



# 5 WAYS LEADING BRANDS ARE DRIVING DIGITAL EXPERIENCE TRANSFORMATION



CONTENTSQUARE

## | INTRODUCTION

Consumers expect a seamless experience from every brand they interact with – across multiple digital and offline properties. When executed effectively, these experiences encourage customer loyalty, make employees happy, improve sales by 5–10%, and can reduce costs by up to 25% within two or three years, according to McKinsey.

The big challenge for many brands is the complexity and scale of modern digital interactions, and the vast amount of data that comes with it. How can they build an understanding of the complicated and unpredictable ways in which customers behave? How do they move from data-to-insight, and then insight-to-action quickly, and at scale, to meet customer expectations?

When analyzed and interpreted effectively though, this data can reveal unique behavioral insights that will help practitioners make better-informed decisions to improve customers' digital experiences.

The good news is that most organizations are suffering very similar issues when transforming their digital experiences. In this guide, you'll read about **5 ways** some of the world's biggest brands are using experience analytics - and the unique behavioral insights that come with it - to overcome the challenges they are facing.

It's a chance to learn how those building best-in-class digital experiences are getting a better understanding of digital customers and how they behave; how they are able to better optimize and increase efficiency in their testing and experimentation programs; and how they are visualizing and surfacing the insights gained from behavioral analytics to different stakeholders across the business to inform business decisions and drive revenue.

## I UNDERSTAND YOUR ANONYMOUS VISITORS ONLINE AND HOW THEY BEHAVE

Leaving digital to one side for the moment, best-in-class brands have some sort of customer segmentation based on demographics, needs, priorities, common interests, and other psychographic or behavioral criteria used to better understand their customers.

But when it comes to digital, it's traditionally been impossible to work out which segments online users fall into because it's difficult to understand the behavior and intent of the people behind the clicks.

However, each segment tends to behave slightly differently online, and through technology your teams can identify the unique behaviors of specific market segments. Armed with this knowledge, their experiences can be personalized to drive more sales and increase loyalty. Doing this effectively is key – customers expect a certain level of personalization, whether its product recommendations, offers, repeat purchases, delivery or payment options, or more.

## ONLINE ADULT TOY SHOP LOVEHONEY TARGETS “GIFTERS” ON ITS WEBSITE

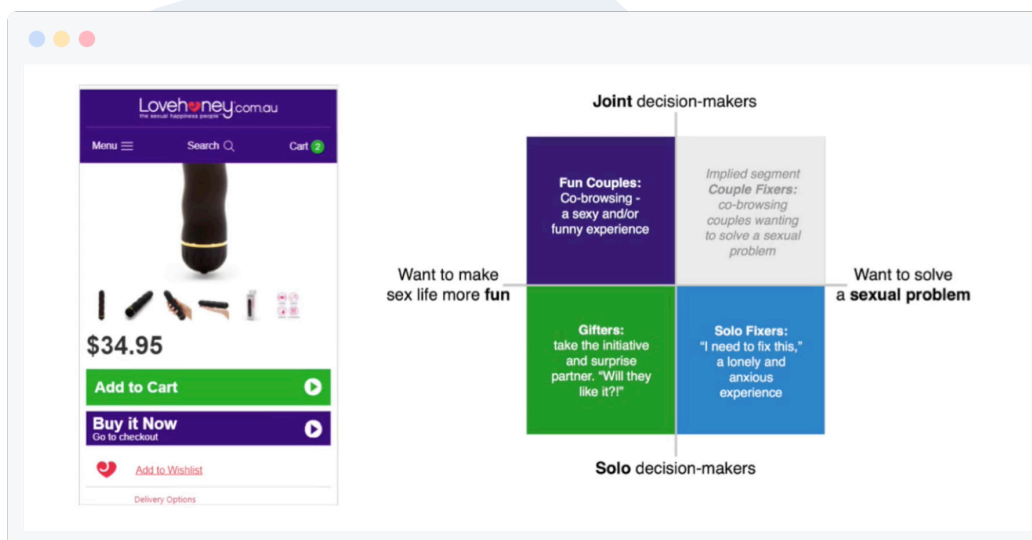


“We have a market segment called ‘gifters’, who are traditionally men who want to introduce sex toys into their relationship. These men tend to be a bit nervous to ask about it, and so they want to get something little and inexpensive. They don’t really want to be on sex toy website in the first place, and it’s an anxious experience for them.”

“Doing research, we found that this segment often landed on the sex toys page on a Thursday (because they’re buying for the weekend) as a result of typing in ‘sex toys’ into Google. We identified this audience through behavioral analytics and targeted them with a ‘buy now’ button to drive sales. We did all of this without really needing to know these customers in advance.”

**Matt Curry**, Head of eCommerce, Lovehoney

**Lovehoney**  
the sexual happiness people™



[Full video](#)

## AVIS USES BEHAVIORAL ANALYTICS TO UNDERSTAND “WHY” CUSTOMERS BEHAVE

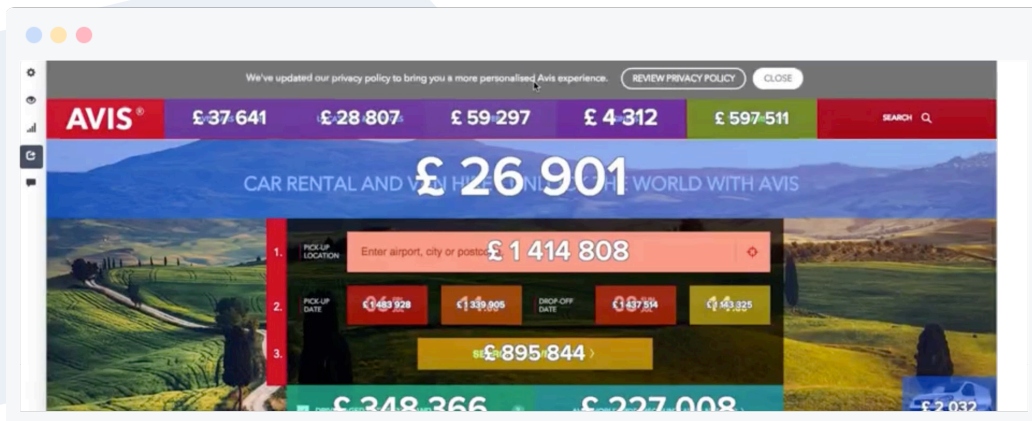


“Our trade is heavily dependent on insights into customers online. We might get that from traditional web analytics, which might tell us what users do, but not necessarily why.”

“We therefore invested in Contentsquare, which analyzes revenue against metrics like clicks and content engagement. It’s now the heart of our decision-making process for changes to the site. We now spend less time analyzing and more time optimizing.”

**Neil Morgan**, Digital Experience Director, Avis

# AVIS®



[Full video](#)



## UNDERSTAND YOUR ANONYMOUS VISITORS ONLINE AND HOW THEY BEHAVE

Most analytics teams will try to track user journeys throughout their site using Google Analytics or another user journey tool. But making sense of thousands of journeys can be somewhat of a headache. User journeys are complex, and can often be illogical, messy and inexplicable, even if you understand your customers intimately.

That complexity makes it hard for analytics teams to draw insights from user journeys and share them around the business. And without an effective ability to segment users by behavior (like we discussed in the previous chapter), deriving any conclusions from the data can be extremely challenging.

The key to understanding user journeys, though, is through simple visualizations that highlight typical trends among whatever segment you're looking to analyze.

## BEERWULF REDUCED THE BACK-AND-FORTH NATURE OF ITS USER JOURNEYS



“We saw that a lot of people were demonstrating looping behavior between our lister page and our product details pages where people were trying to compare different beer packs. We then ran a test allowing users to quickly see the contents of a pack while staying on the lister page. As a result of this test, **8%** of people used the new feature, leading to a **2.4%** increase in conversion.”

**Lars Harmsen**, Product Owner, Beerwulf



[Full video](#)

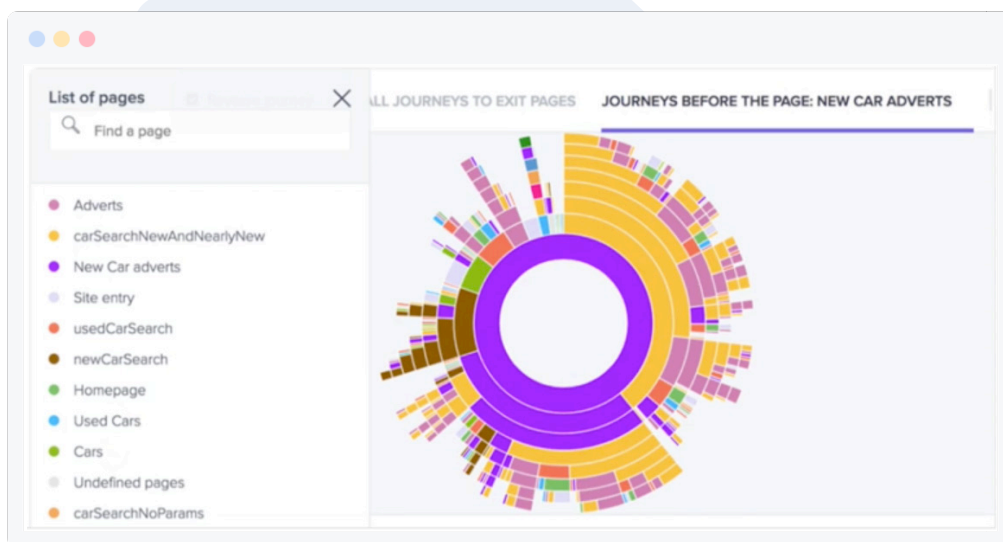
## AUTOTRADER DROVE MORE VISIBILITY FOR NEW CARS FOR SALE



“One of our goals is to get people to our new car adverts page. Our “happy” path to that page was from people using the “new car” search function, but what we found was that most people found our new cars by using the “all cars” search function. It was the start of an adjustment of our strategy.”

“People know us for our used cars, but can we upsell people from a used car to a new car? One of our tests, which focused users’ attention on the option to see new cars, saw a 393% increase in new car searches.”

**James Barley**, Head of UX Research, AutoTrader



[Full video](#)

### 3 UNDERSTAND CUSTOMERS' ON-PAGE BEHAVIOR

While it's hugely important to understand the user journey, so too is understanding what customers do when they're actually on a page. Product owners and ecommerce teams will get a lot of this information from basic analytics tools, which will show what they're doing on a page, but the question of why often goes begging.

For example, there's a limited amount of real estate on each of your customers' screens, whether it's a desktop, smartphone or tablet. So what you show on any given page before the customer needs to scroll is hugely important – the exposure rate for content “below the fold” (where you need to scroll) drops the further down the page users go. If your calls to action (CTAs) are at the bottom of the page, customers might not be seeing them, and that may be affecting conversion rates.

But moving the different elements of the page – for example, moving CTAs above the fold – can directly contribute to higher conversion rates.

## THE NORTH FACE OPTIMIZED THE HERO SPOT TO INCREASE EXPOSURE BY 50%

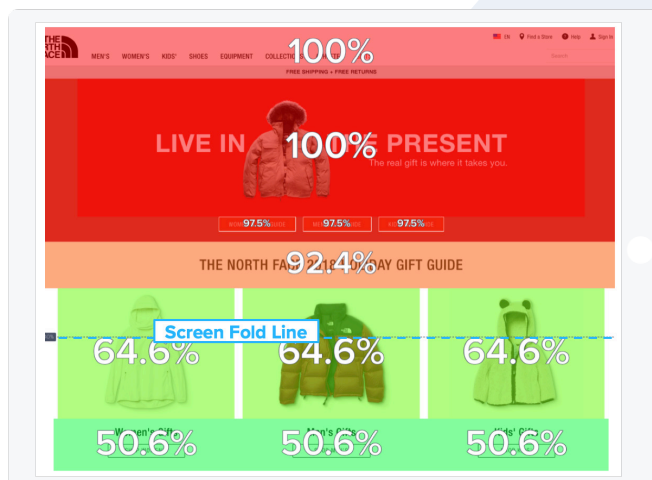
The team discovered that the hero banner on its main landing page was pushing category calls to action (CTAs) with an otherwise high attractiveness rate below the fold. In short, customers who did see the CTAs were interacting with them, but too few were seeing them to make a real impact. By adjusting the placement of the CTAs and moving them above the fold, the team was able to increase the visibility of each gifting category, improving the exposure rate of key category gift guide CTAs by 50%.

Additionally, seeing that users were clicking multiple times on the hero image led the team to make the entire area clickable (not just the product), which brought the click recurrence rate down from 2.07 to an ideal 1, removing frustration from interactions with the banner.



“What’s great about Contentsquare is that the insights are visual and extremely easy to digest. It’s particularly helpful to be able to give the creative or leadership team a clear picture of pain points and successes — it helps secure immediate buy-in and significantly reduces time to action, meaning we don’t miss out on potential sales.”

**Lisa Skowrup**, Senior Manager of Site Experience, The North Face



Full case study

## MOSS BROS MADE USER REVIEWS MORE PROMINENT TO DRIVE UP CONVERSIONS

Moss Bros is the UK's leading formal menswear specialist selling Men's suits, since 1851.



“We found that we had quite a big drop off in terms of people progressing from product pages to the checkout. When trying to find out why, we looked at the product pages and found that users who interacted with the reviews and product recommendations towards the bottom of the page were more likely to convert.”

“However, Contentsquare's platform told us that the scroll rate on these pages wasn't as high as it was for other pages on our site, so people weren't seeing these sections. We therefore moved reviews and recommendations up, and saw a **14% uplift** in people moving from the product page to checkout, and a **13% increase** in revenue.”

**Bryony Tagg**, eCommerce Trading Manager, Moss Bros

EST. 1851

# MOSS BROS.

GROUP PLC

The screenshot shows the Contentsquare analytics interface. At the top, there is a search bar labeled 'Search page' and a dropdown menu for 'Select a conversion goal' set to 'Ecommerce'. Below this is a table with 12 columns: PAGE, VIEWS, VISITS, VIEWS/VISIT, BOUNCE, EXIT, SCROLL, HEIGHT, TIME SPENT, ACTIVITY, LOAD TIME, and CONVERSION. The table has four rows of data: Category Pages, Homepage, Product, and All pages. The 'SCROLL' column is highlighted in red, and the 'Product' row is highlighted in blue.

PAGE	VIEWS	VISITS	VIEWS/VISIT	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
★ Category Pages	48,449	4,690	10.3	32.9%	6.02%	76.5%	3,368px	23.3s	46.0%	1.27s	5.95%
★ Homepage	3,549	2,610	1.36	29.9%	23.0%	36.0%	3,276px	30.8s	39.1%	1.60s	8.35%
★ Product	24,916	4,361	6.03	49.2%	9.71%	25.8%	3,117px	39.7s	67.9%	1.34s	7.67%
All pages	89,813	7,594	11.9	37.5%	8.44%	62.2%	3,091px	29.9s	50.8%	1.39s	4.45%

[Full video](#)

## 4 UNDERSTAND HOW TESTING AND EXPERIMENTATION CAN CONTRIBUTE TO INCREASED REVENUE

One of the questions organizations are always looking to answer is “how much has feature X/content Y on our website contributed to revenue?” Because while customers traverse your site and engage with different pages, their behavior has an impact on the revenue potential of the content and features.

If a journey or page is poorly optimized for a particular customer segment’s needs, the revenue potential of your content or CTAs, for example, might be lower than what they should be. But if your teams can attribute a revenue figure to each part of your website, whether it’s content or particular features, you can begin to answer that question.

Through their digital interactions, customers leave behind a trail of clues showing what parts of your website they engage with most, and subsequently which parts of your website drive the most (or least) revenue. If your teams can tap into that data and find out what works and what doesn’t, they can quickly analyze the results of A/B tests, and prioritize future tests — giving them more time to experiment and innovate new features, functionality and journeys.

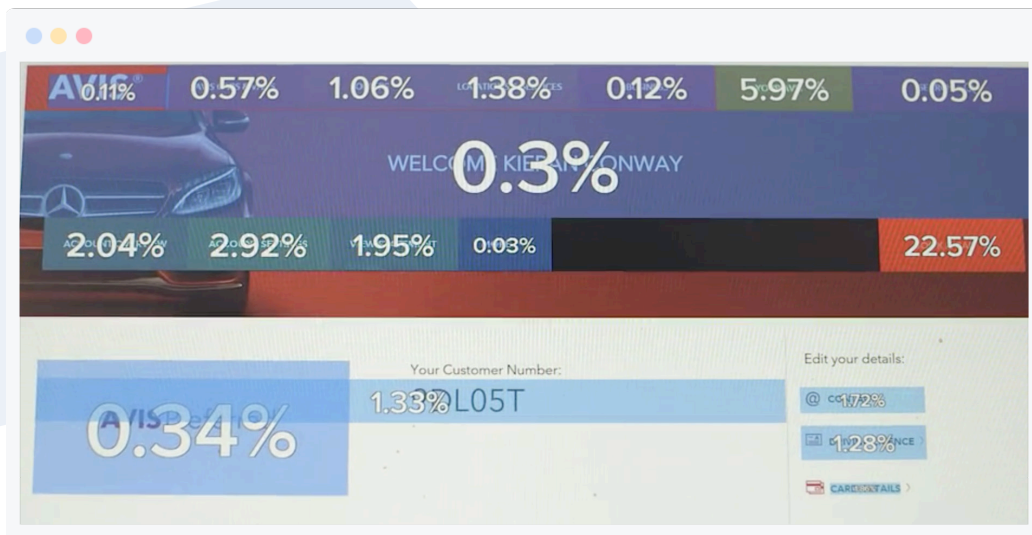
## AVIS PROVED THAT GUESSWORK WITH EXPERIMENTATION DOESN'T WORK



“We had a lot of feedback from customers that the member area of the website was confusing, and they couldn’t find what they wanted. We held a workshop internally to work out what the priority should be for that page, whether it should be creating a new account, editing your account details, and more. Everyone voted for different features. We then pulled up Contentsquare and we found that the search function had five times as many clicks as anything else on the page — and it hadn’t received a single vote from anybody in the room. We would’ve been guessing at what users wanted, and we would’ve guessed wrong.”

**Kieran Conway**, Digital Optimization Manager, Avis

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[Full video](#)

## AVON'S APPROACH TO EXPERIMENTATION LED TO SIGNIFICANT CLICK-THROUGHS

The team decided to run an A/B test on the page to determine whether reducing the height of the banner and bringing the product carousel higher up on the page would translate into healthier exposure, engagement and conversion. Running a test with a shorter banner resulted in a **44%** increase to the exposure rate (from 57% in the control to 82% in the variant). The team also noticed a **24%** increase in click rate and overall revenue attributed to the zone increased by **35%**. In fact, the variant segment also drove revenue 6% higher than the control group.

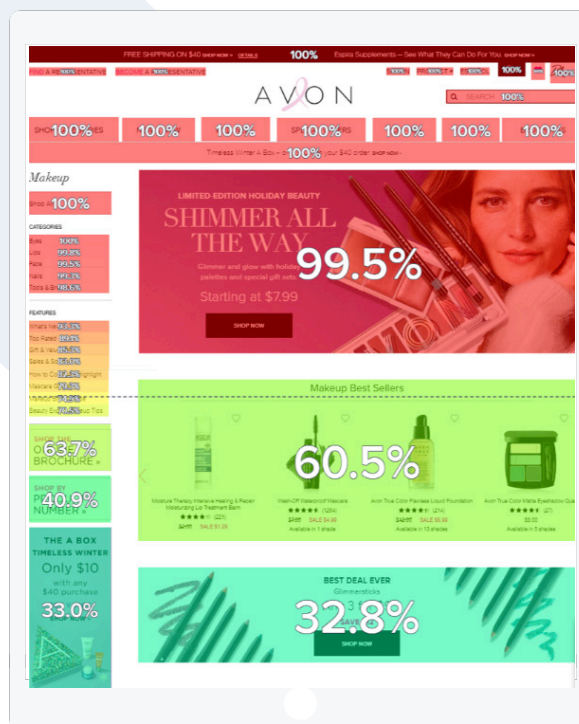


“Our entire team (creative, marketing, merchandising, etc.) is now familiar with unique behavioral metrics such as click rate, exposure rate, and scroll rate. We can sit in a room, take a look at the results and come up with a plan of action. We ran our test for two weeks, analyzed the results immediately thereafter and put a plan in motion on the day the results were presented.”

**Rachel Bronstein**, Website Optimization Manager, New Avon

# AVON

Full case study



## 5 MAKE DATA AND INSIGHTS ACCESSIBLE TO EVERYONE

Presenting data in a clear, intuitive visual way can give anybody within an organization — even the non-technical ones — access to insights that can help them to make better decisions.

It doesn't matter which part of an organization — whether it's marketing, brand, content, CX, product or sales — you and your teams will be able to make better decisions if the right information is at hand.

Budget holders, especially, have often been skeptical of the value that analytics can bring — and sometimes for good reason. If you can't see the value yourself, it's difficult for anybody to convince you that it's worth it. But by turning the data-rich and complex analytics world into simple and intuitive visualizations, you can start to answer business-related questions like “What content generated the most revenue across different markets?” and “Why are sales lower for product X compared to product Y?”

## BEERWULF'S ENTIRE BUSINESS IS GETTING THE MOST OUT OF CUSTOMER INSIGHTS



“Contentsquare enables my team to demonstrate a clear business value for making improvements to our site, which helps me determine what is most important for our platform development.”

**Lars Harmsen**, Product Owner, Beerwulf

“As a content team, we’re not so in tune with data. We don’t have the time or capacity to delve into analysis. Contentsquare enabled us to get closer to that data though to understand how customers are interacting with our content so we can improve our creative process going forwards.”

**Vicky Lewis**, Head of Content, Beerwulf

“As a CX analyst, I’m able to follow the user experience of our customers every day using metrics like conversion rates, exit rates and more innovative features like Contentsquare’s AI alert, which informs me if there are any abnormal trends with customer behavior.”

**Quentin Le Moigne**, CX Analyst, Beerwulf



**BEERWULF**

[Full video](#)

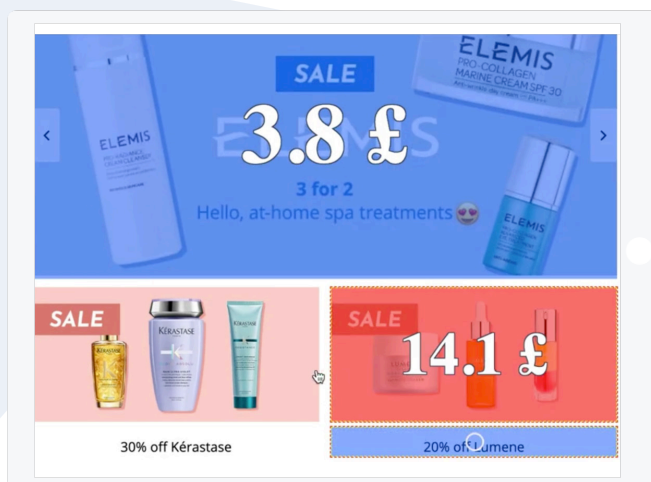
## FEELUNIQUE'S NON-TECHNICAL CEO IS BENEFITTING FROM INTUITIVE VISUALS



“We were at a stage where we wanted to re-platform our site and improve the customer journey. I was recommended Contentsquare as a very advanced solution for allowing people like me, who are not specialized in data, to have a good understanding of what’s happening on the site, and make the experience much better. Contentsquare is democratizing data, making it readily available to people that are sometimes afraid of data or trusting their own judgement. It’s so graphic, so visual, so simple to use that it really helps our decision making.”

**Joel Palix**, CEO, Feelunique

FEELUNIQUE



[Full video](#)

## | CONCLUSION

There's no one single way to provide a great experience. Customers want different things from different organizations, so no two experiences can or should be identical. So it's important to be wary of any company touting any "killer" ways to get the best out of digital.

That said, key to delivering the best experiences is giving your teams the ability to

- Understand your anonymous visitors online and how they behave
- Understand how your customers navigate around your site
- Understand your customers' on-page behavior
- Understand how testing and experimentation can drive increased revenue
- Make data and insights available to everyone

Once teams know all this information, they can begin to make the incremental improvements to the digital experience that your customers want, while creating something that helps distinguish you from your competition. Some of the world's biggest and best-performing digital brands use Contentsquare within their digital experience ecosystem to overcome these hurdles.

To book a demo of all the features of the Contentsquare platform that you've read about in this guide, including revenue analysis, user journey sunbursts, exposure rates, scroll rates and more, get in touch.

## ABOUT CONTENTSQUARE

Contentsquare empowers brands to build better digital experiences.

Our experience analytics platform tracks and visualizes billions of digital behaviors, delivering intelligent recommendations that everyone can use to grow revenue, increase loyalty and fuel innovation.

Founded in Paris in 2012, Contentsquare has since opened offices in London, New York, San Francisco, Munich, Tel Aviv and Tokyo. Today, it helps more than 700 enterprises in 25 countries deliver better digital experiences for their customers. Visit [contentsquare.com](https://contentsquare.com) to find out more.



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