

# Digital Experience Analytics for Retailers

Optimize your customer journeys to increase engagement, conversions and brand loyalty

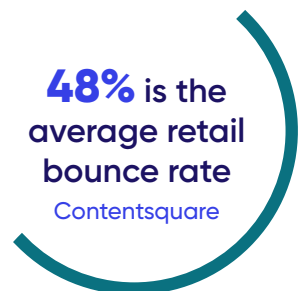
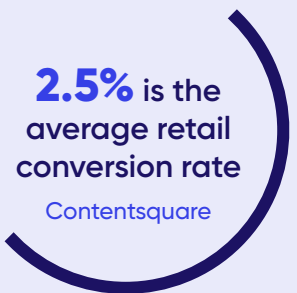


Did you know that just **15%** of shoppers feel happy when browsing online? Is your digital experience meeting expectations and creating happy customers?

Imagine a shopper arriving on your site, bouncing and going to a competitor's site in a matter of seconds. Now imagine that happening 50 times a day—that's a lot of missed conversions and revenue!

If you can't understand what's happening on your site or why visitors don't convert, how can you build a better experience? This is where digital experience analytics (DXA) can help.

DXA empowers retailers to build customer-centric experiences for multiple audiences. By segmenting your visitors into buckets depending on their traffic source or acquisition channel type, you can better understand nuances in online behavior. This helps you to create relevant and data-driven experiences (that are more likely to convert) for each marketing segment.



JANSPORT increased conversions by **85%** after using digital experience analytics to optimize their homepage navigation based on previously unseen user behaviors.

[Read the story](#)

## DXA helps retailers...



**Understand exactly which products are driving the most revenue—and which aren't converting and why.**

Focus your attention on your highest-performing products to increase conversions and drive more revenue. Learn what elements on your product landing page support or frustrate users from completing their checkout process. Understand every click, hover and scroll within the user journey to optimize your most revenue-driving content and products.



### Quickly find and fix site errors costing you money.

Understand the impact of site errors on key metrics. Quantify the business impact on conversion rate, revenue and user experience to prioritize which action matters most. With Contentsquare, you can surface errors, identify the root cause and remove friction within minutes, not days. This helps maximize the ROI of retail marketing campaigns by ensuring an engaging and seamless experience for your customers.



### Optimize your paid media spend.

Paid media customers have specific needs. DXA helps you understand if your digital experience is meeting these needs or falling short. With a complete understanding of your customer, you can provide the best customer journey at every touchpoint, helping you improve your return on ad spend (ROAS) by removing friction and investing only in the paid media journeys proven to delight (and convert) your customers.

**“Within a retail business, you have to react really quickly. Contentsquare gives us the flexibility to understand what customers are doing right now, and how we can make immediate changes that will help their customer journey.”**

– Head of eCommerce

**Dreams**

## Contentsquare is the only digital experience analytics platform that provides...

- An accurate, real-time and comprehensive view of the customer journey in one central platform.
- Intuitive visuals to understand why individuals and segments of visitors behave as they do online.
- Clear prioritization of which opportunities to act on for the biggest results.
- An extensive ecosystem of technology and solution partners that help drive smarter insights from your entire technology stack.



Adobe Analytics

## See DXA in action with our 6-min. product tour

CHANEL **Rakuten** SEPHORA

Walmart  AVON **BOSE**

Clarks EVERLANE 

