

Enhance voice of customer insights

Contentsquare's integration with Mopinion adds a visual layer of insight to your analysis, bringing customer feedback to life by providing the context behind feedback.

How It Works



See an aggregated view of the journeys before and after feedback



View session replays for specific pieces of feedback



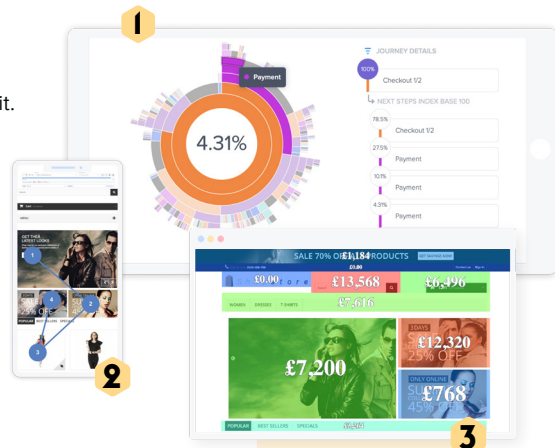
Compare in-page behavior for good scores vs bad scores



Quantify the revenue impacted and empower the whole team to take action

Introducing Contentsquare

- 1 Customer Journey Analysis**
Track how visitors progress through your site, page by page, from entry to exit.
- 2 Session Replay**
Session Replay reconstructs an individual visitor session on your website, with session captured for up to 100% of trac.
- 3 Zone-Based Heatmaps**
Visualize how visitors interact with each element on your site with unique engagement, conversion and revenue metrics.

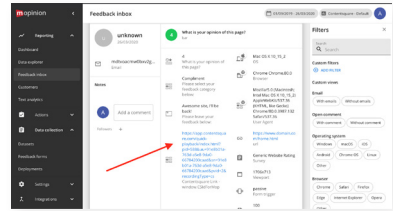


How Customers Use Contentsquare & Mopinion



Integrate Directly With Mopinion

Click on the Contentsquare session replay link in Mopinion to recreate the individual experience.

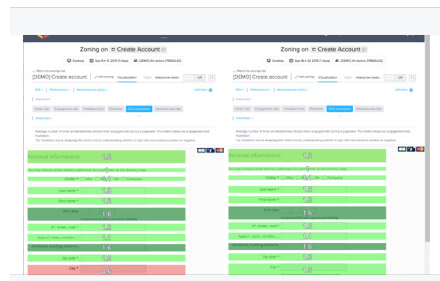


See Journeys Leading Up To Feedback

Using reverse journey analysis see the most common paths leading up to complaints or user feedback.

Quantify Struggle & Impact

Using Contentsquare Zoning Analysis, quantify whether user feedback is an outlier or a frequent behaviour impacting your business.



About Contentsquare

Contentsquare empowers brands to build better digital experiences. Our experience analytics platform tracks and visualises billions of digital behaviours, delivering intelligent recommendations that everyone can use to grow revenue, increase loyalty and fuel innovation.

Visit contentsquare.com for more.

Contact your Account Manager today or partnerships@contentsquare.com

