

# See how performance truly affects your customer's experience.



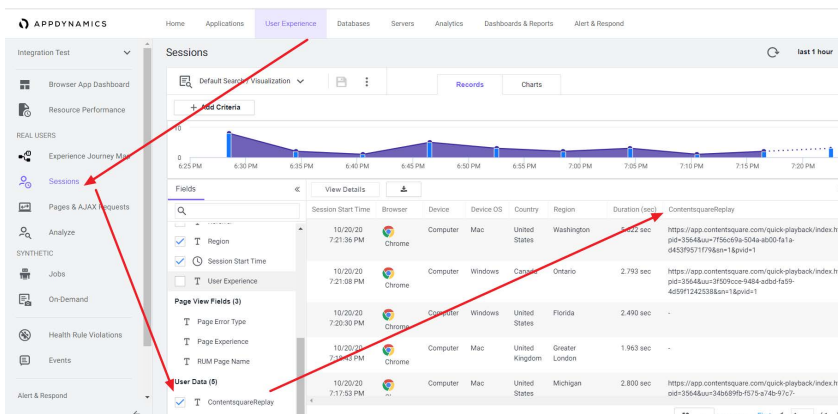
Visibility



What do slow load times mean for your customer? What is the root error causing your customers to behave the way they do? And how do you prioritize what to fix based on impact to the business?

## Understand the impact of performance on your customer experience

Through the Contentsquare & AppDynamics integration, Contentsquare records user actions before and during an error occurrence, so you can remediate issues quickly with a complete picture. You can dramatically reduce the time-to-repair of system errors by examining your impacted users' exact session. Further, with a single click, quantify and track the revenue loss caused by issues within your digital experience.



## HOW THE CONTENTSQUARE INTEGRATION HELPS:

- **Quantify** - Measure the business and revenue impact of performance issues.
- **Visualize** - Replay user sessions to fully understand your experience issues.
- **Accelerate** - Reduce time-to-resolution by side-stepping the need to spend countless cycles trying to recreate issues.

## Identify the root cause of customer struggle

Investigate customer issues within session replays and utilize data and metrics from AppDynamics to dig deeper into the root cause of ongoing issues. Pass the information from AppDynamics and the session replay from Contentsquare to your technical teams to resolve the issue without having to spend countless cycles trying to recreate the issue.

## Quantify revenue impact and prioritize the issues that matter most

Separate outliers from the common issues that should be addressed quickly.

Combine the technical data from AppDynamics with the behavioral data surfaced from Contentsquare to uncover and prioritize the issues that have the greatest impact on your customer experience and revenue. Confirm how many visitors were impacted by the issue and quantify the overall impact on revenue.

**Impact Quantification**

Ⓐ All devices Aug 31 → Sep 6 2021 (7 days) Sessions with transactions vs Ⓑ All devices Aug 31 → Sep 6 2021 (7 days) Returning users + Ecommerce

Ⓐ **3.57% (7,676)** of all sessions match the conditions ▶ Ⓑ **29.3% (63,064)** of all sessions match the conditions ▶

	Conversion		Revenue	
	No. of conversions	Conversion rate	Revenue	Median cart
Ⓐ	<b>7,676</b>	<b>100%</b>	<b>\$384,318</b>	<b>\$43.0</b>
Ⓑ	<b>2,788</b>	<b>4.42%</b>	<b>\$144,952</b>	<b>\$43.0</b>
vs.	7,676 for All users	3.57% for All users	\$384,318 for All users	\$43.0 for All users

↑ High opportunity detected for segment Ⓑ

Segment B converted 95.6% less than segment A. If segment B converted as well as segment A, you could earn up to \$2,591,997 total additional revenue.

Result is statistically significant

▼ Show more metrics

Leverage Impact Quantification to uncover the conversion and revenue impact of performance issues.

## Enable team collaboration

Go from AppDynamics browser monitoring to a Contentsquare session replay to visualize the performance issues surfaced and pinpoint the exact moment an issue occurs. Place comments directly in the replay and share across your team to align everyone around the issues that need their attention. This will enable your teams to stay ahead of issues before they spiral out of control and have a larger impact on the business and customers.

## Want to find out more?

Learn more about the Contentsquare and AppDynamics integration?

<https://partners.contentsquare.com/technology-partners/appdynamics>