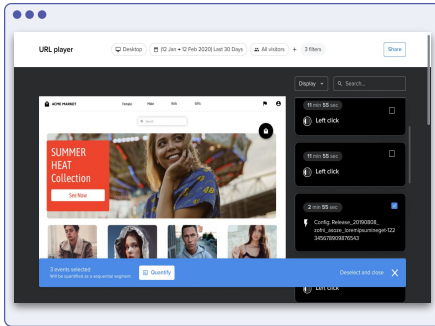
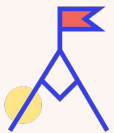


Contentsquare & 6sense

Understand the behaviors, feelings and intent of B2B customers with the combined power of Contentsquare and 6sense.



6sense uncovers unknown visitor buying behavior, prioritizes accounts for sales and marketing, and enables them to engage resistant buying teams with personalized, multi-channel, multi-touch campaigns. Leverage 6sense Insights data directly within Contentsquare for deeper segmentation of visitors based on company, industry, and more.



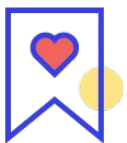
The challenge

Brands need to deliver customer-centric digital experiences that showcase the right content to the right buyer. However, determining which segments visitors belong to, what content they engage with, and understanding how personalized campaigns perform is challenging.



The solution

With Contentsquare + 6sense, prioritize which B2B market segments will benefit most from personalized and contextualized digital experiences and provides a deep understanding of which content is working and which is not. Visualize, quantify and validate the effectiveness of your 6sense-powered personalized campaigns.



Benefit

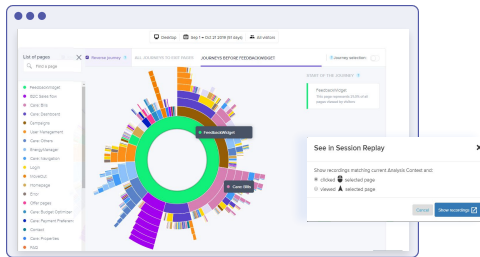
Prioritize which B2B market segments will benefit most from personalized digital experience campaigns.

Quantify the impact that the unique behaviors of each B2B segment is having on your performance metrics.

Visualize exactly how each B2B market segment interacts with your content differently.

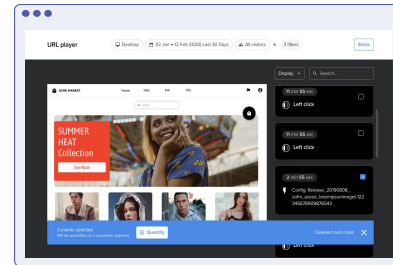
Validate the effectiveness of your B2B personalization campaigns and quantify the impact they are having on your company's bottom line.

How Customers Use Contentsquare & 6sense



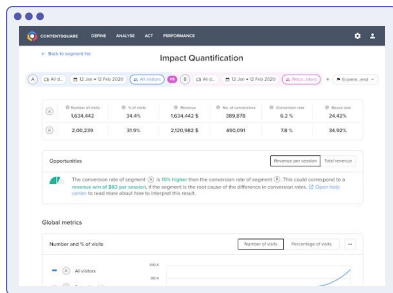
Prioritize your personalization efforts

Prioritize which B2B market segments will benefit most from personalized digital experience campaigns. Create segments in Contentsquare based on 6sense-provided insights such as Company Name, Industry, Company Size to uncover which segments are most ripe for personalization campaigns.



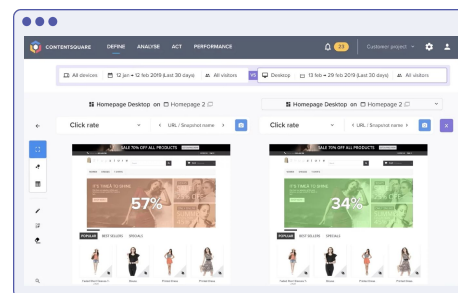
Create stronger hypotheses

Visualize exactly how each B2B market segment interacts with your content differently. Leverage this newfound understanding to create personalization campaign hypotheses that are more likely to drive increased conversions.



Quantify impact

Quantify the impact that the unique behaviors of each B2B segment are having on your performance metrics and create campaigns that address the root-cause of any unintended visitor behaviors or digital experience issues.



Validate effectiveness

Leverage Contentsquare's segmentation capabilities to validate the effectiveness of your B2B personalization campaigns and quantify the impact they are having on your company's bottom line.



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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