



HOTEL

TRAVEL

Contentsquare

03 What We Do

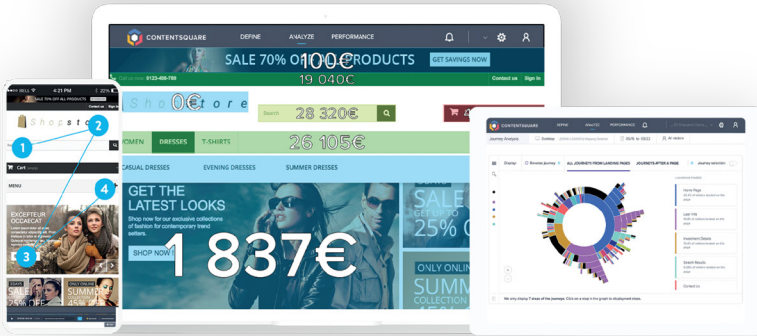
05 Our Solutions

06 Our Clients

07 Book Your Demo

KISS BOUNCES GOODBYE

We help businesses understand how and why visitors are interacting with their app, mobile and websites, and then transform this knowledge into **profitable actions that increase engagement, reduce operational costs and maximize conversion rates.**



Session replay

Zoning

Customer journey analytics

WHAT WE DO



Capture

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



Analyze

Clients analyze the data to learn how and why users are interacting with their digital platforms.



Optimize

End users enjoy an optimized journey that increases conversion rates and exceeds company goals.

Today, many physical trips start online. An ideal customer journey would start on a price comparator leading to a flight booking, shopping a hotel and car rental, avoiding any back and forth. From a brand standpoint, it generates a very competitive environment. And yet a 0.69% average mobile CVR for the travel sector shows that, in the mobile-first era, booking travel on a smartphone is still far from instinctive.

Contentsquare provides travel brands with all the behavioral insights they need to optimize the digital experience for consumers across all devices. Our clear data visualization helps teams understand the expectations of the connected traveler, so they can build seamless digital booking journeys before and during travel.

5.99%



1.92%

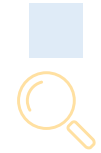


Conversion rate:
Transportation sector: 5.99%
Hotel sector: 1.92%

50%



71%



Transportation industry:
50% of the visitors start navigation at the homepage
71% use the internal search engine on the home page



Hotel industry:
28% start navigation on the product page
Visitors who start navigation on the product page have a lower conversion rate (0.86%)

YOUR PROBLEMS



OUR SOLUTIONS

1

How do you build experiences that speak to travelers booking today for tomorrow and those looking at rail fares three months out?

Easily predict which consumers are on your site to book immediate travel, and which visitors are browsing for winter getaways months ahead of time. Dig deep into the nuances of digital interaction to find out not just how customers behave, but why they behave the way they do. Leverage these insights to fine-tune customer segments, be chrono-responsive, and build satisfying experiences that speak to every intent.

2

Product management team not sure how to reduce a high homepage abandonment rate?

Contentsquare allows you to understand the performance of each element of content on your site or app. For example, how many people who interact with the homepage search end up leaving your site altogether? And more importantly, why? Whether it's simplifying the search menu or hiding complexity behind an advanced search option — our solution gives your team everything it needs to carry out smart, converting optimizations.

3

How do you make your direct booking experience so seamless that customers will bypass travel agencies and come straight to you for their next trip?

Contentsquare helps you see at a glance how travelers are navigating your site, and what areas are causing them to hesitate or leave your site. Use behavioral insights to build journeys that help visitors achieve their goals quickly and painlessly, on all devices, and prioritize the features that encourage engagement.

4

Enhance travel findability and search

How do you entice business travelers to subscribe to your loyalty program while at the same time boosting ancillary sales? Drill down into app user behavior for a clear, data-backed understanding of what your most valued customer segments expect. Contentsquare for Apps helps you remove friction along the digital journey and add value for your most profitable segments — whether it's keeping travelers updated on delays, allowing them to purchase their in-flight meal, or offering digital checkout, we help you streamline the experience and unlock the full loyalty potential of your app.

YOUR PROBLEMS



OUR SOLUTIONS

5 **Wouldn't it be great if you could show creative, branding and even executive teams the impact of a new hotel carousel or seasonal promotion in just one click?**

You can. Our unique CS Live browser extension displays metrics onto your site as you browse without needing to log into a dashboard. See revenue attribution and attractiveness and engagement metrics for each and every element of content across all your digital platforms. No more trawling through reports — simply activate the plugin for an immediate visualization of your most profitable content.

6 **You've just posted a time-limited getaway on your homepage. How can you ensure maximum bookings in a short window?**

Get notified instantly of spikes or downturn in engagement, including behavior deviations on individual elements of the page, such as images, date pickers, form fields, call-to-actions, buttons, etc. Receive automatic, actionable alerts that allow your team to focus and speed up optimizations, so you can maximize business opportunities.

SUCCESS STORY

AVIS®



Who they are

Leading car rental company



How we helped

Optimization by country with A/B test



The outcome

27% increase in conversion on all devices

OUR CLIENTS



5 REASONS WHY YOU SHOULD BOOK A DEMO WITH CONTENTSQUARE

- ✓ **SAVE TIME**
- ✓ **TEST LESS, TEST BETTER**
- ✓ **DEMOCRATIZE ACCESS TO INSIGHT**
- ✓ **SEE THE ROI OF CONTENT**
- ✓ **AI ENHANCED SPEED TO INSIGHTS**

SEE THE TOOL FOR YOURSELF - BOOK A 20 MINUTE DEMO

Just email contact-uk@contentsquare.com with your preferred time and contact number.

CONTENTSQUARE NUMBERS



*Paris, London, NY, SF, Munich, TLV

