

Contentsquare Press Kit

Welcome

Welcome to the Contentsquare press kit, where you will find:

- a brief history and overview
- key company information
- an introduction to our technology
- a company history timeline
- a selection of customer success stories
- link to media center for images/video
- latest resources
- recent press releases
- contact information
- spokesperson biographies



About Contentsquare

[Contentsquare](#) empowers brands to build better digital experiences. Our experience analytics platform tracks and visualizes billions of digital behaviors, delivering intelligent recommendations that everyone can use to grow revenue, increase loyalty and fuel innovation. Founded in Paris in 2012, Contentsquare has since opened offices in New York, London, San Francisco, Munich, Tel Aviv, Singapore and Tokyo. Today, it helps more than 750 enterprises in 26 countries deliver better digital experiences for their customers.

Contentsquare has grown exponentially in the past few years, acquiring four companies since 2019 — including its nearest competitor, Clicktale. It has raised \$310 million in funding in the last five years, closing a Series D round for \$190M at the height of the Covid crisis. In 2020 it launched its Experience Partner Ecosystem and completed +75 new technology integrations. With the acquisition of accessibility software AdaptMyWeb in 2020, and subsequent launch of the Contentsquare Foundation, the company announced an expanded mission to promote digital accessibility in the areas of education, technology and corporate social responsibility.

CONTENTSQUARE AT A GLANCE

FOUNDED
2012

CLIENTS
750+

8 OFFICES

Founder
and CEO:
Jonathan
Cherki

EMPLOYEES
800+

\$310 million
RAISED
since 2017

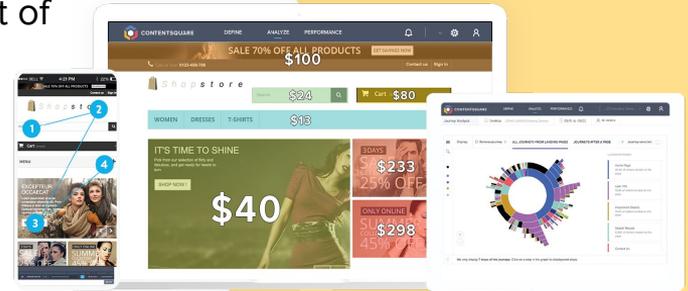
BENCHMARKS
based on 20b
sessions

The Contentsquare Platform

EMPOWERING BRANDS TO BUILD BETTER DIGITAL EXPERIENCES

Our experience analytics platform captures every in-page interaction and micro-gesture to help brands understand the how and why behind digital behavior. It turns this data into digestible metrics, visualizations and AI-based recommendations. With easy adoption and real-time insight, Contentsquare speeds the impact of digital transformation and helps brands get a higher return on experience.

- **SURFACE** issues and opportunities proactively
- **TROUBLESHOOT** technical and UX root causes before major negative impact
- **INNOVATE** by uncovering your greatest opportunities
- **QUANTIFY** the scope of an issue or opportunity and understand how much business is at stake
- **ACTIVATE** the impact of insight-driven execution across your martech ecosystem



Our History



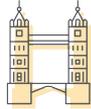
Seed4soft provides first seed funding

2012

Voted 4th most innovative e-commerce technology in the world by **Gartner**



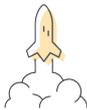
2014



Contentsquare secured its 100th customer and opens an office in **London**

2015

Contentsquare raises \$20m from **Highland Europe**



2016



The company opens offices in **New York, San Francisco** and **Munich**

2017

Contentsquare raises \$42m from **Canaan, Highland Europe, Eurazeo** and **H14**



2018



Contentsquare raises **\$60m** in Series C and makes two acquisitions: **Pricing Assistant** and **Clicktale**



2019

Contentsquare raises **\$190M** led by **Blackrock** and makes two acquisitions: **Dareboost** and **AdaptMyWeb**



2020

2021

Contentsquare launches its incubator/accelerator **Atomic Labs** and announces the creation of the **Contentsquare Foundation**



Customer success

ORVIS

Family-owned retailer Orvis successfully rebuilt their e-commerce offering from the ground up >> [Watch the video](#)



The North Face optimized their annual holiday gift guide to deliver a better experience for their customers >> [Read the case study](#)

AVON

Beauty brand AVON drove an additional 35% revenue from their homepage >> [Read the case study](#)

EST. 1851
MOSS BROS.
BESPOKE | READY-TO-WEAR | HIRE

Moss Bros noticed an anomaly in their checkout flow and boosted revenue +13% >> [Watch the video](#)

L'OCCITANE
EN PROVENCE

Cosmetics retailer L'Occitane increased its mobile conversion rate by 25%. >> [Watch the video](#)

T-Mobile

T-Mobile solved a crucial UX issue before a key product launch >> [Watch the video](#)

DE BEERS
JEWELLERS

How a data-driven site redesign led to +30% more conversions sitewide >> [watch video](#)

SPACE NK
APOTHECARY LONDON

High-end cosmetics retailer Space NK made a small UX tweak to push +30% users through checkout >> [Watch the video](#)

Want more? See customer success stories at: <https://contentsquare.com/customers>

Images & illustrations

YOU WILL FIND EVERYTHING YOU NEED [HERE](#)

Including:

- Screenshots of the Contentsquare solution
- Logos (JPG, PNG, SVG, EPS and AI)
- Executive team photos
- Videos



Resources

CONTENTSQUARE BLOG

Our hub for all things customer/digital experience.

[Read more](#)



2021 DIGITAL EXPERIENCE BENCHMARK

Whatever industry you're in, you'll find the data you need to see where your brand stands, what to aim for, and ways to improve on the digital experience metrics that really matter.

[Download](#)



DIGITAL HAPPINESS PULSE

Our latest report on pet digital peeves and what it takes to make consumers truly happy online.

[Learn more](#)

Contentsquare initiatives

Atomic Labs by Contentsquare

This Incubator-Accelerator brings transformative technology startups together under one roof to fuel their growth.

Atomic Accelerate

Contentsquare's Accelerator Program empowers selected startups in accelerating their product development and growth by giving them access to Contentsquare's talent, network technologies and data.

Atomic Incubate

Contentsquare's Incubator Program assists founders with innovative new ideas to help develop their product market fit and leverage Contentsquare's extensive entrepreneurs network, with unrivalled opportunities for investment and commercialization.

More info [here](#).

Contentsquare Foundation

Digital Accessibility For All

Contentsquare is committed to shrinking the digital accessibility gap through its technology solutions and the Contentsquare Foundation — a nonprofit organization is dedicated to promoting digital accessibility in the areas of education, technology and corporate social responsibility.

More info [here](#).



Recent Press Releases

- [1/6/21 Niki Hall joins leading digital experience analytics company Contentsquare as Chief Marketing Officer](#)
- [1/11/21 Contentsquare Honored in Built In's Esteemed 2021 Best Places To Work Awards](#)
- [1/12 Microsoft and Experience Analytics Leader Contentsquare Join Forces to Accelerate Digital Transformation](#)
- [1/26 42% of Consumers Say Easy Navigation Is Key to a Good Online Experience](#)
- [2/11 Contentsquare Ends Year of Exceptional Growth With Record-Breaking Quarter](#)
- [2/17 Contentsquare Appoints John O'Melia as Chief Customer Officer](#)
- [3/4 Contentsquare Partners With Pharmaceutical and Biotech Leaders to Help Manage Shift to Digital Healthcare](#)
- [3/15 Contentsquare Foundation Launches With Mission to Reduce Digital Accessibility Gap](#)
- [3/16 Contentsquare Analysis of 20B Web Sessions Reveal Two Thirds of Website Traffic Now Mobile](#)
- [3/23 Eyewear Retailer Ace & Tate Chooses Contentsquare To Integrate Physical and Digital Channels](#)
- [4/12 French Fashion House, Zadig&Voltaire, Partners With Contentsquare To Improve Digital Customer Experience](#)
- [4/27 Dreams Chooses Contentsquare To Support Agile CX Strategy](#)
- [5/4 Contentsquare Honored as Stevie® Award Winner in 2021 American Business Awards®](#)

Media contacts

FOR ALL INQUIRIES, PLEASE CONTACT

WORLDWIDE:

Sarah Françoise, Head of Global Corporate Communications
+1 612 205 8973 / sarah.francoise@contentsquare.com

Wildfire PR UK:

Alex Warren / O: +44 208 408 8000 M: +44 7787 122 725 / contentsquare@Wildfirepr.com

The Guyer Group US:

Heather Bliss /M: 617-877-5571 Contentsquare@guyergroup.com

FRANCE:

La Nouvelle Agence - Alexandra Mille T: +33 6 84 73 03 66 / alexandra@lanouvelle-agence.com

Meet Our Leadership Experts



Jonathan Cherki, Founder & CEO

Passionate about data and statistics, Jonathan Cherki founded Contentsquare in 2012. Born in Marseille, France, Jonathan was destined, like his father and brother, to join the family dry legume supply business started in 1950 by his grandfather. Instead, he gravitated towards the digital space during his college years.

While studying at the ESSEC business school in France, he became fascinated with the gap between the digital experiences brands thought they were offering, and what consumers were actually getting. As a college assignment, he started to develop the digital performance measurement technology that would later become Contentsquare.

He has since served as CEO of the company, growing Contentsquare 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 that is accessible to everyone. Ultimately, he wants to help create a world where every digital interaction improves our lives.

In Spring 2017, Jonathan moved to New York with his family to open Contentsquare's headquarters in the Americas. What started off as a college assignment is now an international company with offices in seven countries and more than 700 international clients.

For more pictures of Jonathan, visit: <http://brand.contentsquare.com/>



Niki Hall

CHIEF MARKETING OFFICER



Niki Hall is the CMO at Contentsquare, where she is responsible for raising the company profile, building high performance teams, and scaling for growth.

Being an operational, performance marketing executive with 20+ years of experience across all marketing disciplines, Niki has established and grown business market positions by developing clear, differentiated positioning — all while building and extending value, increased awareness, and driving demand and market differentiation. She believes people are a company's greatest asset, and is passionate about investing heavily in creating and motivating best-in-class teams to scale companies.

She has held senior leadership roles at Cisco Systems, Polycom, Five9, and most recently as CMO of Selligent Marketing Cloud.

Topics of interest:

- Digital Experience: UX market trends
- Digital transformation in eCommerce
- Omnichannel retail: new consumer trends
- Industry benchmarks
- Innovation & AI
- Company culture
- Corporate growth

Pierre Casanova

CHIEF REVENUE OFFICER



Formerly the General Manager at Adobe France and General Manager for Western Europe, Pierre Casanova joined Contentsquare as VP of Sales and Marketing. His mission: to lead the sales and marketing strategy and grow the company's market share in France and abroad.

Passionate about technology, Pierre has over 20 years' international experience in tech, sales and management. He started his career in 1995 with Cadence Design Systems, and two years later, joined pioneering content management platform Documentum. He launched the group's Italian subsidiary in 2002, and ran it for 5 years. After EMC was acquired by Documentum, Pierre became vice-president of its content management division first in France, then in the UK and Northern Europe. He joined the global leadership team at Adobe in 2013, as General Manager for Western Europe.

Pierre graduated from the INSA engineering school in Lyon and as an MBA from EM Lyon.

Topics of interest:

- Portrait of a company: Contentsquare, a French success story
- User Experience: UX market trends
- Digital transformation in eCommerce
- Digitization of POS
- Omnichannel retail: new consumer trends

Lucie Buisson

CHIEF PRODUCT OFFICER



After graduating from HEC in 2013, Lucie Buisson joined Sarenza, where she worked closely with the Marketing Director on the company's brand differentiation strategy.

To stay competitive in an oversaturated marketplace, Sarenza chose to focus its business strategy on customer retention rather than on customer acquisition.

As part of this strategy, Lucie developed a strong customer-centric approach to client services (premium offers, loyalty program, best-in-class service, etc).

Lucie joined Contentsquare in 2014 as Customer Success Manager, and soon became VP of Product. Her team's mission is twofold: to develop a future-proof solution and increase adoption. Product addiction, autonomy and uniqueness are key areas of focus for the product team, as they work on making Contentsquare the world's leading customer experience optimization platform.

Lucie moved to New York in September 2018 to help crack the American market and stay ahead of tomorrow's digital challenges.

Topics of interest:

- Putting experience at the heart of brand strategy / UX is the new brand
- Who is winning in the digital age
- Mindset and intent: cornerstones of customer experience personalization
- Putting data at the heart of UX optimization
- Building a data culture and putting user needs at the heart of experience
- Competing with the experience giants: speed/ agility, fail fast/ iterate



CONTENTSQUARE

Thank you

