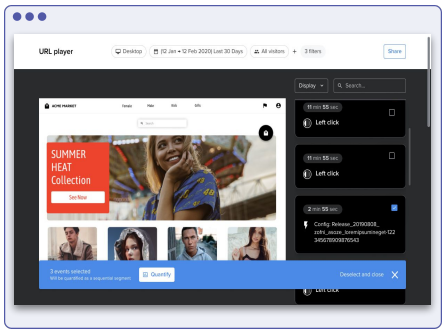
Contentsquare

Contentsquare & Bloomreach

Combine Contentsquare and Bloomreach insights to deliver more personalized experiences and further analyze and quantify the impact on your digital experience metrics.

bloomreach



Contentsquare's two-way integration with Bloomreach Engagement adds unique insights from Contentsquare to customer profiles in Bloomreach allowing you to trigger more personalized actions. Further, surface Bloomreach segments within Contentsquare for deeper analysis of your customer experience and uncover the impact your campaigns have on your site metrics.

The challenge

Bloomreach creates omni-channel campaigns that treat customers the way they expect to be treated. How can targeting capabilities be enriched based on customer intent? How can customers be re-engaged that suffered from frustration and friction in the digital experience? And how can "the why" behind campaign performance be better understood?"

The solution

Improve the relevance and conversion rates of your email, SMS, in-app, and web notification campaigns based on your customers intent and digital experience in real time. Further, leverage Bloomreach data within Contentsquare to analyze and quantify the impact your campaigns have on the bottom line—while uncovering why.

Benefit

Analyze and quantify the impact of your campaigns with contextualized digital experience insights.

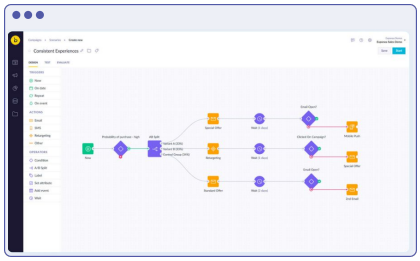
Unearth meaningful insights with Bloomreach segment data layered into Contentsquare visualizations.

Leverage Contentsquare's behavioral signals to trigger contextualized marketing campaigns in Bloomreach to grow more revenue.

Compare, contrast, and uncover why one campaign outperformed the other.

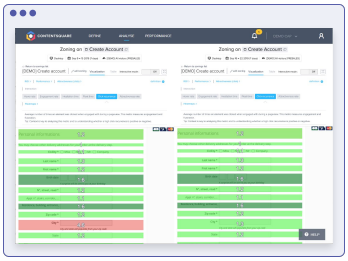
Customers Using Contentsquare & Bloomreach

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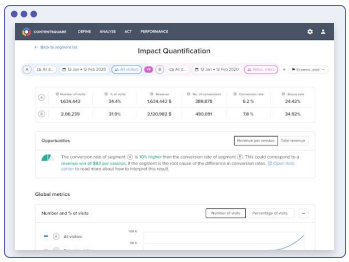
Deliver hyper-personalized marketing campaigns

Leverage Contentsquare's real-time behavioral signals to send personalized cart recovery emails or SMS, reactivation campaigns, in-app messages, or in-session banners and notifications that empathize with any digital experience issues or frustrations that customers experienced.



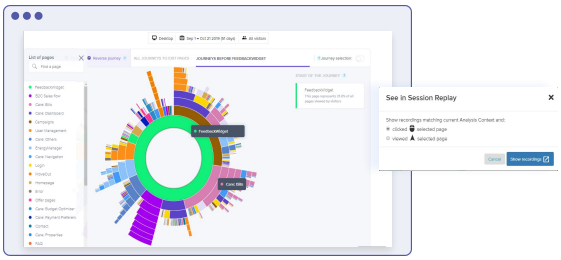
Conduct deeper analysis of campaign performance

Layer Bloomreach segment data within Contentsquare to reveal why one campaign outperformed the other. Leverage side-by-side Zone-Based Heatmaps and Session Replays to compare user behavior and reveal why one campaign variant won or lost.



Understand how and why your customers behave differently

Leverage Contentsquare to uncover why one Bloomreach segment of users behaves differently from others. Then quantify how those differences impact your bottom line and act accordingly.



Quantify and optimize how campaigns are performing

Leverage Bloomreach segment data in Contentsquare to surface the conversion and revenue impact of your campaigns. Then, conduct a deep-dive analysis to uncover why, allowing you to iterate based on a newfound understanding of your customers.

Contentsquare

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