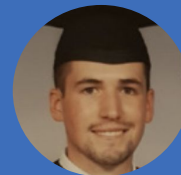
CASE STUDY

Pillar: Mobile application

Quote

"On our very competitive market, the first minutes of usage are key. With CS Apps we've been able to eliminate the frictions, struggles and useless screens and to improve our landing screen and our checkout... At the end it has had a huge impact on conversion."

Andrew Hughes, Project Manager and business analyst
@ Funky Pigeon



CONCLUSION

Our customer feedback

"Excellent tool for understanding customer journeys and improving conversion rates."

Constantin Garreau -
Digital & eCommerce
Officer - PMU

"Excellent tool for analyzing journeys, understanding customer issues, identifying CRO opportunities."

Alexandre Centner - Head
of Digital Marketing -
ENGIE

"So far I'm obsessed with Contentsquare for not only gathering metrics from past A/B and Experience Targeting testing but with all my insights even before testing. I've been able to show stakeholders why a particular change will or will not be beneficial, where spots on a page are going cold, or even learning where visitors are confused by our page flow."

Erin M Gavin - Adobe Target Project
Manager - Intel Corp

CONCLUSION

Our customer feedback

"CS is key to shaping and optimising UX, CX and ultimately business performance"

Samana Malik - Digital
Insights and Strategy
Manager for Samsung
Europe - Cheil UK

"Contentsquare allows us to have benchmarks, positive ROI and is listening to our needs until the co-construction"

Stephane Beurthe - Chief
Digital Officer B2B -
Orange

CONCLUSION

Acknowledgements

To the Customer Success teams for their *incredible* work in training!

"Great tool, but more importantly, great user experience. They help you use the tool the fullest, support where needed, and even help improving the analytical skills of you and your teams."

Lars Harmsen - Head of
User Experience,
Beerwulf

"Excellent tool for analyzing journeys, understanding customer issues, identifying CRO opportunities."

Alexandre Centner - Head
of Digital Marketing -
ENGIE

"Not Just A Vendor, But
An Extension Of Our
Team."

Elaine Frazier - Senior
Manager User Experience
- Vans

CONCLUSION

Acknowledgements

To the Customer Success teams for their ***incredible*** work in training!

"Great solution, great core values, and really great people."

Jason Black - Marketing,
digital, content and
customer experience -
IKEA

"Fantastic user
experience analytics
coupled with impeccable
customer service."

David Spitz - Senior
Manager, Digital
Customer Experience -
Discover

"Excellent support and
incredibly valuable
solution."

Phil Carline - Head of
Digital Content -
Kingfisher



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