

# Propel data-driven innovation through experimentation



## Digital experience platform

A unified platform bringing together digital commerce, content management, omnichannel marketing, and experimentation capabilities.



## Digital experience analytics platform

A platform that provides unique behavioral insights to inform your roadmap, prioritize tests and build a better optimization program.

## The complete experimentation cycle



### Surface

Find actionable insights on which to base your test hypothesis.

→ **Contentsquare**



### Test

Build and track experiments in Optimizely.

→ **Optimizely**



### Measure

Understand the impact on engagement, revenue, and conversion.

→ **Contentsquare + Optimizely**



### Optimize

Ideate and iterate based on your learnings.

→ **Contentsquare + Optimizely**



Joint customers



Optimizely will tell you that you have a losing test, and Contentsquare will tell you why. Using both platforms together allows you to deep dive into what visitors are doing on the control versus the variant and gives 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 /  
MoneySavingExpert

Contentsquare

Intuitive data visualization

Use Journey Analysis after a test to see how each variant explored your site, represented in a simple sunburst graphic.

Complete behavior

Capture Session Replay lets you recreate individual sessions to reveal what caused specific behaviors.

Deeper variant analysis

Zone-Based Heatmaps reveal why a test won or lost. Compare user behavior on each variant side-by-side and understand how visitors interact with every in-page element using unique engagement, conversion, and revenue metrics.

Better results, with less effort

Insights constantly monitors your site to reveal previously unseen test opportunities.

Optimizely

Unlock confident decision-making

We help you optimize based on real-time data and insights with suggestions on content, campaigns, products, and layouts while continuously experimenting along the way.

Get automatically better

Provide customers a 'next-best' experience with your brand so that every time your customer digitally interacts with your organization, it's a better experience than the last.

A platform built for the whole team

Understand what content you need, create it with ease and make optimizations quickly, all in one place.



Visit [contentsquare.com](https://contentsquare.com) for more information.  
Contact your Customer Success Manager or email [partnerships@contentsquare.com](mailto:partnerships@contentsquare.com).



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