



Contentsquare Press Kit

Last updated June 15, 2023

Inquiring about Contentsquare?

***Looking for expert commentary from
an executive?***

***Writing a story and looking for new
data?***

Please email
press@contentsquare.com and
someone will respond to you soon.

To stay up to date on the latest
Contentsquare news, please visit
<https://contentsquare.com/news/>.

Thank you!

Who we are

Contentsquare is a SaaS Experience Analytics platform that empowers brands to create better experiences on Web, Mobile and Apps.



Much of our lives today is online, yet many online experiences still fail to deliver the intuitive, human interaction we're used to offline. Companies must continually evolve and innovate to deliver experiences that are engaging, efficient, inspiring and rewarding.

In the last ten years, customer experience has emerged as the key competitive differentiator for brands across industries, and digital transformation has become a mission-critical concern for businesses. While studying at ESSEC business school in Paris, our founder Jonathan Cherki became fascinated with this gap between the digital experiences brands thought they were offering and what consumers were actually getting. As a college assignment, he started to develop an application to measure digital performance, and **in 2012, Contentsquare was born.**

From one French entrepreneur in a small Parisian attic, we've grown to a global workforce of over 1,800. We've raised \$1.4B in investment funding and, since 2019, acquired Clicktale, Pricing Assistant, Dareboost, Adapte Mon Web, Upstride and Hotjar, as well as PingPong, joining forces with the SMB product experience insights leader to deliver cutting-edge insights to businesses of all sizes and across all industries. We've also launched a startup incubator, Atomic Labs by Contentsquare, and the Contentsquare Foundation, a nonprofit dedicated to digital accessibility.

Today, Contentsquare is the largest dedicated experience analytics platform company, working with brands like Ford, L'Oreal, Sur la Table, Verizon, Prada Group, Sephora, Samsung, and Harrods.

Contentsquare Key Figures



1,000+ Enterprise customers
1M+ SMB customers



1,800
employees with 650+ in R&D



16 Offices
Paris, NYC, London, Tel Aviv,
Munich, Barcelona, Singapore,
Tokyo, and more!



7
acquisitions
since 2019



100+
patents



1.3M
Connections to the
Contentsquare platform
in 2022



10+ Trillion
Consumer interactions collected
on more than 1 million websites

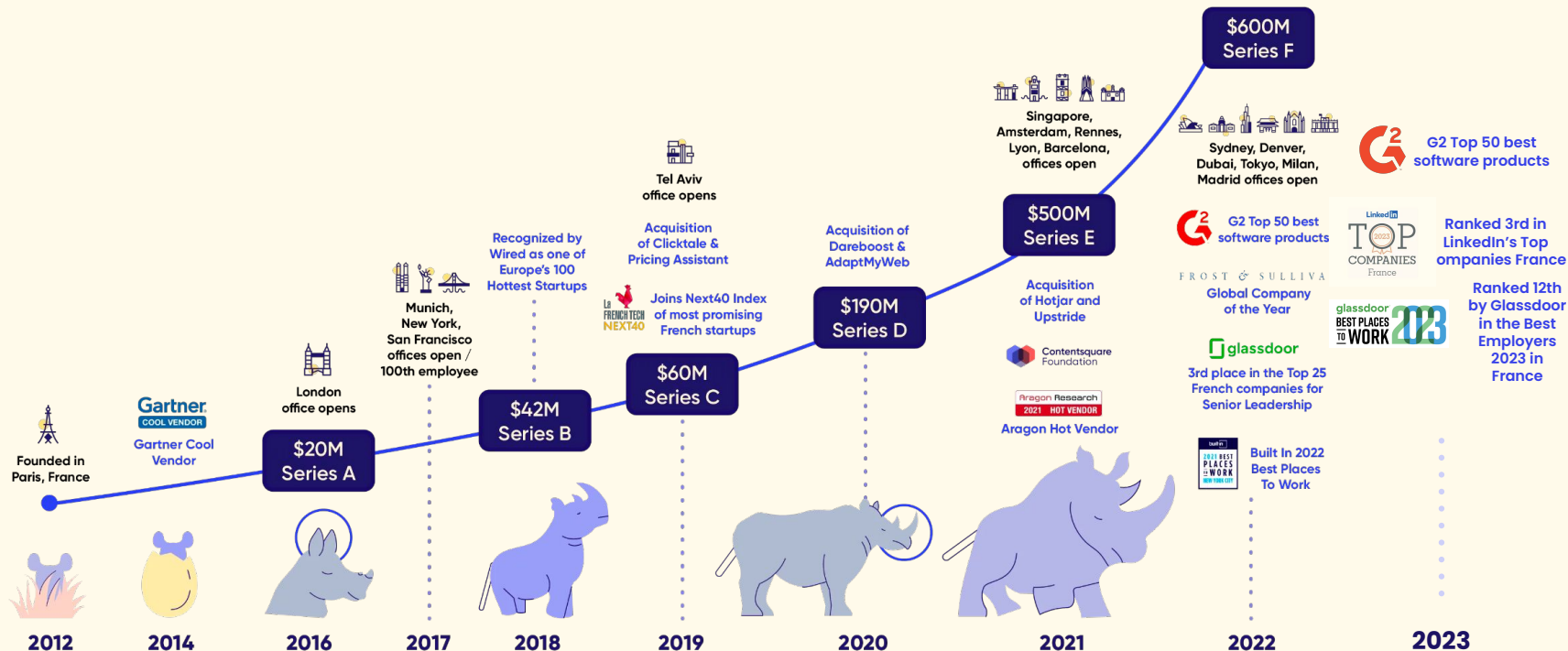
1 in 3 online experiences today is frustrating*

At Contentsquare, we want to bridge the gap between what customers expect from browsing online and the experiences provided by brands.

*Digital Experience Benchmark 2023



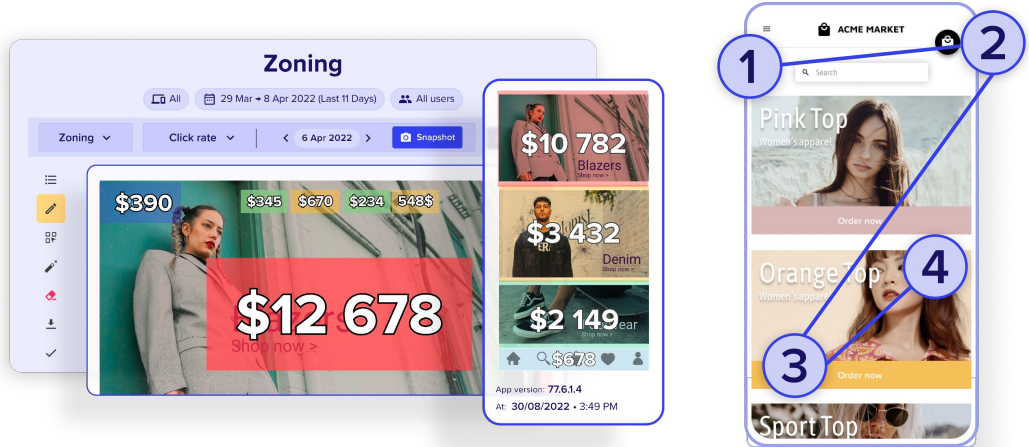
Contentsquare through the years



What we do

Contentsquare's intuitive SaaS (Software-as-a-service) technology **reveals the behavior, intent and feelings** of any and every user, allowing 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.**



Meet some of our speakers

From marketing to product innovation to customer experience, our executives can provide expert commentary for a story you may be working on. Please contact press@contentsquare.com.



Jonathan Cherki, Founder and CEO

- The story of how and why I founded Contentsquare
- Contentsquare vision for the next 20 years
- CX trends and the evolution of digital transformation
- The impact of experiences on technology innovation



Niki Hall, Chief Marketing Officer

- Understanding what customers want and delivering the experiences they desire
- Digital transformation for business resiliency
- The new CMO playbook -- why data is your responsibility too
- The imperative for inclusive, accessible, and human brands



Lucie Buisson, Chief Product Officer

- Scaling up Product Teams with AI: Best Practices for Hypergrowth
- The deal with data -- determining your best data strategy for your business
- How to deliver best-in-class Customer Experience



Nicolas Fritz, Chief People & Operations Officer

- How to implement a strong company culture
- Hybrid workplace



John O'Melia, Chief Customer Officer

- Strategies to maximize your digital customer experience
- Leveraging your customers to direct your business
- Brand marketing trends
- Tips to tapping into your brand potential

Our customers say it best

ORVIS

Family-owned retailer Orvis successfully rebuilt eCommerce offering from the ground up, naming Contentsquare the “single best tool” outside of in-person testing and direct feedback >> [Watch the video](#)



Leading retailer The North Face drove strategic initiatives on their site to ultimately improve overall site experience and conversions. >> [Read the case study](#)



With Contentsquare's data and insights, Toyota spotted 404 error trends with immediacy, made critical content and page flow changes, and reduced the number of users receiving error pages by 92%, decreasing frustrated customer exits by 10%. >> [Read the case study](#)

MOSS

Moss 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](#)



Contentsquare helped ASICS prioritize data-driven decisions and make data accessible to all, citing the tool as a "game-changer when it comes to making the right decisions and building a "more impactful" website. >> [Read the case study](#)

DE BEERS
JEWELLERS

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

SPACENK
APOTHECARY LONDON

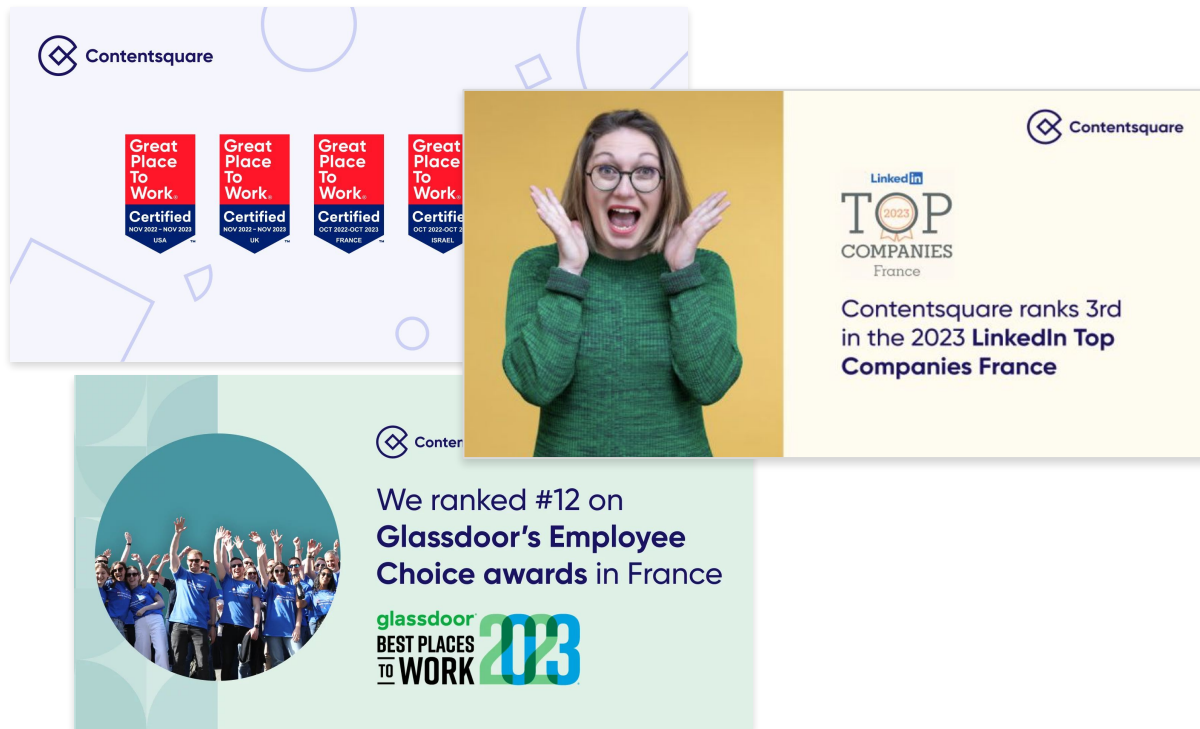
High-end cosmetics retailer Space NK made a small UX tweak to push +30% users through checkout >> [Watch the video](#)

Human Mission. Global Ambition.

Workplace culture is incredibly important to us. We're proud to share that Contentsquare has received key workplace and culture awards including ranking 3rd in **LinkedIn's Top Companies France** list — an annual ranking of the 25 best workplaces to grow a career. The LinkedIn Top Companies ranking identifies companies that offer the best opportunities for career progression. The ranking is based on seven pillars that have been shown to foster career progression, including Ability to advance, Skills growth, External opportunity, Gender diversity, and more.

We were also ranked 12th by **Glassdoor in the Best Employers 2023 in France**, a ranking highlighting the companies for which employees say they are most happy to work.

And, we were recently certified a **Great Place to Work!**



Innovation At Scale

We're proud of our product and are humbled that our innovation has been repeatedly recognized by **G2, the world's largest and most trusted software marketplace**, including as a Leader in Enterprise, Easiest to do Business With, and a Momentum Leader. G2 Awards are a great recognition of the meaningful work carried out by our product and engineering teams to raise the standards of customer experience so that everyone can enjoy experiences they seek, love and deserve.

In 2023, we commissioned **Forrester Consulting** to conduct a Total Economic Impact™ (TEI) study examining the potential return on investment (ROI) enterprises may realize by deploying our Digital Experience Analytics (DXA) platform. Forrester found that a composite organization—based on extensive interviews with five of our customers—achieved a 602% ROI from Contentsquare and payback in six months.

Frost & Sullivan also recognized us with the **2022 Global Company of the Year Award**.



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

