



**Everything you need
to know about digital
experience analytics**



Introduction.

- What is digital experience analytics?
- Why do I need digital experience analytics if I already use web analytics?
- How can it help me build a more seamless, persuasive, and rewarding experience for my customers?

If these questions sound familiar, then look no further.

This ebook will highlight why and how leading brands worldwide are augmenting their web analytics tools like Google Analytics with digital experience analytics solutions such as Contentsquare. We also outline several situations where your business and digital teams would be ready to invest in a digital experience analytics solution so you can make an informed decision.

Digital experience analytics versus traditional analytics: what's the difference?



If you're reading this, you already know and probably use traditional analytics tools such as Google and Adobe Analytics to measure online behaviors. These tools tell you **what's** going on in your business.

They present the facts of the situation and answer questions like:

- Who is the visitor?
 - Where did they come from?
 - What are they clicking?
-

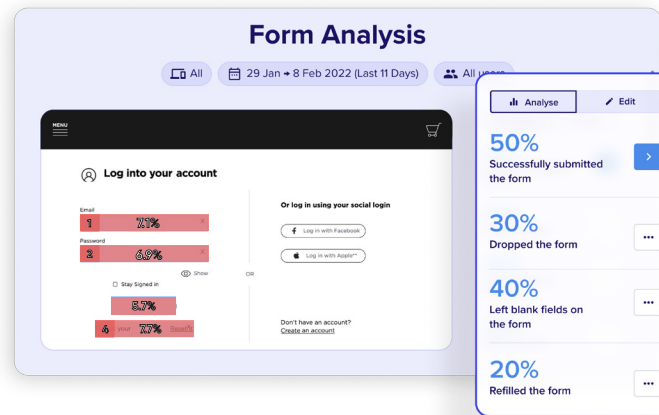
Traditional analytics tools are great if you're new to digital and want a base point to understand visitors. But as your business evolves, knowing why your customers behave the way they do on your website or app is key to engaging and retaining them.



Traditional analytics answer the what, but not the why.

Traditional analytics tools do a fantastic job of telling you what's happening, but they fall short of telling you exactly why something is happening. Instead, you'll need to play detective and rely on a lot of guesswork.

Suppose you're seeing a drop in conversion rates on your checkout form this week.



Was it a UI or UX issue that caused the visitor not to complete the action? Did the site load particularly slowly this week? Or is this post-holiday sales season where inquiries naturally slow down? Is it one problem or ten problems?

There are many possible answers to why metrics change, but you won't know the answer unless you can step into the shoes of your customers to understand their intent and their actual experiences.

Without it, all the guesswork, testing and analyzing takes time—time you might not have in an era where your competition on digital channels is only a click away, and the average attention span of visitors is quickly dwindling. A recent study by Microsoft puts the average attention span at **8 seconds—a 25% decrease** in the last few years. If your site's issues are not addressed quickly, it creates frustration and may affect your bottom line.

**"Web Analytics gives us the 'What'.
With Contentsquare, we see 'Why'
and 'How' to improve."**

Mathieu Bernard
Head of eCommerce

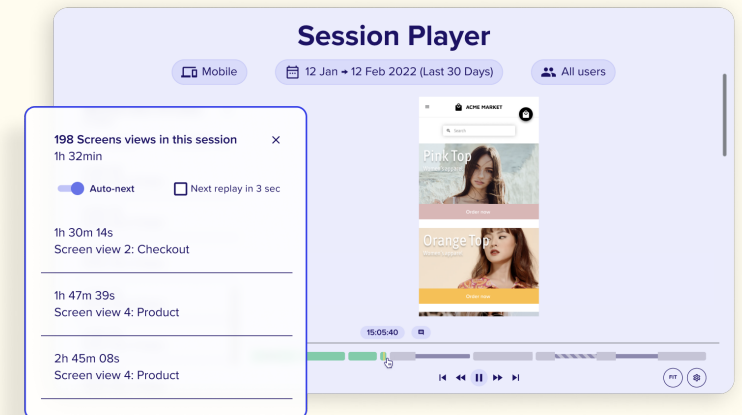
Unilever

Traditional analytics don't give you the full picture of your visitor's behavior

Traditional analytics tools are at the heart of digital management today and measure data like visits, clicks, conversion rates, and site exits. Data is collected based on visitor actions as they trigger events defined in your analytics tool.

But there are behaviors and hidden insights between clicks that traditional analytics miss out on that are crucial to understanding customer behavior. In fact, an estimated 90% of behavior on a site or app happens between clicks, and it's this behavior that holds the clues as to whether a visitor is going to stay and fight their way through to complete their journey, or whether they are going to give up and flight:

But there are nuances between clicks that traditional analytics miss out on that are crucial to understanding customer behavior:



- **Exposure:** What content within your pages are your prospective customers seeing vs. ignoring?
- **Attractiveness:** What catches their eye and makes them click?
- **Hesitation:** Where are they confused or lost?
- **Points of friction:** Are there any points of confusion or frustration preventing them from completing a purchase or submitting an inquiry on a contact page?
- **Errors:** Are there bugs or certain messages that are blocking them from completing an action?
- **Slow speeds:** Are slow loading times causing you to lose customers before having the chance to engage them?
- **Revenue attribution:** What content elements are persuasive and drive conversions?

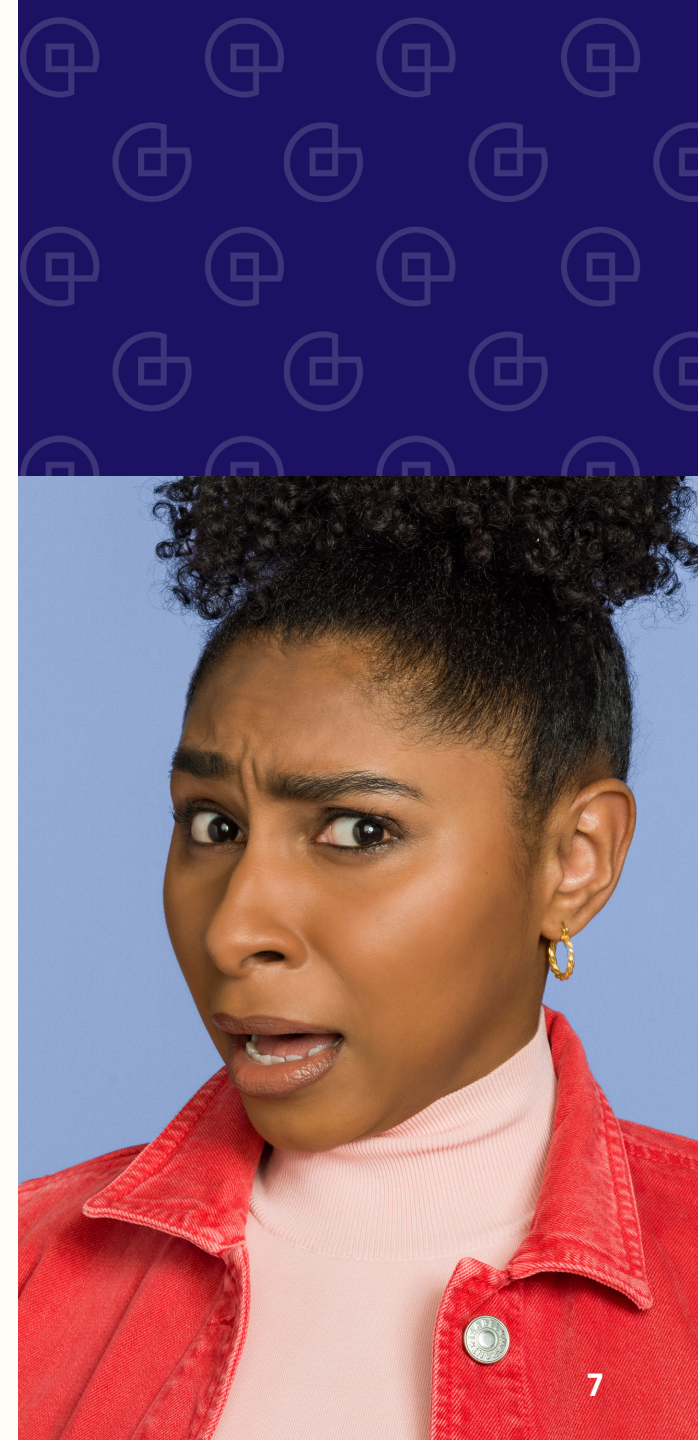
As the old adage goes: " 'You are what you measure.' The brands that work with Contentsquare are worldwide leaders because they care about providing the best customer experiences. And that's why they partner with Contentsquare, i.e. so they can measure and improve experiences at scale."

Albert Nel

Senior Vice President



Monitoring Name	First Byte	Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
Fashionistas HP	4.13 s ↓ -2%	15.09 s ↓ -3%	770 ms ↓ -1%	0.241 s ↑ +1%
Clothes Direct HP	2.36 s ↑ +1%	17.43 s ↓ -4%	663 ms ↑ +1%	0.273 s ↑ +1%
The Next Look HP	2.17 s ↑ +2%	10.09 s ↑ +2%	820 ms ↓ -1%	0.241 s ↑ +3%
Street Style HP	3.39 s ↓ -1%	12.10 s ↑ +1%	526ms ↑ +2%	0.452 s ↓ +1%



**What is digital
experience analytics?**



In a nutshell...

Digital experience analytics refers to **solutions that help brands measure, quantify, and improve customer experiences on websites or apps.**

Let's illustrate this with a real-world example...

Imagine buying new clothes at a physical store. Using web analytics solutions like Google Analytics, you can detect when someone picks up clothing from a rack as the action triggers a trackable event.

But if you observe in-store shopper behavior, the buying decision is usually at the end of a string of inbetween behaviors.

For example:

- Which items were their eyes drawn to?
- What did they browse through before making that final decision?
- Why did they have to ask for help locating a certain item?
- Which racks did they walk through but didn't attract their interest?

In the digital experience analytics world, these real-life actions would equate to:

For example:

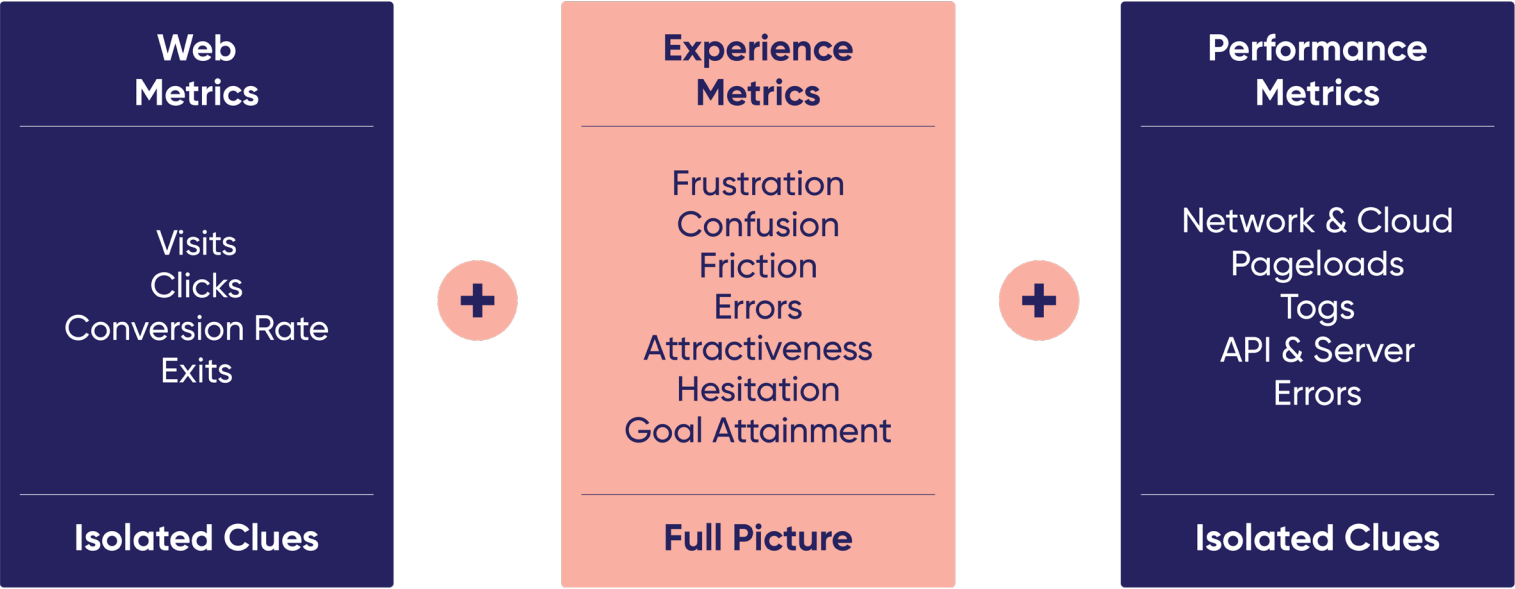
- Attractiveness
- Zone-based heat mapping
- Form analysis
- Customer journey analysis

Digital experience analytics picks up on these nuances, from eye gazes to time spent browsing a collection or elements that did not attract attention. This provides more data for your team to make decisions to optimize underperforming elements and emphasize critical conversion points.

A digital experience analytics solution quantifies and enhances customer experiences on websites, mobile apps or anything digital. These solutions include features that surface and troubleshoot digital experience issues.

Beyond troubleshooting, experience analytics tools also help uncover digital opportunities to improve content ROI and conduct more impactful tests to enhance the customer journey.

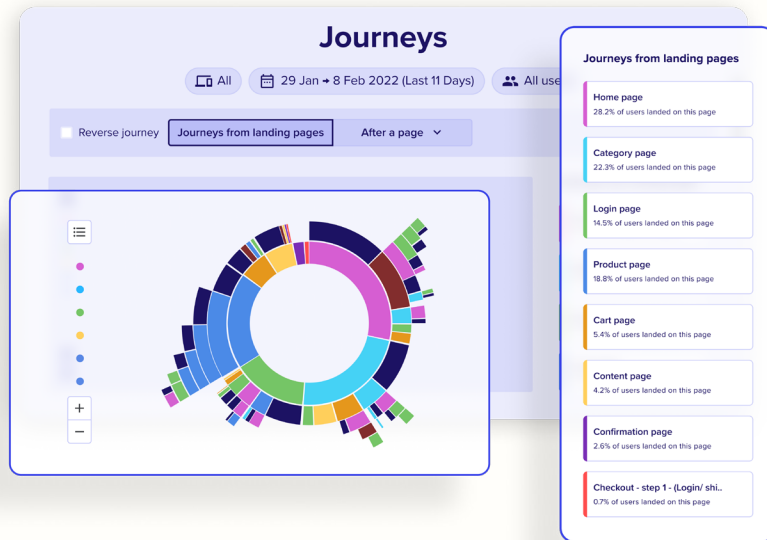
Traditional analytics gives clues but leaves gaps



95% of site interactions are inbetween clicks

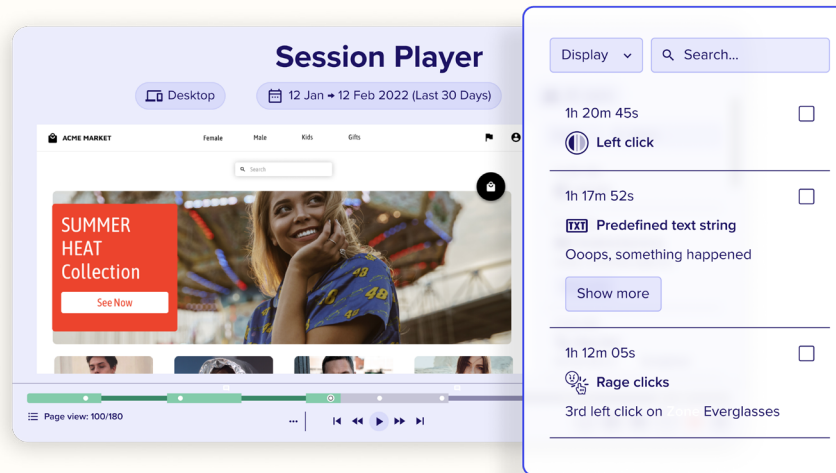
What features does digital experience analytics provide that traditional analytics don't?

- **Customer Journey Analysis:** Helps to understand customer flow throughout the entire site or app at a glance, discover unexpected journeys reduce premature site exits and provides the data to optimize the customer journey by understanding where customer are navigating to or when they are leaving the site.



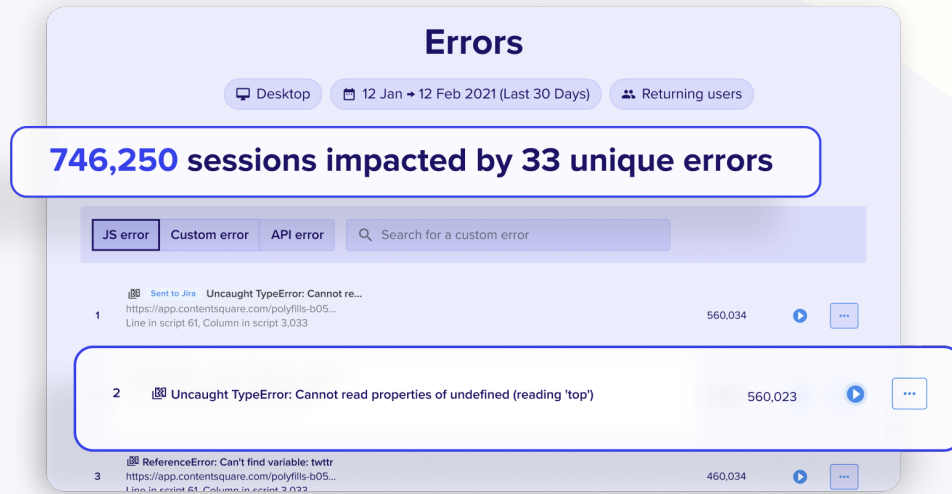
- **Zone-Based Heatmaps:** Identifying which pieces of content on your pages are getting the most exposure and engagement, and which aren't. This will allow you to understand why customers do or don't continue their journeys and what to prioritize.

- **Session Replays:** Recreates completely anonymized replays of actual visitor experiences with your website or app to understand where their points of friction might be.



- **Form Analysis:** Recognizes issues hindering people from converting on a checkout page or a request for a sales demo page, like confusing form fields or unhelpful error messages.
- **Technical Find & Fix:** Enables both business and technical teams to surface the points of friction and their technical root causes impacting customer experiences, such as JS, and API errors, slow performance, and any kind of error messages visible to site visitors.

- **Frustration Scoring:** Surfaces the biggest areas of frustration where the site is working exactly as designed but customers are confused or struggling nonetheless.
- **Impact Quantification of any behavior or issue:** This is key because there are always too many potential opportunities and issues to address. So, what is the business and experience impact of any behavior, journey, error or frustration?
- **One-time tagging solution:** instead of creating multiple tags, you'll capture all the behavioral data ahead of time with a single tag, eliminating the need to pre-plan tags. Digital experience analytics automatically scales with your business, capturing all interactions with dynamic content elements so you can later decide what questions to answer.



"We make much more informed decisions than we used to. With Contentsquare, you can get a good sense of what the customers are doing in a few clicks of a button."

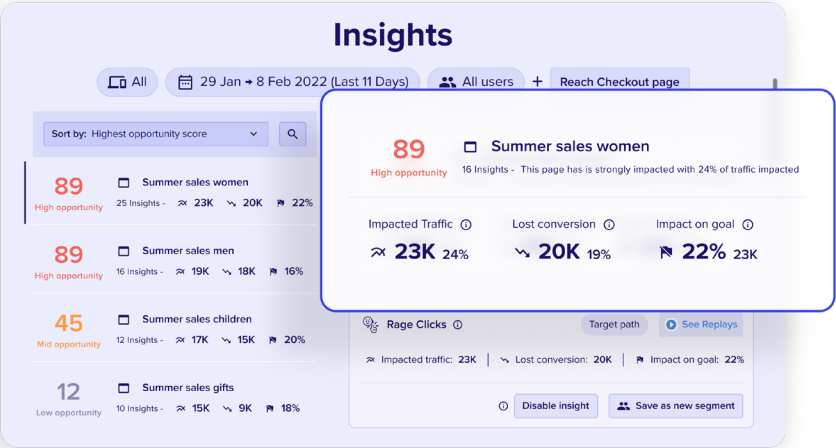
Michel Tjoeng

Head of Digital and Customer Experience

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The democratization of data

With digital experience analytics, every digital team member can track their contributions to business-critical metrics. The result? Data-driven decisions for all! Teams across your organization can tap into data insights to do their respective roles more efficiently –a win-win for everybody.



We call this the 'democratization of data.'

What does that look like? Take a look at these examples for inspiration:

Digital marketing and growth teams improve acquisition, visualizing customer journeys to improve landing page conversions and attribute content's contributions to business revenue.

Ecommerce teams hit their ever-increasing sales goals, improving conversion rates and reducing cart abandonment rates by prioritizing the best A/B tests, redesigns, and new experiences that move the needle in a lasting way.

Product teams prioritize their roadmap and bring winning experiences to market faster, letting customer behavior guide the design of better web and app experiences, and knowing which friction elements impact success.

UX teams discover how visitors interact with each element on each page and understand which layouts help customers accomplish their goals and convert the most.

Analysts spend less time responding to tagging and implementation requests, allowing them to focus on surfacing higher-value insights for the business.

DevOps and Engineering teams: Accelerate feature releases and mean time to issue resolution by surfacing all technical problems, their root causes, and their impact to maximize the effectiveness of available engineering resources.

“Like many organizations, we relied on Google Analytics, but we also came up against dead ends. Contentsquare feels like opening another door to granularity and helping us fix problems on the site.”

Emma Hamilton,
Web Development Manager

THE
CONRAN
SHOP





The result is a new approach for competing on experience and differentiating your brand on digital

The additional insights are not just another layer of data that unlocks more value from your existing digital intelligence ecosystem and enables your team to work with greater impact. Rather, experience analytics help transform the culture of digital teams thanks to data-driven decisions for all.

As people live more of their lives online, almost all journeys to your brand begin on digital. Creating the most compelling digital experiences isn't just something that helps digital channels accomplish their goals. It's vital for differentiating and growing the entire brand.

That's why leading brands are doubling down on digital experience analytics, especially during any times of uncertainty, such as the years of the pandemic and other global crises that we've witnessed. It transforms teamwork and enables enterprises to thrive by more quickly course correcting efforts that aren't delivering business impact. And it enables them to proactively raise the baseline on revenue by delivering even more persuasive and catchy experiences to their target customers.

Do I need a digital experience analytics platform?

You might be ready to invest in digital experience analytics tools if you and your team can relate to these scenarios:

1 You want to improve online engagement and conversion on your digital channels:

Traditional analytics is enough when you're first starting out in digital. Once you've found a product-market fit and are looking to scale, your priorities may shift to making your digital channels work harder to generate revenue for your business. Most digital experience analytics platforms capture all behavior automatically so you won't have to go through a major tagging process to benefit.

2 You want to understand visitors, their intent and behavior in more detail:

Visitors' online behavior differs across regions worldwide, and digital analytics can empower your local teams with the insights needed to ensure a positive visitor experience across locations.

3 You are getting certain feedback from your customers but are not sure why:

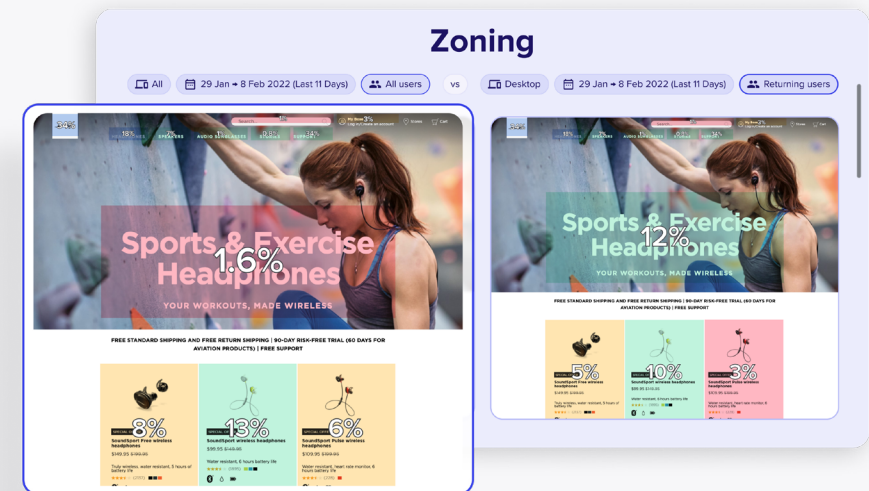
Are your customers leaving feedback on the site and app or raising issues via customer contact centers? It can be difficult to contextualize what steps led to the issues that customers experienced, and even more difficult to quantify how many others experienced the same problems but didn't bother to let you know before turning their back on your site or brand. Digital experience analytics lets you recreate these experiences, reveal the root causes, and quantify their impact to prioritize action.

4 You're having difficulty reaching the website and mobile app engagement targets, and you're not sure why:

If you see higher bounce rates, poor conversion rates, and reduced engagement on your digital channels, investing in digital experience analytics can help you understand why metrics are performing as such, and what you can do to improve. These tools highlight how your visitors behave, how they complete their intended tasks, what causes friction in your digital customer journey, and where to invest your limited time and resources for maximum impact.

5 You want to complete tasks more effectively and deliver more value in your role or team

It's worthwhile to zoom out a little as well. Review your existing work processes and ask yourself if there are any persistent frustrations you've been experiencing over the last three months. How long does your team spend reviewing your customer journey or understanding why you are getting certain feedback from customers that ran into issues on your site and app? What portion of A/B tests that you are running is actually improving conversion and how can you test less by testing better? Digital experience analytics will help you streamline your workflows, find insights to inform the most lucrative tests to run and prioritize the essentials from the nice-to-have.





6 You're building a data-driven culture in your organization

Relying on traditional analytics tends to isolate data making it difficult for digital marketing, analytics, and technical teams to align around their customers' biggest experience issues and opportunities. Digital experience analytics reveals the biggest issues, quantifies opportunities, and makes data accessible across the entire business to improve the customer experience in many tangible ways. Each team can use these insights to improve revenue, engagement, and growth, resulting in improved ROI for everyone involved.

"We have multiple people across the business using Contentsquare. And the wonderful thing about it is it's very visual and easy to digest, which means at pace we can both test hypotheses as well as ask challenging questions that we have about our customer journey and act upon these."

Anna Robins

Head of Category & Merchandising

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Conclusion:

Is digital experience analytics the key to growth for your business?

Digital adoption has **doubled** across the last decade, and it doesn't look like it's slowing down anytime soon. People will naturally gravitate towards brands that proactively look at delivering a better online experience.

If you're looking to make a case to understand what's working on your digital channels and how you can create a personalized and relevant experience to get your customers to return over and over again, consider investing in digital experience analytics to give yourself a competitive advantage.

About Contentsquare

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.



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 1-minute demo](#) to see if we're the right fit for you.