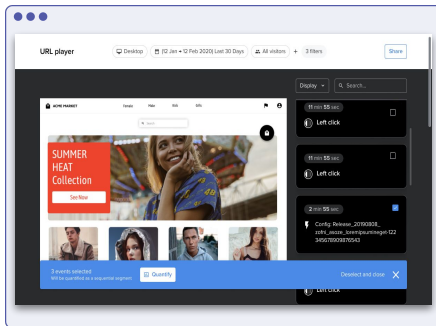
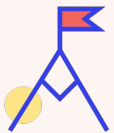


Contentsquare & UserTesting

Deliver the digital experiences your customers desire most by analyzing behavioral patterns, understanding the "why" behind the behaviors, and quantifying their impact.



Together, with UserTesting and Contentsquare, organizations are empowered with the right mix of qualitative and quantitative data they need to make customer-centric decisions that increase engagement across digital platforms.



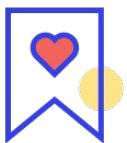
The challenge

Companies building digital experiences use various tools and processes to continuously collect and analyze metrics related to usability, content effectiveness, product performance, and overall site engagement. These metrics deliver immense value by telling product and marketing teams what behaviors their customers' are exhibiting but don't always explain why these behaviors are occurring.



The solution

By combining Contentsquare's powerful customer behavior analytics platform, customer journey analysis, merchandising analysis and session replay with UserTesting's on-demand human insight platform, you can understand the "why" behind the "what", taking the guesswork out of experience decisions and enabling you to deliver the digital journeys your customers desire most.



Benefits

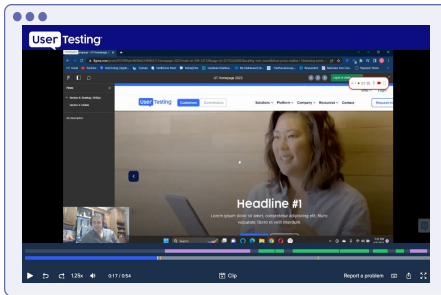
Enrich UserTesting tests results with site data collected by Contentsquare.

Quantify how many customers are experiencing similar journeys or frustrations surfaced by UserTesting.

Validate hypotheses of customer behaviors and uncover the why behind the behavior.

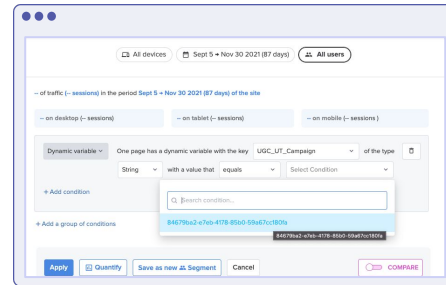
Set experience thresholds and alerts in Contentsquare and **quickly react to anomalies** by launching a UserTesting test.

How Customers Use Contentsquare & UserTesting Today



Get a complete picture of your customer

Combine user feedback in UserTesting with session replays and journeys in Contentsquare to connect qualitative and quantitative insights, and create the right experiences for all target customers



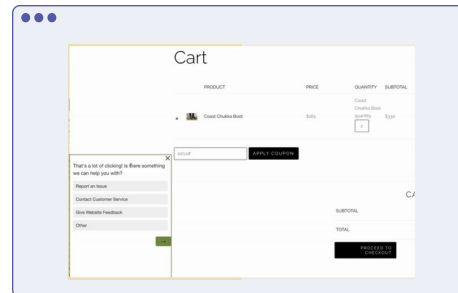
Reveal how many customers have similar journeys

Unlock more granular analysis through behavioral segmentation in Contentsquare to enrich UserTesting feedback. Analyze your UserTesting results with Contentsquare behavioral data to quantify how many of your customers are impacted by the same issue



Effectively monitor digital experiences

Set experience thresholds and alerts with Contentsquare and quickly react to anomalies in behavior by launching a UserTesting test to better understand why they're occurring.



Retarget customers based on intent or any experience problems

Trigger Live Signals when users encounter a bug or error to prompt them to give feedback using a UserTesting test.



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

partnerships@contentsquare.com