

CONTENTSQUARE **FOR** GOOGLE ANALYTICS 360 SUITE

VISUALIZE PRECISE IN-PAGE METRICS FOR GOOGLE ANALYTICS SEGMENTS

Knowing what your visitors are doing is invaluable. But the key to improving conversions is knowing *why* they engage with your content or exit your site, and *how* to avoid hesitation, frustration or friction.

Add this layer of behavioral understanding to each of your Google Analytics segments, and attribute revenue to your content assets with ContentSquare.

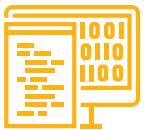
ContentSquare's integration with Google Analytics gives you the full picture for each visitor journey, across all existing and future segments. We capture every interaction and mobile gesture to give you the complete in-page and in-site metrics, helping you improve the digital experience for your most profitable segments.

SEGMENTS, ENHANCED.



GET ACTIONABLE BEHAVIORAL INSIGHTS FOR EACH GOOGLE SEGMENT

Dive deep into your customers' digital journeys for a complete understanding of how they behave on your sites. Uniquely clear metrics display the effectiveness of each element of content across all segments.



KNOW YOUR CUSTOMERS BETTER THAN THEY KNOW THEMSELVES

Combine Google Analytics segments with ContentSquare behavioral criteria, to continuously refine segments, and see which elements drive or stall engagement. You already know how many people are leaving your site without converting - find out where they hesitate or drop off, and more importantly, why.



TURN THE NON-ANALYSTS ON YOUR TEAM INTO DATA EXPERTS

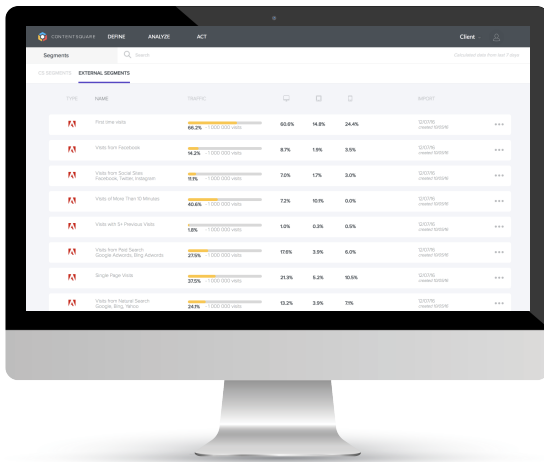
Take the guesswork out of UX so your team can optimize confidently. Save time and resources by increasing autonomy, and empower everyone on the team to measure the impact of their contribution to revenue.



BOOST ENGAGEMENT AND CONVERSION ACROSS ALL SEGMENTS

Identify your biggest opportunities in minutes for fast and focused optimization. Digitally listen to your customers and leverage behavioral insights to elevate the online experience for each customer segment based on their intent.





EASY AS 1, 2, 3

#1

Add a snippet of code - for example, via Google Tag Manager - and import your Google segments into ContentSquare in just a few clicks.

#2

Visualize in-page and in-site behavior for all your Google segments - ContentSquare captures all the data so you can even analyze in hindsight.

#3

Use insights to fine-tune segments over time, focus testing, and develop superior digital journeys.

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
www.contentsquare.com