



Contentsquare

Press kit

Last updated 5/16/22

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 selection of customer success stories
- link to media center for images/video
- latest resources
- recent press releases
- contact information
- spokesperson biographies



About 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 850 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 \$810m in investment funding from leading investors, including Softbank, BlackRock and others.

For more information, visit www.contentsquare.com

Contentsquare at a glance



founded in
2012



14
offices



1500+
employees



850+
clients



\$810M
raised in 10
years



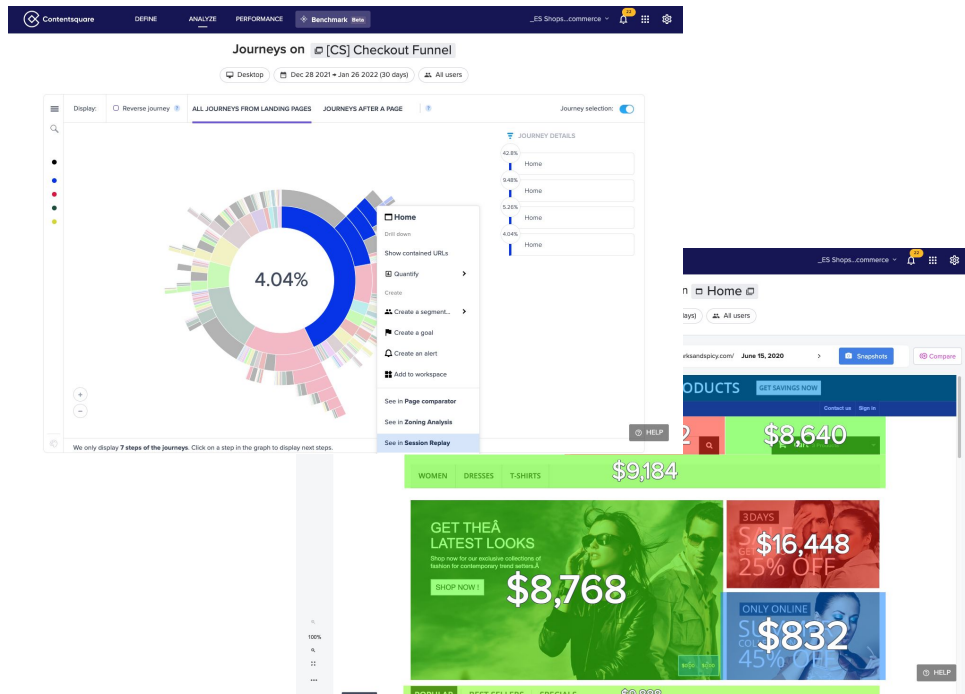
trillions of
interactions
every year

The Contentsquare platform

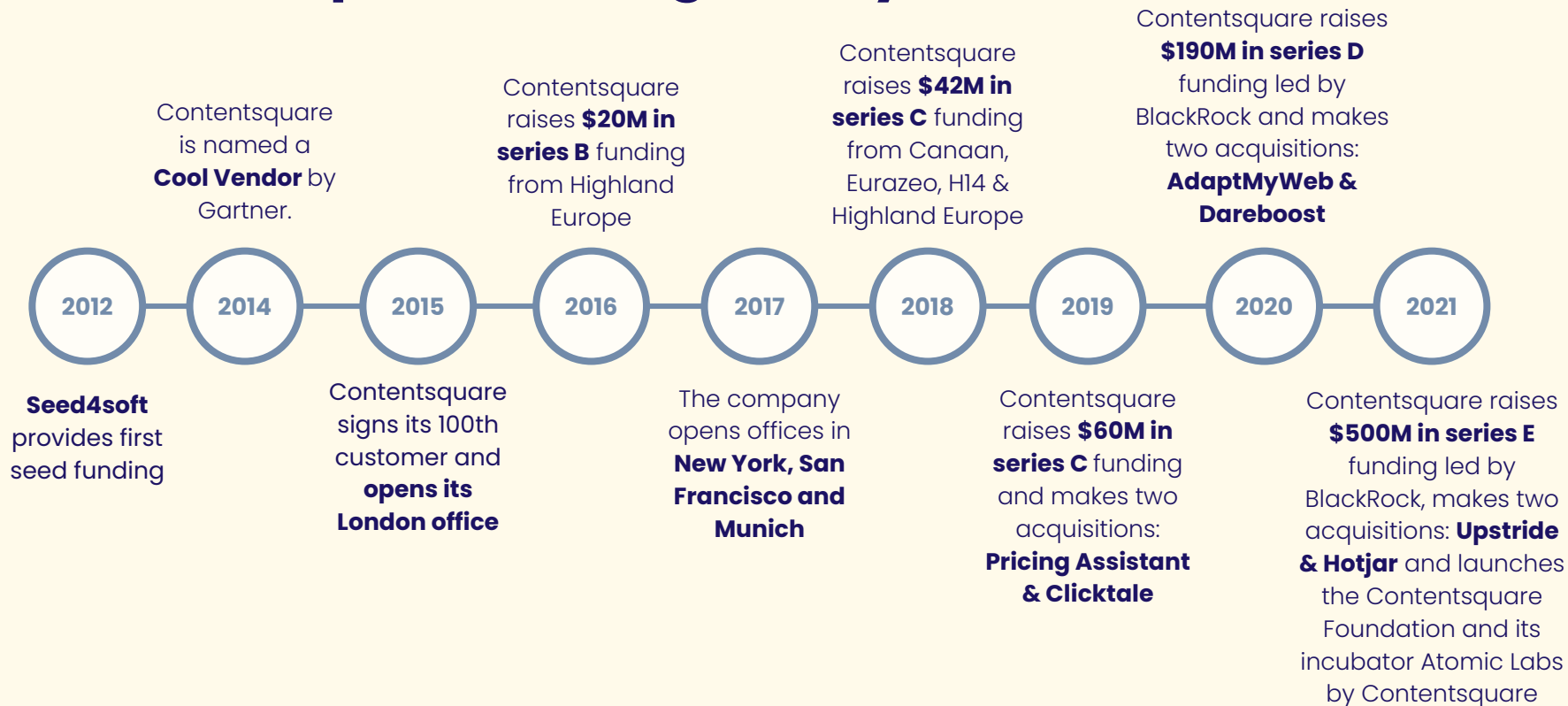
Contentsquare moves beyond traditional analytics to enable **an unprecedented understanding of the customer experience** that transforms your business.

With intuitive technology that reveals the behavior, intent and feelings of any and every user, we allow businesses to deliver more human experiences quickly, while ensuring privacy and accessibility.

This results in faster growth, greater agility and happier customers. **We power the new digital experience, made more human.**



Contentsquare through the years



Driving results for leading global brands

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](#)

Rewards & recognition

Contentsquare has received key industry awards including **Built In Best Places to Work**, the **HappyIndex at Work Award**, **AI Breakthrough Award**, **Stevie**, **MarTech Breakthrough Award** and the **Marketing Excellence Award for Corporate Marketing Team of the Year**. Founder and CEO Jonathan Cherki was also recognized by The Software Report (TSR) as one of the **Top 50 SaaS CEOs of 2021** and the company was recognized by Frost & Sullivan with the **2022 Global Company of the Year Award**.



Resources

2022 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](#)



CONTENTSQUARE BLOG

Our hub for all things customer/digital experience.

[Read more](#)

Other Contentsquare initiatives



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 business network, with unrivalled opportunities for investment and commercialization.

More info [here](#).



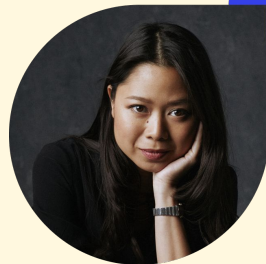
**Contentsquare
Foundation**

More than 1 billion people in the world live with a disability, including conditions that may affect their ability to navigate and participate in the web. Through impactful and innovative programs, The Contentsquare Foundation is helping transform and accelerate digital accessibility, to help build a fair and inclusive digital world.

Top Contentsquare News 2021 – 2022

1/11/21	<u>Contentsquare Honored in Built In's Esteemed 2021 Best Places To Work Awards</u>
1/12/21	<u>Microsoft and Experience Analytics Leader Contentsquare Join Forces to Accelerate Digital Transformation</u>
2/17/21	<u>Contentsquare Appoints John O'Melia as Chief Customer Officer</u>
3/15/21	<u>Contentsquare Foundation Launches With Mission to Reduce Digital Accessibility Gap</u>
3/16/21	<u>Contentsquare Analysis of 20B Web Sessions Reveal Two Thirds of Website Traffic Now Mobile</u>
5/25/21	<u>Contentsquare Lands \$500M Series E Investment Led by SoftBank Vision Fund 2</u>
6/17 /21	<u>Contentsquare Launches First Cookieless Experience Analytics Solution to Help Businesses Build Digital Trust</u>
7/13/21	<u>Contentsquare Accelerates Machine and Deep Learning Capabilities with Acquisition of AI leader Upstride</u>
8/30/21	<u>Contentsquare CEO Jonathan Cherki Named One Of The Top 50 SaaS CEOs of 2021</u>
9/1/21	<u>Contentsquare Acquires Hotjar To Help All Businesses Build Better Digital Experiences</u>
12/1/22	<u>Contentsquare Appoints Kat Borlongan as Chief Impact Officer</u>
12/7/22	<u>Technology Incubator Atomic Labs by Contentsquare Celebrates One Year Anniversary; Supports 5 New Startups</u>
1/25/22	<u>Contentsquare Delivers 98% ARR Growth in 2021 And Continues To Accelerate Innovation & Market Expansion</u>
2/14/22	<u>Contentsquare Recognized by Frost & Sullivan for Its Market Leadership Position and Experience Analytics Platform</u>
3/24/22	<u>Half of All Customers Leave a Web or Mobile Site After Page One; Contentsquare Benchmark Report</u>
4/13/22	<u>Contentsquare expands Impact Team; Appoints Guilhem Isaac Georges as VP, Sustainability</u>

Meet Our Leadership Experts



Jonathan Cherki

Founder and 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 eight countries and more than 800 international clients.

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

Niki Hall

Chief Marketing Officer (CMO)



Niki Hall is Chief Marketing Officer of Contentsquare, co-leads the global go-to-market strategy, and leads a world class marketing team. Niki uses a data driven approach to inform global marketing programs that drive brand awareness and fuel growth. Niki has a strong track record in delivering global growth and operational efficiencies for some of tech's largest companies, including Cisco and Polycom. Most recently, Niki was CMO at Selligent Marketing Cloud and Five9.

Niki Hall serves as the CMO of Contentsquare, the world leader in digital experience analytics. She is responsible for raising the company profile, scaling for growth and building a world class global marketing team. With over 20 years experience in technology marketing, Niki is an expert in harnessing people, process and technology. Niki has established and grown business market positions by developing clear, differentiated positioning while building and extending value, increased awareness and driving demand and market differentiation. Prior to entering technology marketing, Niki spent several years in automotive marketing for BMW and Porsche and worked on the Olympic Games. She believes people are a company's greatest asset, and believes in investing heavily in creating and motivating best-in-class teams to scale companies. She has held senior leadership roles at Cisco, Polycom, Five9, and most recently as CMO of Selligent Marketing Cloud. Niki earned her Bachelor's Degree in Communications and Marketing from California State University East Bay.

John O'Melia

Chief Customer Officer (CCO)



John O'Melia joined Contentsquare in early 2021 as Chief Customer Officer. Customers invest in Contentsquare technology to provide incredible customer experiences to their customers. John's Customer Success team works to ensure all customers harness the full power of Contentsquare's technology and drive significant business value.

John was previously the CEO of Seal Software, which was acquired by DocuSign in 2020. He has also held senior leadership positions in Customer Success and Sales at EMC. Earlier in his career he was a partner at Coopers & Lybrand / PwC where he oversaw global projects in multiple industries. Over the course of his career, he has always sought to truly understand customers' needs and aspirations associated with their investment in technology, and to ensure they realize the maximum possible return.

John is a CEO coach at the Alchemist Accelerator, a leading venture-backed accelerator for the development of seed-stage ventures. He earned his BA Hons in Computing in Business from the University of Huddersfield, England.

Lucie Buisson

Chief Product Officer (CPO)



Lucie Buisson is Contentsquare Chief Product Officer. She joined the company in 2014 as a Customer Success Manager, and created the product team which grew from 3 to 70 people. Lucie leads the product vision, strategy and co-leads go-to-market. Her team's mission is to develop a suite of innovative products that empower businesses to make the digital world more human. Her team creates value and autonomy for customers while developing a unique offer.

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 empower brands to stay ahead of tomorrow's digital challenges.

Kat Borlongan

Chief Impact Officer



As Chief Impact Officer for Contentsquare, Kat Borlongan will develop and lead an overarching strategy to pursue shared value — creating business value in ways that also create value for society. Kat is a former entrepreneur and French government official who served under the Macron administration for over three years as Director of La French Tech, a government-led mission built to bolster France's startup ecosystem. She also sits on the board of the European Innovation Council (at €10billion, Europe's largest fund for deeptech startups.)

Kat Borlongan recently joined Contentsquare as Chief Impact Officer. She served under the Macron administration for over three years as Director of La French, a government-led mission built to bolster France's startup ecosystem. During her tenure, they created the world's most open tech visa, the French Tech Next40/120 program, a €25M meta-accelerator for underprivileged founders, and supported thousands of startups at the onset of the Covid crisis. She is also co-founder of the open innovation agency Five by Five (acquired by Cap Gemini). Older hats include Director of the Open Data Institute Paris, Techstars Entrepreneur-in-residence and Managing director of Reporters Without Borders Canada. She lives in Paris, but (proudly) hails from Manila.

Guilhem Isaac Georges

VP, Sustainability



Guilhem Isaac Georges is Vice President, Sustainability at Contentsquare. He is responsible for the company's Environmental, Social and Corporate Governance (ESG) including the company's climate strategy.

Prior to joining Contentsquare in 2022, Guilhem served in the cabinet of the French Ministry of Ecological Transition as Political Advisor to the Minister, where he spearheaded the French plan for energy sovereignty in the context of the Ukraine crisis, the national framework for responsible advertising and France's contribution to the EU's upcoming Corporate Sustainability Reporting Directive (CSRD), a new law that sets out sustainability reporting standards. He has also been a cabinet member of the French Minister of the Environment, Energy and the Sea as advisor for Energy Transition and Green Jobs. He has served as an advisor for COP26 in Glasgow and the French Presidency of the Council of the European Union. Prior to this, Guilhem held sustainability leadership roles at companies including CMA CGM and Citeo.

Guilhem is an eco-activist who tracks the smallest gram of superfluous carbon. He graduated with a degree in Political Science from the University of Toulouse, France in 2005 and from Columbia University in New York in Ecology and Nature Conservation in 2018. He is the father of a little girl and a fan of music and gastronomy. He spends most of his leisure time renovating an old farm in the southwest of France.

Arnaud Gouchon

Chief Legal Officer



Arnaud Gouchon is Chief Legal Officer at Contentsquare and a full stack General Counsel with experience in both public companies and VC-backed hyper growth startups. He has responsibility over the Legal (commercial transactions, corporate & tax, IP, litigation, employment law), Digital Trust (privacy & data ethics) and Security functions.

Prior to joining Contentsquare in early 2019, Arnaud was Chief Legal Officer at PeopleDoc and VP Legal at Ultimate Software. His career spans all aspects of corporate law, M&A, intellectual property and patents, labor and employment, litigation and dispute resolution, insurance and risk management.

Arnaud is a problem-solving partner to the business, focused on turning legal and compliance challenges into business opportunities and revenue accelerators. He is passionate about building globally diverse legal teams. As a proponent of purposeful management, he leads a global team that is driven by strong values and authenticity with a clarity of purpose.

Arnaud acts as advisor to several startups and is a founding member of Tech GC, an independent peer community of General Counsels that shares knowledge and best practices. He attended law school in France and the US, graduating with a Masters of Law from the University Paris 12 in France and and earned his Master of Laws from Northwestern School of Law in the U.S.

Marion Ranvier

Director, Contentsquare Foundation



Born and raised in France, Marion Ranvier is founder and former CEO of AdaptMyWeb, an assistive technology acquired by Contentsquare in October 2020, which promotes web accessibility for all. Today, Marion is a web accessibility expert at Contentsquare and serves as the Director of the Contentsquare Foundation, a nonprofit organization dedicated to promoting digital accessibility in the areas of education, technology and corporate social responsibility.

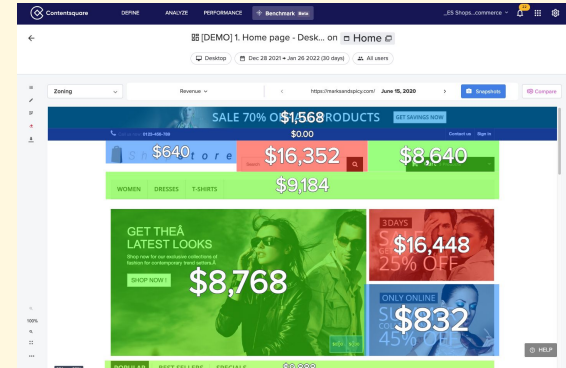
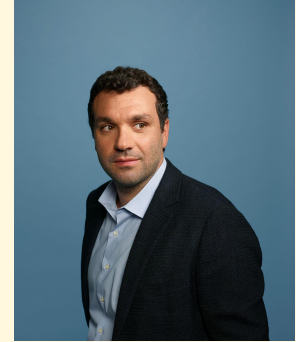
Marion suffers from mild dyslexia, one of the so-called 'invisible' disabilities, also known as 'hidden' disabilities. She has turned her personal experience with dyslexia into one of the most innovative solutions addressing the issue of digital inaccessibility today. She is passionate about accessibility and believes that learning differences can be an innovation driver for companies.

Prior to founding her own business, Marion worked in broadcast media production and distribution. Marion earned her Bachelor's Degree in Marketing from Omnes Education in Paris.

Images & Creative

You will find everything you need [here](#), including:

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



Media contacts

For any inquiries, please reach out to us!

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US, UK, APAC, etc.

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Thank you