Propel data-driven innovation through experimentation

Optimizely

**Digital experience platform**
A unified platform bringing together digital commerce, content management, omnichannel marketing, and experimentation capabilities.

**Contentsquare**

**Digital experience analytics platform**
A platform that provides unique behavioral insights to inform your roadmap, prioritize tests and build a better optimization program.

**The complete experimentation cycle**

- **Surface**
  Find actionable insights on which to base your test hypothesis.
  → Contentsquare

- **Test**
  Build and track experiments in Optimizely.
  → Optimizely

- **Measure**
  Understand the impact on engagement, revenue, and conversion.
  → Contentsquare + Optimizely

- **Optimize**
  Ideate and iterate based on your learnings.
  → Contentsquare + Optimizely
Optimizely will tell you that you have a losing test, and Contentsquare will tell you why. Using both platforms together allows you to deep dive into what visitors are doing on the control versus the variant and gives you answers at speed as to why things lose. It helps you iterate on that variant whatever the outcome and crucially helps you avoid an experimentation brick wall with you throwing 50 ideas at a wall to see what sticks.”

Andrew Warne
Product Analytics Manager / MoneySavingExpert

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### Contentsquare

**Intuitive data visualization**
Use Journey Analysis after a test to see how each variant explored your site, represented in a simple sunburst graphic.

**Complete behavior**
Capture Session Replay lets you recreate individual sessions to reveal what caused specific behaviors.

**Deeper variant analysis**
Zone-Based Heatmaps reveal why a test won or lost. Compare user behavior on each variant side-by-side and understand how visitors interact with every in-page element using unique engagement, conversion, and revenue metrics.

**Better results, with less effort**
Insights constantly monitors your site to reveal previously unseen test opportunities.

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### Optimizely

**Unlock confident decision-making**
We help you optimize based on real-time data and insights with suggestions on content, campaigns, products, and layouts while continuously experimenting along the way.

**Get automatically better**
Provide customers a ‘next-best’ experience with your brand so that every time your customer digitally interacts with your organization, it’s a better experience than the last.

**A platform built for the whole team**
Understand what content you need, create it with ease and make optimizations quickly, all in one place.

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Visit contentsquare.com for more information.
Contact your Customer Success Manager or email partnerships@contentsquare.com.

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