

**CONTENTSQUARE**

**PRESS KIT 2018**



# ABOUT CONTENTSQUARE

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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.



# OUR PRODUCT

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## WE'RE NOT ANOTHER ANALYTICS DASHBOARD

ContentSquare is an AI powered digital experience insights platform that gives you 3 things:

- Speed to results with prioritized, actionable insights that come to you
- Freedom from IT and data analyst dependencies with an easy to use platform that empowers every member of the digital team
- Strategic optimization enabled by retroactive data that increases engagement and conversions by discovering your biggest opportunities within minutes.



# JONATHAN CHERKI, FOUNDER AND CEO



Passionate about numbers and statistics, Jonathan Cherki founded ContentSquare in 2012 and has since served as the CEO, growing the company exponentially and promoting the importance of UX to optimize the customer journey.

He believes knowledge is power, and his mission is to change the way companies work by creating a data-driven culture for everyone

# CUSTOMERS



L'OCCITANE  
EN PROVENCE

**+15%**  
SALES ON MOBILE  
IN THE US,  
EUROPE AND ASIA

Discrepancies in conversions between markets led L'Occitane to use ContentSquare to understand how users behaved differently and to identify struggle points during the checkout process. Targeted, data-driven improvements resulted in a 15% lift in conversion rates.



LIPTON TEA  
INCREASED  
ADD-TO-BASKET  
RATIO BY  
**60%**

T.O by Lipton used ContentSquare to understand the behavior of two main segments: new and existing customers. Visualized customer journeys drove data-driven optimizations. The results achieved included +50% conversions and +100% add-to-cart rate.

KENZO

**50%**  
INCREASE IN  
CONVERSION  
RATES

When the new checkout page led to decreased conversion rates, Kenzo used ContentSquare to quickly identify bottlenecks, missing fields and unclear areas. Optimization recommendations were implemented and, in only seven days, conversion rates increased by 50%.

FOR A LIST OF CUSTOMERS PLEASE VISIT <https://www.contentsquare.com/customers/>



# CASE STUDIES

**PLEASE FOLLOW THE LINKS**



L'OCCITANE  
EN PROVENCE

<https://www.contentsquare.com/references/loccitane/>

Clarks

<http://get.contentsquare.com/establishing-roi-of-time/>





## PREVIOUS PRESS RELEASES

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**JANUARY, 2018**

**ContentSquare Launches Auto-Zone, The First Technology in the World that Eradicates Website Tagging for Smarter Analytics and Improved Customer Experience**

<https://www.prnewswire.com/news-releases/contentsquare-launches-auto-zone-the-first-technology-in-the-world-that-eradicates-website-tagging-for-smarter-analytics-and-improved-customer-experience-300583114.html>

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**MARCH, 2017**

**ContentSquare Launches UX Performance Center, A Next-Generation Analytics And Insights Solution**

<https://www.prnewswire.com/news-releases/contentsquare-launches-ux-performance-center-a-next-generation-analytics-and-insights-solution-300429744.html>

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**OCTOBER, 2016**

**ContentSquare Raises \$20 Million in Funding for Global Expansion**

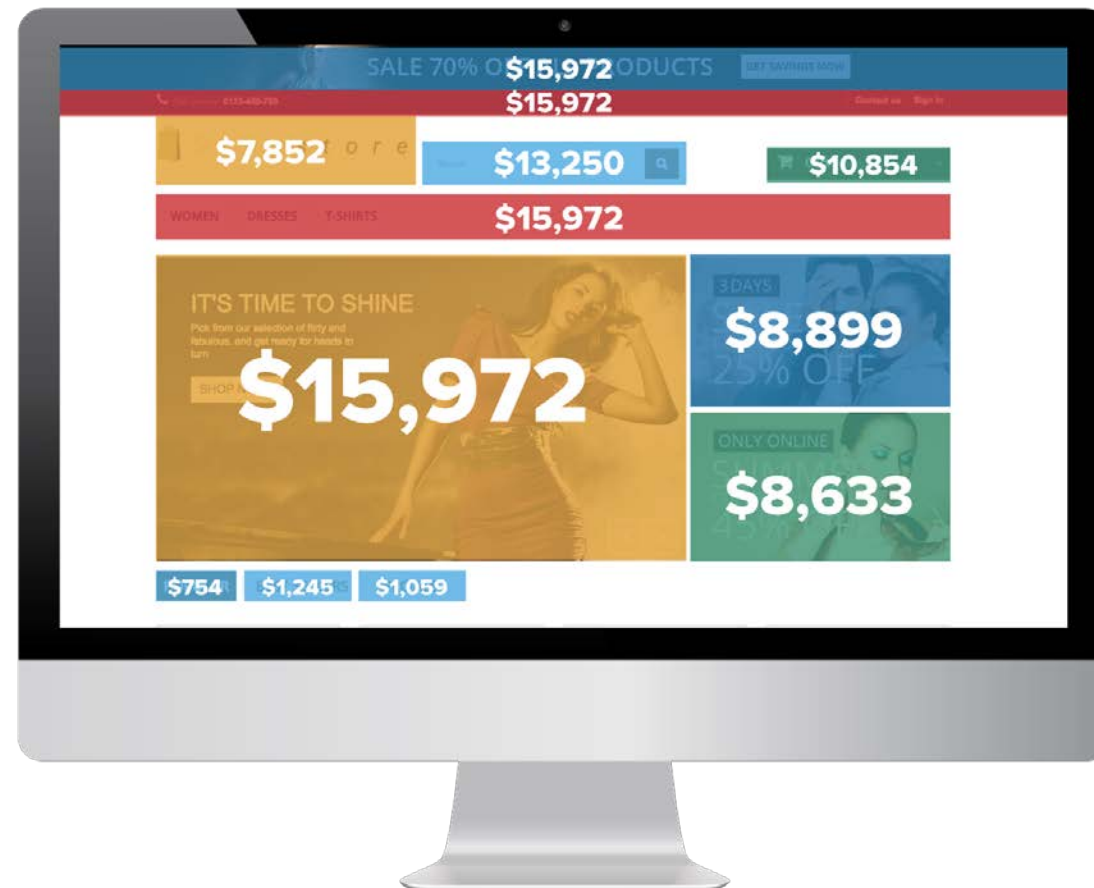
<https://www.businesswire.com/news/home/20161018005917/en/ContentSquare-Raises-20-Million-Funding-Global-Expansion>

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# PHOTOS



SCREENSHOTS OF THE CONTENTSQUARE PLATFORM CAN BE FOUND [HERE](#)





# FOR PRESS INQUIRIES



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