

DIGITAL EXPERIENCE ANALYTICS AND OPTIMIZATION

We help businesses understand how and why users are behaving on digital platforms, and then use this information to improve conversion rates, increase digital team productivity and create ideal customer journeys.

WHAT WE DO

CAPTURE

We capture every customer interaction with only one tag, and convert it into visual data.

ANALYZE

Our clients get analyzed insights and understand how and why customers are interacting with them.

OPTIMIZE

The end users enjoy an optimized journey that increases conversion rates and impacts company goals.



+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.



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%.

UX TO THE PEOPLE

- Turn data into team productivity
- Understand everyone's contribution to ROI
- Optimize to increase conversions up to 20%

