

CXcircle

powered by  Contentsquare



Gareth Drabble

Director of Customer
Success, Northern Europe
Contentsquare



Bringing the Glasto Experience Online



Gareth Drabble
Director of Customer Success



Customer expectations are changing



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





At Contentsquare, we made a bet:
**Experience will be
your brand**

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

What happened?

Web analytics tools



Adobe Analytics

We created a new category:

UX analytics to answer the “Why” & the “How”

**Why & How
did it happen?**

Digital experience analytics technology



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What happened?

Web analytics tools



Google
Analytics



Adobe
Analytics

~~Nice to have~~
Must have

3 topics on your agenda for 2022



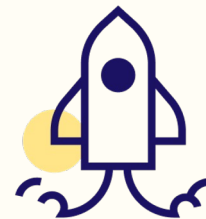
1.

Privacy:
The elephant
in the room



2.

Get data into
everyone's
hands

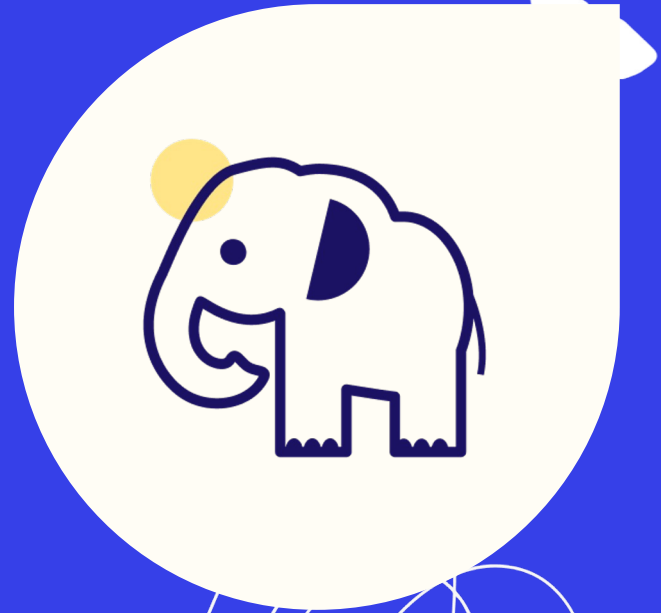


3.

In a sluggish
world, speed
is key

1. Privacy

The Elephant in the room



Biggest GDPR fines so far

2020-2022

Amazon

€746m

Failing to get
cookie consent

Whatsapp

€225m

Failure to
explain
legal basis

Google

€90m

Not easy to
refuse cookies.

Facebook

€60m

Only option:
“accept
cookies”

Google

€60m

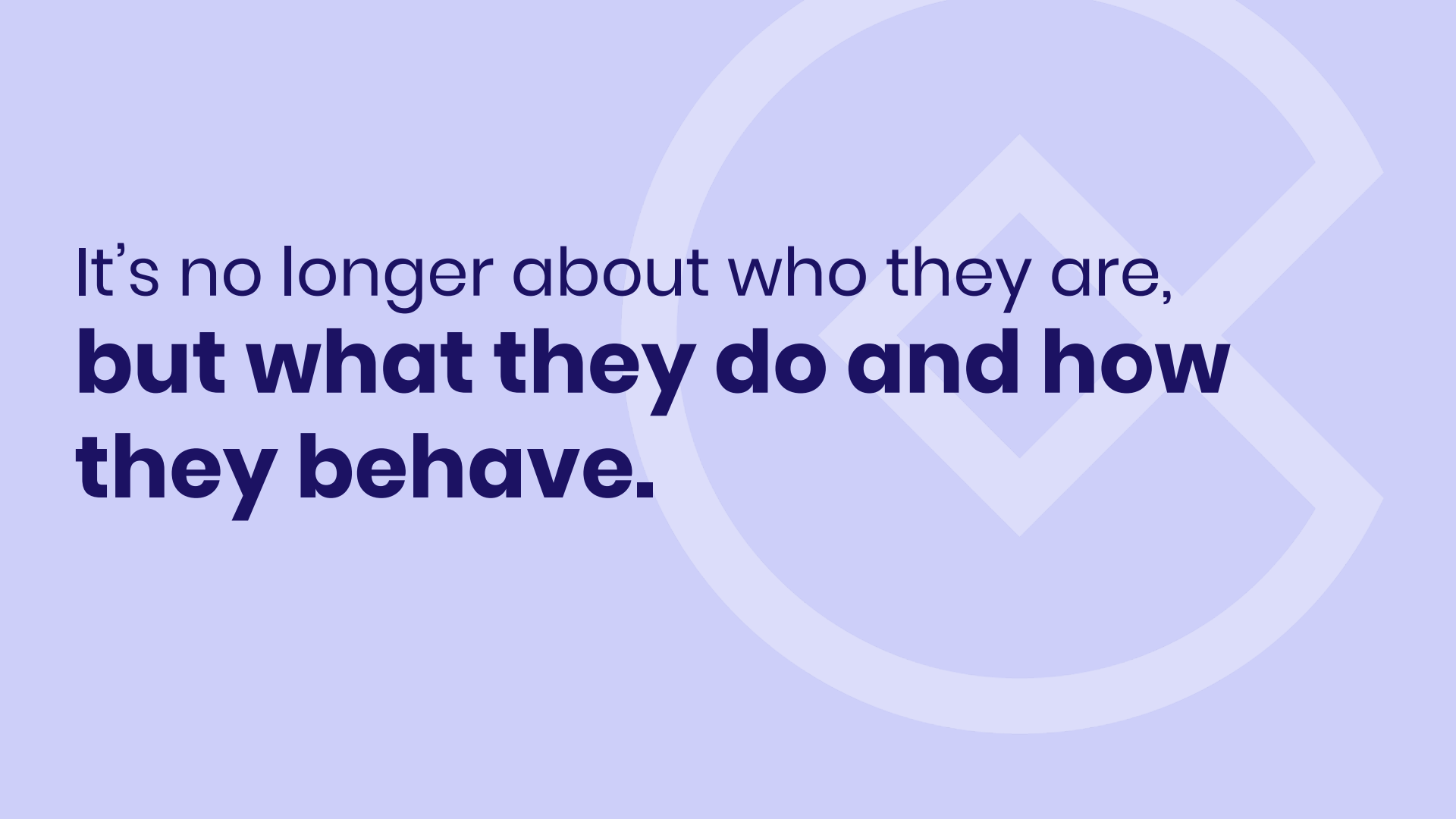
Not easy to
refuse cookies
(again).

**You will know less
and less about
your customers**





**And that's what
they want, like it or
not**



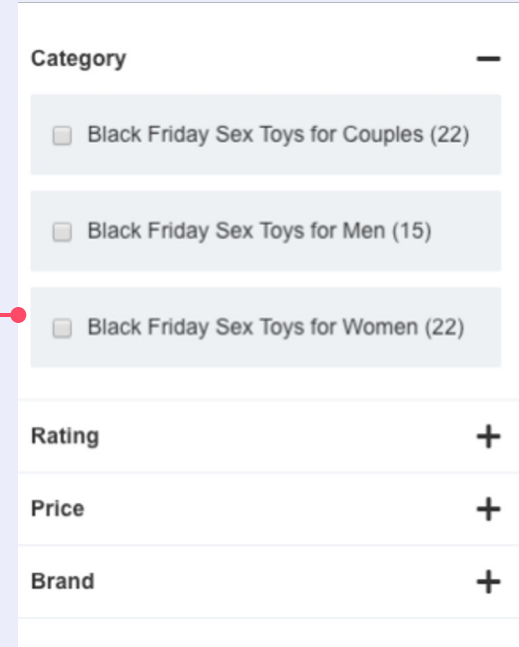
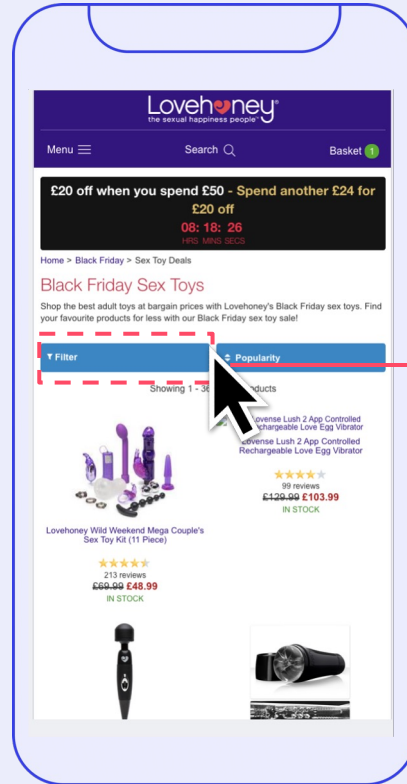
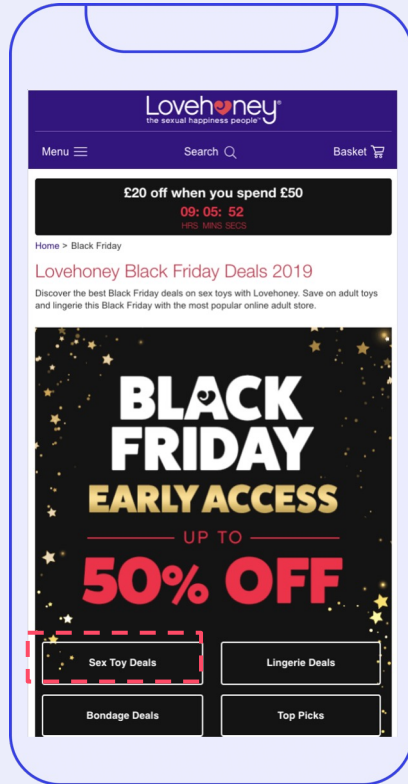
It's no longer about who they are,
**but what they do and how
they behave.**



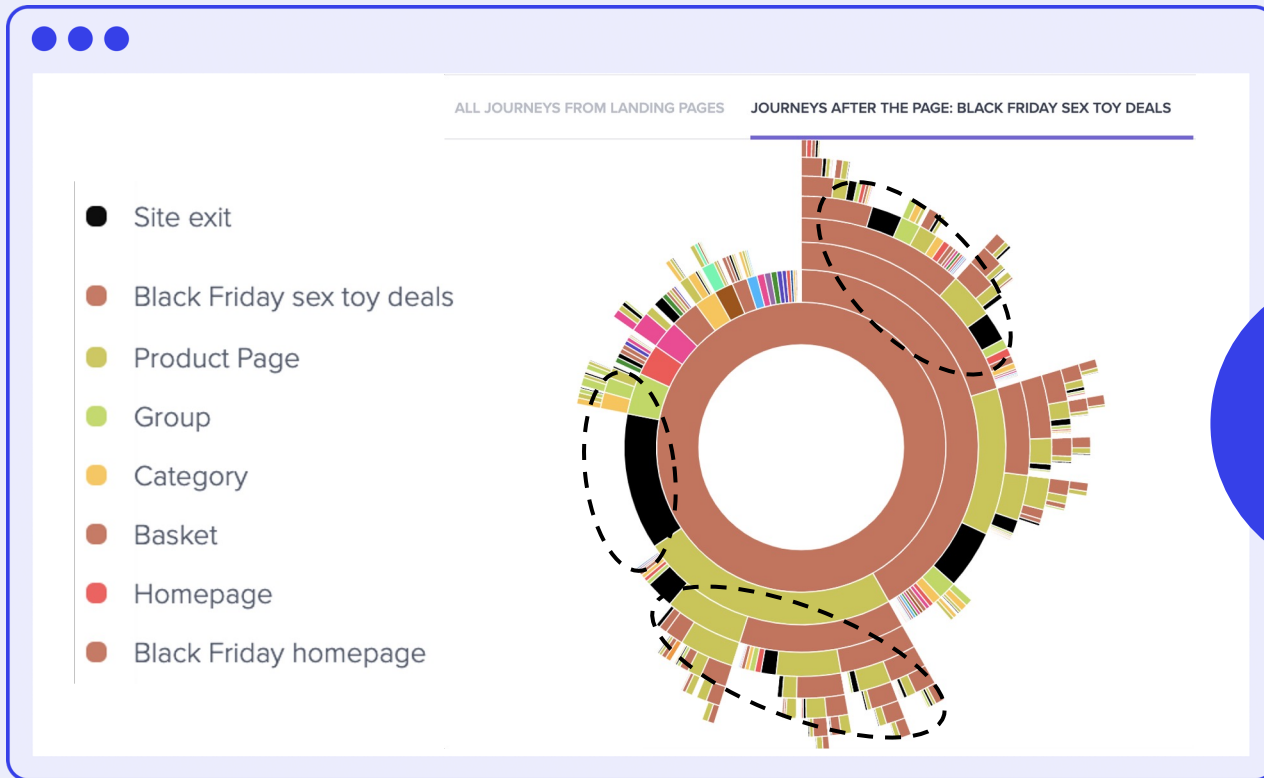
Lovehoney®
the sexual happiness people™



Tuesday 19th – Black Friday pages go live



Friday 22nd – Early analysis carried out

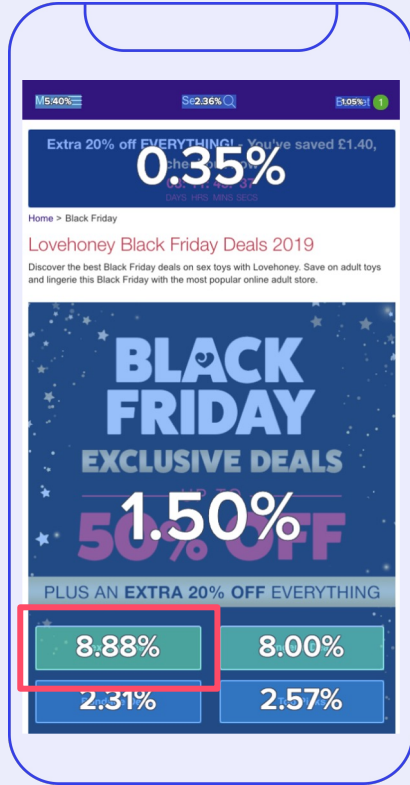


12% of users see 4 list pages

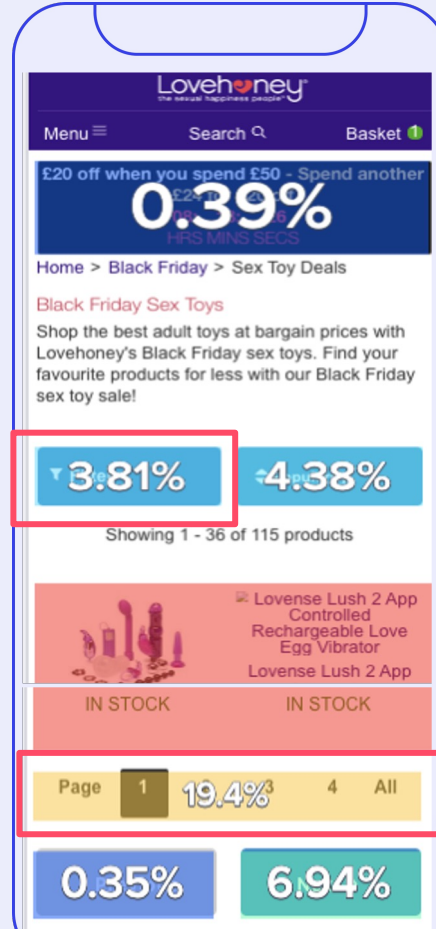
Less than **24%** get straight to PDP

12.5% exit directly

Friday 22nd – Early analysis carried out

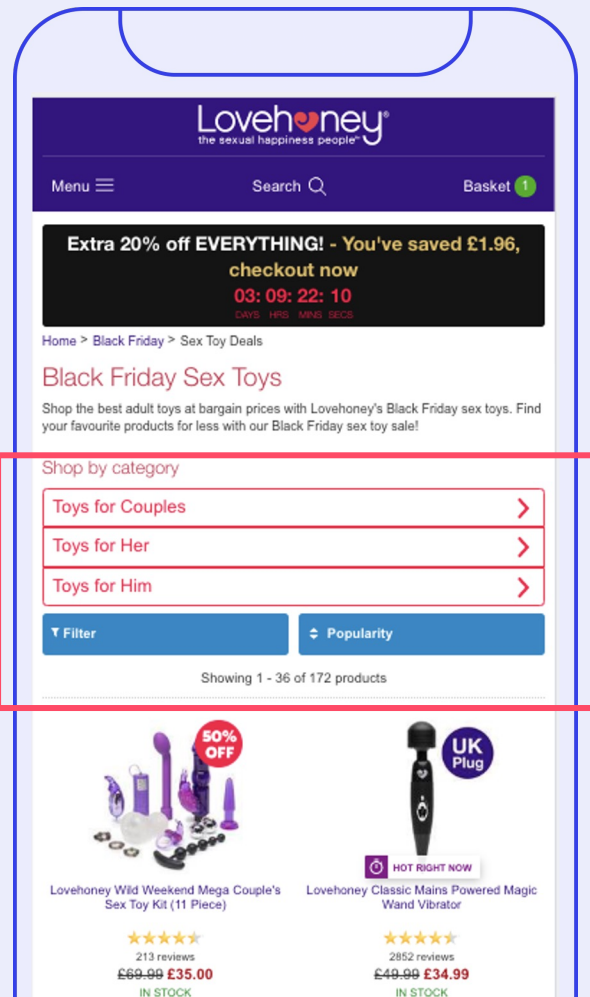


13.5%
CVR per
Click



Tuesday 26th - Change is made

3 main categories were pulled out of the filters drop down and visible to click straight away



Friday 29th - Changes analysed

Click rate

Lovehoney
the sexual happiness people™

Menu Search Basket

Extra 20% off EVERYTHING! - You've saved £1.96,
checkout now
03: 09: 22: 10
CARS HERB NEWS SECS

Home > Black Friday > Sex Toy Deals

Black Friday Sex Toys

Shop the best adult toys at bargain prices with Lovehoney's Black Friday sex toys. Find your favourite products for less with our Black Friday sex toy sale!

Shop by category

Toys for Couples	>
Toys for Her	>
Toys for Him	>

Filter 1.25% Popularity 3.03%

Showing 1 - 36 of 172 products

Home > Black Friday > Sex Toy Deals

Black Friday Sex Toys

Shop the best adult toys at bargain prices with Lovehoney's Black Friday sex toys. Find your favourite products for less with our Black Friday sex toy sale!

Shop by category

Toys for Couples	>
Toys for Her	>
Toys for Him	>

Filter 20.5s Popularity 19.0s

Time before first click

Page 1 14.2% 4 5 All

0.25%

4.37%

Home > Black Friday > Sex Toy Deals

Black Friday Sex Toys

Shop the best adult toys at bargain prices with Lovehoney's Black Friday sex toys. Find your favourite products for less with our Black Friday sex toy sale!

Shop by category

Toys for Couples	>
Toys for Her	>
Toys for Him	>

Filter 16.9% Popularity 18.3%

CVR Per click

Friday 29th – Changes analysed

-17%
bounce

-20%
Exit

+30%
CVR

**Uncookied.
Untargeted.
Understood.**



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More. Human. Analytics.



2. Get data into everyone's hands

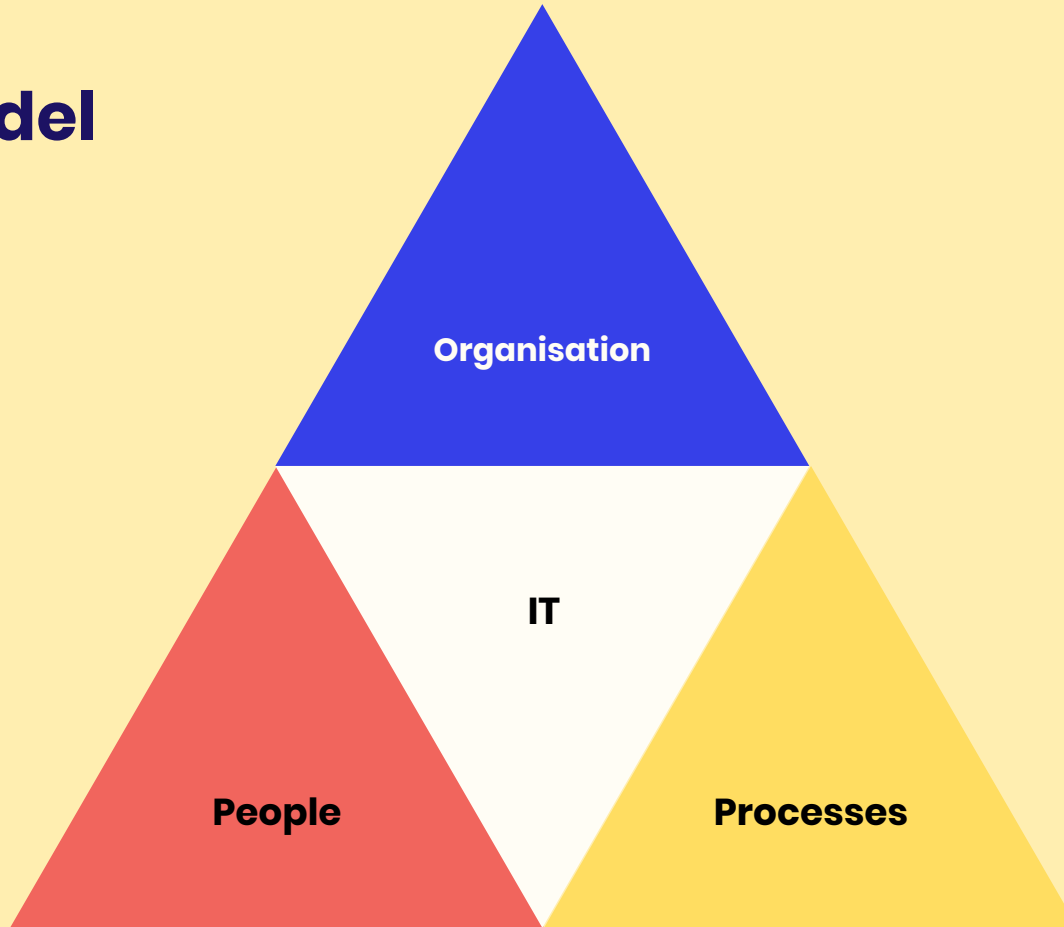


48%

of employees defer to making decisions on gut-feeling over data-driven insight.

Source: Accenture

POPIT Model





75%

Employees
uncomfortable
working with
data.

1/3

Employees
have taken at
least one sick
day due to
data-induced
stress.

5 days

Of productivity
per employee
per year lost
due to lack of
data.

Chrome File Edit View History Bookmarks Profiles Tab Window Help

Very | Womens, Mens and Kids x +

very.co.uk

Apps Gmail Contentsquare GS CS CS Mngmt SFDC GDS FF New Features Resources | All Re... UK.EB CS Digi. Events F&F Events 1-1s Other Bookmarks

Press the Ctrl key to create new zones

Search Very

Account Saved Basket

New In	Designer Brands	Women	Men	Child & Baby	Toys	Sports & Leisure	Home & Garden	Electricals	Gaming	Gifts & Jewellery	Beauty	Offers	Clearance
Baby & Preschool		Play Figures & Vehicles		Games, Puzzles & Books		Age		Not To Be Missed					
Activity & Sensory Toys		Play Figures		Board Games		0-6 Months		Bank Holiday Toy Savings					
Baby Walkers		Animals Figures		Family Games		6-9 Months		Outdoor Toys					
Bath Toys		Collectibles		Childrens Games		9-12 Months		NEW! Buzz Lightyear					
Building Blocks		Playsets		Jigsaws & Puzzles		1-2 Years		Jurassic World					
Preschool Play Figures & Vehicles		Vehicles		Card Games		3-4 Years		New In Toys					
Cat, Car & Pram Toys		Create & Discover		Games Tables		5-6 Years		Up to 25% off Fisher Price					
Electronic Learning Toys		Beauty & Fashion		Kids Gifts & Books		7-9 Years							
Games & Puzzles		Craft Kits				10-12 Years							
Playmats & Gyms		Dough & Modelling		Outdoor Fun		Teen							
Playtents & Houses		Food & Drink Makers		Scooters & Ride On Toys		Big Kids							
Preschool Role Play		Painting, Drawing & Colouring		Kids Bikes		Shop By Character & Brand							
Ride On Toys		Electronic Learning		Helmets & Accessories		Disney Frozen							
Soft Toys & Dolls		Geography		Trampolines		Star Wars							
Wooden Toys		Numbers & Letters		Swings & Swing Sets		Barbie							
Dolls & Soft Toys		Science & Space		Slides & See Saws		L.O.L. Surprise							
Dolls		Kids Technology		Activity Centres		Toy Story							
Doll Houses		Robotics		Playhouses & Tents		Marvel							
Doll Outfits & Accessories		LEGO & Construction Toys		Pools, Sand & Water Play		Lego							
				Bouncy Castles & Inflatable		Disney Pixar							

See all Toys & Games

```

Contentsquare
hoverStart - a#navSports
hoverStart - a#navSports
hoverEnd - a#navSports
hoverEnd - a#navSports
hoverStart - a#navToys
hoverStart - a#navToys

```

https://www.very.co.uk/toys/e/bj/5132.end



Our top 10 Contentsquare users

	Brand	Role
1	The Perfume Shop	UX & Design
2	Sage	Web Insights
3	Iceland	CRO
4	Gant	UX Researcher
5	H&M	Digital Analyst

	Brand	Role
6	Lovehoney	Online Trading
7	Pangaia	Online Trading
8	Pandora	Ecommerce Analytics
9	E-Luscious	CRO
10	The White Company	Digital Analyst



Our proud champions



Worldwide ContentSquare's quarterly champion

The bearer of this certificate has been recognised as one of the 250 most active users of the ContentSquare Experience Analytics platform **across the globe** in **Q1 2022**.

#contentsquarequarterlychampion #contentsquareclub



Nicholas Thomas • 2nd
CRO Analyst at Iceland Foods
1w • 🌐

Thrilled to be recognized as a **#contentsquarequarterlychampion** for being one of the most active users of ContentSquare 🏆.

Always striving to create a better digital customer experience. What about you?



Anisha Ubhi • 2nd
UX Manager at Hotel Chocolat
1w • 🌐

Ruby Butchers we've done it again! So proud that we've been recognised as one of the 250 most active users of **ContentSquare** in Q1 2022 globally!

#contentsquareclub #contentsquarequarterlychampion #analytics #digitalanalytics #userexperience #ecommerce #datadriven



Zoe Newcombe • 2nd
Senior Online Trading Executive at Lovehoney
1w • Edited • 🌐

Thrilled to be recognized as a **#contentsquarequarterlychampion** for being one of the most active users of ContentSquare 🏆.

ContentSquare isn't just a great analytics tool, it's a lifestyle!



Ruby Butchers • 2nd
UX Insights Executive at Hotel Chocolat
1w • 🌐

I spend about 80-90% of my working week in **ContentSquare** and it shows! I have made the top 250 active users World Wide!

#contentsquarequarterlychampion #contentsquareclub

**I'll let you into a little
secret...**





We need

YOU!



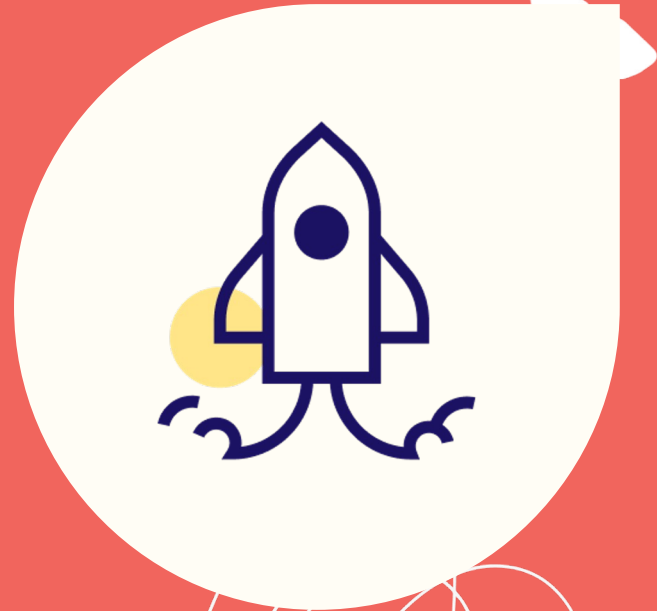
Get data into everyone's hands

You can create a new data-driven culture, but you need to:

- Want it
- Empower your people
- Provide the tools
- Build the strategy
- Encourage change



3. In a sluggish world, speed is key



Google have normalised page speed and performance metrics

LCP, TBT, CLS

Largest Contentful Paint

Total Blocking Time

Cumulative Layout Shift

Don't make 'em wait.

**1.61
seconds**

average loading
time by page on
desktop

Source: Contentsquare

**1.52
seconds**

average loading
time by page on
mobile

Source: Contentsquare

**1
second
delay in page
load time**

=

16%
decrease in
customer
satisfaction.

Source: Aberdeen Group

**1
second
delay in mobile
page load**

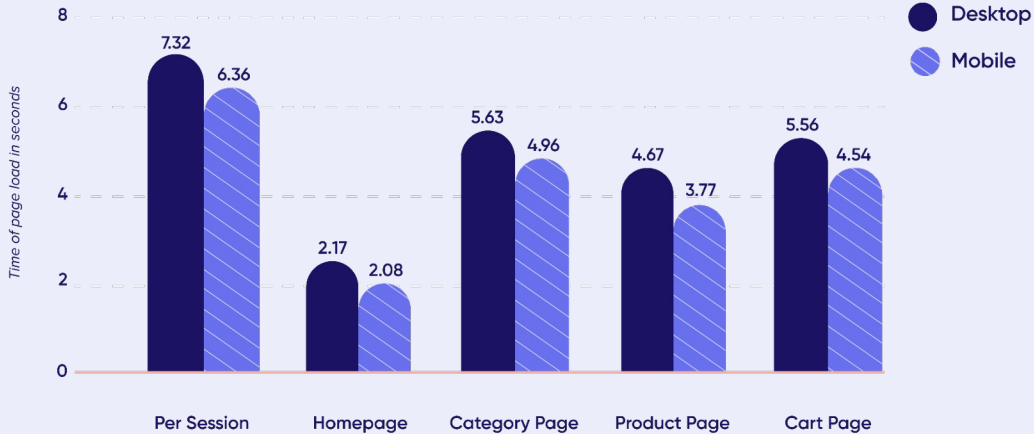
=

20%
Impact on
conversion rate

Source: Google

Don't make 'em wait.

- Average Loading Time by Session and Device



32%

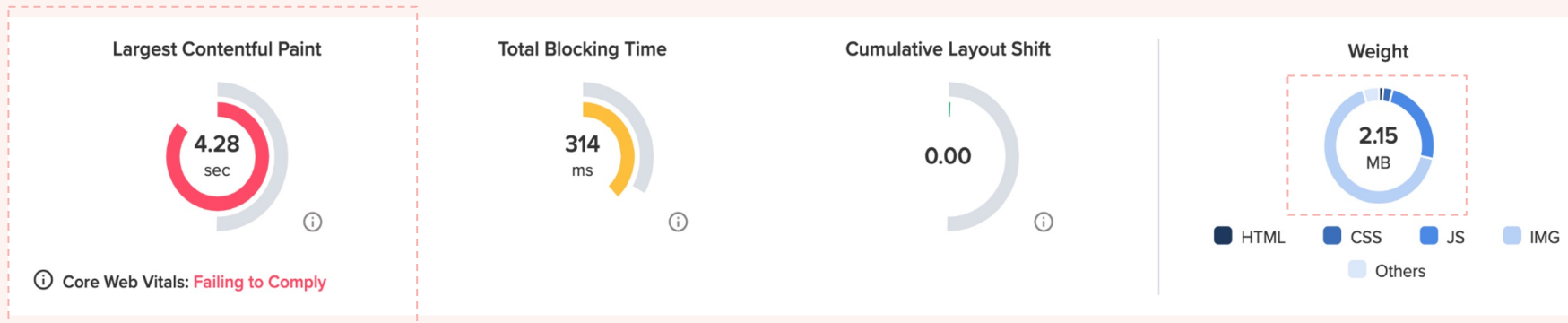
Increase in bounce rate probability as page loading time goes from 1 second to 3 seconds



Leeds Building Society

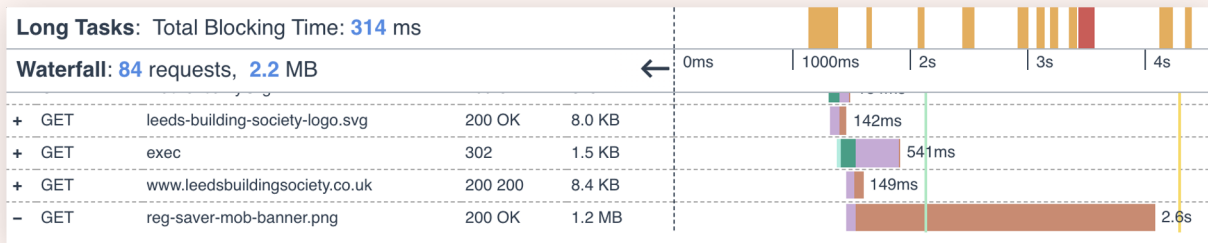


We identified issues with loading time on mobile causing LCP to be affected negatively.

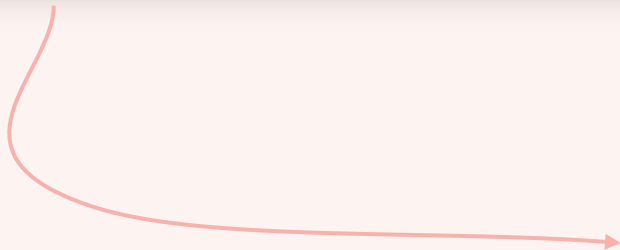


Largest Contentful Pain score was non-compliant! So we investigated further.

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%



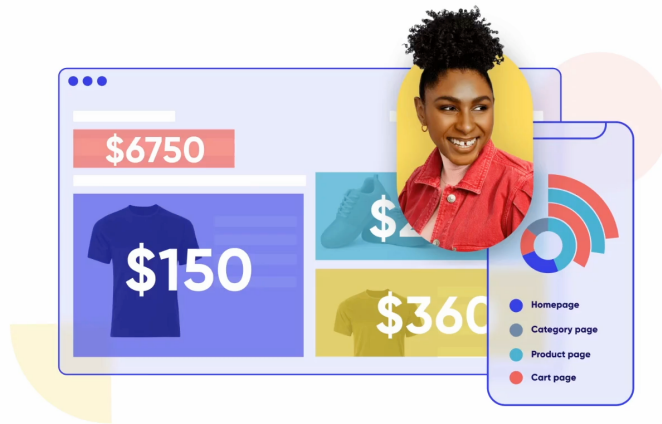
CX Circle Exclusive Announcement

CX circle
powered by  Contentsquare

More. Human. Analytics.

Everyone is unique. Know what makes them click.

Contentsquare moves beyond traditional analytics to enable an unprecedented understanding of the customer experience.

[Get a Demo](#)[Watch a 6-min product demo >>](#)

Contentsquare

```
CWV:FCP: - GOOD:775  
CWV:TTFB: - NEEDS IMPROVEMENT:298  
CWV:LCP: - GOOD:1977  
CWV:CLS: - GOOD:0
```

ams

In a sluggish world, speed is key

You can create a new data-driven culture, but you need to:

- Get familiar with your LCPs, TBTs, CLSs
- Optimise your content
- Quantify what the impact of speed for your business



Summary



1.

Privacy:
**Prepare for a
cookieless world**



2.

Get data into
everyone's hands:
POPIT



3.

In a sluggish world,
speed is key:
Quantify speed