Digital Experience Analytics for B2B

How and why B2B companies use DXA to increase conversions, revenue and ROI.

The B2B buyer journey is complex—it can involve 10+ stakeholders, take upwards of a year to complete and involve hundreds of thousands of dollars. And now, B2B websites play a bigger role in that journey than ever before.

Prospects spend most of their time conducting independent research and reading content online instead of speaking directly with a provider's sales team. For your prospects, sales isn't the face of your organization—your website is.

To get more returning visitors and higher conversion rates on your website, **you need to prioritize your site's experience**. This is where **digital experience analytics** (DXA) can help—it gives you behavioral insights beyond traditional analytics so you can create the most impactful, positive and seamless experience for all your users.

70% Almost 70% of the B2B buyer's journey is completed before a prospect reaches out to sales (Foleon).

75% of B2B buyers agree that their purchases were a collective effort of people from a wide variety of locations, teams, and roles (Magento).

48% of B2B buyers rely on vendor websites when doing research for purchase decisions and ROI analysis (DemandBase).

What is digital experience analytics (DXA)?

Digital experience analytics transforms B2B websites into intelligent, innovative and user-focused lead generation machines.

DXA goes beyond traditional analytics by giving insights into users' frustrations, hesitations, rage clicks and more throughout the user journey—revealing exactly which content and behaviors drive the most conversions.

Only **15%** of users feel happy when browsing online (Contentsquare).

63% of marketers say their biggest content challenge is driving traffic and generating leads (Omnicore).

How can DXA help me?

- **Understand** how users are navigating your site, where they get stuck when they bounce, what content they are most attracted to and more to optimize journeys for conversion.

- **Find and fix** site errors that are negatively affecting the user experience and impact your conversions and revenue.

- **Build** empowered, data-driven teams that make impactful decisions thanks to easy-to-understand analytics and powerful visualizations.

The average conversion rate for the B2B industry is 0.6% (Contentsquare).

The average bounce rate for the B2B industry is 65% (Contentsquare).

80% of new leads never translate into sales (Invesp).

Who is DXA for?

Digital Marketing, Design & UX, Product, Operations & IT and Analytics teams can all use DXA to reach their KPIs, improve digital experiences, save time and increase efficiency.
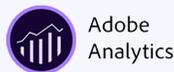
How is Contentsquare's DXA platform different?

Contentsquare's digital experience analytics platform is the only one that provides...

A full picture of visitor behavior and a clear prioritization of which opportunities to act on for the biggest results.

Intuitive visuals to understand why individuals and segments of visitors behave as they do.

An entire ecosystem of technology and solution partners that help to drive smarter insights from your entire technology stack.

Google Analytics   Adobe Analytics   Optimizely   salesforce   qualtrics XM

See DXA in action with our **6-min on-demand demo** for B2B teams.

RingCentral   DELL   NVIDIA   intel   FedEx   ATLASSIAN

Contentsquare

B2B Product Tour

The Global Leader in Digital Experience Analytics