



# Contentsquare Press Kit

Last updated October 2023

**Inquiring about Contentsquare?**

**Looking for expert commentary from an executive?**

**Writing a story and looking for new data?**

Please email [press@contentsquare.com](mailto:press@contentsquare.com) and someone will respond to you soon.

To stay up to date on the latest Contentsquare news, please visit our [blog](#).

Thank you!

# Who we are

Contentsquare is a **Digital Experience Analytics** platform that empowers brands to create better experiences on Web, Mobile, and Apps.



# 1 in 3

## online experiences today is frustrating\*

At Contentsquare, we want to bridge the gap between what customers expect from their online interactions and the experiences provided by brands.

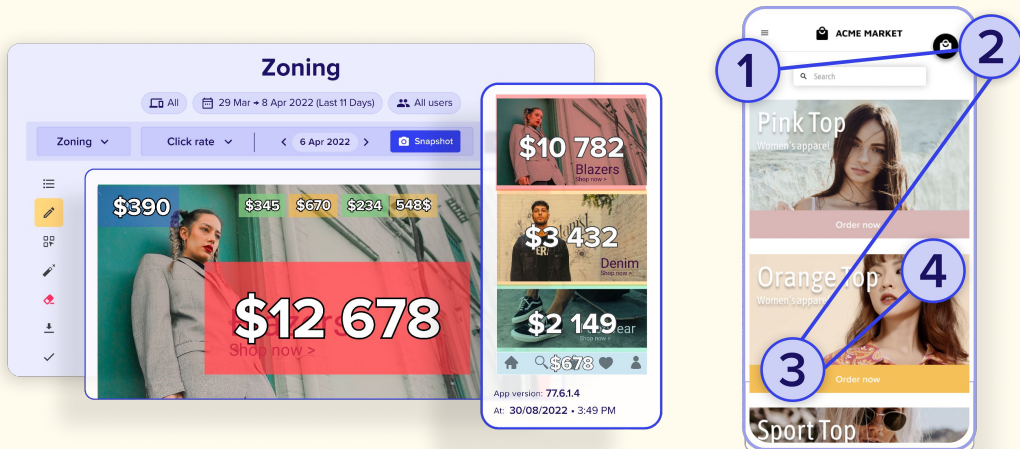
\*Digital Experience Benchmark 2023



# What we do

Contentsquare's intuitive SaaS (Software-as-a-Service) technology provides the insights teams need to deliver experiences their customers love, and to maximize engagement, conversion and retention.

**We power the new digital experience, made more human.**



# Contentsquare Key Figures



**1,300+** Enterprise customers  
**1.3M+** websites



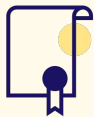
**1,850+**  
employees with 650+ in R&D



**17 Offices**  
Paris, NYC, London, Tel Aviv,  
Munich, Barcelona, Singapore,  
Tokyo, and more!



**8**  
acquisitions  
since 2019



**100+**  
patents

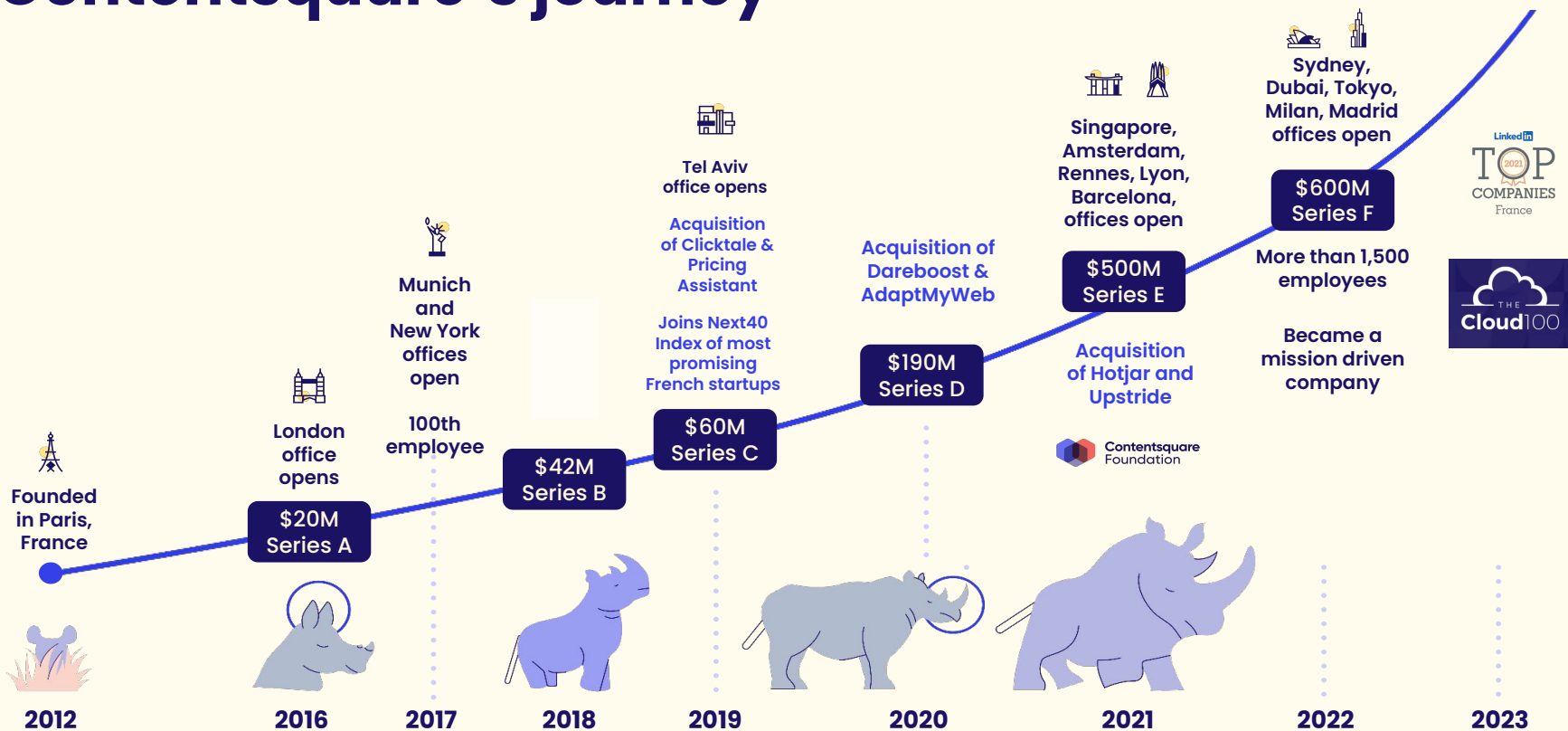


**1.3M**  
Connections to the  
Contentsquare platform  
in 2022



**Trillions**  
of consumer interactions  
collected  
and analyzed

# Contentsquare's journey



# Meet some of our speakers

From marketing to product innovation to customer experience, our executives can provide expert commentary for a story you may be working on. Please contact [press@contentsquare.com](mailto:press@contentsquare.com).



## Jonathan Cherki, Founder and CEO

- The story of how and why I founded Contentsquare
- Contentsquare's vision for the next 20 years
- CX trends and the evolution of the digital landscape
- The impact of experiences on technology innovation



## Lucie Buisson, Chief Product Officer

- Scaling up Product Teams with AI: Best Practices for Hypergrowth
- The deal with data - determining your best data strategy for your business
- How to deliver best-in-class Customer Experiences



## Nicolas Fritz, Chief People & Operations Officer

- How to implement a strong company culture
- Hybrid workplace and the Future of Work



## John O'Melia, Chief Customer Officer

- Strategies to maximize your digital customer experience
- Leveraging your customers to direct your business
- Brand marketing trends
- Tips to tapping into your brand potential



# Our customers say it best

**ORVIS**

Family-owned retailer Orvis successfully rebuilt eCommerce offering from the ground up, naming Contentsquare the “single best tool” outside of in-person testing and direct feedback  
>> [Watch the video](#)



Leading retailer The North Face drove strategic initiatives on their site to ultimately improve overall site experience and conversions.  
>> [Read the case study](#)



With Contentsquare’s data and insights, Toyota spotted 404 error trends with immediacy, made critical content and page flow changes, and reduced the number of users receiving error pages by 92%, decreasing frustrated customer exits by 10%. >> [Read the case study](#)

**MOSS**

Moss noticed an anomaly in their checkout flow and boosted revenue +13%  
>> [Watch the video](#)

**L'OCCITANE**  
EN PROVENCE

Cosmetics retailer L'Occitane increased its mobile conversion rate by 25%. >> [Watch the video](#)



Contentsquare helped ASICS prioritize data-driven decisions and make data accessible to all, citing the tool as a “game-changer when it comes to making the right decisions and building a “more impactful” website. >> [Read the case study](#)

**DE BEERS**  
A DIAMOND IS FOREVER

How a data-driven site redesign led to +30% more conversions sitewide  
>> [Watch the video](#)

**SPACE NK**  
APOTHECARY LONDON

High-end cosmetics retailer Space NK made a small UX tweak to push +30% users through checkout  
>> [Watch the video](#)



# Innovation At Scale

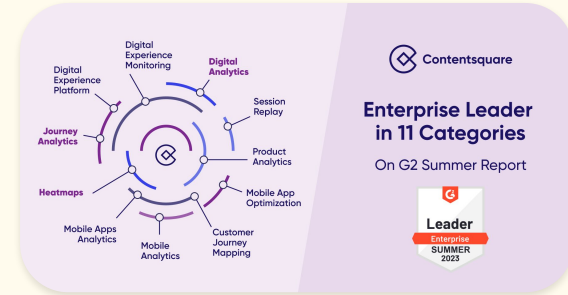
## How We Innovate:

**Customer reviews:** more than 1,300 Enterprise customers trust us! Our platform is deployed on over 1.3 million websites.

### Deep understanding of our platform:

**Forrester** found that a composite organization—based on extensive interviews with five of our customers—achieved a **602% ROI** from Contentsquare and payback in six months.

**Innovation today that will matter tomorrow.** Our recent ranking in the **2023 Forbes Cloud 100 list** and being repeatedly recognized by **G2**, the world's largest and most trusted software marketplace, means a lot to us.



# Human Mission. Global Ambition.

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## Our values...



**In it together** – Act as a team and lift each other up



**Go beyond** – Reach for the stars and build great things



**Be yourself** – Welcome differences and embrace uniqueness



**Love the journey** – Celebrate every milestone, make memories



**Try, learn, grow** – Be curious, don't be afraid to fail!

## ...are being recognized!



Contentsquare was ranked 3rd in **LinkedIn's Top Companies France** list — an annual ranking of the 25 best workplaces to grow a career.



We were also ranked 12th by **Glassdoor in the Best Employers 2023 in France**, a ranking highlighting the companies for which employees say they are most happy to work.



And, we were recently certified a **Great Place to Work!**

# Images & Creative

You will find everything you need [here](#), including:

- Screenshots of the Contentsquare solution
- Logos (JPG, PNG, SVG, EPS and AI)
- Executive team photos
- Videos

