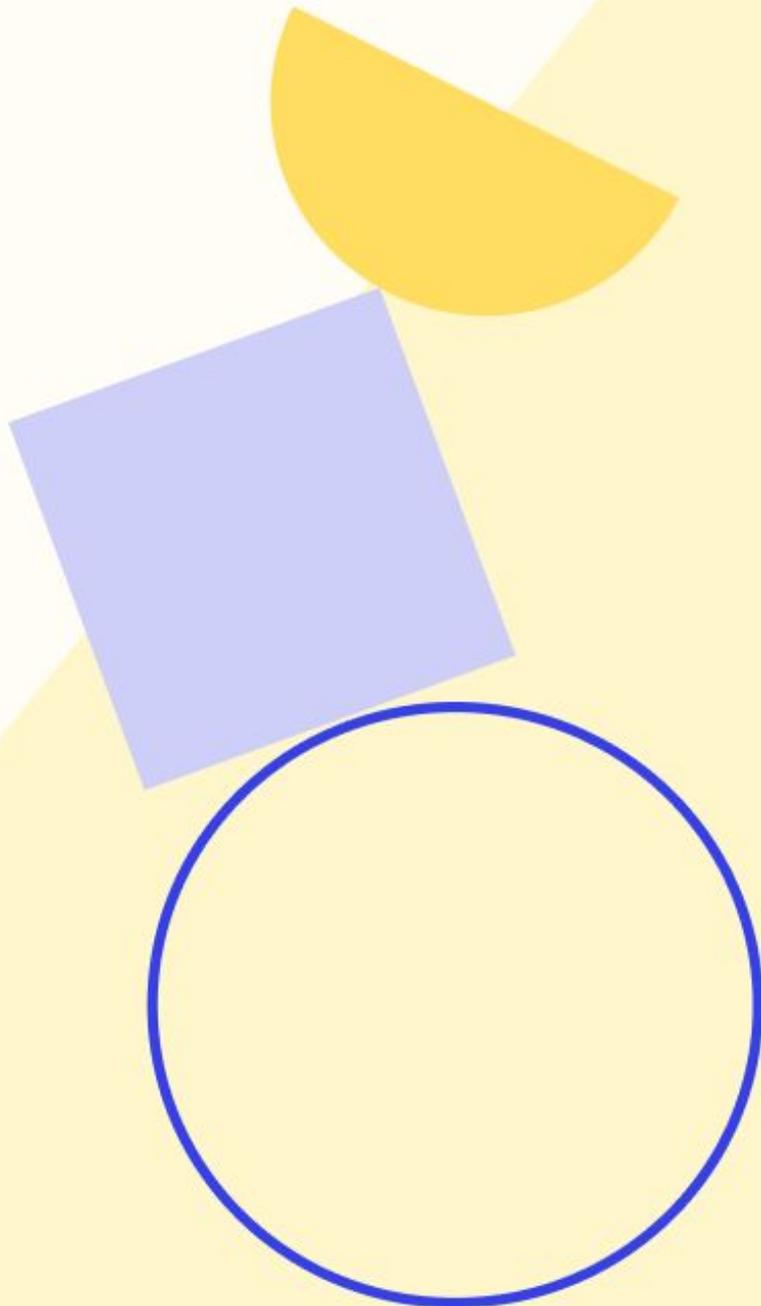
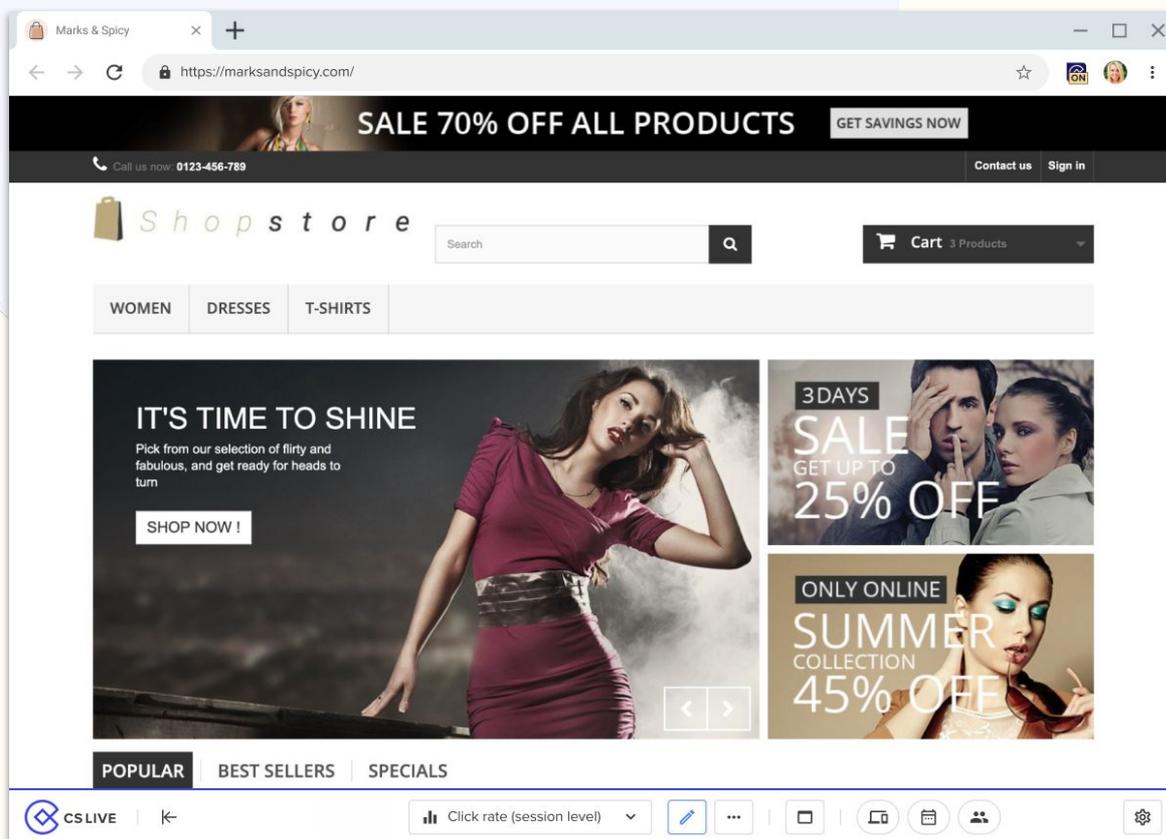




CS Live Booklet



What is CS Live ?



CS Live is a Chrome extension that allows you to display Contentsquare's unique UX metrics directly on your website. It uses the HTML structure of your site to analyze the content on your pages.

Quickly discover which parts of your website are engaging users, and which are causing them to drop off.

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Installing & Starting CS Live

1. Install the [CS Live Chrome extension](#) to your Chrome browser.
2. Navigate to a page on your website you want to analyze, e.g. your home page.
3. Click on the CS Live extension [] to launch CS Live.
4. Click 'Start Analysis'.
5. Use the ribbon to select the device, time period, and segment you want to analyze.

CS Live uses **zones**, colorful data overlays identified via the HTML structure of your site, to display metrics.

To create a zone, hover over the content you want to analyze. If a zone can be created, a frame will appear around the content. When clicking inside the frame, the zone will be created.

Analysis settings

Device

You can analyze sessions by device type: desktop, mobile, tablet, or all devices.

- *Note: 'All devices' aggregates all device sessions but degrades zone-level data accuracy.*
- *Note: If you are analyzing a mobile device, we recommend you to use CS Live inside the Developer tool.*

Page

By default, CS Live will be set to **Single Page**, meaning it analyzes the data for the current URL you are viewing with all its queries. You can also choose to:

- **Create a page on the fly** and add up to six (**6**) conditions (*Conditions need to match the current URL open*)
- **Select a page group from a mapping** - by using a page group, you'll analyze all the data aggregated for all the pages included in the selected page group.

Date

Select the date range for the data you want to analyze — you have up to three (**3**) months of data in CS Live. You can also define your analysis down to the minute for precise data.

Segment

Choose the segment that you want to analyze - by default, the segment is set to **'All users'**.

Metric

Select a metric to analyze with - you can change the metric as many times as you like during your analysis.

Analyzing a mobile device

If you are analyzing a mobile device, we recommend you to use CS Live inside the developer tool. This allows you to analyze the page in the same layout as appears on a mobile device.

1. Install the CS Live Chrome extension to your Chrome browser.
2. Open the developer tool, either by inspecting the page you are on or using the keyboard shortcut:
 - a. Inspecting: Right-click on your page, and select **Inspect** in the menu that opens.

b. Shortcut:



3. Navigate to the CS Live tab inside the top menu of the developer tool. If it's not visible, click on the **arrow** [>>] icon until you find the tab.
 - a. We recommend you to move CS Live to the front of the menu - simply drag and drop the CS Live tab to the front of the menu.
4. Click on the device icon [] located in the top-left corner of the menu to adjust the interface to a mobile device.
5. You'll find all the CS Live functionalities inside the Developer tool.



When analyzing a mobile device on a web zoning, "click" metrics become "tap" metrics. However, there is no change in the metric calculation.

CS LIVE METRICS

CS Live metrics provide insights on how users interact with the different elements and content on your page, what engages them, and what is causing frustration.

Top Most Used Metrics

Click rate (Pageview level)

The percentage of pageviews with at least one click on the zone.

$$\frac{\text{Number of pageviews where the zone was clicked}}{\text{Total number of pageviews}}$$

Click rate (Session level)

Percentage of sessions with at least one click on the zone

$$\frac{\text{Number of sessions where the zone was clicked}}{\text{Total number of sessions}}$$

Attractiveness rate

Of all pageviews where the zone was visible on the screen, the percentage with at least one click on it.

$$\frac{\text{Number of pageviews with zone displayed and at least one click on the zone}}{\text{Number of pageviews with zone displayed}}$$

Exposure rate

The percentage of pageviews where at least half of the zone was visible on the screen. This metric indicates how far users are scrolling.

$$\frac{\text{Number of pageviews that displayed the mid-height pixel line of the zone for at least 150 millisecs}}{\text{Number of pageviews.}}$$

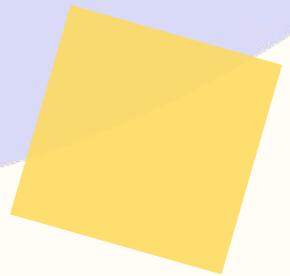
Revenue per Click

The average Revenue generated by users who made a purchase and clicked on a particular zone.

$$\frac{\text{Total purchase amount of all users that clicked on the zone}}{\text{Total sessions where the zone was clicked}}$$

Attractiveness Metrics

- → Identify where users are clicking on the page
- →



Click Rate (Pageview Level)

Definition and Calculation

The percentage of pageviews with at least one click on the zone.

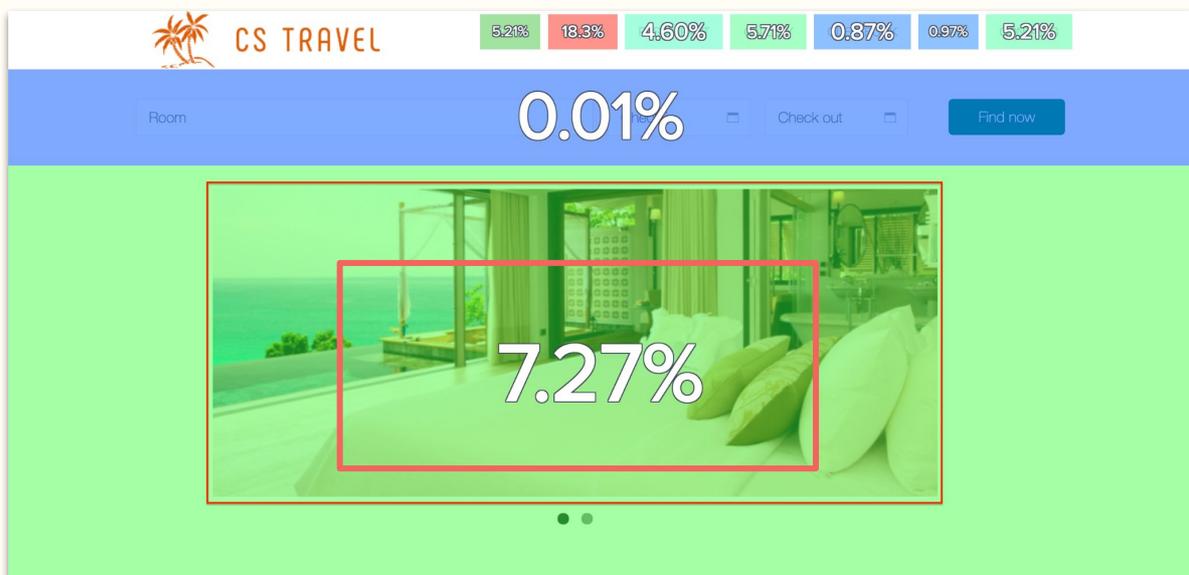
Number of pageviews where the zone was clicked

Total number of pageviews

Understand the Metric

Pageview level click rate shows what users clicked on during a pageview. This metric only considers clicks that happened during **one pageview**, while Session level click rate counts all clicks happening on that page on a particular zone during a session.

Use case



A travel site is analyzing their homepage, and want to see if users are clicking on the new promotional banner.

Using **Click rate (pageview level)**, they can see that 7.27% of all views of the homepage contains at least one click on the banner.

Click Rate (Session Level)

Definition and Calculation

Percentage of sessions with at least one click on the zone.

Number of sessions where the zone was clicked

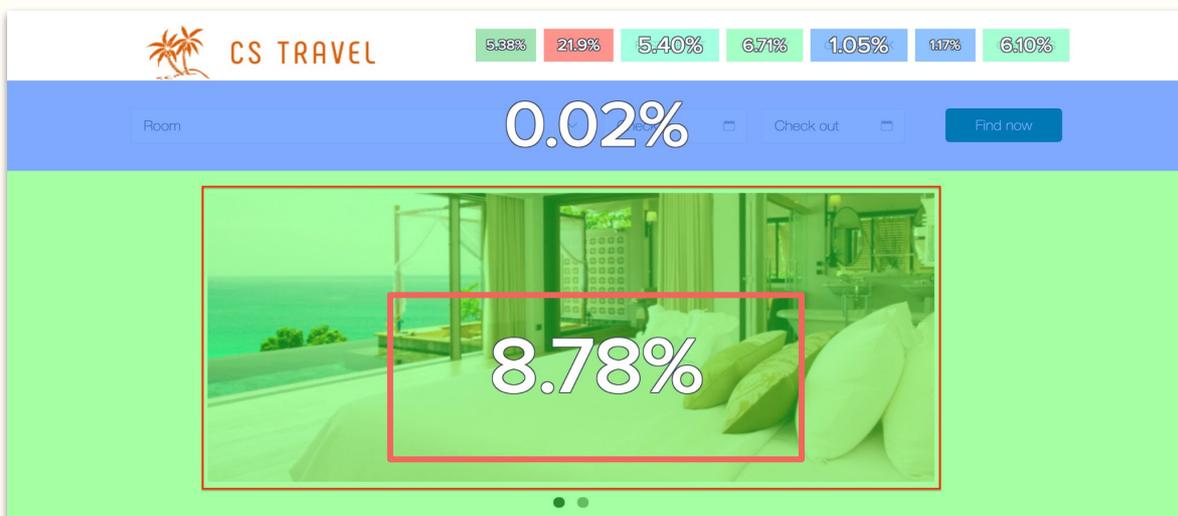
Total number of sessions

Understand the Metric

Session Level Click Rate uses sessions instead of pageviews. The Click rate shows the percentage of sessions during which a particular zone was clicked.

This means that if a page was viewed three (3) times during **one (1) session**, and a particular zone was clicked during two (2) of the page views, Click rate (session level) will count both clicks.

Use case



The travel site decided to compare the Click rate (pageview level) with the Click rate (session level). They noticed that the banner is clicked during 8.78% of all sessions (compared to 7.27% of pageviews).

This indicates that users some users click on the banner more than once during different pageviews.

Time Before First Click

Definition and Calculation

Average number of seconds between when our tag is loaded and the first click on the zone, for pageviews with at least one click on the zone.

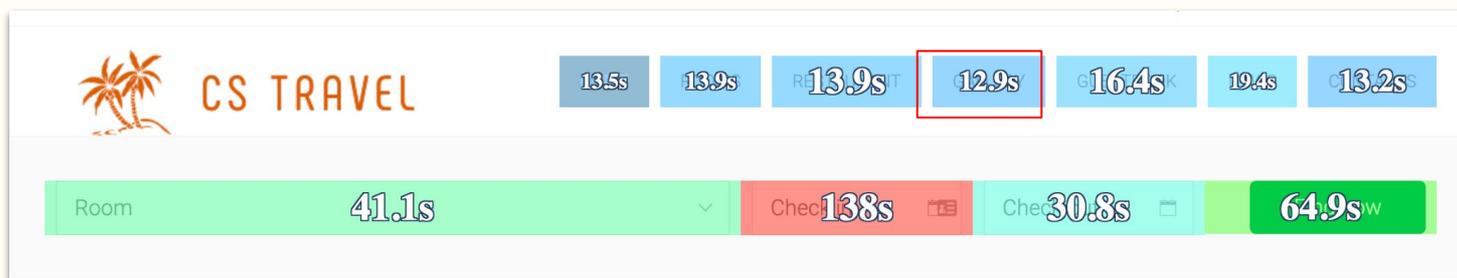
Time before first click = Average time from when the CS tag fires and the first click on the zone, for a pageview with at least one click on the zone

Understand the Metric

Using Time before first click, you can rank your zones based on what users tend to click first.

This gives you an indication of which zones are the most attractive to users, and which zones they either skip or return to later.

Use case



Using Time before first Click, CS Travel noticed that users tend to engage with the top-menu before checking the availability of a room.

Users click the fastest on the **Gallery** (highlighted with red frame) entry in the menu, which indicates that they want to view more pictures of the amenities. This could mean that they aren't ready to book a room at this point, but want to gather more information about what the room will look like.



Certain content, e.g. CTAs, should have a low Time before first click, as they should be easy to use and engage a user to click. If a CTA has a high Time before first click, best practice is to analyze how intuitive the CTA is for users.

Number of Clicks

Definition and Calculation

The total number of clicks collected based on the settings in your analysis context.

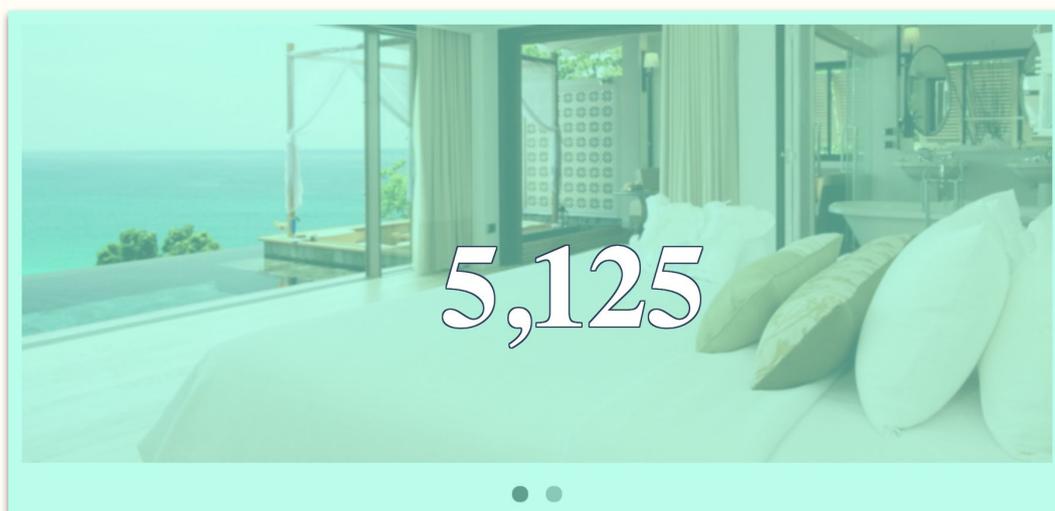
Understand the Metric

Total Number of Clicks lets you see what content on the page has received the most clicks in total based on the settings in your Analysis Context.

This metric can be useful when wanting to surface insights on your site. If you notice a zone with a high or low total number of clicks, you can further your analysis by using metrics such as Click recurrence, Click rate, and Attractiveness rate.

Keep in mind that Total Number of Clicks counts all clicks made during the time that matches your Analysis Context. This means that one user can click several times on the zone, and all clicks will be counted.

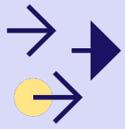
Use case



Four days after adding it to their homepage, a Travel site noticed that their new carousel had an unusually high amount of clicks. As a carousel has several pieces of content inside it, several clicks are to be expected.

However, as a high number of clicks can also indicate frustration, they decided to double check with Click recurrence.

Interaction Metrics



See how users interact with a zone

Attractiveness Rate

Definition and Calculation

Of all pageviews where the zone was visible on the screen, the percentage with at least one click on it.

$$\frac{\text{Number of pageviews with zone displayed and at least one click on the zone}}{\text{Number of pageviews with zone displayed}}$$

Understand the Metric

Attractiveness rate shows if users click on a zone after they've seen it. A zone with high Attractiveness rate should in general be given high exposure, indicating that users exposed to the content tend to engage with it.

Promotional content should have high Attractiveness rate, meaning that users are engaging with the content you are pushing.

Use case



A travel site noticed that the promoted products on their homepage have high Attractiveness rates.

However, as they are positioned below the fold line, it's hypothesized that the Attractiveness could be even higher if the products were given higher visibility.

Float Time

Definition and Calculation

The average total time (in seconds) spent hovering over an element.

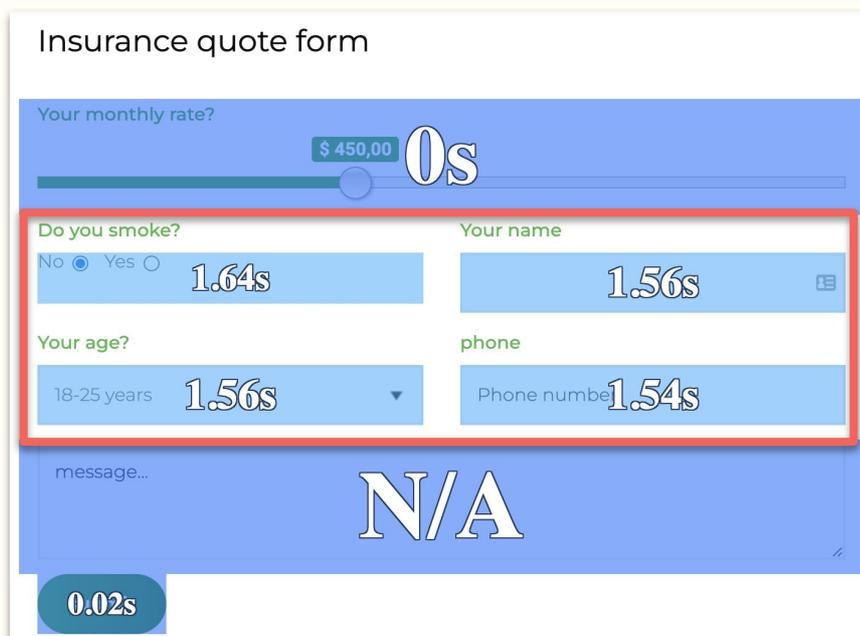
$$\frac{\text{Total time spent hovering over the zone}}{\text{Number of pageviews with at least one hover over the zone}}$$

Understand the Metric

Whether Float time is negative or positive depends on the context of the content. If a zone with text has a longer Float time, it indicates that users are reading the content.

If a zone with a CTA or image carousel has a long Float time, it could indicate confusion.

Use case



An insurance company is analyzing their quote form. They note that all form fields have short Float time, but that the zones containing text in general have a slightly higher result.

They make the hypothesis that users take longer on these field to read, but double checks for rage clicks (Click recurrence) to confirm that the higher time isn't a sign of frustration.

Click Recurrence

Definition and Calculation

Average number of clicks on the zone, for pageview with at least one click on the zone.

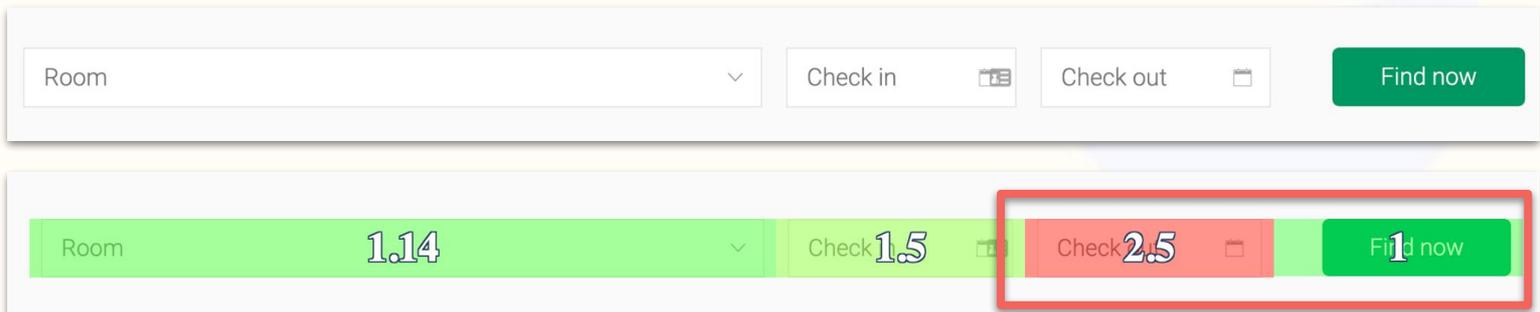
$$\frac{\text{Total number of clicks on the zone}}{\text{Total number of pageviews with at least one click on the zone}}$$

Understand the Metric

Whether a Click recurrence is negative or positive depends on the context of the content. If a zone contains a form field, in general, we want the Click recurrence to be low. If the Click recurrence is high, it could mean that the field is broken and that users are rage clicking.

However, keep in mind that fields such as Promotional Codes often has a Click recurrence of at least two (**2**), as many users clicks once to active the field and a second time to paste their promo code.

Use case



A travel site noticed that the checkout field on their room availability search has a higher Click recurrence compared to the other fields.

This could mean that users are changing their checkout date based on room availabilities. However, as the **Find now** CTA on average is only clicked once, it means that users on average only make a room search once.

This means that users are clicking several times on the checkout field before they make their first search. This indicates frustration, and that the field could be difficult to use or broken.

Engagement Rate

Definition and Calculation

Of all pageviews with at least one hover on the zone, the percentage that also have at least one click on that zone.

Number of pageviews with at least one hover
and at least one click on the zone

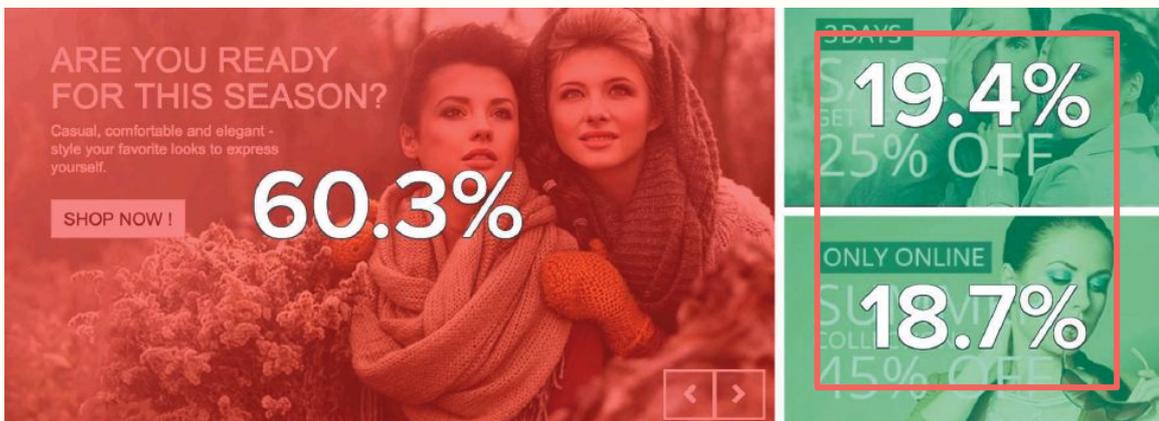
Number of pageviews with at least one hover on the zone

Understand the Metric

Engagement rate translates how engaging a piece of content is to users, and shows whether a user clicks on a content after considering it (hovering it).

If the Engagement rate is low for a zone containing content you want users to interact with, best practice is to analyze the content attributes, such as the color, text, and CTA etc.

Use case



A retailer is analyzing their Black Friday campaign page. They noticed that the larger content (left side, red zone) has 60.3% Engagement rate, while the content containing promotional rates (right side, green zones) have 19.4% vs 18.7%.

They decide to promote the high performing content more by giving it higher exposure, and analyze the lower performing content closer - they evaluate how attractive the content is (Attractiveness rate), what percentage of all users the Engagement rate concerns (Hover rate), and if the content needs more visibility (Exposure rate).

Hesitation Time

Definition and Calculation

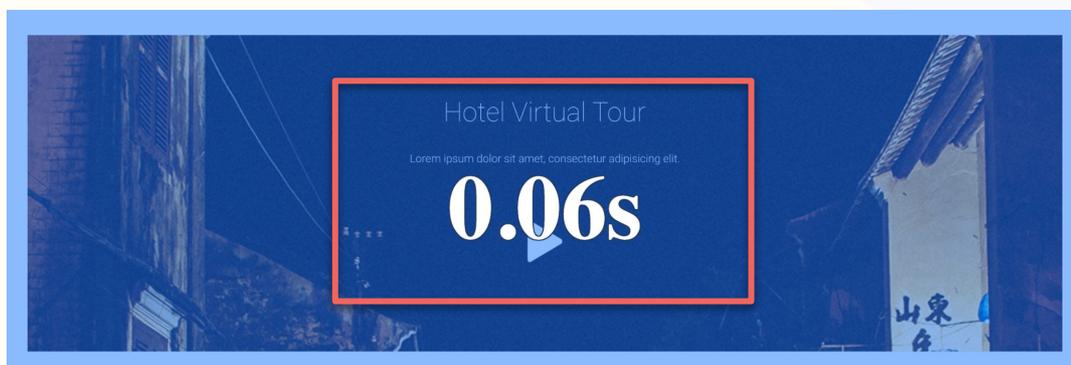
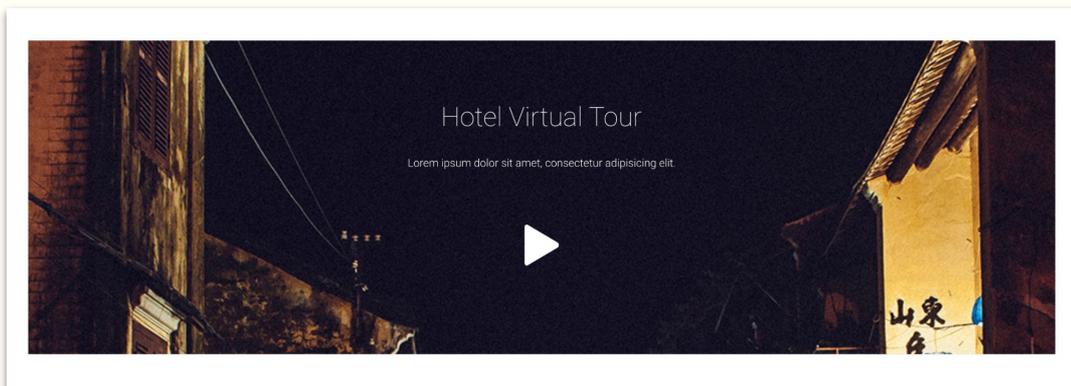
Average time elapsed between the last hover (mouse movement) and the first click on a zone.

Understand the Metric

Hesitation time shows how intuitive an element is to use. Whether Hesitation time is positive or negative depends on the context- e.g, a CTA should be easy to use and have a low hesitation time.

If the Hesitation time is high, it could mean that users are unsure of how to use the content or need reassurance.

Use case



A hotel site is analyzing the usage of the virtual tour of their amenities. As the Hesitation Time is low, they make the hypothesis that the content is easy to use and intuitive for users.

Hover Rate

Definition and Calculation

Percentage of pageviews with at least one hover on the zone.

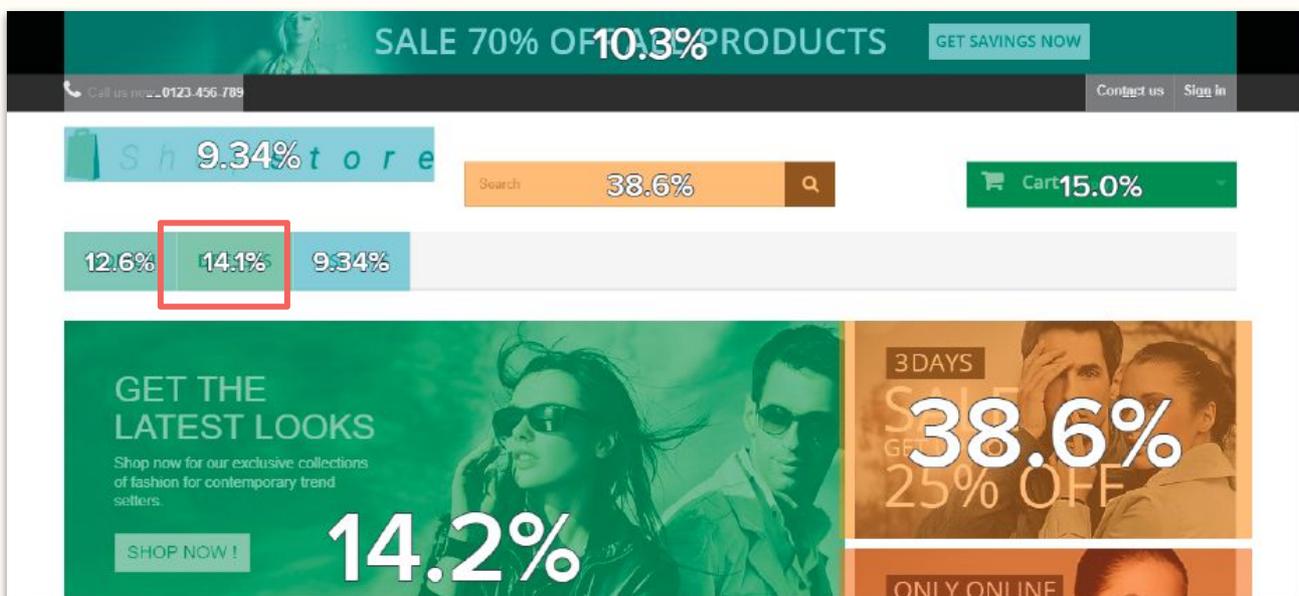
$$\frac{\text{Number of pageviews with at least one hover over a particular zone}}{\text{Total number of pageviews}}$$

Note: Hover rate only collects data on the following HTML elements: `<a>`, `<button>`, `<select>`, `<input>` and `<textarea>`

Understand the Metric

Hover rate lets you analyze what content users are consuming. For example, Hover rate can show what entries in a menu users are considering.

Use case



A retailer is analyzing the menu on their homepage. They notice that the second menu entry has the highest Hover rate (14.1%), indicating that users are paying most attention to this entry.

To analyze further, they can confirm whether this is the most effective entry using Conversion rate per Click and Hover.

Heatmap Metrics

- → Analyze the visibility of the content on your page

Exposure Time

Definition and Calculation

The average time where at least half of the zone is visible on the screen. This metric indicates how long each zone is visible for.

Exposure time = The average time (in seconds) the mid-height pixel line of the zone is visible when it is displayed.

Understand the Metric

With Exposure time, you gain insight into how much time users spend consuming certain content.

Whether Exposure time is positive or negative depends on the context of the content- if a zone is text heavy or contains a video, a longer Exposure time indicates that users are taking their time reading the text or watching the video.

Use case



A hotel noticed that many users click (high Click rate) on their video showing the hotel amenities. However, the zone has a low Conversion rate per Click (Conversion goal = making a room reservation).

The video is 2 min long- as the Conversion rate is low, but the Click rate is high, they want to understand if users actually watch the video until the end.

Using Exposure time, they see that users on average only spend 3.27s on the zone. Based on this, they make the hypothesis that the video is too long for users' liking.

Exposure Rate

Definition and Calculation

The percentage of pageviews where at least half of the zone was visible on the screen. This metric indicates how far users are scrolling.

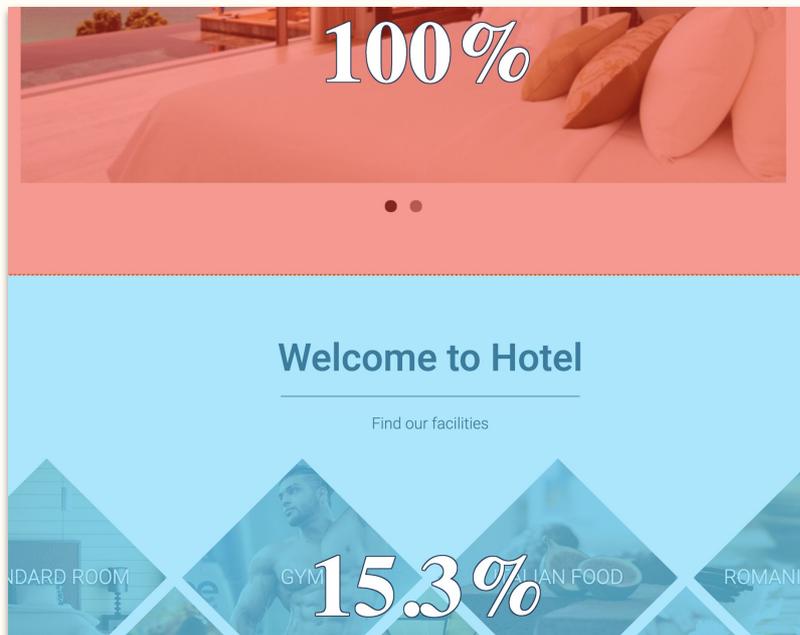
$$\frac{\text{Number of pageviews that displayed the mid-height pixel line of the zone for at least 150 millisecs}}{\text{Number of pageviews}}$$

Understand the Metric

Exposure rate helps you evaluate if a zone needs more exposure. The area with the highest exposure on a page is above the fold line – best practice is to place the content you want to guarantee that users see there.

It's also important to show that there's more content below the fold, by avoiding false bottoms and showing the top part of the content further down the page above the fold.

Use case



A hotel website noticed that the Exposure rate drops from 100% to 15.3% below the fold line. After a quick analysis, they realize that the page contains a false bottom.

They hypothesize that that's the main reason for the low Exposure rate below the fold, and plan an A/B test to improve the design of the page.

Performance Metrics

- → Measure performance of zones according to business objectives.
-

Conversion Rate per Click

Definition and Calculation

Of users that clicked on the zone, the percentage that also completed an e-commerce transaction during the same session.

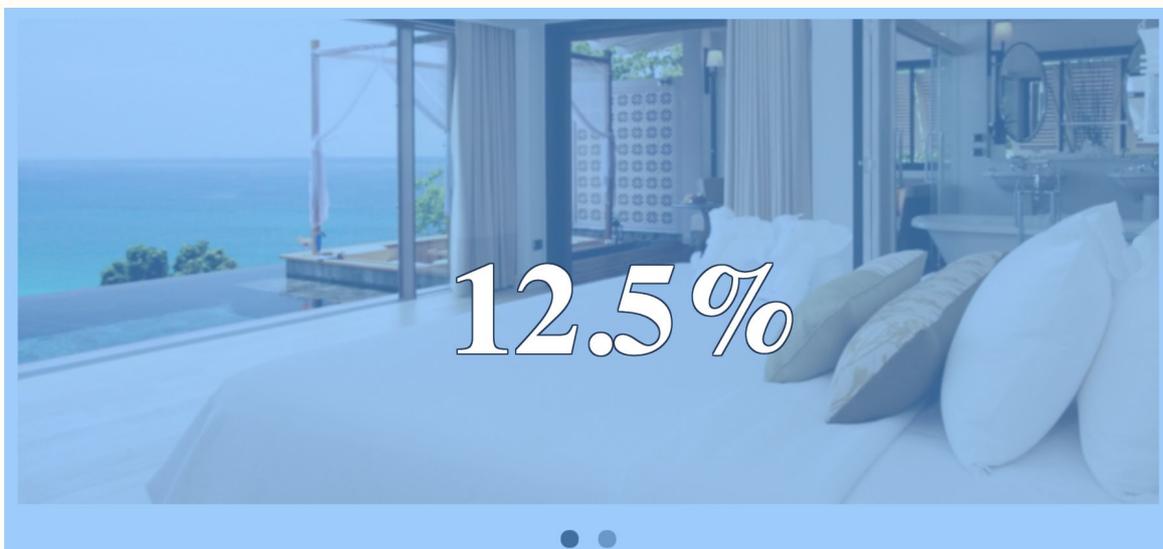
$$\frac{\text{Number of visitors who clicked on the zone and accomplished the behavior}}{\text{Number of users who clicked on the zone}}$$

Understand the Metric

Conversion Rate per Click shows you at a glance which zones on a page are contributing to conversions when they are clicked on.

This can be useful when determining what type of content to feature on a page, depending on your business objective. You can use either an e-commerce goal (transaction) or another Conversion goal.

Use case



A travel site is analyzing the carousel on their homepage. The purpose of the carousel is to get users to add a room to their basket.

Using Conversion rate per Click, they can see that 12.5% of users who have clicked on the carousel also have added a room to their basket.

Conversion Rate per Hover

Definition and Calculation

Of users that hovered the zone, the percentage that also completed the selected goal during the same session.

$$\frac{\text{Number of visitors who hovered over the zone and accomplished the behavior}}{\text{Number of users who hovered over the zone}}$$

Understand the Metric

This metric shows you if hovering on a zone impacts whether or not users perform a certain behavior. You can either select an existing conversion goal, such as e-commerce, or create one based on your analysis objectives.

It can be particularly useful when analyzing content that's not commonly clicked, such as content with text.

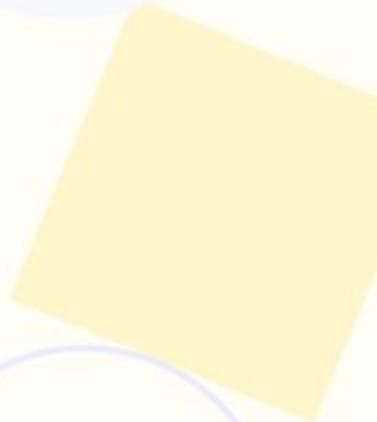
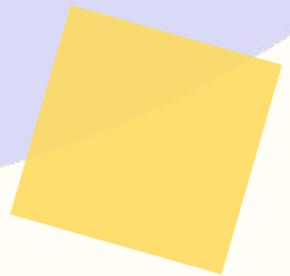
Use case



A hotel site is analyzing the content on their amenities page. Using Conversion rate per hover, they notice that 3.47% of users who hover the text about their restaurant also make a booking at the hotel (analyzed with the e-commerce conversion goal).

ROI Metrics

- → Understand the impact of a zone on ROI
-



Revenue per Click

Definition and Calculation

The average Revenue generated by users who made a purchase and clicked on a particular zone.

Total purchase amount of all users that clicked on the zone

Total sessions where the zone was clicked

Understand the Metric

This metric shows the average Revenue generated by users who made a purchase **and** clicked on a particular zone. It helps you rank your zones based on performance and business objective.

Higher performing zones should be given maximum exposure. What counts as high performance depends on the objective of the zone, however, in general zones with high revenue contribution should be prioritized.

Use case

Department	Percentage	RPC Value
TV	41.8%	€441
Car Electronic	0%	N/A
Gaming	44.8%	€454
Mobile Phone	0%	N/A
Computer & Accessories	0%	N/A
Tablet Access	0%	N/A
Consumer Ele	0%	N/A
Electronic Components & Supplies	0%	N/A
Phones & Telecommunications	13.5%	€1,923
Watches	0%	N/A

A retailer is analyzing their menu entries. They notice that the zones containing the TV and Gaming entries have the highest Click rate.

However, as the zone containing the Phones and Telecom entry generates more Revenue per Click, they prioritize this zone to give it more exposure

Purchase – Conversion Rate per Click

Definition and Calculation

Of users that clicked on the zone, the percentage that also completed an e-commerce transaction during the same session.

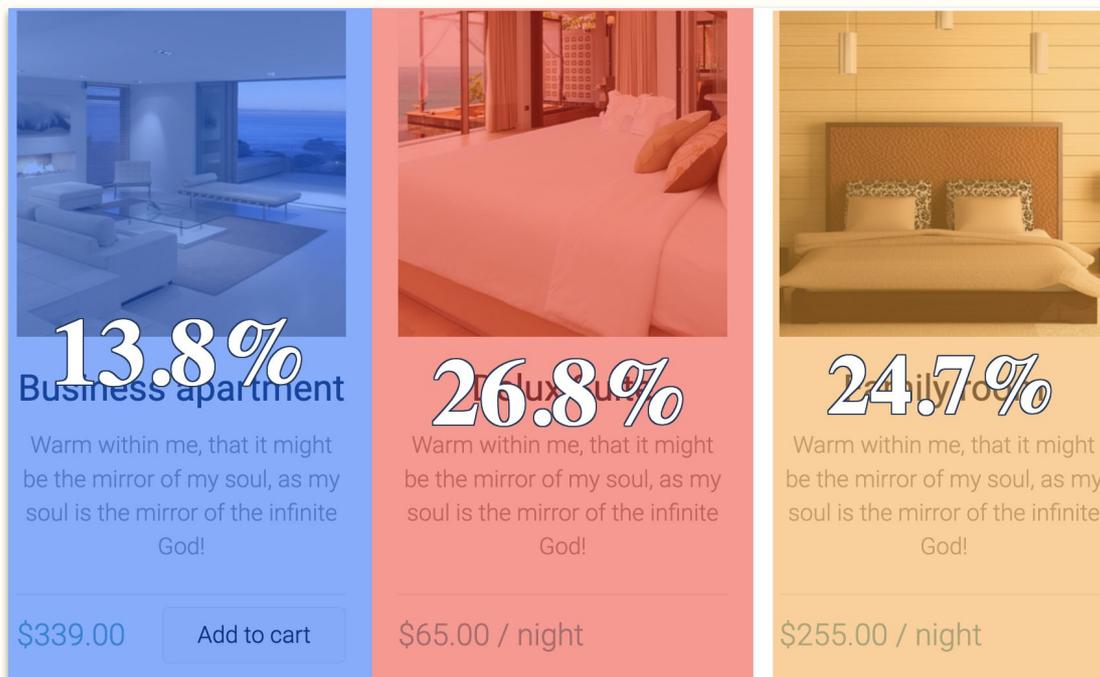
$$\frac{\text{Nr of sessions with transactions where a specific zone was clicked}}{\text{Total nr of sessions during which a specific zone was clicked}}$$

Understand the Metric

This metric lets you see which zones contribute the most to purchase. It shows you at a glance which zones on a page are contributing to conversions when they are clicked on.

This can be useful when determining what type of content to feature on a page.

Use case



A travel site is analyzing their product display, which has the objective of increasing purchases.

Using Purchase – CR per Click, they can quickly see that the zones containing the luxury suite (red zone) and family room (yellow zone) has had the best performance, while the zone containing the Business apartment has lower results (blue zone).

Purchase – Conversion Rate Per Hover

Definition and Calculation

Of users that hovered the zone, the percentage that also completed an e-commerce transaction during the same session.

Total nr of sessions with transactions that hovered on a zone

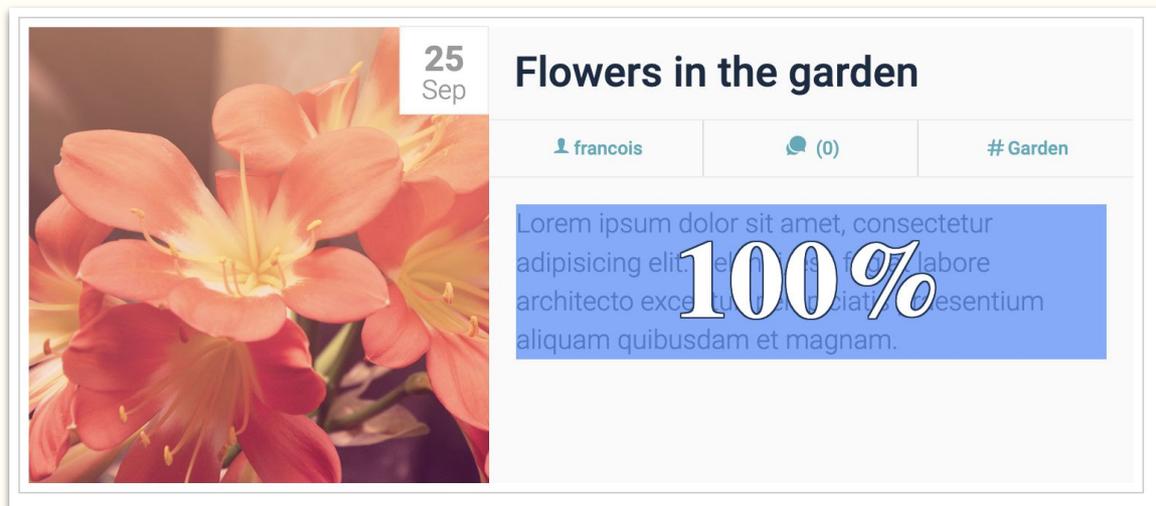
Total nr of sessions that hovered a zone

Understand the Metric

This metric gives you insight into if hovering certain content (inside zones) impact purchases.

For example, it allows you to analyze if hovering content like the safe payment information or a product description impacts purchase positively.

Use case



The image shows a social media post interface. On the left is a photo of orange flowers. To the right of the photo is a date '25 Sep'. The post title is 'Flowers in the garden'. Below the title are three elements: a user profile 'francois', a comment count '(0)', and a hashtag '# Garden'. The main content area contains placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit...' with a large '100%' overlay in the center, indicating a 100% conversion rate.

An event site is analyzing the performance of their event calendar. They notice that 100% of users who have hovered the zone with the event description have also purchased a ticket.

They hypothesize that an event description is an important part of the users' decision-making process when deciding to buy a ticket or not.

Revenue

Definition and Calculation

The total revenue generated by users who clicked on the zone. This metric ranks elements based on their contribution to revenue.

Revenue = Total purchase amount of all sessions that clicked on the zone.

Understand the Metric

Revenue lets you analyze how a zone contributes to the overall Revenue. Keep in mind that the Revenue calculated is based on the **zone**- it shows how much revenue was generated during a certain time period by users who clicked on the zone.

Let's say a zone has one product display for week 1 and 2, then another week 3 and 4- if you select that whole month as time period, the revenue metric will show the combined revenue generated by the zone from week 1-4.

Use case

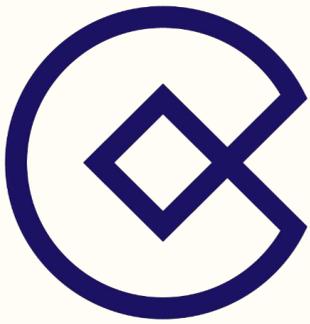


Department	Revenue
TV	€73,692
Car Electronics	€0
Gaming	€81,347
Mobile Phone series	€0
Computer & Office	€0
Tablet Accessories	€0
Consumer Electronics	€0
Electronic Components & Supplies	€0
Phones & Telecommunications	€103,865
Watches	€0

A retailer is evaluating the menu entries inside their home page drop-down menu.

Using Revenue, they quickly see that the zones containing the TV, Gaming and Phones & Telecommunications entries have contributed the most to revenue.

They hypothesize that these entries could generate even more revenue if given better visibility, and complement their analysis by using Exposure rate.



Contentsquare

More. Human. Analytics.

