



E-Book

How to complete your tech stack with Digital Experience Intelligence



Introduction

The digital experience intelligence landscape evolves quickly, and it's sometimes confusing how solutions overlap between categories.

Maybe you're struggling to find the right analytics tool for the job.

Perhaps you've asked yourself if there's a way to make all your analytics tools work better together, rather than each one solving problems in isolation.

Or maybe one of your priorities this year is to evaluate a legacy tech stack that's performing OK (read: average), but you know there's more you can do.

This ebook aims to answer these questions and more. You'll learn:

- The similarities and differences between each digital analytics tool
- How a digital experience intelligence platform works hand-in-hand with each tool to deliver the best possible customer experience.

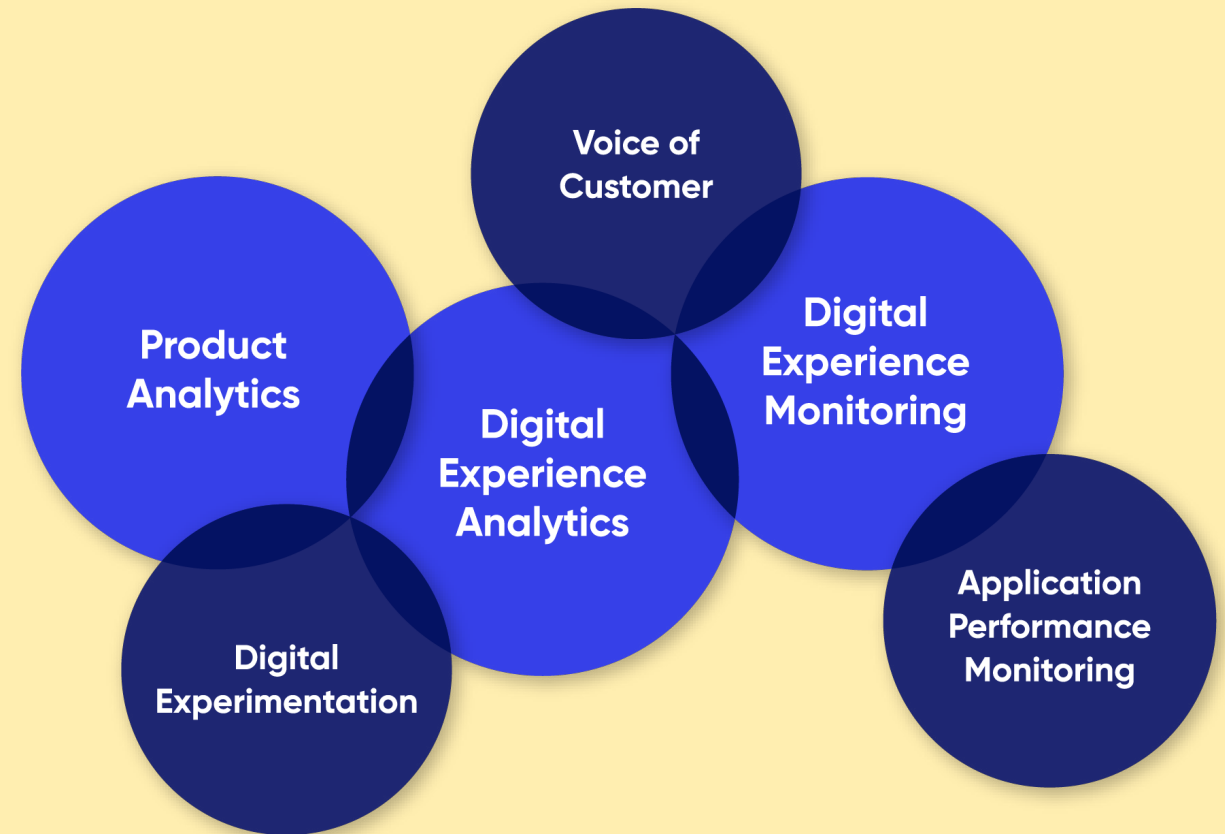


Bringing digital experience intelligence into your analytics mix is like bringing an experienced coach to an all-star team roster. Done well, you'll produce moments of sheer brilliance on the playing field as a single, united team.

Ready?
Let's get started.

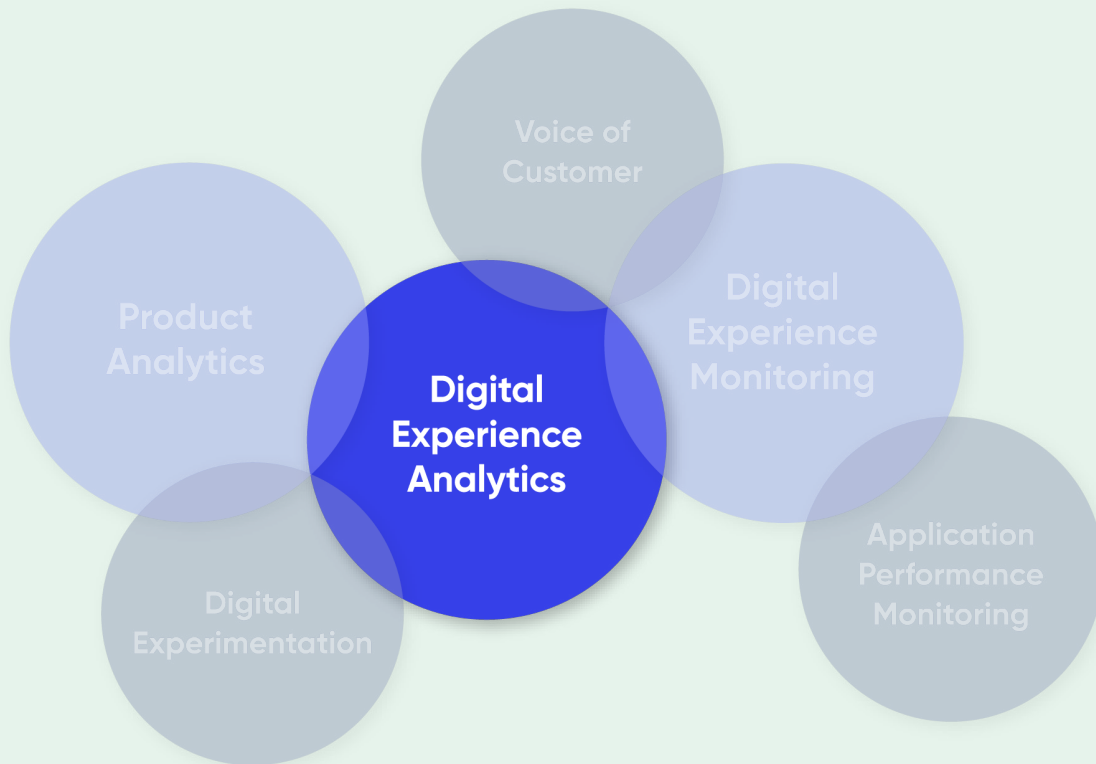
Part 1: A snapshot of the digital experience intelligence landscape

First, let's understand where each digital experience intelligence tool sits in your tech stack and their relationship with each other.



A view of the digital experience intelligence ecosystem.

About Digital Experience Analytics



Digital experience analytics solutions help you understand what your customers desire, identify your customers' intentions and compare them to their actual experiences. From there, you'll be able to discover the problems in the digital experience, validate assumptions and take action with behavioral data.

What: Helps brands measure, visualize, quantify, and improve customer experiences on websites and apps by understanding your customers' needs, frustrations and motivations with behavioral data.

Why: 90% of customer behavior on web happens between clicks. This behavior holds clues to why your customers are behaving the way they are and how you can improve their digital experience to drive conversion.

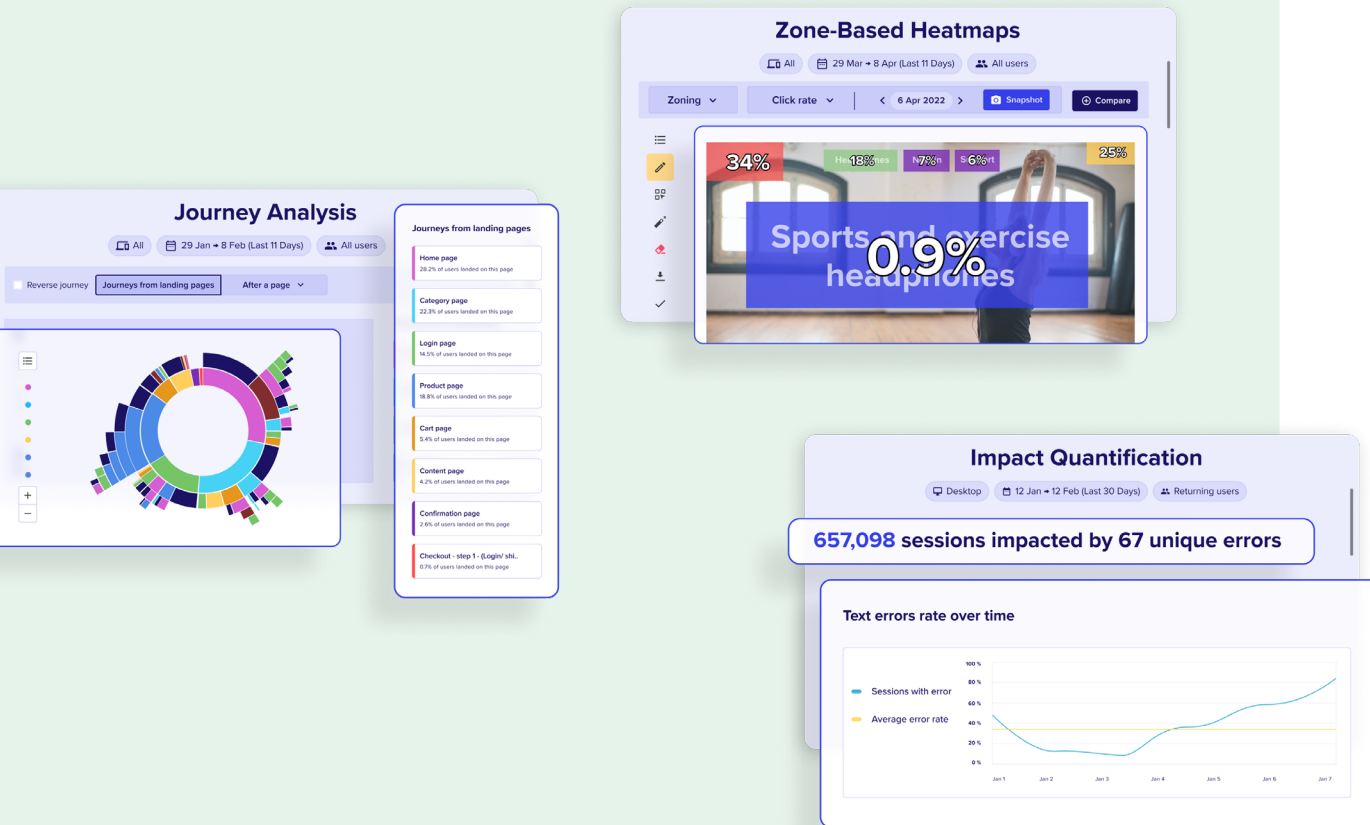
Metrics: Hesitation, exposure, engagement, points of friction, revenue attribution, and more.

Signature visualizations: Journey Analysis, Zone-Based Heatmaps, and Impact Quantification for all of the above metrics.

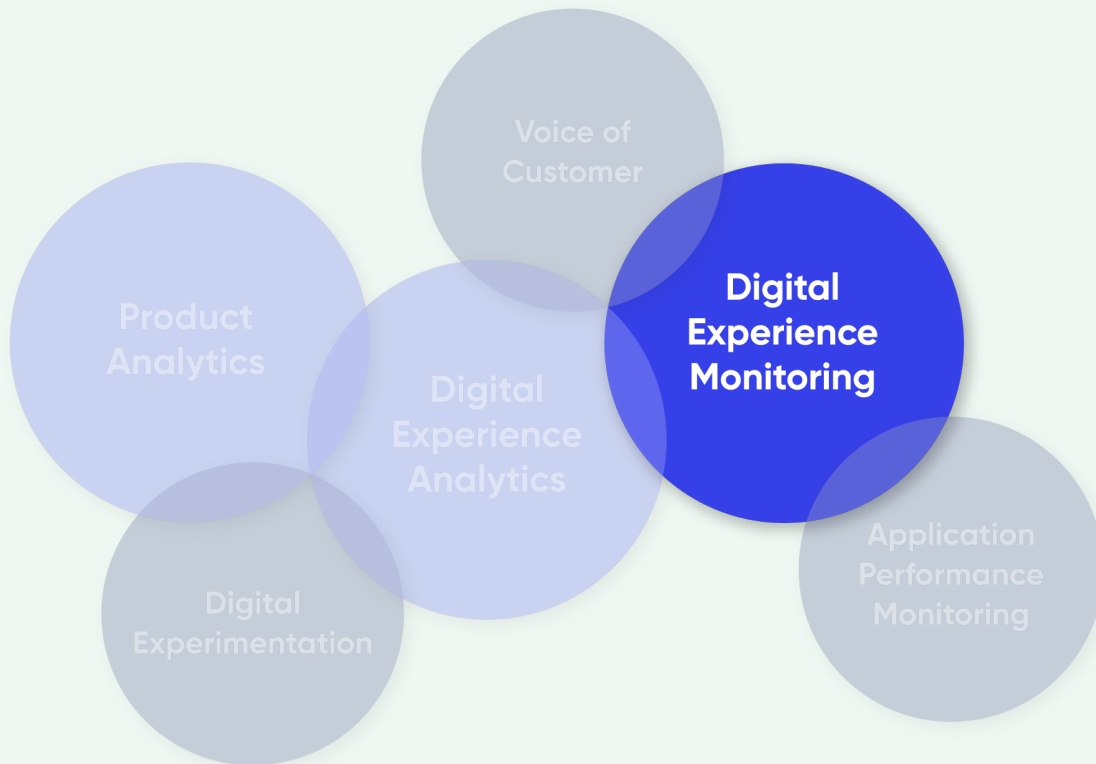
Questions answered: What content catches your visitors' eyes and makes them engage? Are there any points of frustration preventing them from making a purchase? How can you optimize their journey from landing page to check out?

Used by: UI/UX, product, eCommerce, digital, analytics, and marketing teams.

Limitations when used alone: Usually, digital experience analytics is combined with other digital experience intelligence technologies described in this ebook. Digital experience analytics helps extend the value from the entire digital experience intelligence stack by closing insight gaps, showing why users behave the way they do, enabling the digital team to quantify the business impact of behaviors and issues.



About Digital Experience Monitoring



Digital experience monitoring solutions help you both proactively and reactively identify and resolve UX, technical and performance issues on web and mobile apps. By collecting and analyzing data about the end user experience, digital experience monitoring helps organizations identify and fix performance problems, resolve errors and other issues, and improve the user experience.

Combine digital experience monitoring with digital experience analytics to address all sources of friction, including technical and performance-related issues along with UX/UI and content issues.

What: Find and fix both technical and non-technical errors, and optimize performance, both proactively and reactively.

Why: 80% of users say they are frustrated with digital experience. Obstacles like performance and errors strongly correlate to key business outcomes like conversions and abandonment.

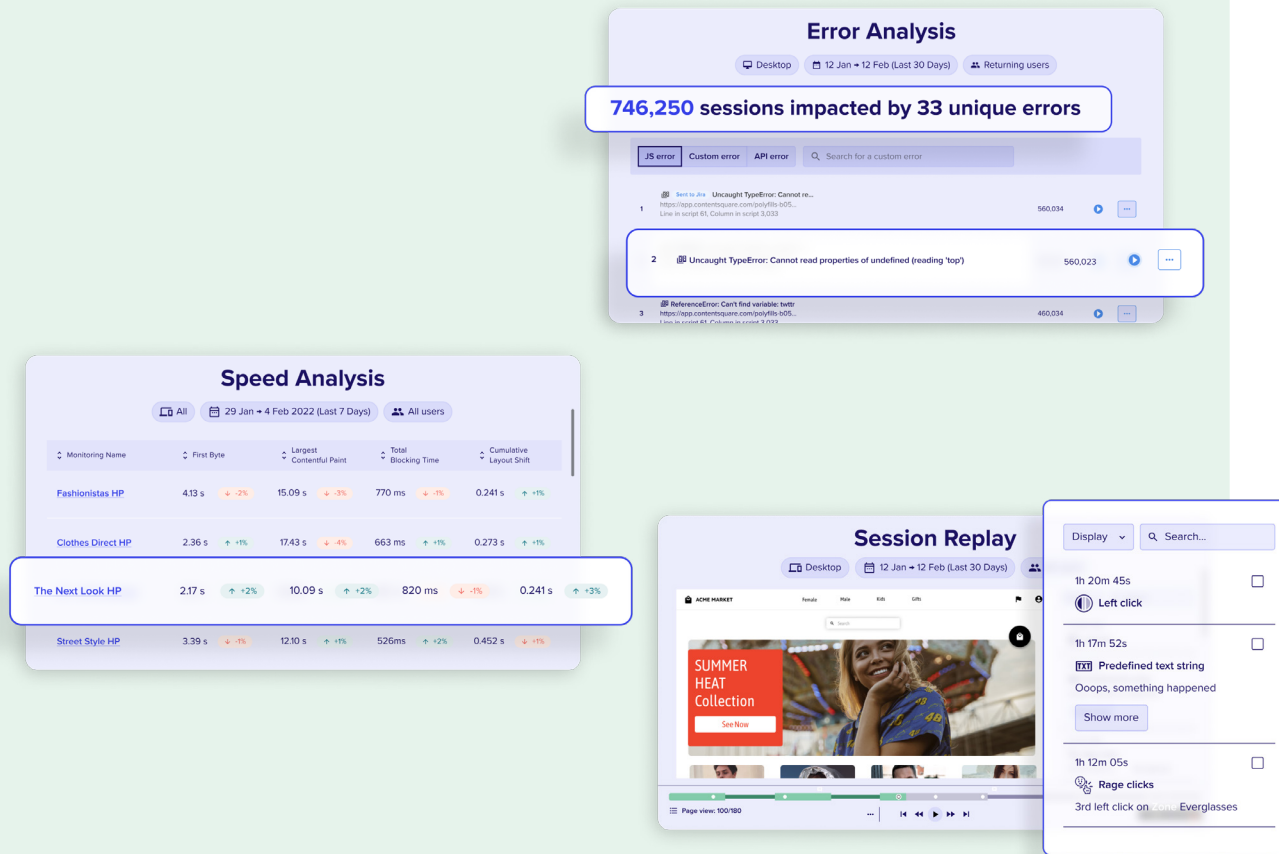
Metrics: Errors and scale of errors, app crashes, user frustration, Core Web Vitals*, revenue attribution, etc.

Signature visualizations: Session Replay, Speed analysis*, Error analysis, Crash analysis on apps, Impact Quantification, Frustration Scoring*, etc.

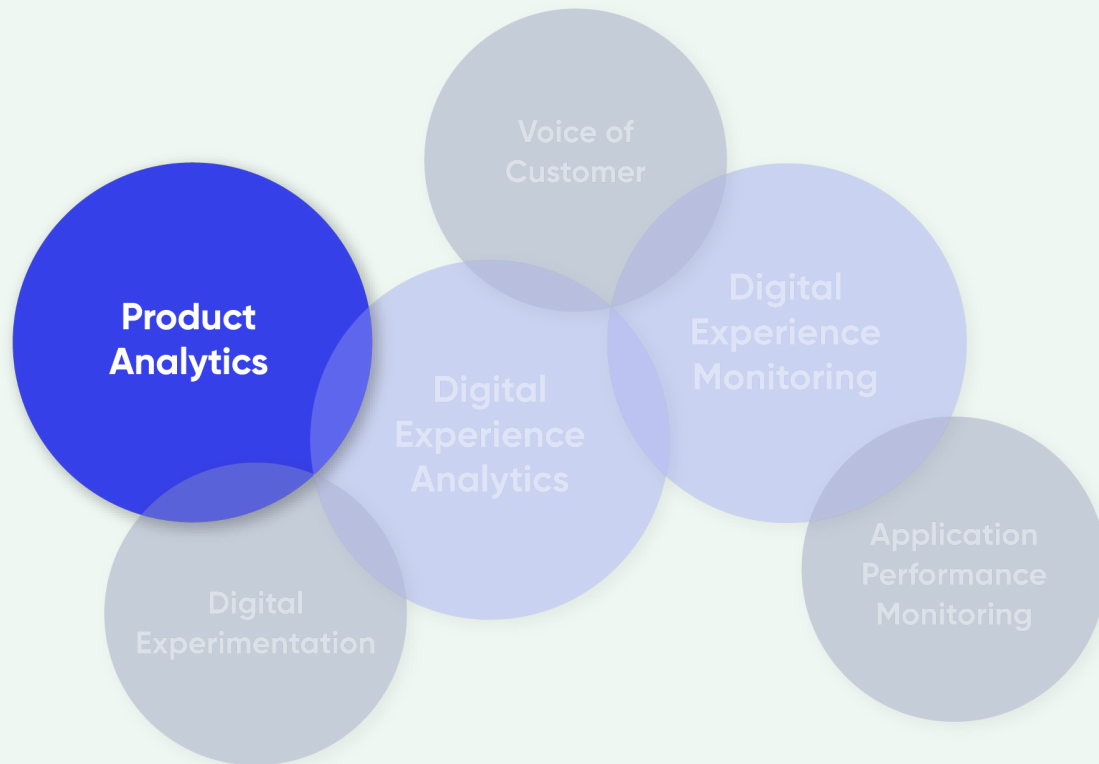
Questions answered: What obstacles are affecting conversions? How does your web performance compare to industry benchmarks? Which errors are most impactful, and which are false positives?

Used by: Call center/triage, SEO, technical and product teams.

Limitations when used alone: Digital experience monitoring is often combined with digital experience analytics or application performance monitoring solutions. Using digital experience monitoring on its own can miss non-technical sources of friction, and also limits how deep teams can go with back-end technical troubleshooting and analysis of issues.



About Product Analytics



Before investing in any significant product roadmap decisions, you need data on how your users use your product. That's where product analytics come in.

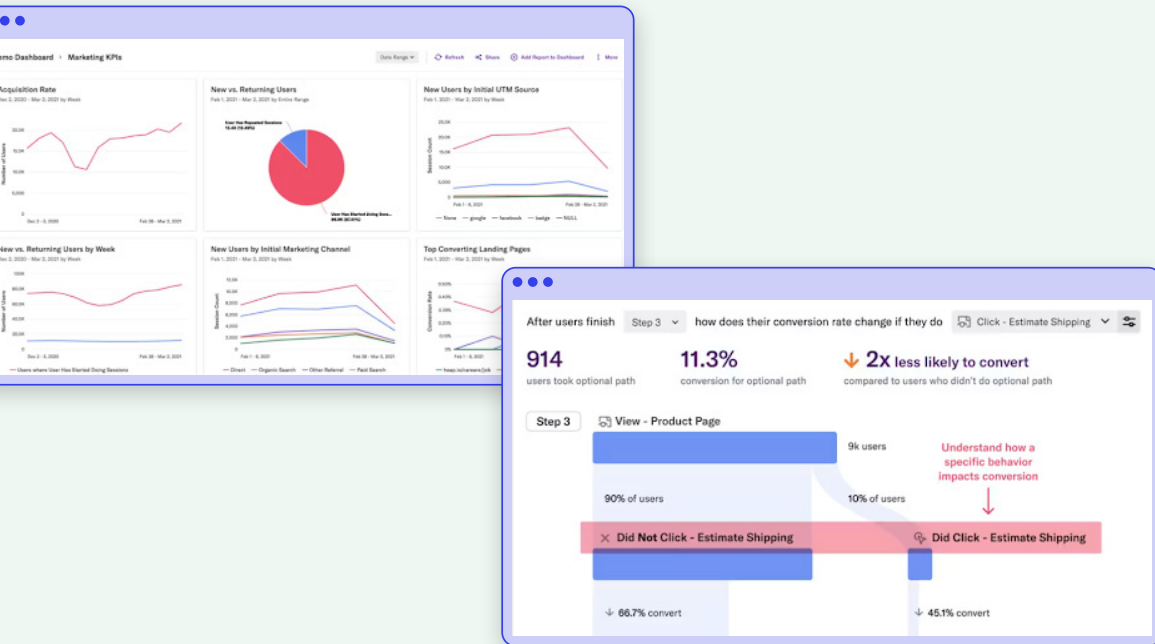
Combine product analytics data with qualitative data like customer surveys, focus groups, and other feedback mechanisms to find out what customers want from your product.

What: Helps product teams prioritize features based on click-based data across sessions and devices, like clicks on features and page views.

Why: Test new product features or provide quantitative data to understand how customers use existing features to inform product roadmap decisions and get a better understanding of user behavior.

Metrics: Daily/monthly active users, product adoption rate, churn rates, retention rates.

Signature visualizations: Dashboards and reporting with charts, and tables, journey visualizations, and user cohort (retention) analysis.



Questions answered: How is my product being used? Where do users lose interest, and what type of users remain? Who are my casual and power users? How does the adoption of various features drive repeat usage of the product and lifetime value? How does the journey I designed match the journey the customer wants?

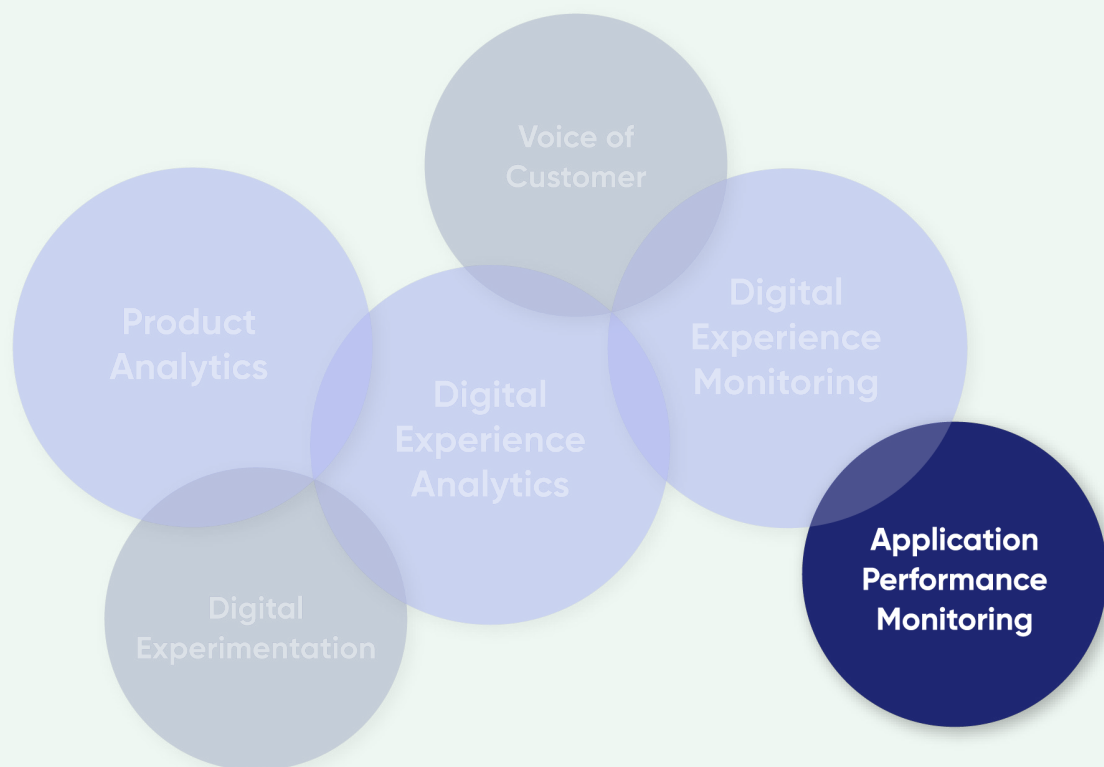
Used by: Product management teams

Limitations when used alone: Product analytics is popular with product teams to understand behavior at the level of clicks and conversions. It is not designed to capture and visualize the behaviors in between clicks, like scrolling, engagement, hesitation, confusion, struggle, and errors. These additional insights help inform why customers do or don't make their next click and what A/B tests and redesigns are most likely to move the needle on key performance metrics.

"InMoment and Contentsquare's partnership raises the bar for organizations looking to take their digital customer experiences to the next level. Our award-winning technology and CX expertise and their digital experience intelligence capabilities is unmatched in the industry for individuals in digital roles from marketing to product managers and beyond."

— Lee Pressley, Global Partnerships, InMoment

About Application Performance Monitoring (APM)



APM tools ensure the software, applications, and back-end infrastructure powering your business is in tip-top shape. They monitor the actual performance of your applications and how your customers perceive the performance of your application (like how fast your website or app loads).

What: Helps application administrators and IT teams analyze performance and response times across their IT infrastructures, including software or web applications to speed up troubleshooting measures.

Why: It provides a single source of truth for all digital performance data for digital teams to get the insights they need to understand and solve application performance problems. APM tools also alert administrators when performance falls below an established baseline, allowing them to take quick action when issues arise.

Metrics: Mean time to repair (MTTR), latency, response time of software applications, bandwidth consumption.

Signature visualizations: Waterfall visualizations and performance alerts across the entire IT stack including the website, app, and everything underlying it.

Questions answered: Are applications responding fast enough? How are my end-users experiencing specific processes?

Used by: Engineering teams, IT and operations teams, product management teams.

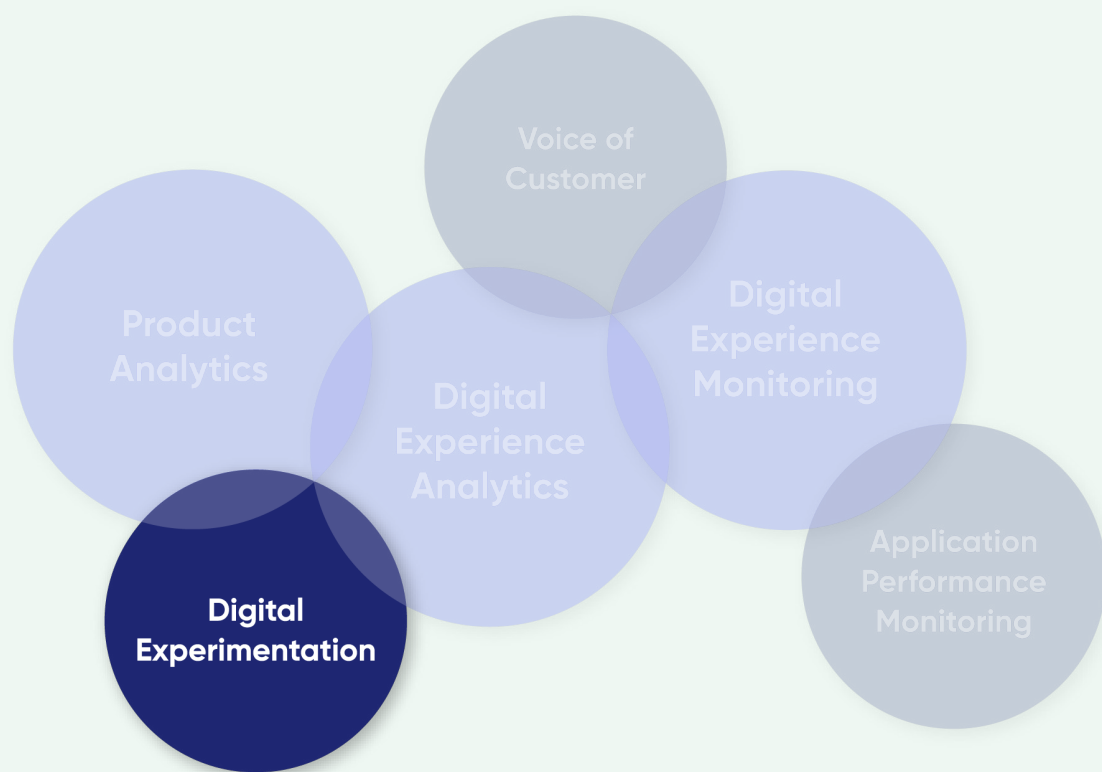
Limitations when used alone: Though APM tools excel at informing you what's wrong within your digital experience, it's difficult to understand the impact of any performance issues on an individual's session. On it's own, APM tools don't give you the context of when an issue occurred, which can make getting to a root of an issue or prioritizing what to fix next challenging. Digital experience analytics shows the entire picture by showing what a user was doing before and during an error occurrence to address problems more effectively.

"As part of our Integration Partner Program (IPP), Contentsquare integrates the performance and error events with the ability to look at a user's experience through session replays. Contentsquare embedded Session Replay links into AppDynamics BRUM sessions to aid in the rapid identification and remediation of issues"

— Craig Ginsberg, Leader, Ecosystem Development,
AppDynamics part of Cisco



About experimentation and A/B testing



Practical A/B tests require planning, a working hypothesis, and analysis to produce accurate results. Experimentation and A/B testing tools help cut short this lengthy process by removing guesswork and improving the rate of conclusive tests.

What: Helps businesses quickly deliver, test, and iterate on personalization tests.

Why: It takes time and resources to develop, implement and maintain A/B tests. Experimentation tools help remove the guesswork from optimization decisions and create better A/B tests by helping segment audiences, validate hypotheses, and measure the impact of your A/B tests and digital experiments.

Metrics: Depends on the A/B test. Example metrics include conversion rates, exit rates, or user retention metrics.

Signature visualizations: WYSIWYG (What you see is what you get) test and personalization design, user segmentation, test execution, and results reporting.

Questions answered: How can we ensure we are testing the correct variables? How can we prioritize and design a helpful experiment quickly?

Used by: E-commerce teams, IT and operations teams, analytics and product management teams.

Limitations when used alone: Many A/B tests finish flat, i.e. don't improve the targeted metrics. But they all cost time and effort to set up. When used together with digital experience analytics, experimentation tools better inform which A/B tests are most likely to increase revenue. The result is more impact from your A/B testing and personalization campaigns.

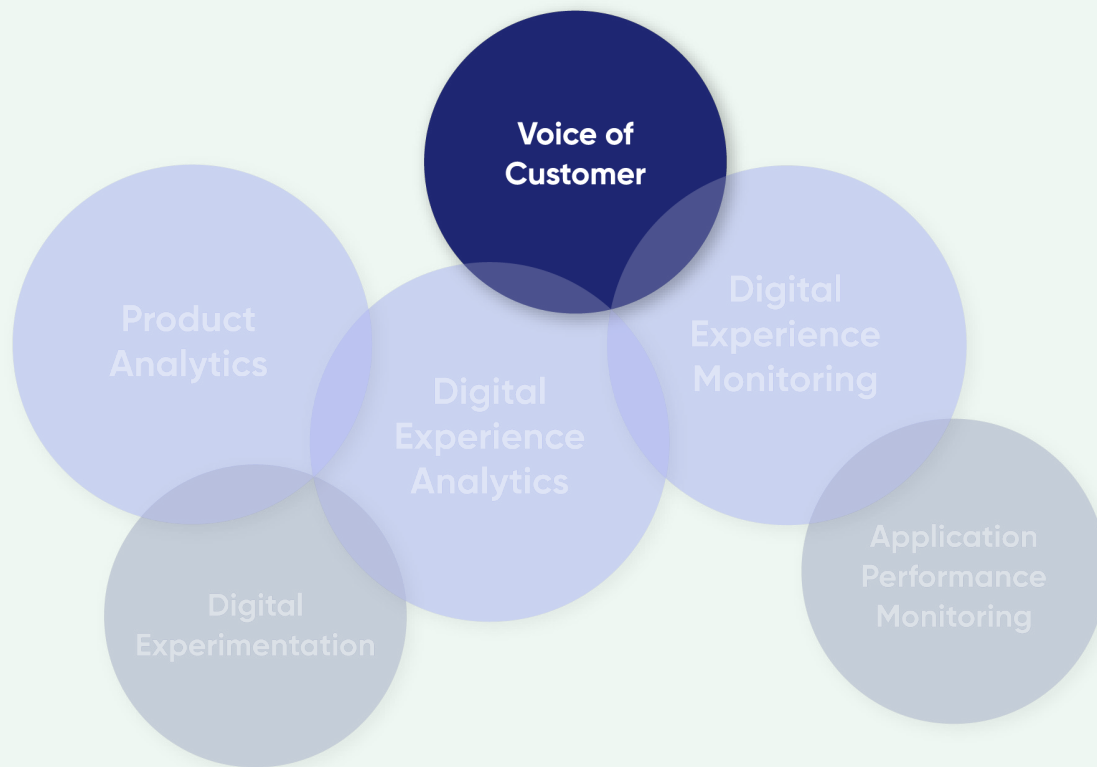


"As one of Contentsquare's top technology partners, we bring progressive delivery and experimental capabilities to Contentsquare's unique customer behaviour insights. This bi-directional integration ensures brands can test iteratively and bolster their experimentation strategy with a robust, always-on optimization mindset driven by true customer understanding"

— Simon Chapman, Director, Partner Enablement & Solution Architecture, Optimizely

About Voice of Customer (VoC)

Like having your ear on the ground, VoC helps you listen to your customers as they share positive and negative feedback. These tools analyze customer feedback channels, like surveys, product reviews, social media mentions, or customer service conversations.

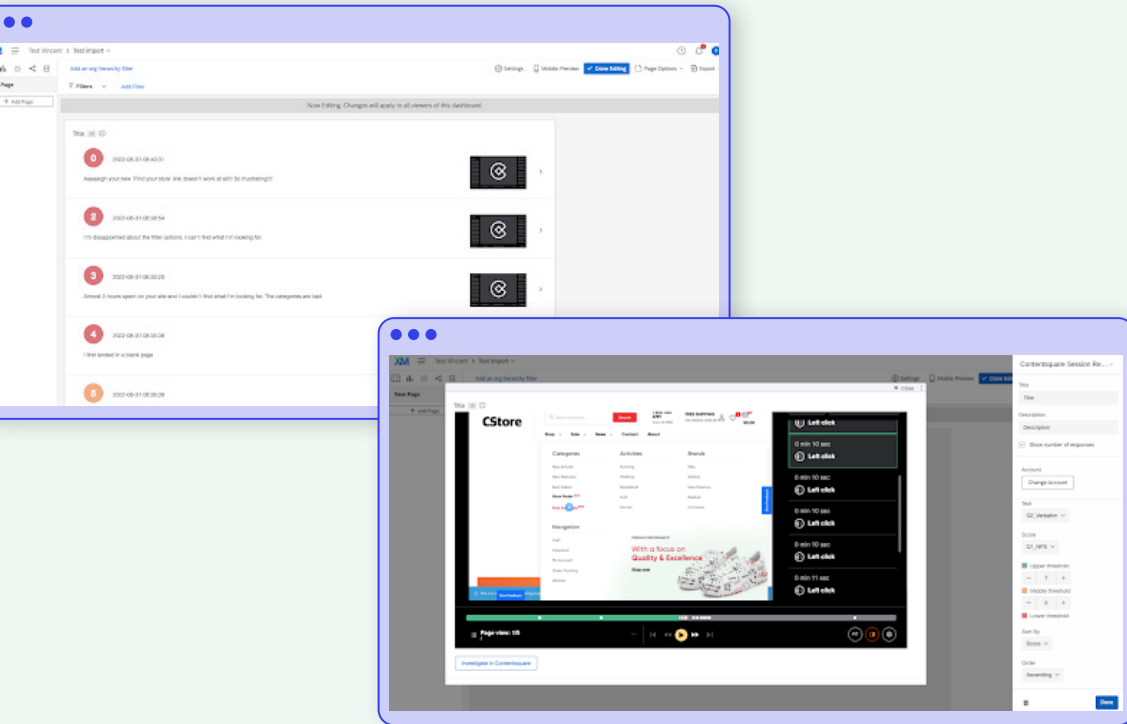


What: Gather and analyze customer feedback about your brand, products, and services to surface issues for quick resolution and identify what aspects to double down on.

Why: Make sure your customers feel heard, helping you build a customer-centric digital experience.

Sample metrics: Net promoter score (NPS), customer satisfaction score (CSAT).

Signature visualizations: User feedback, ratings for experiences (1-5 stars), and solicited survey results. Feedback can even be in video form.



Questions answered: What are our customers saying about our product?

Used by: Voice of customer teams, customer support, analytics teams.

Limitations when used alone: Why did a user leave the feedback they did? What steps led up to the frustrations they suffered? How many others had the same challenges but did not leave feedback? How much business was impacted? Answer these key questions by combining VoC with digital experience intelligence and unlock the goldmine that VoC can be for the business.

"Contentsquare's two-way integration with the Qualtrics XM Platform™ adds a visual layer of behavioral insight into your customer experience feedback and allows you to further analyze and quickly address any performance issues that are driving negative customer sentiment or impacting revenue."

— Fabrice Martin, Chief Product Officer of Qualtrics XM for Customer Frontlines

The Digital Experience Intelligence Ecosystem at a glance

	Digital Experience Analytics	Digital Experience Monitoring	Product Analytics	Application Performance Monitoring	Experimentation Analytics	Voice of Customer
Purpose	Measure, quantify, and improve digital customer experiences with behavioral data	Find and fix both technical and non-technical errors, and optimize performance	Helps product teams understand how users use their product	Helps technical teams monitor performance and response times across their IT stack	Quickly deliver, test and iterate on personalization tests	Gather and analyze customer feedback
Why	Understand why your customers behave the way they do and how you can improve their experience	Monitor performance and errors to improve conversions and reduce abandonment	Learn how users behave to make better product decisions	Provides a single source of truth for all digital performance data	Remove the guesswork from optimization decisions. Design more effective A/B tests	Make more informed decisions by hearing directly from customers and end-users
Metrics	Hesitation, exposure, points of friction, revenue attribution	Errors and scale of errors, app crashes, user frustration, Core Web Vitals, revenue attribution	Daily/monthly active users, product adoption rate, churn rates, retention rates	Mean time to repair (MTTR), latency, response time of software applications	Depends on A/B test	Net promoter score (NPS), customer satisfaction score (CSAT)

	Digital Experience Analytics	Digital Experience Monitoring	Product Analytics	Application Performance Monitoring	Experimentation Analytics	Voice of Customer
Used by	All roles in the digital team	Call center/triage, SEO, technical and product teams	Product management teams	Engineering teams, IT and operations teams, product management teams	E-commerce teams, IT and operations teams, analytics and product management teams	Voice of customer teams, customer support, analytics teams
Signature visualizations	Journey Analysis, Zone-Based Heatmaps, and Impact Quantification	Session Replay, Speed Analysis, Error Analysis, Crash Analysis on apps, Impact Quantification, and Frustration Scoring	Dashboards, charts, tables, journey visualizations, user engagement and retention analysis	Waterfall visualizations and performance alerts across the entire IT stack	Depends on A/B test	User feedback, ratings for experiences (1-5 stars), solicited survey results. Video feedback
Limitations when used alone	No cross-session analysis	To be used with digital experience analytics otherwise can miss non-technical sources of friction	Does not capture and visualize the behaviors that happen in between clicks	Difficult to understand the impact of any performance issues on user experience	Difficult to design and run impactful A/B tests	Difficult to understand the context of user feedback

Part 2: How digital experience analytics and monitoring works hand-in-hand with your tech stack

Every digital experience intelligence tool we've described is powerful on its own and has a specific purpose. But think about how much more value you'd get if you could take your existing solutions to the next level – like hiring an expert coach for an already skilled team.

This is where digital experience analytics and monitoring can step in. By incorporating a foundation of powerful behavioral insights, you can make the other tools in your tech stack work better for you.

Let's go into how digital experience analytics and monitoring platforms work hand in hand with other analytics tools to help you provide even better digital customer experiences.



VoC tools and digital experience monitoring: better together

Digital experience monitoring helps VoC teams understand why customers are frustrated.

Integrating VoC tools with digital experience monitoring platforms like Contentsquare gives you a visual layer of insight. Visualize what happened before, during, and after a customer left feedback to help you resolve any issues.

Also, figure out what impact your digital experience issues are having on your revenue, conversion rates and user experience with Contentsquare's **Impact Quantification**. You'll uncover the issues with the most significant impact on your bottom line, making it easier to prioritize your digital roadmap and stop revenue leaks ASAP.

Digital experience monitoring empowers you to answer time-sensitive questions like:

- How often does 'out-of-stock' lead to negative comments?
- Why are visitors frustrated with our online help portal?
- Why are we seeing a spike in negative feedback about checkout in the past week?





See it in action:

How a leading Fortune 500 retailer recovered \$12 million in monthly revenue thanks to leveraging VoC with Contentsquare.

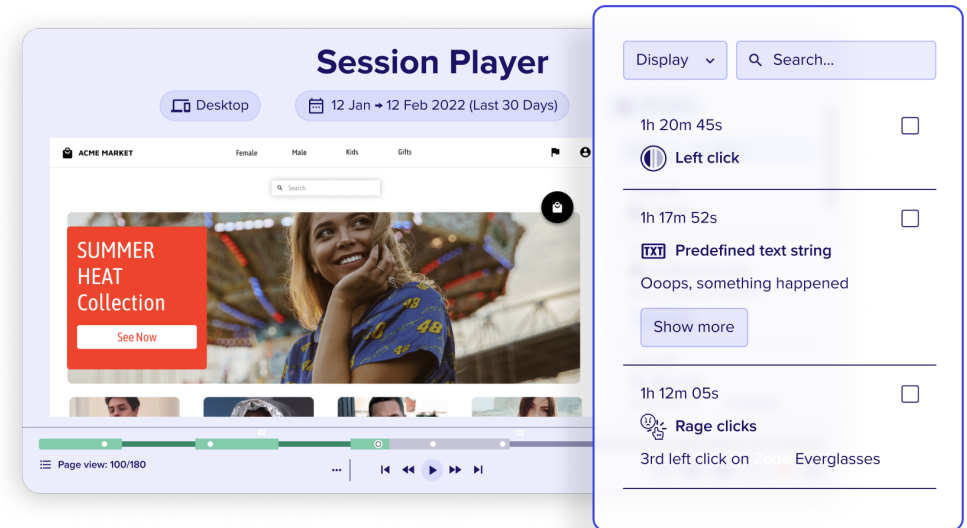
Over the Black Friday weekend, they got negative feedback about a black page after checkout.

But two questions remained.

- Why did their customer leave that specific piece of feedback?
- What was their customer doing before leaving feedback?

Thanks to analytics powered by Contentsquare and VoC, the retailer mapped VoC comments to Contentsquare's session replays, showing that over 1,500 people got blank checkout screens instead of time-out popups, helping them pinpoint the issue.

Prompt action armed with the right insights helped them recover \$12 million a month (or 2.6% in monthly recovered revenue)



Contentsquare's Session Replay

Digital experience analytics help VoC teams understand why customers are frustrated.

Separate priority issues from outliers with Impact Quantification:

Was that customer complaint about being unable to checkout on your e-commerce store because of their bad mobile connection? Or is the issue affecting multiple customers? Amazingly, behavioral data helps you find out which browsers or mobile OS are having this problem, quantify the impact on revenue, and take action.

Understand which customer journeys lead to the most feedback with reverse Customer Journey Analysis:

Find out which digital customer journeys result in negative feedback and prioritize action. Combine this zoomed-out perspective with **Zoning Analysis** and **Session Replay** to figure out what's going on and how to fix it.

Better align your team and prioritize roadmap:

Quickly understand why your customers behave the way they do and uncover how to improve their experience with accessible, easy-to-understand visualizations.



Contentsquare's Zoning Analysis

Product Analytics tools and Digital Experience Analytics: better together

Understand the 'why' behind the product analytics data with behavioral data.

With product analytics tools, you'll know **what** features your customers click on and **who** engages with which elements—but what leads up to the click?

Answer these questions and go one step further with digital experience analytics. Understand why your users behave the way they do and what you can do to improve product engagement metrics.

Correlate event-based product analytics with behavioral events, analyze customer journeys across devices and sessions, and make decisions based on more data.

Contentsquare's behavioral data answers product optimization questions like:

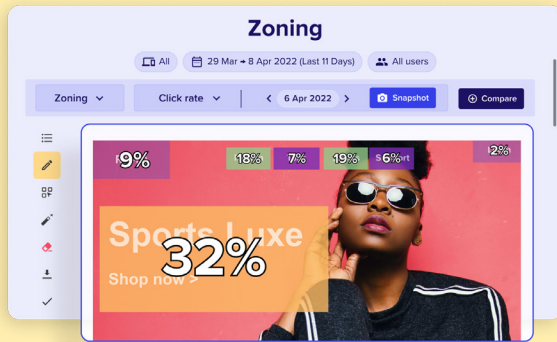
- **Hesitation:** Where are your customers confused or lost within your product onboarding process or navigation?
- **Exposure:** Which visual elements work best at promoting a new feature to your customers?
- **Attractiveness:** Which UI elements catch your customer's eye and makes them click?
- **Friction:** Is there a reason why certain customer segments aren't engaging with a product feature? Identify elements in your customer experience that prevent people from completing their goals, like an error message.

Open up analytics data to everyone.

With product analytics you'll get charts and reports for event-based data like pageviews, clicks, conversion, retention analysis, and feature-level usage by customer segment. Product analytics is typically kept within the product management team, with little overlap.

But what if you want to share product analytics data with the rest of your digital team, like your marketing department or merchandising teams? Digital experience analytics's in-page visualizations can help you make your analytics data accessible to the entire team regardless of role.

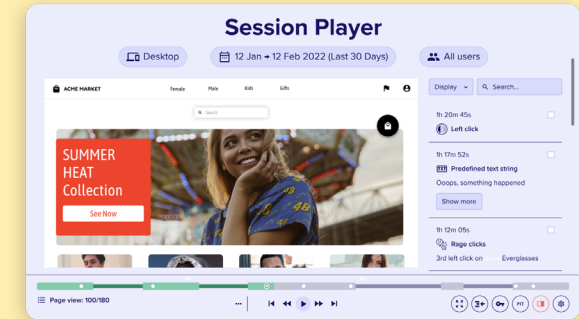
How Contentsquare's features can help make analytics data more accessible



Zone-Based Heatmaps: Find out which product features are most popular. You can prioritize your product roadmap when you know why customers keep going or stop.



Customer Journey Analysis: At a glance, you can see how customers are doing throughout the entire product workflow, find unexpected journeys, reduce premature exits, and optimize the customer journey by understanding where customers are going or when they're leaving.



Session Replay: Create completely anonymous replays of actual customers using your product to understand the underlying causes of frustration and friction and aid in technical analysis.

Application Performance Monitoring and Digital Experience Monitoring: better together

Understand the impact of technical issues on your customers' experience.

Application monitoring systems tell you how your system is performing on a technical level. But it's difficult to link technical performance to customer experience without digital experience analytics.

Let's say your website or app is slow to load. Contentsquare's **Session Replay** lets you see the exact moment a customer encounters a slowdown and what they were doing before and after. Share this visual recording with your technical and operations teams to ensure everyone is on the same page on what's causing the issue and how to fix it.

Surface and resolve customer frustrations where your site or app is working properly, but customers are still confused and abandoning their session.

Often, the reasons why users are frustrated has nothing to do with technical problems. Instead, users may be confused by UX issues, like

- A form validation issue that is displayed out of sight.
- A confusing form field or navigation.
- An unclear error message hindering progress.

These areas of friction result in equally significant loss of revenue and drive customer service complaints and VoC feedback. Easily recreate these issues with DXA, unearth the root causes, quantify the business impact, and file a ticket for the appropriate product teams to prioritize a resolution.

Enjoy shorter issue resolution times with the correct information.

Contentsquare's visual insights make finding and fixing errors easier. Connect behavioral data and "over-the-shoulder" audience insights to your APM solution to get to the root of a problem. Rather than spending valuable resources and time trying to reproduce the problem, now your technical teams have the insights they need.

Prioritize technical and non-technical issues by impact on conversions and revenue.

- Which issue should you fix first?
- Are they an outlier or a more widespread problem?

Combine technical data from application monitoring systems with behavioral data from Contentsquare to uncover and prioritize the issues affecting your customer experience and revenue. Find out how much revenue loss each issue is causing across your digital experience with a single click.



Integrate Contentsquare with leading APM solutions.

You can integrate Contentsquare with leading APM solutions in one click to understand customer behavior and digital body language without coding. Likewise, you can go from Contentsquare to your favorite APM tool to understand all the underlying issues in the tech stack that caused frustrations for your customers.

Experimentation Analytics tools and Digital Experience Analytics: better together

Making systematic changes through experimentation is crucial to understand customer journeys and digital behavior better while boosting conversions and delighting your customers.

Every experiment has a risk, though. How do you make an experimental framework that works without wasting time and money?

You can do it by using digital experience analytics to empower your experimental workflows. Here's what you gain when you connect digital experience analytics with your A/B testing tools.

Build more effective A/B tests with behavioral insights.

Use Contentsquare's behavioral insights to identify potential experience gaps and opportunities for improvement through systematic digital experimentation.

Some practical examples:

Aggregate data across all your customer journeys with Customer Journey Analysis:

Which pages do your visitors navigate to? Where are they exiting? These metrics can uncover top opportunities and potential pain points to address through experimentation.

Understand how web visitors interact with each element of your website with Zoning Analysis:

Zone-Based Heatmaps transform your website into an interactive dashboard, allowing your team to view unique behavioral metrics like hesitation time, scroll rate, the time before the first click, and more to identify how visitors are interacting with the page.

Look for underperforming metrics to identify issues and define problem statements for A/B testing, make stronger hypotheses, and create tests that will improve revenue or conversion rates. You can use this data-backed approach to build a pipeline of data-driven experiments and persuade stakeholders and team members to take action on your insights.

Run fewer, better tests.

A/B tests need time and resources to implement and maintain, and being careful with the time spent here can spell the difference between spending loads of time on inconclusive A/B tests and enjoying fewer, but more precise tests.



Watch it in action:

Just ask Rakuten's Francois Duprat.

By linking Contentsquare's behavioral insights to their digital experimentation solution, Rakuten's experimentation team drastically reduced the number of A/B tests they ran in a year, increasing each experiment's success rate.

	A/B tests/year	Success rate
Before	100	5%
After working with Contentsquare	10	70%

Their conversion rate increased by **3.27%** while running fewer tests with a higher success rate. [Watch the video here.](#)

"The advantage of Contentsquare's A/B test technology is that editing a running test and pushing it to production is easy and immediate"

– Francois Duprat, Product Owner at PriceMinister, Rakuten.

Build more robust follow-up experiments by understanding why your campaign worked (or didn't).

Not all experiments work out, and that's okay!

The key to meaningful progress in experimentation is to understand why your experiment won or lost.

With Contentsquare's **Session Replay** and side-by-side **Zoning Analysis**, you can prove which elements of your variation affect visitor engagement, conversion rates, and ultimately revenue.

Armed with these insights, you can build evidence-based follow-up experiments that are more likely to drive significant impact and lift in your conversion rates. Tweak your hypothesis and problem statements based on real data, not just intuition.

Conclusion: the ultimate digital experience

Combining digital experience analytics and monitoring with other analytics tools lets you:

1. Test and build better digital experiments with the right insights.
2. Bring your customer feedback to life in the right context for quicker, more effective action.
3. Maximize opportunities for optimization and prioritize issues by impact on critical business metrics like conversion rates or revenue.
4. Eliminate silos between your analytics team and the rest of your digital team.
5. Understand why your customers are behaving in a certain way and what you can do to improve it.

Together, digital experience analytics and your existing tech stack create a powerful, united front that lets you deliver the kind of digital experience your customers want. Contentsquare's behavioral insights will help you drive revenue and gain a competitive edge.



About Contentsquare

Contentsquare delivers the power to make the digital world more human. The leader in digital experience intelligence, 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.

Join over 1,000 leading global brands using Contentsquare to elevate their digital game. Get in touch with us today, and one of our team members will be happy to show you the many benefits of our platform or [watch this 6-minute demo](#) to see if we're the right fit for you.

