

EBOOK

# Unlocking the power of combining experience analytics with experimentation



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### Synopsis Within this eBook:

- This eBook is designed to educate and excite you regarding the possibilities of experience analytics and experimentation.
- Ever wanted to understand why your tests won or lost and how you can run better follow-up experiments, deliver exceptional digital experiences and drive maximum value from customer actions and interactions? This guide should help you discover the answers.

## Introduction to Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 1,500+ partners and offices around the globe are proud to help more than 9,000 brands, including Peloton, Uber, AMEX, WSJ, Santander, KLM and Mazda enrich their customer lifetime value, increase revenue and grow their brands.

**Website:** <https://www.optimizely.com>

**Industry:** Technology, Information and Internet

**Headquarters:** New York, New York

**Specialties:** A/B Testing, Mobile Optimization, Conversion Rate Optimization, Split Testing, Customer Experience Optimization, Personalization, Digital Experience, CMS, Digital Commerce, and Optimization as a Service



Over 9,000 brands worldwide have chosen Optimizely to unlock their digital potential



## Introduction to Contentsquare

Contentsquare delivers the power to make the digital world more human. Its AI-powered platform provides rich and contextual insight into customer behaviors, feelings and intent — at every touchpoint in their journey — enabling businesses to build empathy and create lasting impact. The global leader in digital experience analytics, Contentsquare helps brands everywhere transform the way they do business, allowing them to take action at enterprise scale and build customer trust with security, privacy and accessibility. More than 1000 leading brands use Contentsquare to grow their business, deliver more customer happiness and move with greater agility in a constantly changing world. Its insights power the customer experience on over 1 million websites worldwide. Founded in Paris and with offices around the world, Contentsquare has raised \$1.4B in investment funding from leading investors, including funds and accounts managed by BlackRock, Bpifrance, Canaan, Eurazeo, Highland Europe, KKR, LionTree, Sixth Street and SoftBank Vision Fund 2.

**Website:** <https://contentsquare.com/>

For more information, visit [Optimizely App Marketplace Contentsquare partner page](#) and [app](#).



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# Better together: Optimizely + Contentsquare

Innovate your digital experiences with Optimizely, a world leader in DXP + Contentsquare Digital Experience Analytics Platform

## From insights to value

The powerful combination of Optimizely and Contentsquare enables brands to elevate their experimentation program.

By integrating Contentsquare's holistic customer behavior metrics with Optimizely's progressive delivery and experimentation capabilities, you gain the complete package solution to unlock the true value of experimentation. Together, we help remove the guesswork from experimentation, so you know exactly what to prioritize for optimization at any given time.

Unlike traditional analytics software, you receive more than just contextless data from your website, digital products and tests. Contentsquare provides key insights into your site's usability, performance and product engagement, making it easier for your team to understand what drives your customers' behaviors.

Couple these insights with Contentsquare's tailored recommendations to lay out a clear path for experimentation on Optimizely. Enable your team to make better data-driven decisions and craft truly rewarding digital experiences that lead to greater customer conversion.

## Maximize marketing ROI with Experimentation and Experience Analytics

Together, Optimizely and Contentsquare allow your team to:

- Quantify the biggest UX issues that are costing you online customers
- Confidently test and improve your digital experiences with a tailored to-do list
- Prioritize what matters most to optimize conversions and grow revenue



Using both platforms together allow you to deep dive into what visitors are doing on the control versus the variant and give you answers at speed as to why things lose. It helps you iterate on that variant whatever the outcome and crucially helps you avoid an experimentation brick wall with you throwing 50 ideas at a wall to see what sticks.”

**Andrew Warne**  
Product Analytics Manager  
**Moneysupermarket**  
Group

# The path to digital success

Here are some ways deploying Optimizely and Contentsquare together can enable your team to drive greater business impact from your digital experiences.

## Recover frustrated users in real time

Send Contentsquare live signals directly to Optimizely to optimize and improve experiences the moment your customers encounter frustration.

## Plan a comprehensive experimentation roadmap

Contentsquare Insights helps you prioritize fixing the biggest issues in your user experiences as well as locate the best opportunities for experimentation and personalization to maximize your ROI.

## Build robust hypotheses

Contentsquare Insights helps you form experiment hypotheses and test designs that are more likely to address the root causes of poor conversion rates. With this, you can easily build a data-driven pipeline of experiments and personalization campaigns to guide future optimization efforts.

## Uncover richer insights from your campaign results and build stronger follow-up experiments

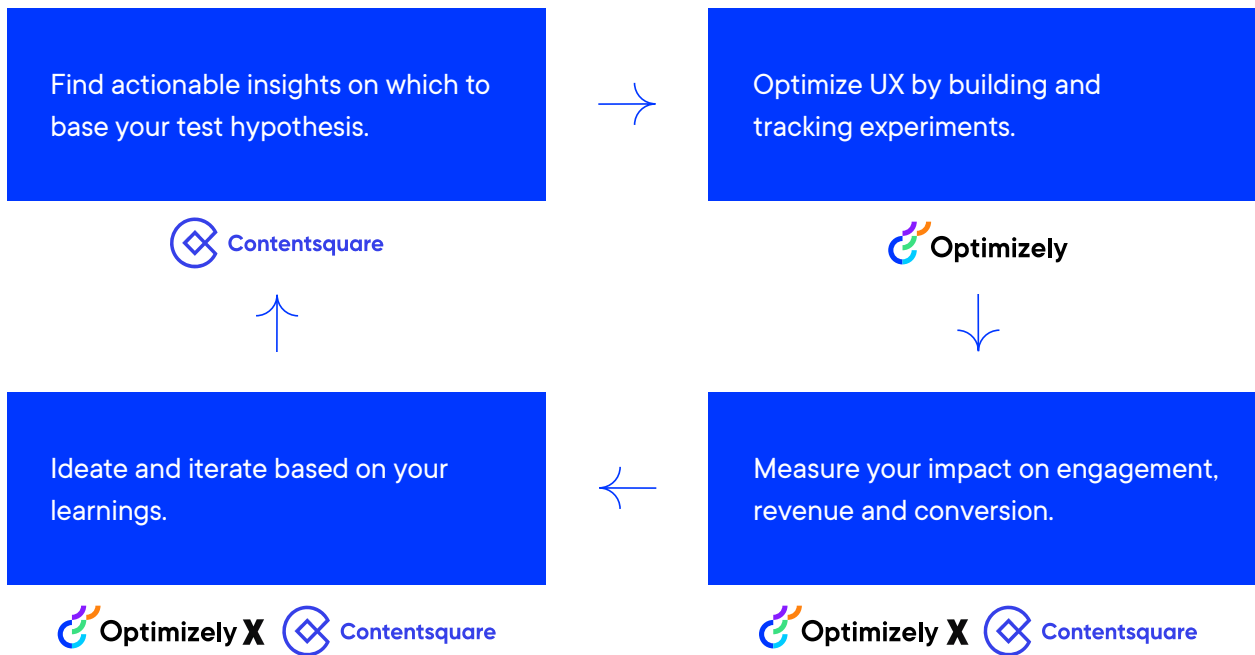
Isolate key customer behavioral factors that differentiate your successful campaigns from failed ones with session replay and side-by-side zoning analysis. Then, use these insights to inform future action and design evidence-based follow-up experiments.



# 02

## Why data-driven experimentation

### Continuous iteration cycle





## Problems we solve together

### **I'm seeing diminishing returns. How do I drive more revenue from my digital channels?**

With unique customer behavior insights from Contentsquare, you can develop more robust hypotheses to test on Optimizely that will have a larger impact.

### **I am struggling to gain organizational buy-in. How do I get my leadership team on board with my tests?**

Showcase precisely how much lost revenue is on the table with automated insights and get prescriptive recommendations to improve conversion rates and revenue.

### **I don't truly understand why my tests won or lost. How can I run better follow-up experiments?**

By leveraging session replays and side-by-side zoning analysis to understand why your campaign outperformed or under-performed, you can develop stronger follow-up tests to optimize performance.

### **Where do I start? Which areas should I focus on to see the most significant impact?**

With Contentsquare Insights, you can easily pinpoint and prioritize areas for personalization and experimentation that will have the most significant impact on revenue.

### **Now that I have determined the problem areas on my site, how do I proceed?**

Contentsquare provides data-driven recommendations that can be tested on Optimizely to help you narrow down the best ways to improve your conversion rates.





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## Industry insights

### Customer story: Zoopla achieves personalization success

Launched in 2008, Zoopla is a British property website and app that has been building up its analytics infrastructure over the past few years. For Zoopla, it was clear that the next step for its business was to leverage customer data to personalize its customer journey.

To accomplish this, the company used Contentsquare’s integration with Optimizely to help build, refine and optimize its personalization strategy. The result was a simple, clear and intuitive digital experience for customers using its portal, which led to a significant increase in customer engagement and brand loyalty.

Optimizely and Contentsquare were integral to Zoopla’s personalization strategy, enabling its digital team to:

- Map their buyers’ journey to understand what to prioritize for personalization
- Test data-driven hypotheses to optimize their digital experiences
- Gain easy access to critical data insights and remove bottlenecks from analytics



To find out how Zoopla built and refined its personalization strategy with Optimizely and Contentsquare, [read the full case study](#).



Product managers and designers can experiment using Contentsquare and Optimizely without needing support from data analysts. They’re able to self-serve; if they have an idea, they can test it themselves.”

**Veronica Saha**  
Head of Analytics



## A closer look at our integrated solution

Learn more about our partnership and joint solution. Check out some of the top content from our teams.



### Blogs:

- [Optimizely x Contentsquare: 5 ways we're better together](#)
- [Preparing for peak](#)
- [How to run effective digital holiday experiments with Optimizely](#)



### Webinars:

- [Building a smarter tech stack with Optimizely & Contentsquare, featuring American Express and MoneySuperMarket](#)
- [Intent Data: The value of a digital experimentation practice](#)
- [Experimentation: Preparing your website for the holiday season](#)
- [Embracing and identifying the failures of your experiment](#)



### Joint One-Pager PDF:

- [Propel data-driven innovation through experimentation](#)

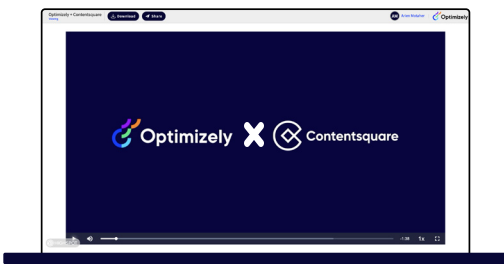
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## Get started

Ready to deliver and unlock more value through digital experimentation?  
Here are some resources to help you get started.

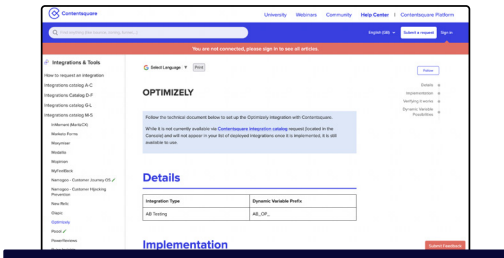
### Online demo

For a closer look at how you can experiment smarter with Optimizely and Contentsquare, [view our online demo](#).



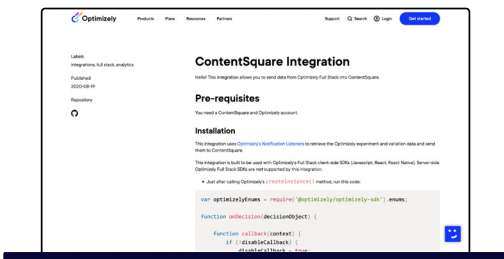
### Integration guides

Web Experimentation: [Contentsquare integration for Optimizely Web](#)



Full Stack Experimentation:

[Contentsquare integration for Optimizely Full Stack](#)



**Need more information?**

Get in touch with us:

[marketplace@optimizely.com](mailto:marketplace@optimizely.com)

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