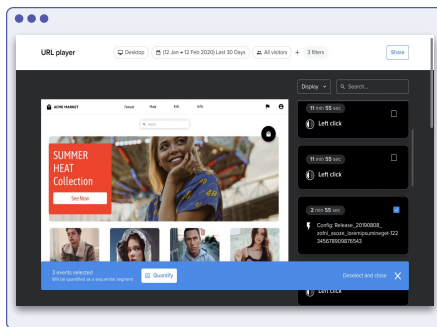


Contentsquare & Kameleoon

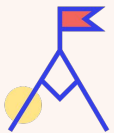
Maximize the impact of your optimization efforts and deliver outstanding customer experiences with the only optimization platform designed for all teams and tech stacks.



"With the current pace of digital transformation, and innovation a major focus of brands competing on customer experience, the ability to measure the impact of experimentation and personalization efforts is crucial to business success. Customer insights should run through the marketing stack, and integrating with a solution like Kameleoon enables brands to drive even more value from their testing strategy and customer journey improvements."

– **Pierre Casanova**

Chief Revenue Officer at Contentsquare



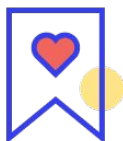
The challenge

Marketing and product teams miss out on significant optimization opportunities when their customer data exists in siloes. With data stored disparately in analytics and experimentation tools, teams cannot leverage insights to create better customer experiences on every digital channel.



The solution

The Contentsquare and Kameleoon partnership and integration gives brands the ability to easily explore customer behavior across all digital channels and devices and uncover new optimization opportunities in order to create ever-better customer experiences. Brands can leverage each platform's unique solutions – in real time – to drive conversion rates, customer engagement, and revenue.



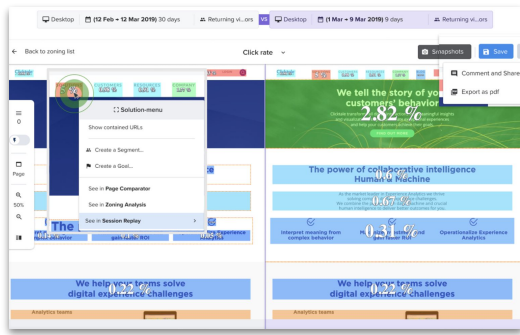
Benefits

Easily share data between Contentsquare and Kameleoon, without code or developer help, using our native data bridge.

Send Contentsquare Live Signals to Kameleoon and target high-priority audiences as they interact with your page.

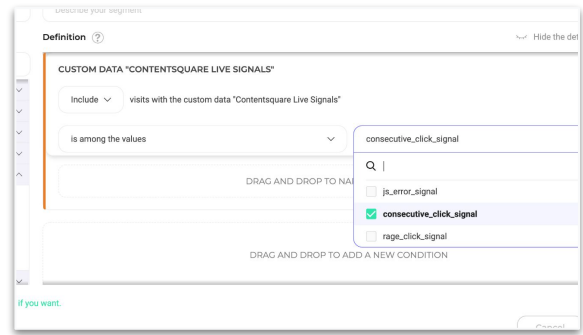
Validate ideas with Kameleoon experiments and make data-driven decisions about your customer experience strategy.

Understand visitors' intentions and interactions with your experiments by sending experiment results to Contentsquare for in-depth analysis.



Understand why a test won or lost, and how it affected business goals

Leverage Contentsquare session replay and side-by-side zoning analysis to witness the experience a customer had interacting with a variation or a personalization. Use the information to understand how the experience affected business goals such as conversion, engagement, and revenue. Equipped with insight, optimize the experience with data-driven UX that you can easily test again with Kameleoon.

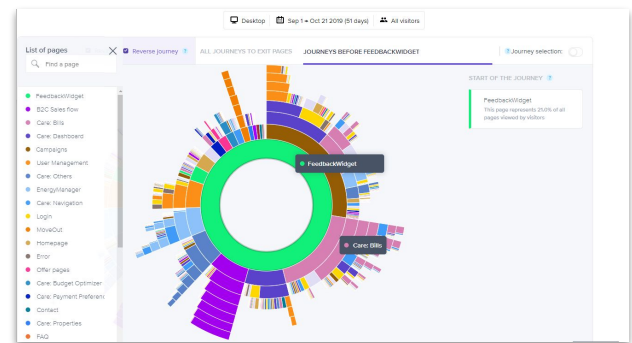


Deliver personalized experiences in real-time

Create audiences using Contentsquare Live Signals and target your visitors with client or server-side tests and experiences based on their on-site behaviors. Use Kameleoon's AI Prediction and Personalization solution to deliver dynamic experiences at the right moment, e.g., customer-recovery when a customer displays dissatisfaction with your site or products.

Build an A/B testing roadmap based on customer behavior

Use Contentsquare Insights to explore correlations between customer journey experiences and the impact they're having on your conversion rates and revenue. Harness the insights provided from Contentsquare to ideate new customer-centric, revenue-building opportunities for experimentation and personalization.



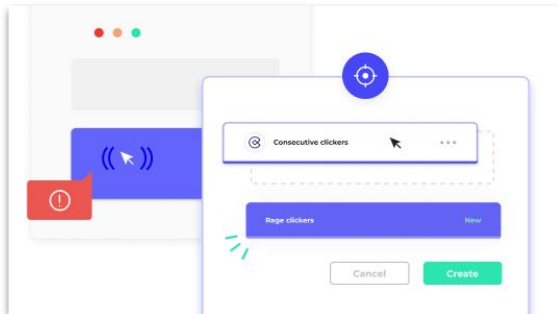
About Contentsquare

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

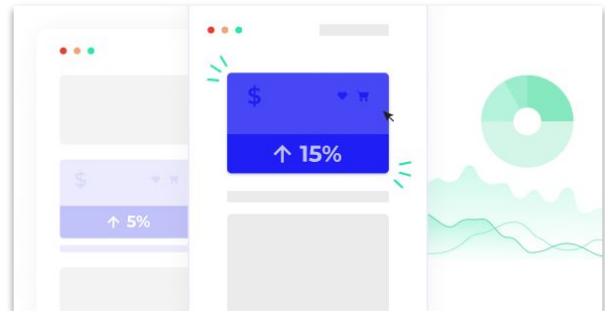
partnerships@contentsquare.com

How Customers Use Contentsquare & Kameleoon Today



Instantly mitigate negative customer experiences

An insurance company noticed visitors' frustration signals completing a form online. Rather than waiting for developers to code changes to the form, the brand leveraged Kameleoon to quickly implement a personalized counter-experience that quantifiably reduced visitors' negative experiences.

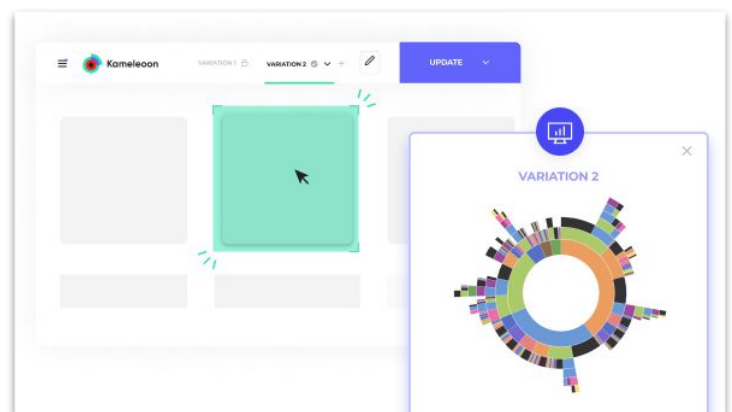


Test website layout for higher conversion rates

A hospitality brand optimized the placement of their website element promoting their rewards program to returning guests who have shown interest (measured in the number of clicks, page visits, and time spent on page) in the program previously. After testing multiple positions, the brand saw a significant lift in sign-ups among returning guests.

Leverage insights to provide visitors with relevant information

Using Contentsquare's Zone-based Heatmaps, an ecommerce retailer offering custom-built products noticed that new visitors are disproportionately interested in the brand's shipping and assembly policies. By experimenting with their Kameleoon-powered widget that targeted first-time visitors, the brand was able to validate their hypothesis that including information about shipping and assembly policies would drive more engagement with the widget.



About Kameleoon

Kameleoon is the only optimization platform that offers hybrid experimentation, enabling users to create server-side experiments with client-side capabilities. Kameleoon is also the only HIPAA-compliant experimentation solution. The platform provides Web Experimentation, Full Stack and Feature Flagging, and AI-powered Personalization solutions to mid and enterprise-sized companies world-wide.

Contact

partnerships@contentsquare.com