

# CONTENTSQUARE FOR APPS

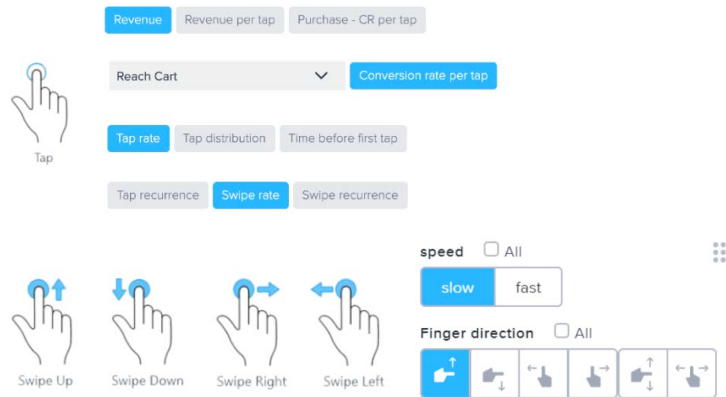
GET THE MOST COMPREHENSIVE INSIGHT INTO YOUR USERS' MOBILE APP EXPERIENCE

## FULLY UNDERSTAND YOUR USERS' IN-APP EXPERIENCE

Uncover how and why mobile users interact with your app by capturing mobile-specific touch gestures.

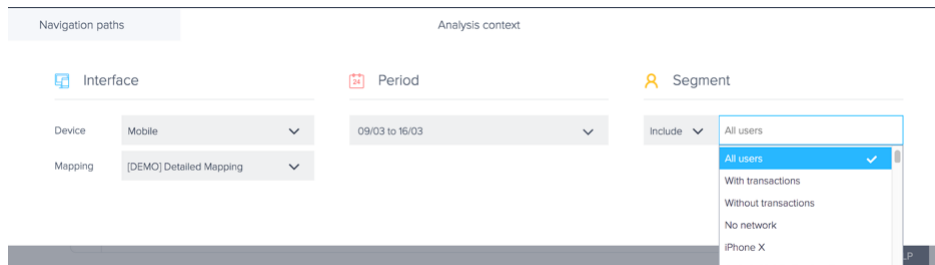
Our key mobile app metrics go beyond the touch & tap of traditional analytics solutions and deep-dive into your users' behavior and their impact on key objectives and conversion.

Easily unveil whether users take their time reading (Slow Swipe) or rather rush through the screens (Fast Swipe).



## PRECISE USER SEGMENTS, ENHANCED MOBILE APP EXPERIENCE

Deep-dive into your app users' digital experience by leveraging ContentSquare's unique segmentation capabilities. Filter e.g. by connection type, app version, OS version, device or a specific in-screen behavior like "tapped on add-to-cart". Gain key insights and understand how your users interact with your app by segment. Visualize which in-screen elements drive vs. hinder conversion and revenue.

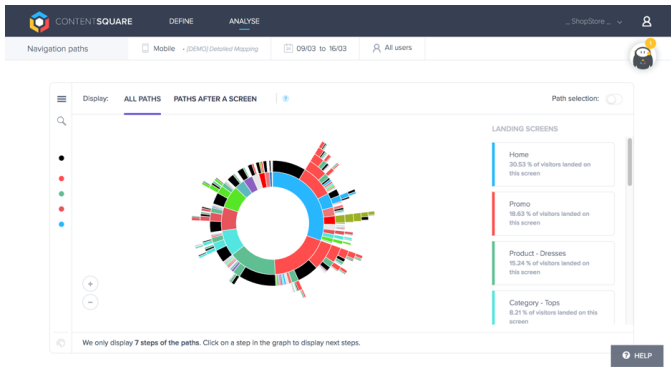


## LOOK BACK IN TIME & UNCOVER YOUR USERS' PAST BEHAVIOR

You might not always know ahead of time which in-screen behavior events you will want to track and measure. Thanks to our **exhaustive data collection** and **automatic interaction event detection**, you don't need to do so any more. Without need for pre-tagging, user gesture events data are available right away! Never again will you have to wait for an answer or even leave a question unanswered.

**« Today our mobile apps represent more than 80% of our traffic, it is thus strategic to have precise insights on usage and user journeys. Contentsquare solution allows us to shine a complete and detailed light on this everyday, driving our decisions and optimisations implemented in our apps. »**

*Olivier MAU – Head Of Product (Showroomprive.com)*



## KEY INSIGHTS FOR EVERYONE ON THE MOBILE TEAM

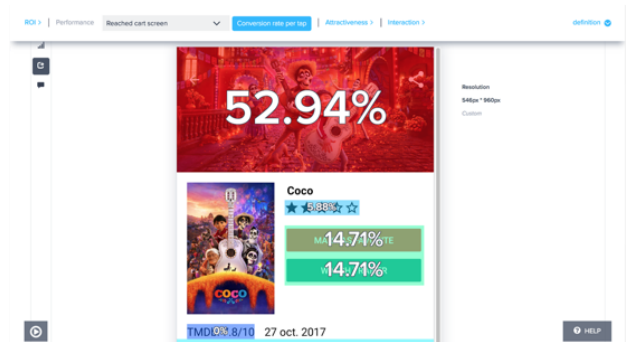
Capture your users in-screen behavior and convert it into **intuitive data visualisations, alerts, and dashboards** that everyone on your mobile team can understand and act on. Enable everyone on your digital teams to make data-driven decisions and have them collaborate on improving your users' experience to increase engagement, loyalty and conversion.

## COMPREHENSIVE, SEAMLESS, FLAWLESS

Applying advanced analytics does not have to be heavy. Not for you, and not for your app either. Our SDK is a pure lightweight and does not impact the performance of your app. Focus on providing the best digital experience for you users. It's as simple as that.

## GET A HEAD START!

Contentsquare deploys the same unique features across different digital touch points. Compare app and web users without having to learn a new analytics solution.



## OTHER KEY BENEFITS



### EASY IMPLEMENTATION:

Simply drag and drop the SDK in your source code. Easily define which screens you want to analyse without need for PII masking or pre planning event tags



### PLATFORMS:

Applicable for Android and iOS apps (Native and React Native). Tracking of Webviews also supported



### DATA SECURITY AND PRIVACY:

Zero effort for blocking PII, our unique architecture removes the hassle and enables you to be fully compliant with data security and privacy regulations (GDPR, CCPA, Apple store).

## ABOUT CONTENTSQUARE

We're Contentsquare. We're the leading experience analytics platform, empowering brand innovators to visually surface unique customer insights and AI powered recommendations.

We love working with all 600+ of our clients including Walmart, IKEA, Goldman Sachs, GoPro, Tiffany, Avis, Airbnb and Toyota to help turn their digital experiences into a measurable competitive advantage.

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

[www.contentsquare.com](http://www.contentsquare.com)