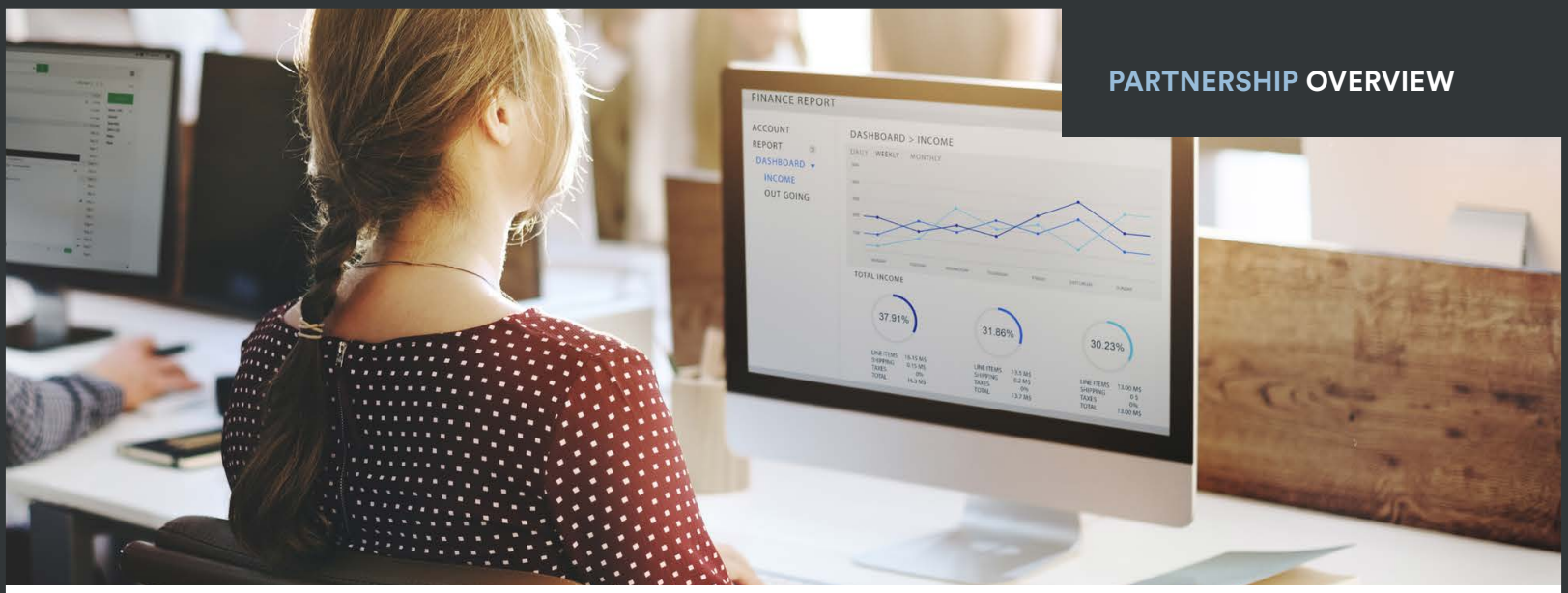


EVOLV AI + CONTENTSQUARE

Visualize Evolv AI Optimization and Personalization Experiments Using Contentsquare's Experience Analytics Platform

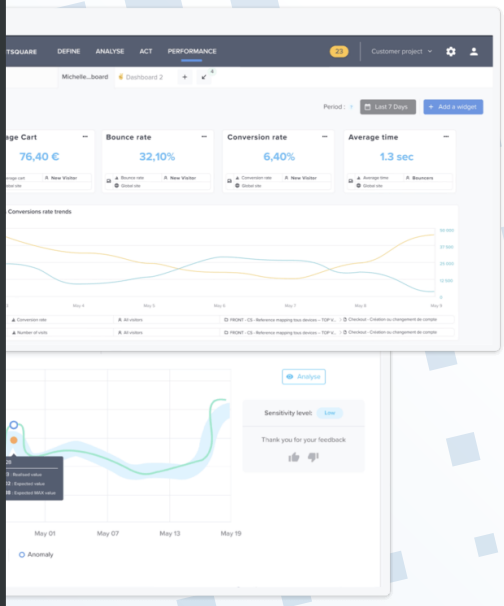
THE CHALLENGE

Contentsquare users want the flexibility to visualize the data and results from experiments running in Evolv AI using their existing environment. Building that integration from scratch would be time-consuming and resource-intensive.



THE SOLUTION

Speed up the integration of Evolv AI's Experience Platform to Contentsquare's Experience Analytics Platform using an out-of-the-box connector built by Contentsquare. The connector brings a unidirectional data feed from Evolv AI to Contentsquare and is available through Contentsquare's Technology Partner Directory. The resulting integration helps teams better understand how and why visitors and customers are interacting with digital platforms, based on Evolv AI experiments. This enables teams to identify areas of focus and run more accurate tests that create bigger uplifts more often.



THE BENEFITS/RESULTS

Contentsquare users benefit from rapid and easy integration to an Evolv AI environment which delivers:

- Reliable and accurate data feeds
- Rich and granular access to experiment data, including results

Visualizing Evolv AI data in Contentsquare unlocks many advantages:

- Understand why one test variant performed better than the other
- Iterate based on findings to fine-tune testing and increase conversion uplift again and again
- Understand how tests influence visitor behavior using Contentsquare's zoning and session replay technology
- Even tests that don't provide an uplift may have a positive impact on the user experience (UX)
- Test confidently and take fast action thanks to Contentsquare's instant insights and easy-to-read metrics.
- Reduce the impact of underperforming test variants by quickly identifying winning alternatives

ABOUT EVOLV AI

We believe that digital experiences are formed from hundreds of design choices in millions of combinations. Our AI-driven optimization and personalization platform continuously serves better experiences that connect with visitors and customers. This is why digital leaders rely on us to define their experimentation strategy, generate a constant source of new ideas to be explored, and leverage our proprietary AI to progressively optimize their customer experience to find the best customer journey.

EVOLV AI

Visit evolv.ai for more information or email partners@evolv.ai

CONTENTSQUARE

Visit contentsquare.com for more information. Contact your Customer Success Manager or email partnerships partnerships@contentsquare.com

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