

DELIVER DATA-DRIVEN EXPERIMENTATION



CONTENTSQUARE

Digital Experience Analytics Platform

Unique behavioural insights to inform your roadmap, prioritise tests and build a better optimisation programme.



Optimizely

Progressive Delivery & Experimentation Platform

A unified platform for feature flagging, progressive rollouts, and A/B/n testing across the entire customer journey.

The complete experimentation cycle

Find actionable insights to base your test hypothesis on.



SURFACE

TEST

Build and track experiments in Optimizely.



Optimizely

Ideate and iterate based on your learnings.



OPTIMISE

MEASURE

Understand the impact on engagement, revenue and conversion.



Joint Clients



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 give 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,
MONEY SAVING EXPERT

1 Intuitive Data Visualisation

Use [Journey Analysis](#) after a test to see how each variant explored your site, represented in a simple sunburst graphic.

2 Complete Behaviour Capture

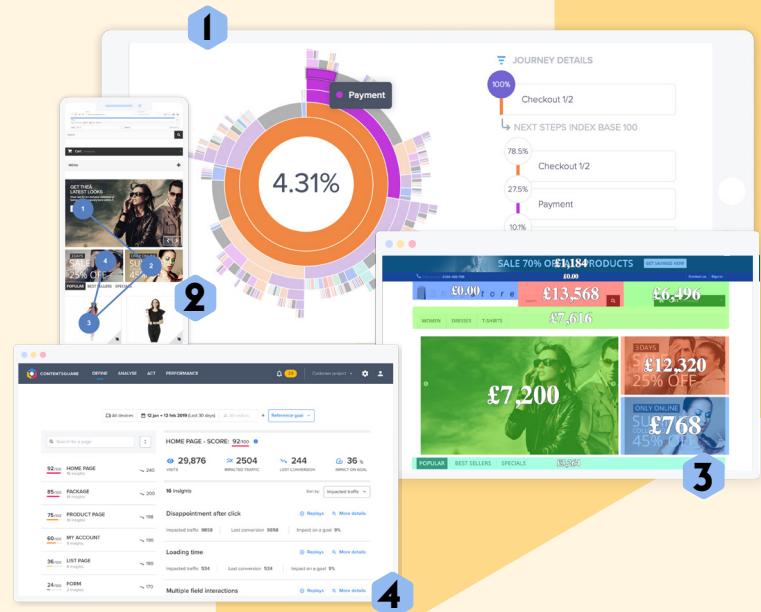
[Session Replay](#) lets you recreate individual sessions to reveal what caused specific behaviours.

3 Deeper Variant Analysis

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

4 Better results, with less effort

[Insights](#) constantly monitors your site to reveal previously unseen test opportunities.



Optimizely

Run more experiments

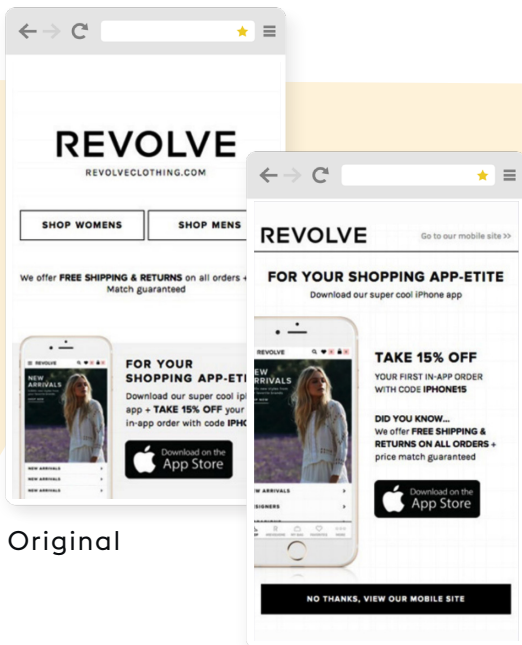
Powerful front-end A/B and multi-page experimentation built for the enterprise, with industry-first features like Exclusion Groups that let you safely run multiple experiments on the same page.

Avoid laborious technical setup

Out of the box functionality for the modern web with features to support dynamic websites, single page applications and dynamic content

A product built for the whole team

Bring business users and developers closer together in one place - use visual editor and extensions for non-technical users; allow for risk mitigation through feature flagging, progressive rollouts, robust APIs and flexible custom code for developers and product teams.



Original

Variation

Visit [contentsquare.com](https://www.contentsquare.com) for more information
 Contact your Customer Success Manager
 or email partnerships@contentsquare.com

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