

# CONTENTSQUARE FOR AB TASTY

GET BETTER RESULTS, FASTER, BY COMBINING YOUR TESTING PLATFORM WITH A NEXT-GEN BEHAVIORAL INSIGHTS SOLUTION.

Developing winning test variations is great. Knowing what in your variation caused users to behave differently is better.

So why test blind when you can see the full picture?

ContentSquare's integration with AB Tasty adds in-depth behavioral understanding to your testing for faster results and a bigger lift in conversions.

We can quickly tell you why some tests win, and help you fine-tune variations, saving you time and resources. We give you the full picture for each visitor journey, allowing you and your team to develop focused tests, identify winning variants and turn them into profitable and successful digital journeys.

## TESTING, ENHANCED.



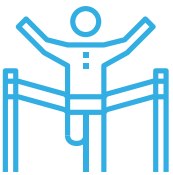
### GENERATE UPLIFT FASTER AND MORE OFTEN

Access AB Tasty test variations in ContentSquare to understand why one test variant performed better than the other. Iterate based on those findings to fine-tune testing and increase conversion uplift again and again.



### ALIGN EVERYONE AROUND THE RIGHT TESTS

Discover your biggest opportunities and issues in minutes to prioritize testing. Share customized tests and get team buy-in by providing visual, data-backed evidence of real customer behavior.



### TEST QUICKLY AND ACCELERATE YOUR REACTIVITY

Test confidently and take fast action thanks to ContentSquare's instant insights and easy-to-read metrics. Reduce the impact of underperforming test variants on your business by quickly identifying winning alternatives.





## VERSION A

- conflicting promos and hesitation time
- lack of interaction with promos



## VERSION B



AB Tasty tells you which test wins, ContentSquare tells you why:

Removing the promotional banner lowered hesitation rate.

## ABOUT CONTENTSQUARE

ContentSquare is a digital experience insights platform that helps businesses understand how and why users are interacting with their app, mobile and web sites. We compute billions of touch and mouse movements, and transform this knowledge into profitable actions that increase engagement, reduce operational costs and maximize conversion rates.

Using behavioral data, artificial intelligence and big data to provide automatic recommendations, ContentSquare empowers every member of the digital team to easily measure the impact of their actions, and make fast and productive data-driven decisions to optimize the customer journey.

To book a demo: [contact-us@contentsquare.com](mailto:contact-us@contentsquare.com)  
[www.contentsquare.com](http://www.contentsquare.com)