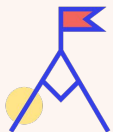
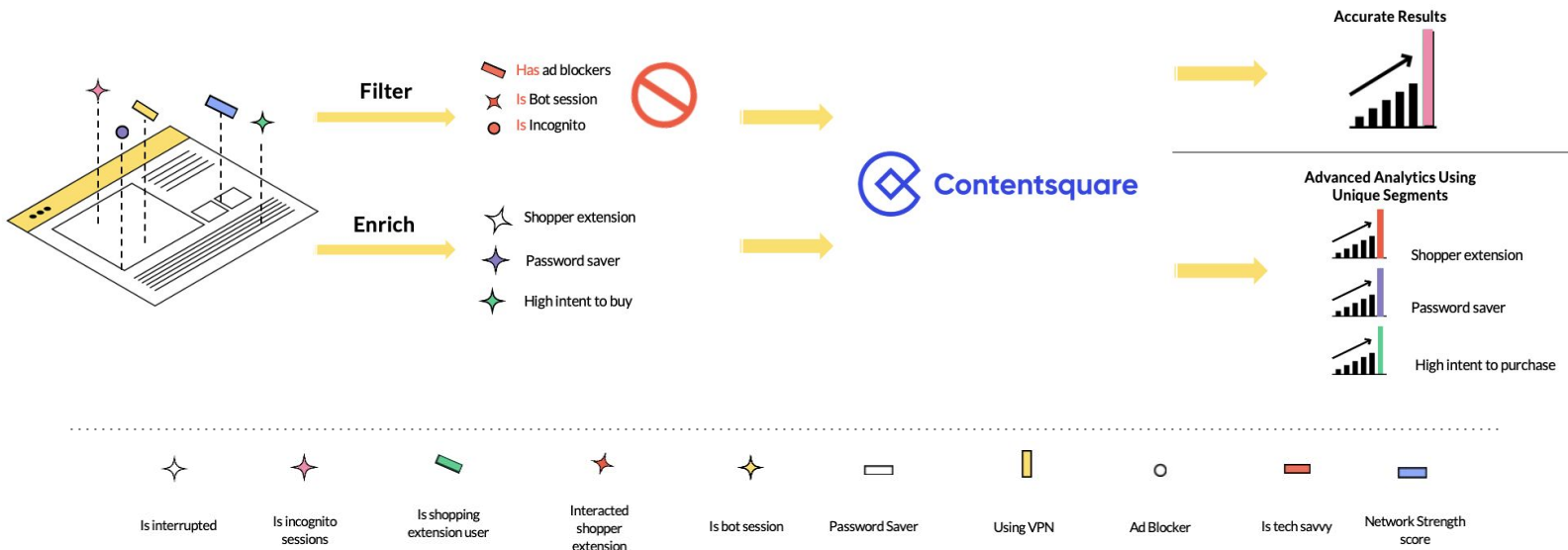


Contentsquare & Namogoo

Namogoo's integration with Contentsquare sheds light on the majority of your visitors — **your first-time and unknown customers**. With unique cookie-free and non-PII data points, segments, and predictions from Namogoo you can conduct advanced deep-dives, noise filtering, breakdowns, and analyses in Contentsquare..

NAMOGOO



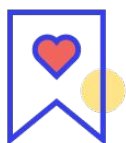
The challenge

75% of customers online today are unknown. Many of them are first time visitors or do not give privacy consent, preventing the brand from deriving meaningful insights. These visitors often exit the buying journey before the brand can take action. Therefore, it becomes nearly impossible to conduct robust analysis, exploration, segmentation, make predictions and take action on these visitors.



The solution

Namogoo's integration allows brands to enrich their data set with unique, non-PII data points, segments and predictions (such as intent to buy, retention, LTV, interactions) and enables them to identify impactful actions which can increase key business metrics. Namogoo's technology is deployed on 1.2 Billion unique monthly visitors, amongst the largest E-commerce, digital and retail brands.



Benefits

Increase revenue and conversion by detecting high quality shoppers based on unique data

Filter out noise and irrelevant populations to have clean data to make smarter decisions

Enrich your analysis with unique non-PII data on the visitors, their devices, their journeys and content running on the site while they're browsing

Make accurate conclusions for experiments and actions you take on a daily basis

Namogoo is Trusted by Leading Brands



KURT
GEIGER

ocado

M&S

JCPenney

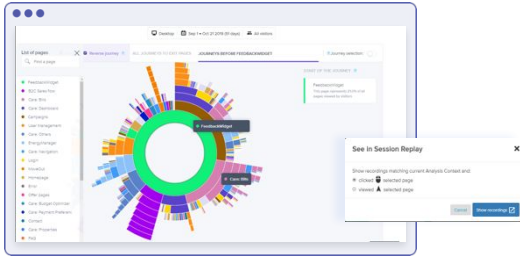


Argos

Eddie Bauer

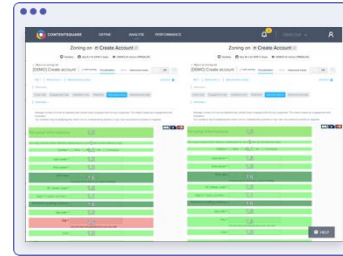
LAMPS PLUS

How Customers use Contentsquare & Namogoo Today



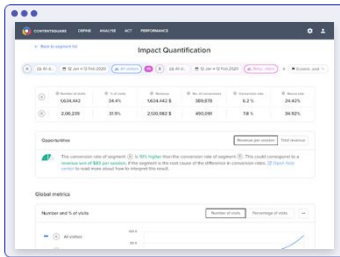
Analyze impact of all browser extensions

Use Namogoo's data on coupon and price comparison extensions such as Honey, Amazon Assistant, password savers and ad blockers to analyze their effect on your visitors' journeys. Identify which of these interactions positively improve KPIs or conversely interrupt a customer's path to purchase and lead to friction and frustration.



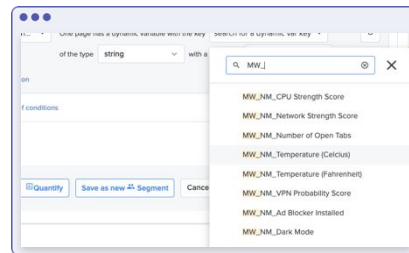
Optimize digital experiences based on Device Speed & Network Strength

Visitors' network quality, device CPU strength, their preferred language, are just a few examples of factors that impact your visitors' journey and KPIs. Cross reference these in Contentsquare to identify how these factors affect your visitors' experience and optimize accordingly.



Find gold e-commerce audiences

Gold populations identified by Namogoo are proven to convert 50%-200% higher than the average. Leverage Namogoo's real-time, AI-driven segmentation data natively within Contentsquare. Use these segments to determine which are most valuable, conduct accurate segment-based analyses, and build tailored customer journeys.



Filter out noise from your analytics

Analytics can be contaminated and skewed due to noise in the data from bots, visitors browsing in private mode, or using VPN's, etc. Brands use Namogoo's unique, client-side data to filter out this noise in order to reach smarter and more accurate conclusions and take better actions.



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