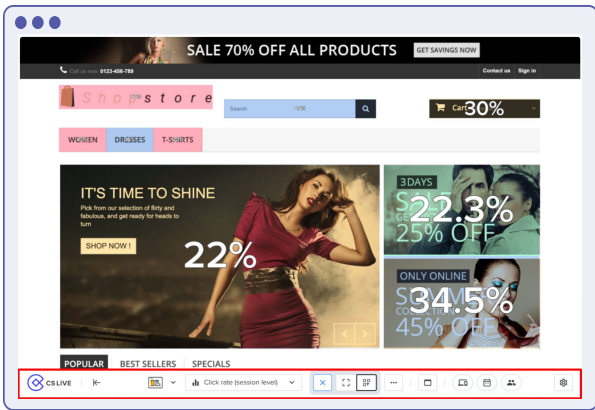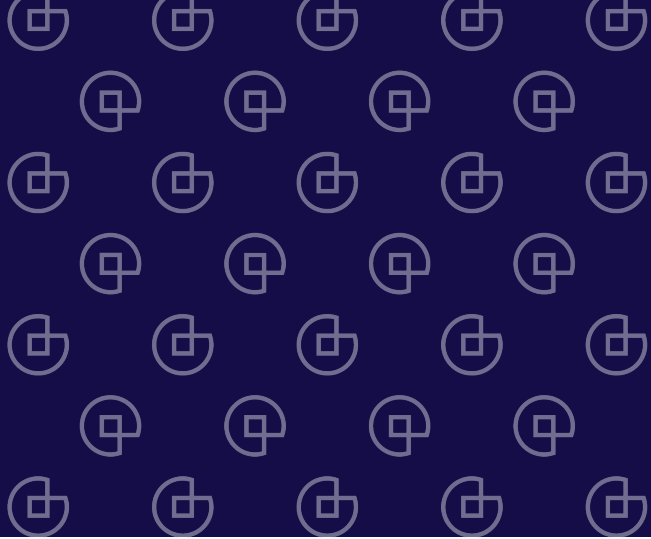# Optimizely Contentsquare

Zone Based Heatmaps
powered by Contentsquare

Optimizely and Contentsquare combine to offer Zone Based Heatmaps to Optimizely customers. Leverage an overview of how users navigate a site and then experiment with those insights to improve customer interactions and conversions.

Contentsquare provides user data about their frustrations and behaviour, then provides intelligent recommendations to improve conversion rates and revenue. Optimizely uses these intelligent recommendations to deploy useful experimentations that are proven to boost customer engagement and conversion rates.
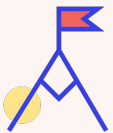
The challenge

Many organizations today are faced with a lack of understanding into why customers aren't converting. They struggle with a limited view of which users and segments are most valuable and don't have a single view of all interactions on their website. This makes it difficult for experience optimization and UX teams to get a holistic view of which test areas or experiments are most important.

The solution

Available to Optimizely customers, Zone-based Heatmaps is a Chrome Extension—*powered by Contentsquare*—that enables you to create heatmaps and zoning analyses directly on-top of your own website. Leverage this unique capability to quickly uncover how visitors engage with your website. Prioritize your test roadmap, build stronger test hypotheses, and uncover meaningful insights from active or concluded tests.
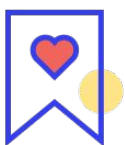
Benefits

Prioritize your experimentation roadmap to improve your impact.

Uncover the why behind your campaign results and build stronger follow up experiments.

Build robust experiment hypotheses.

Compare Zone Based Heatmaps to inform your experiments.

Contentsquare Optimizely

Understand the 'why' of user behavior

Compare key customer segments to see how site elements affect behaviour and conversion rate. Target specific audiences with new experiments based on their interactions, or lack of, driven by data.

Zone-Based Heatmaps show why a test succeeded or failed. Utilize unique engagement, conversion, and revenue data to compare user behaviour on each variation side by side and see how visitors interact with each in-page feature.
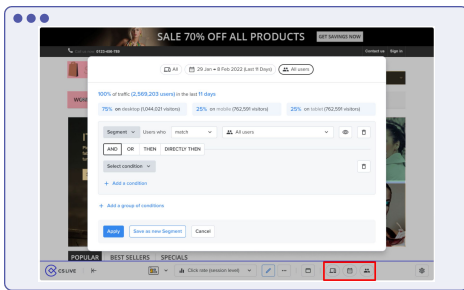
Optimize your user experiences at scale

Zone-Based Heatmaps enable you to understand the impact of your in-page behaviour; where users click, hesitate, and how far they scroll.

Additionally, they aggregate data, helping you tailor your digital experiences to the intent of your most valuable customers, matched against the experiments you have executed or would like to execute in the future.
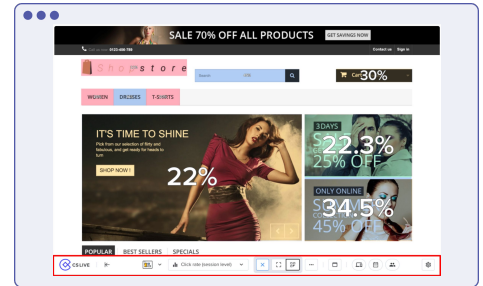
Answer experience questions fast

An aggregated view reveals advanced in-page behaviours such as clicks, hesitations, and scrolls and easily export and share heatmaps with digital teams and key stakeholders.

Quickly discover the revenue and conversion rate of each page element, then use this data to deliver more successful experiences.
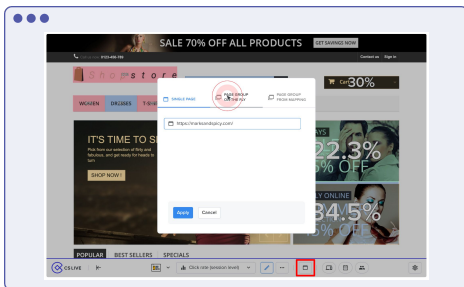
Boost site performance

Drive more conversion and revenue from the same traffic by knowing where to place content, product, and UX elements within pages and journeys. Analyse the performance of key experiments, campaigns and testing variations, then take informed action based on ROI data and user intent.

Compare two different test variations, devices, metrics, or customer segments. Learn the impact of different user behaviours and optimize based on what brings your business the most value.
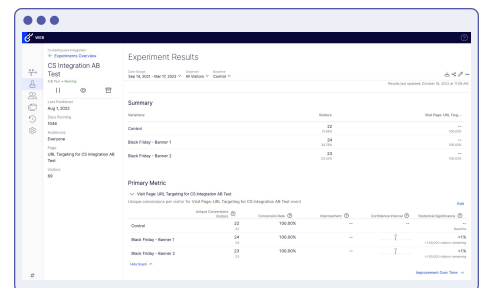
Contentsquare

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.

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