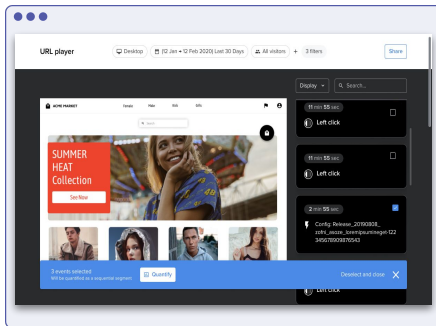


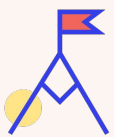
Contentsquare & Dynamic Yield

Contentsquare's integration with Dynamic Yield adds a visual layer of insights to your testing and personalization, so you can understand why your tests win or lose and iterate on successes.

dynamic
yield
by 



Understand the full influence of your personalized campaigns on customers' motivation and decisions: With the help of granular data, heatmaps, session recordings, surveys and more that analytics platforms can provide, you can obtain a holistic view on the user journey of the customers that interacted with your campaigns.



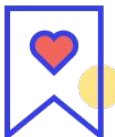
The challenge

Teams may know where there is an issue along the customer journey but often don't know what should be done to fix it or which alternative experiences should be provided. Additionally, once launched, a lack of insight into why a successful experience performed the way it did can leave open questions as to whether there was any collateral impact, and for who.



The solution

Through Zone-based Heatmaps and Customer Journey Analysis, dig into the main motivators driving user behavior on your properties and further understand why every Dynamic Yield experience performed the way it did and how it impacted your customers. Then, use the insights to further iterate on your personalization efforts for each segment.



Benefit

Deliver more personalized digital experiences. Uncover why your campaign out-performed or under-performed and develop stronger follow up tests.

Optimize your campaigns to drive business impact. Access actionable data in real-time to make necessary adjustments in your personalization strategy.

Identify the positive and negative impact of every personalized experience on each of your segments.

Showcase your personalization stories with easy-to-share visual reports that make data accessible to everyone in your organization.

How Customers Use Contentsquare & Dynamic Yield Today

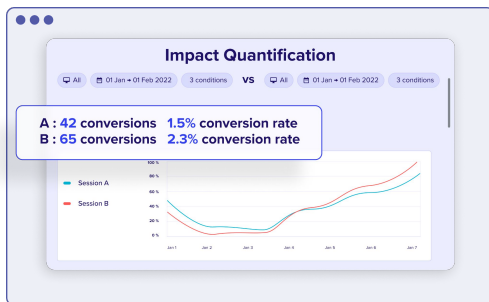
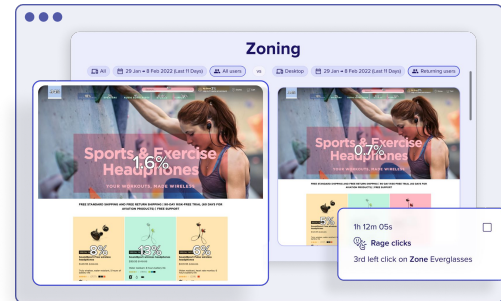
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Reveal why one campaign outperformed the other

Compare and contrast user behavior side-by-side and reveal why one campaign variant won or lost. Build more effective A/B tests and redesigns with behavioral insights.

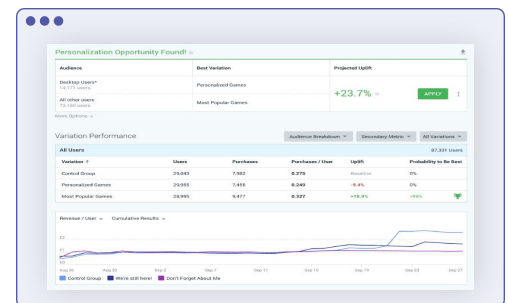


Understand how and why your customers behave differently

Uncover why one segment of users behaves differently from others. Analyze and quantify the impact of your campaigns with contextualized insights to act accordingly.

Optimize user experience in real-time

Unearth actionable insights in real-time to make necessary adjustments in your personalization strategy that will ultimately improve business results.



About

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 lasting impact and build customer trust with security, privacy and accessibility.

Contact

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