

# Digital Experience Analytics: The Key to Maximizing Your Technology, Campaign and Product ROI

How digital leaders use DXA to spend smarter, operate leaner and drive higher revenue

Digital experience analytics (DXA) is more than just a tool; it's a strategic capability that transforms your organization by enabling everyone in your business to make data-driven decisions.

Contentsquare's DXA platform drives people transformation by enabling all digital teams to measure their contribution to business goals around one central view of the customer experience. Offering an unprecedented level of customer insights, DXA empowers you to create exceptional, unique customer experiences across every digital channel.



High load time alert !



Revenue lost \$103k

## 5 ways digital experience analytics help to maximize ROI

# 1

### Empower your team to make data-driven decisions with real-time customer data

Go beyond entry and exit level data to understand *why* customers behave the way they do online. DXA allows you to truly understand customer intent by tracking every click, hover, scroll and frustration within a page. With trillions of consumer interactions aggregated and analyzed, Contentsquare's DXA platform provides in-depth behavioral insights that enable you to create informed digital strategies that drive desired customer action and, ultimately, more revenue.

"We were able to see the ROI within four months of having onboarded the product." 🟡



# 2

### Make your entire martech stack smarter

Enrich your existing digital tech stack with mission-critical customer behavior and experience data. DXA makes your entire digital intelligence ecosystem smarter by allowing you to integrate your web analytics, Voice of Customer, application performance monitoring systems and personalization engines directly into the Contentsquare platform. Share intelligence across your tech stack, for deeper insights and smarter execution.

"Contentsquare's powerful visualizations puts it ahead of every other analytics solution in the market. We can put it in the hands of wider teams without months of learning how to use it." 🟡

- IKEA

# 25%

increase in site conversions gained by RingCentral having optimized their site with Contentsquare.

# 3

## Quickly find and fix site errors which are costing you money

Contentsquare automatically surfaces your biggest opportunities and issues in seconds. It's like having your own team of analysts crunch data and feed you a smarter to-do list. With DXA, you can quantify the impact of any site error on revenue and conversions to immediately prioritize your most business-impacting problems. Test and resolve technical errors costing you money and customers, and empower your entire team to build data-driven product and digital roadmaps.

**"\$22.5 million increase in annual revenue Centre Parcs gained by optimizing their site with Contentsquare insights."**



# 4

## Build high-converting, seamless journeys for returning visitors

Improve the retention and satisfaction of existing customers by proactively resolving frustrations and providing a seamless, intuitive and personalized customer experience. Use DXA to discover what content and information is most engaging for different audiences to ensure returning customers receive the right information at the right time.

**"Contentsquare helped us fine-tune how information is displayed on our website to ensure the customer journey is as smooth as possible."**



# 5

## Understand your biggest opportunities and improve cross-functional alignment with intuitive data visualizations

DXA lets you visualize at a glance your biggest opportunities for improvement, enabling you to make informed decisions about where to invest, optimize or rethink your digital experience. Make quick decisions based on easy-to-interpret visual data, saving time and strengthening cross-functional alignment with one central view of your customer experience that everyone can understand.

**"Contentsquare's superpower is that it's dangerously easy to use."**



Contentsquare delivers the power to make the digital world more human. The leader in digital experience analytics, its AI-powered platform provides rich insight into customer behaviors, feelings and intent, enabling businesses to develop empathy, create a lasting impact and build customer trust with security, privacy and accessibility.

Join over 1000 leading brands who are using Contentsquare today. Find out more at [contentsquare.com](https://www.contentsquare.com)

Want to see DXA in action? Watch our 6-minute product demo.

