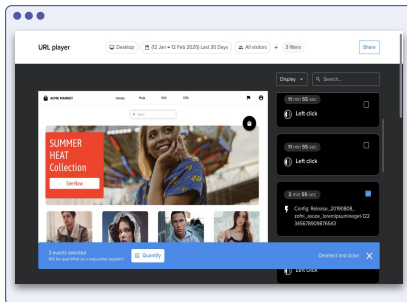
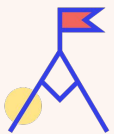


Contentsquare & Dynatrace

Get more value from your investments in Contentsquare and Dynatrace by seeing how performance truly affects your customers' experience.



Combine the technical data from Dynatrace with the behavioral data surfaced from Contentsquare to uncover and prioritize the issues that have the greatest impact on your customer experience and revenue.



The challenge

It's impossible to quantify the impact of issues on user experience when reviewing technical data in isolation. What do slow load times mean for your customer experience? How do you prioritize what to fix first based on impact on the customer experience and business?



The solution

Uncover how performance truly affects your customers' experience. Dynatrace alerts you when issues occur. Contentsquare shows you exactly what a user was doing before and during the error occurrence, so that you can remediate issues quickly and with the full picture.



Benefits

Reduce time to fix and speed up resolution time by eliminating the need to recreate issues.

Identify the root cause of customer struggle by connecting the dots to Dynatrace directly after reviewing sessions within Contentsquare.

Prioritize issues that matter most by combining the technical data from Dynatrace with the behavioral data from Contentsquare.

Quantify lost revenue by uncovering how many visitors were impacted by the issue and expose the impact it had on conversion rates and revenue.

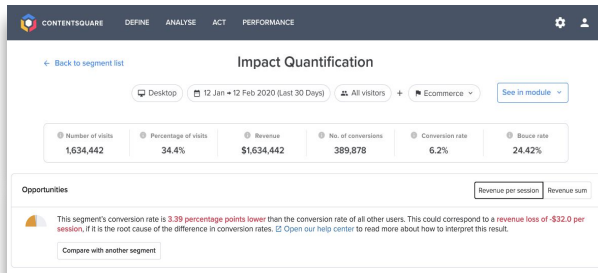
See what a user was doing before, during, and after an issue occurred to uncover how the issue impacted their behavior.

Eliminate silos by commenting on sessions within CS and sharing across teams. Provide both technical and business teams with context needed to identify and resolve issues fast.

How Customers Use Contentsquare & Dynatrace Today

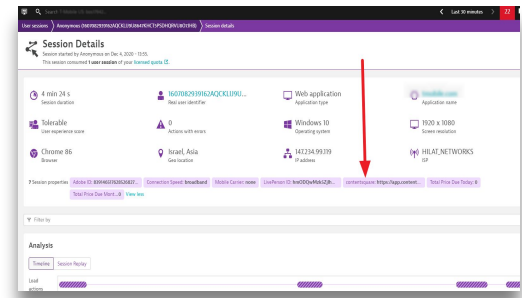
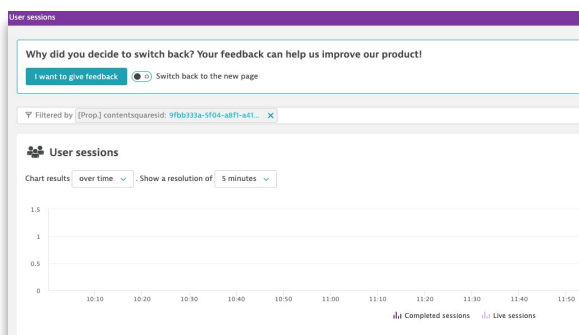
Understand the impact of performance on your customers' experience

Link from Dynatrace directly to Contentsquare to visualize replays of the performance issues surfaced. Pinpoint the exact moment as issues occur. Place comments and share across your team to align everybody on the issue.



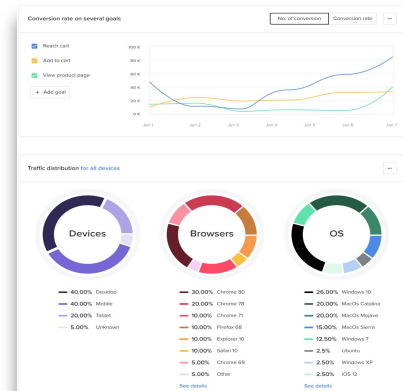
Identify the root cause of customer struggle and reduce time-to-fix

Investigate the struggle you see visitors experiencing in session replays by connecting the dots to Dynatrace, digging deeper into the error causing the issue, and passing Dynatrace information and Contentsquare session replays to your technical teams to resolve without having to spend cycles trying to recreate the issue.



Quantify Lost Revenue

Quantify how many visitors are impacted and the loss of revenue, then prioritize by that impact. Separate outliers from common issues that should be addressed quickly.



Link directly to Dynatrace from within Contentsquare

Identified an issue in a Contentsquare session replay? Link directly to the session in Dynatrace to deep dive into the technical data surfacing the root cause of the issue.



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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