Contentsquare

Use case Booklet

Discover everyday use cases to perform with CS Digital

Table of content

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Content

Use cases that help you understand what content your users enjoy, and where there are optimization opportunities!

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Analyzing Content Attractiveness

Overview

Understanding what content users like helps you optimize the content positioning on a page, and discover best practices for future content creation.

Analysis (Weekly)

Attractiveness rate

12.8%

Click rate
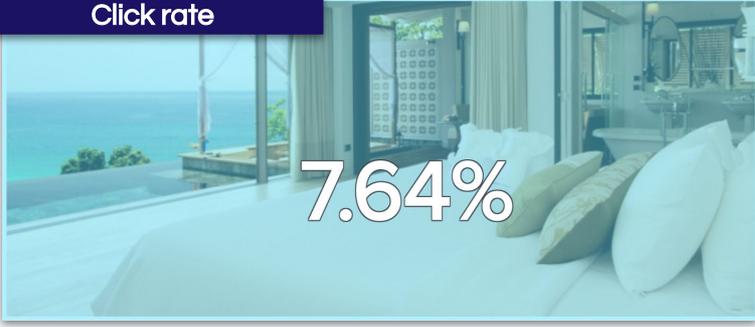
7.64%

Exposure rate

100%

1. Create (or use an existing) **zoning** of the page you want to analyze.

2. Use the metrics **Attractiveness rate** and **Click rate (session or pageview)**.

3. If content has a high rates, it indicates that users are drawn to it.

4. If a zone has high Attractiveness rate but low Click rate, it's worth noting that the Attractiveness rate represents a small amount of users.

5. Complement with **Exposure rate** – content that users like should be given high visibility further up the page.

Optimizing the Homepage Layout

Overview

How content is positioned impacts the homepage performance. Best practice is to give content generating high revenue high visibility.

Using **Zoning Analysis**, you can quickly determine which content has high versus low exposure and revenue.

Analysis (Weekly)

Exposure rate

100%

Welcome to Hotel

Find our facilities

15.6%

1. Create (or use an existing) homepage zoning / zoning of the homepage.

2. Use the **Exposure rate** metric, and analyze which content has high vs. low exposure.

3. Use **Revenue** and **Revenue per click**, and determine which content has highest vs. lowest performance.

4. Double check how many users these metrics encompass by using **Click rate (session)**. A low rate means the other metrics represent a small amount of users.

5. Move the best performing content to positions with high exposure, and analyze how low performing content can be optimized.

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Evaluating Content Conversion Rate

Overview

Analyzing which content drives goal conversion helps you identify what type of content motivates different user actions (e.g. clicks on a CTA).

Using **Zoning Analysis**, you can quickly spot which content drives Conversion rate for a particular goal.

Analysis (Weekly)

CR per Click

Standard Suite
Warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God!
$89.00 / night   Add to cart

Business apartment
67.9%
Warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God!
$339.00   Add to cart

Standard Twin
Warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God!
$125.00 / night   Add to cart

CR per Hover

Standard Suite
Warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God!
$89.00 / night   Add to cart

Business apartment
56.1%
Warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God!
$339.00   Add to cart

Standard Twin
Warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God!
$125.00 / night   Add to cart

1. Create a zoning of your page, or use an existing one.

2. Use **Conversion rate per click** and **hover**. Select a Conversion goal you want to analyze.

3. Identify the zones generating the highest Conversion rate.

4. Note down your insights for future content creation. Double-check the scope of your insights with **Click rate (session or pageview)**: if the Click rate is low, the Conversion rate represents a small amount of users.

5. Complement with **Exposure rate** – best practice is to move content that drives Conversion to exposed positions.

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A/B Testing

See how to use Contentsquare to evaluate and monitor an A/B test!
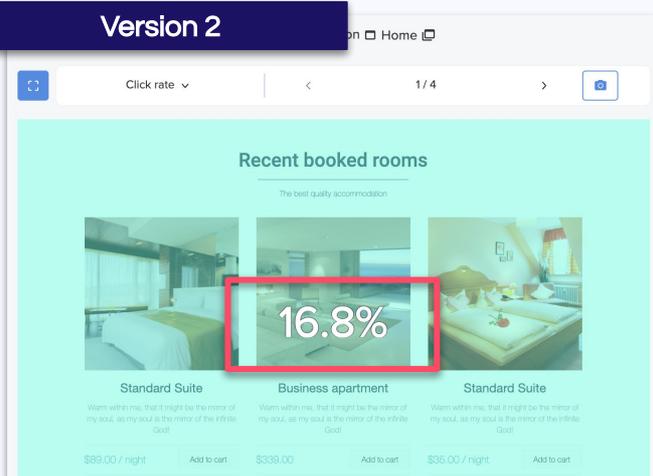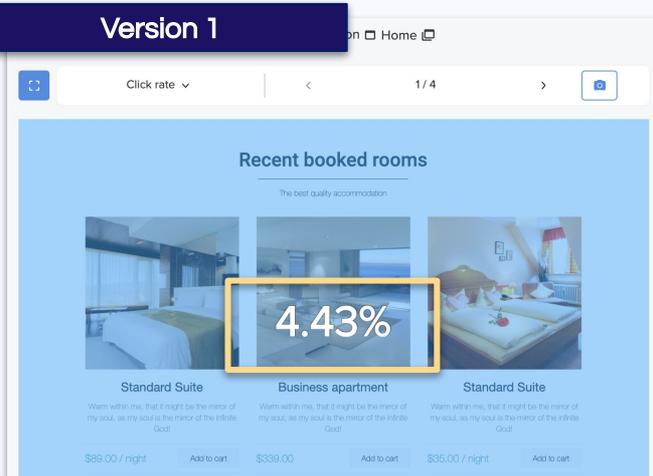
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Analyzing a Zone Level A/B test

Overview

A zone level A/B test lets you compare two versions of an element. With these insights, you can determine which version performs best for your end goal.

Using **Zoning Analysis**, you can analyze the two versions next to each other!

Analysis (ad hoc)

1. Create two **A/B segments**, one for the control variant and one for the test variant. *A/B segments are typically created via dynamic variables. If you need help, reach out to your CSM.*

2. Create your zoning and toggle on the **Comparison mode** to analyze in a side-by-side view.

3. Select your **snapshots** of the control variant. Set each Analysis Context with the matching A/B segment. Make sure to apply the proper test variant to the Analysis Context.

4. Analyze **Click rate**, **Attractiveness rate**, **Revenue** and **Conversion rate**.

5. When using Conversion rate, select goals **specific to your end goal**.

6. Note down which version has the highest performance.

> *Note : Optimal metrics to analyze depends on the end goal of your page design or element.*

Analyzing an A/B Test of a Category Page

Overview

Using Contentsquare, you can analyze an A/B test of a category page !

With **Segments**, **Zoning Analysis** and **Journey Analysis**, you can determine which one of the test and control version had the highest performance.

Analysis (Weekly)

Conversion rate: Control Segment

7.29%

Conversion rate: Test Segment

OUR RESTAURANT

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

OPENING TIMES: 09:00 - 23:00 (MON-FRI)

2.35%

Bounce rate: Control Segment

- Home
- Category page
- Cart
- Contact
- Gallery
- Restaurant
- Business room
- Family room
- Standard twin
- Deluxe suite
- Standard suite

Site exit

53.1%

Bounce rate: Test Segment

- Home
- Category page
- Contact
- Gallery
- Cart
- Deluxe suite
- Business room
- Restaurant
- Family room
- Standard twin
- Standard suite

53.4%

1. Create two **A/B segments**, one for the Control variant and one for the Test variant.

2. Use **Comparison mode** in **Zoning Analysis** – select the snapshots of the A/B versions, and the corresponding A/B segment in the Analysis Context.

3. Check **Revenue**, **Revenue per Click**, **Conversion rate**, **Bounce rate** – note down your insights.

4. Open **Journey Analysis** in **Comparison mode** – set one time period to before the design change, and the other to after. Select one A/B segment in **each**. Analyze how users are navigating, and which segment reaches most product pages

5. Analyze which version has the highest performance and preferred navigational effect.

Monitoring an A/B test

Overview

Tracking an A/B test helps you gather data and evaluate which one of the control and test versions are performing better.

Using **Segments** and **Workspace**, you get an overview of key metrics for each A/B version and can easily share the information with your team!

Analysis (daily)

Conversion rate

▲ 639%   22.0%
                2.97%

Convers... > Ecommerce   👤 Test Segment
                          👤 Control Segment
🌐 Site

Revenue

▼ -18.7%   €34,680
                €42,654

Revenue   👤 Test Segment
                          👤 Control Segment
🌐 Site

**Average total cart**

▼ -5.52%   €194
                €205

Average Cart   👤 Test Segment
                          👤 Control Segment
🌐 Site

Bounce rate

▼ -100%   0.00%
                33.7%

Bounce rate   👤 Test Segment
                          👤 Control Segment
🌐 Site

1. Create two **A/B segments** – one for the Test version and one for the Control version.

2. Create a new **Workspace** – depending on your A/B test, select either Site, Page or Zone level.

3. Create a widget each for the metrics you want to track, and add **both** A/B segments on each using **Comparison mode**.

4. The metrics to track depend on your A/B test– e.g. for a product page, you can use **Conversion rate**, **Average total cart**, **Revenue** and **Bounce rate**.

5. Share the workspace with your team, and monitor the progress daily!

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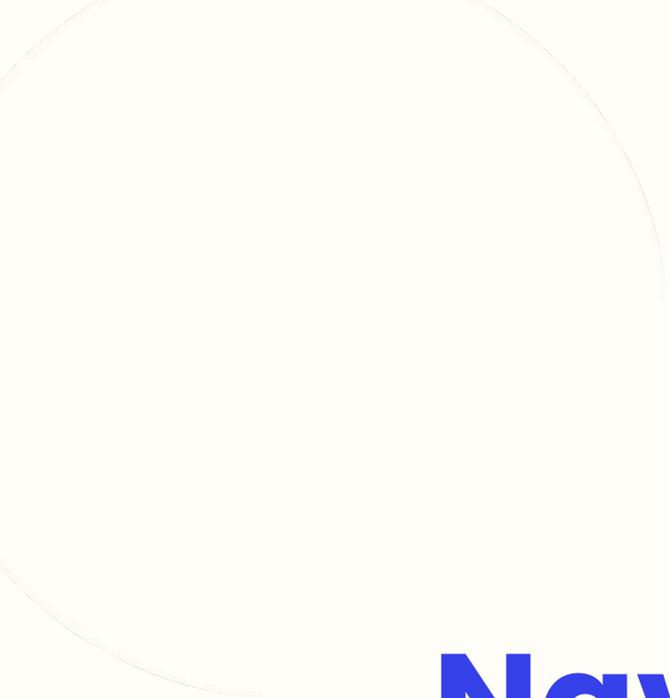
Navigation

Use cases that give insight to the navigational experience, and how it can be improved!

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Optimizing a Menu Layout

Overview

An effective menu helps users complete their goal easily, and contributes to ROI and Revenue.

With **Zoning Analysis**, you can determine which entries are being used the most, and which generate most Revenue.

Analysis (weekly)

Click rate

TV	15.7%
Car Electronics	0.02%
Gaming	15.2%
Mobile Phone Accessories	0.02%
Computer & Office	0.01%
Tablet Accessories	0.00%

Attractiveness rate

TV	33.9%
Car Electronics	0.04%
Gaming	32.8%
Mobile Phone Accessories	0.04%
Computer & Office	0.02%
Tablet Accessories	0.01%

1. Create an "***all page mapping***", containing all URLs the menu is present on in one page.

2. Create a zoning of the menu– by using the *all pages mapping*, you'll see the collected menu data from all pages on one zoning.

3. Use the metrics **Click rate (Session Level)**, **Attractiveness rate**, **Revenue** and **Revenue per click**.

4. The entries with high Click rate are currently most used. Entries with high Attractiveness rate are being used when users are exposed to them.

5. Rearrange the menu so that entries with high rates have high visibility. The exception are entries with high Revenue: **high Revenue entries** should **always have high exposure**, even if they have low Attractiveness or Click rate.

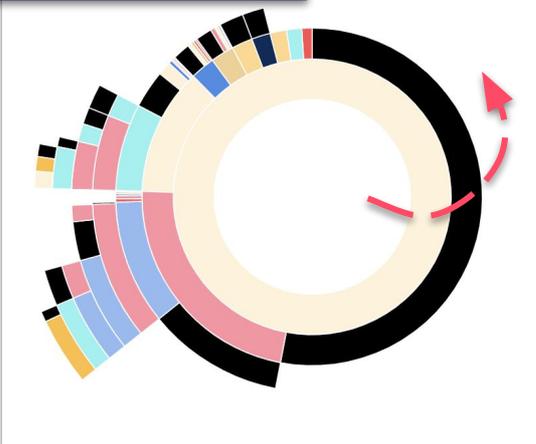Contentsquare

Spotting Friction in User Journeys

Overview

Friction means that there's something on a page hindering users in their journey. Two common signs of friction are high Bounce rates and Exit rates.
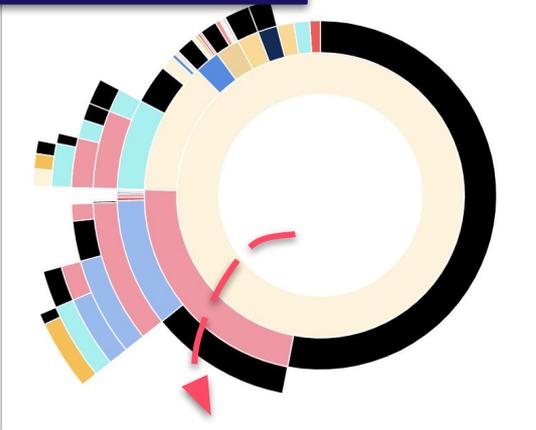
With **Journey Analysis**, you can quickly visualize which pages contain signs of friction.

Analysis (weekly)

Bounce rate

Exit rate

1.   Set your **Analysis Context** with the time period, device and segment your want to analyze.

2.   Use the visualization to identify pages containing friction– e.g. high Bounce rate, Exit rate or Page reloads.

3.   Note down your identified pages. Use other features to surface potential friction using e.g. the **Zoning Analysis** and **Session Replay**.

4.   You can also analyze the experience of the users who took a specific journey using **sequential segments** – right-click on the step containing friction, and select **create a segment on the journey to this page**.

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Analyzing Impact of Content Updates on Navigation

Overview

Updating content can affect your users' navigation. Analyzing if the update had a positive or negative impact lets you surface potential friction, and determine whether the content needs further adjustment.
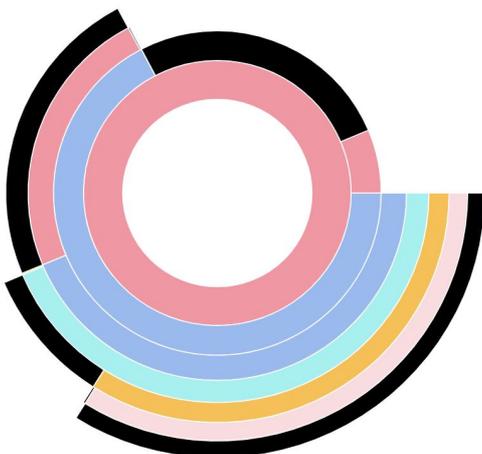
Using **Journey Analysis**, you can quickly see if there are navigational changes

Analysis (weekly)

Before

After

1. Open **Journey Analysis** and activate the **comparison mode.**

2. Select a **time period before** the content changes in one Analysis Context, and a **time period after** the change in the other.

3. If users are making deeper journeys, visiting intended pages, or having shorter, goal-oriented journeys, the change was positive.

4. However, if users are making deeper journeys **without** reaching their goals, it indicates that users find it harder to find what they are looking for.

5. If Bounce, Exit rates, Page reloads or Looping behavior have increased, it indicates that the change caused friction.

Contentsquare
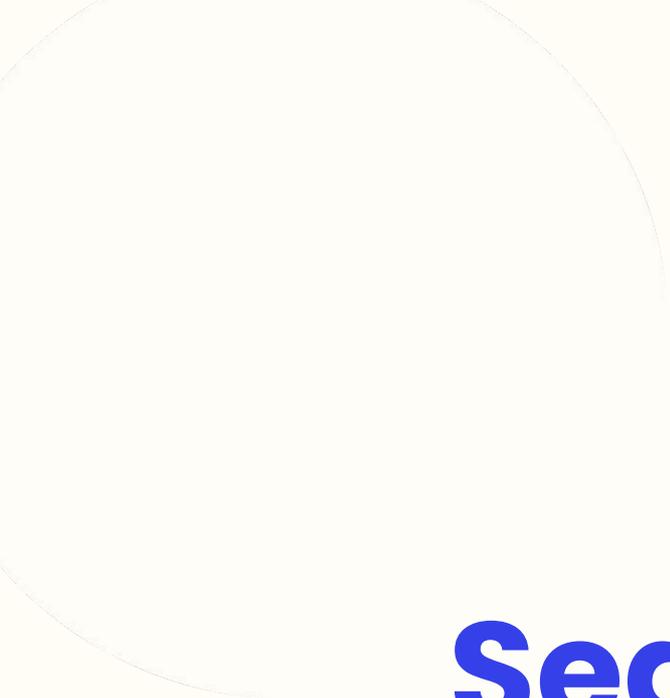
Segments

Discover how to analyze different segments, such as Bounce users and Campaign traffic!

Analyzing Bounce Users

Overview

Bounce visits happen when users only visit one page, then exit the site. Best practice is to analyze bounce sessions, and try to surface what on the page caused users to leave.

In **Page Comparator**, you can compare the KPIs of bounce users to non-bounce users, before diving deeper with other analysis modules.

Analysis (weekly)

Load time & Activity rate

	Load time	Activity
⭐ Home	+ 23.5%	- 91.5%
👥 Bounce visits	1.68s	1.13%
👥 Non-bounce visits	1.36s	13.4%

Scroll rate & Time spent

	Scroll	Time spent
⭐ Home	+ 217%	- 61.6%
👥 Bounce visits	73.3%	3.61s
👥 Non-bounce visits	23.1%	9.40s

1. Open Page Comparator – **star** the page which has the high Bounce rate.

2. Toggle on the **Comparison mode** in the Analysis Context, and compare **Bounce visits** with **Non-bounce visits**.

3. Look at **Load time**, **Activity rate**, **Scroll rate** and **Time spent**.

4. A higher Load time is a common source of frustration, and can cause bounces.

5. If bounce users aren't active or spending time on the page, the content might not be engaging enough.

6. A low Scroll rate can mean that bouncers are missing key content further down the page. If there's a higher scroll rate, it might be that they can't find what they are looking for.
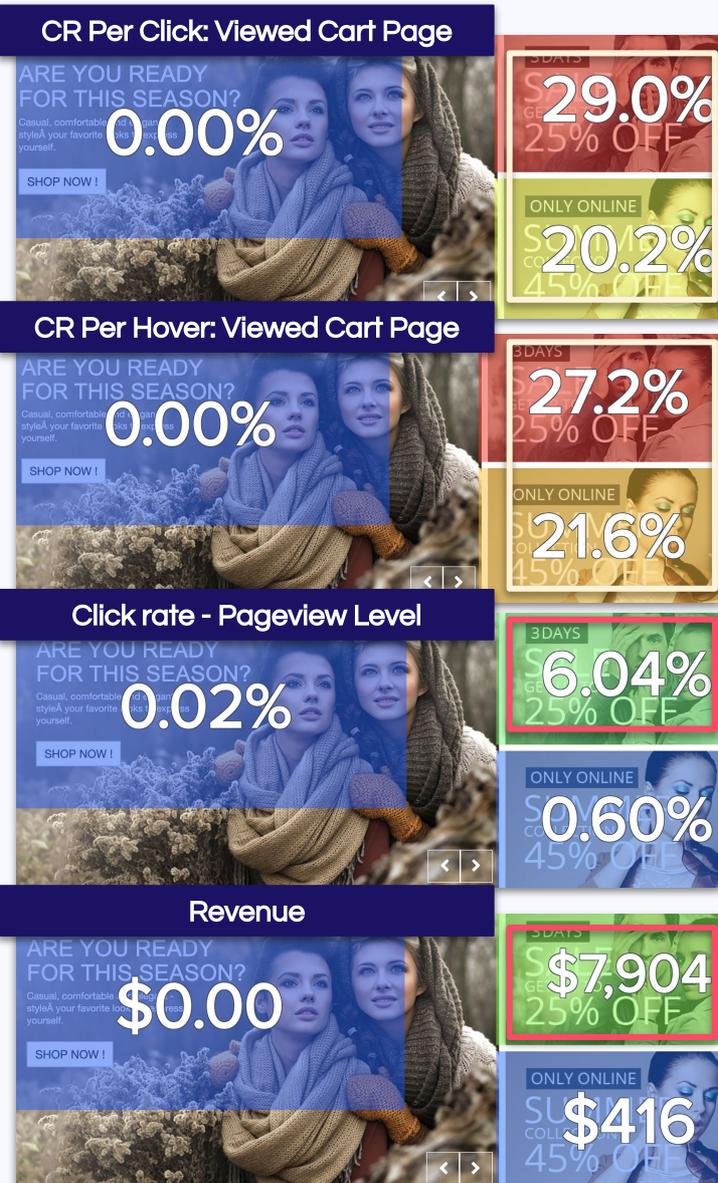
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Analyzing Content Preference of Campaign Segments
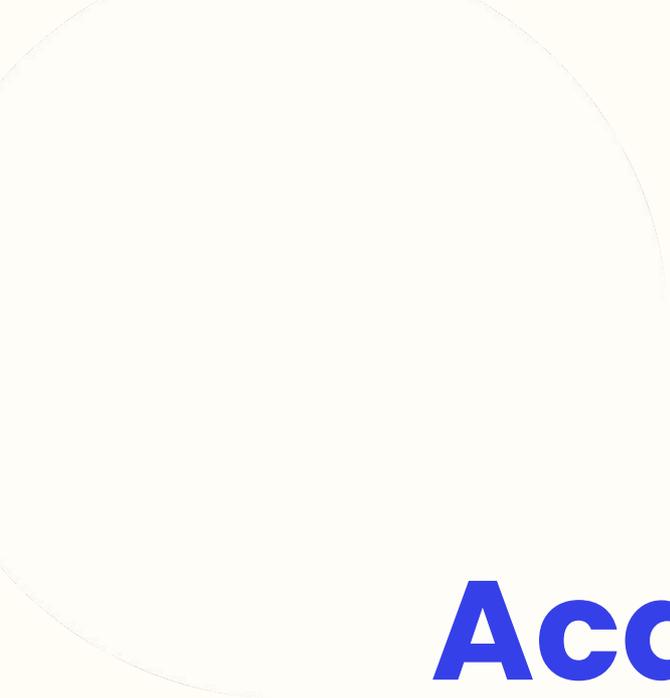
Overview

The content on your campaign segment's landing page plays a big part in whether they convert to the goal you've set for them or not.

With **Zoning Analysis**, you can quickly see what content is promoting conversion to your goal, and which is not.

Analysis (ad hoc)

CR Per Click: Viewed Cart Page
0.00%
29.0%
20.2%

CR Per Hover: Viewed Cart Page
0.00%
27.2%
21.6%

Click rate - Pageview Level
0.02%
6.04%
0.60%

Revenue
$0.00
$7,904
$416

1. Set the segment, campaign time period and device you want to analyze.

2. Use the **Conversion rate : CR per Click** and **Hover** metrics, and select your Conversion goal.

3. Identify the zones with the highest performance - analyze the **Revenue** and **Click rate (Pageview level)** for the zones.

4. Give content with high performance high exposure, to increase the amount of visitors viewing it.

5. Note that if a zone has low Click rate, the Conversion metrics represent a small amount of users.

6. However, a zone with high Revenue should have high exposure, even if it has lower Conversion or Click rate.

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Acquisition Channels

Find use cases that help you analyze and monitor the performance of your acquisition channels.
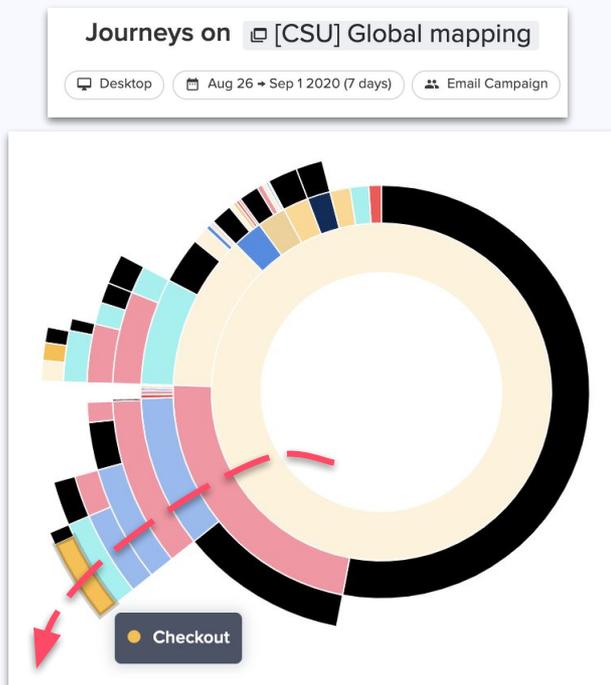
Optimizing Acquisition Redirection

Overview

Defining the top journeys acquisition users take to reach conversion can help you optimize redirection, and select the most effective landing page for ads and campaigns.

Using the **Journey Analysis**, you can visualize how your acquisition users are navigating.

Analysis (weekly)

Journeys on 🗇 [CSU] Global mapping

🖥 Desktop   📅 Aug 26 → Sep 1 2020 (7 days)   👥 Email Campaign

● Checkout

1. Select your **acquisition segment**.

2. Define which page they have to reach to accomplish the goal you've defined for them.

3. Identify the shortest paths users take that brings them to this page.

4. Identify the **landing pages** of these journeys.

5. **Redirect** your segment to these landing pages and test which one generates the best results.

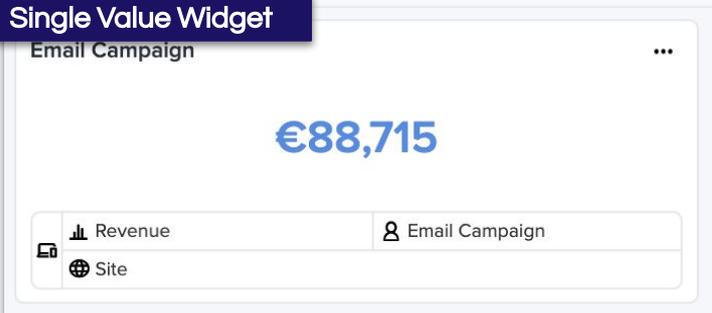# Monitoring Acquisition Channel Performance

Overview

Actively monitoring your acquisition channels helps you understand the how they are performing in terms of KPIs, and quickly spot if results are lower than expected.
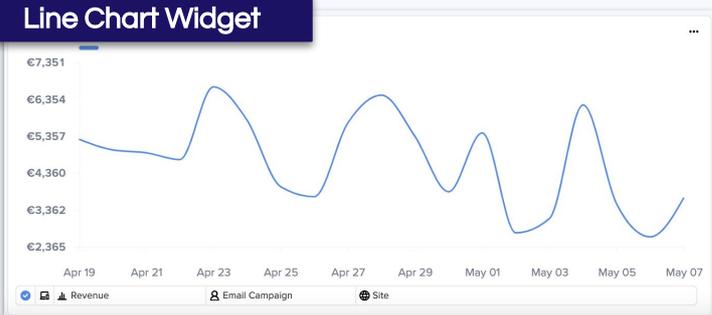
By creating a designated campaign **Workspace**, you can monitor all key KPIs with one glance.

Analysis (daily)

Single Value Widget

Email Campaign

€88,715

| Revenue | Email Campaign |
| Site | |

Line Chart Widget

€7,351
€6,354
€5,357
€4,360
€3,362
€2,365

Apr 19   Apr 21   Apr 23   Apr 25   Apr 27   Apr 29   May 01   May 03   May 05   May 07

Revenue   Email Campaign   Site

1. Create a new **workspace**, and select the template **Segment performance**.

2. Select the **acquisition segment** that comes from the **channel** you want to analyze. Select several segments if you want to monitor more channels.

3. Select the relevant key metrics and click **create**.

4. Monitor the workspace regularly to see how channels are performing, and which channel has the highest performance.

5. If needed, the workspace can be **shared** with colleagues.

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E-Commerce

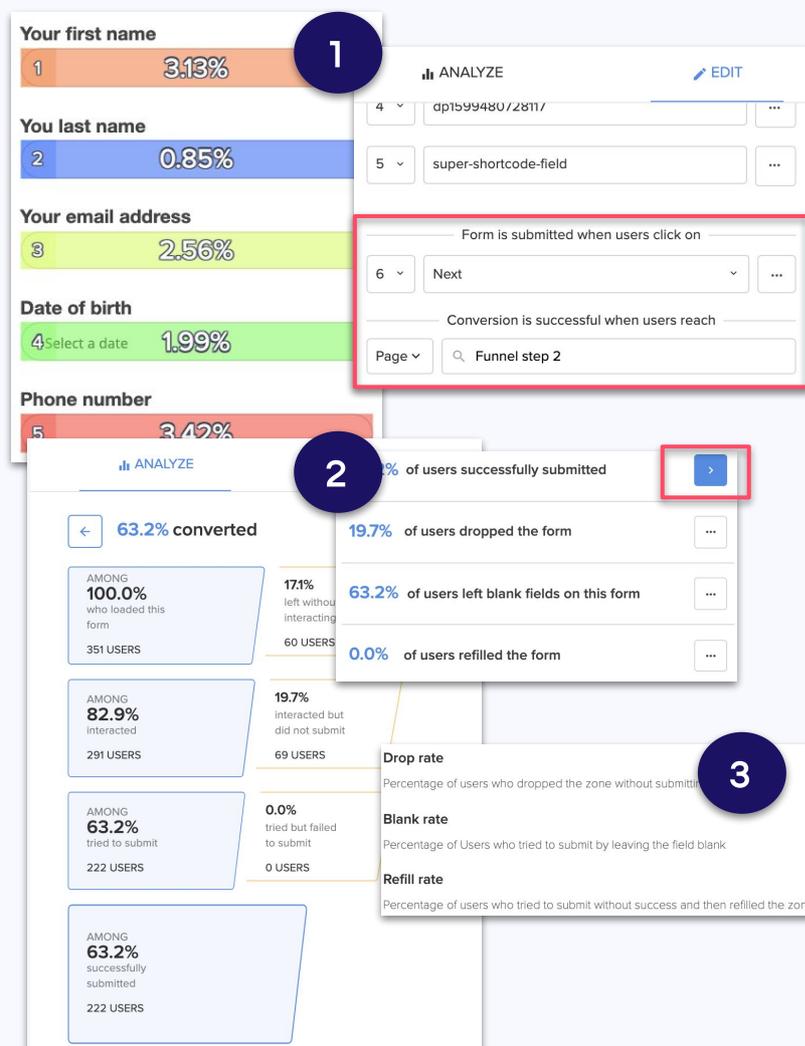In the section, you'll find common use cases useful for e-commerce sites!

Analyzing the Checkout form

Overview

Analyzing how your checkout form is performing gives you insights into optimization opportunities, as well as potential friction.

By using **Form Analysis**, you can easily analyze how your form is performing.

Analysis (ad hoc)

1. Open **Zoning Analysis** and select **Form Analysis** from the drop-down menu in the top-left corner.

2. Create zones - in the edit section, define the **submission** and **conversion** zones.

3. Use the **report** on the right side to see the statistics of users who have interacted with the form, and the difference between users who did and didn't submit it.

4. Click on the blue arrow to access the **comparison report**.

5. To deep-dive into the performance of the individual zones, use the metrics in the drop-down menu. Select between **Drop rate**, **Blank rate** and **Refill rate**.

Finding Friction on the Cart Page

Overview

A cart with broken CTAs, confusing copy or forms that aren't working can cause users enough annoyance to abandon their purchase. By surfacing and troubleshooting friction, you limit the risk of early exits.

Using **Zoning Analysis**, you can quickly detect content causing friction.

Analysis (ad hoc)

Checkout CTAs

Price	Quantity	Total
$339.00	1	$339.00

Update Cart | Proceed to Checkout

Click Recurrence

Price	Quantity	Total
$339.00	1	$339.00

Update Cart 1.00 | Proceed to Checkout 1.00

Hesitation Time

Price	Quantity	Total
$339.00	1	$339.00

Update Cart 0.01s | Proceed to Checkout 0.01s

1. Select (or create) a zoning of your cart page.

2. Use **Click recurrence**: a result higher than 1 means users are clicking several times on a zone.

3. Use **Hesitation time**: a long Hesitation time means users hover the zone before clicking it.

4. **Consider the context**: Whether the results indicate friction depends on the context.

   A high Click recurrence or Hesitation time on a CTA indicates frustration and confusion. Over a carousel or an image with text, it points to engagement.

Surfacing Engaging Product Page Content

Overview

On a product page, best practice is to provide the most attractive content with high exposure. This optimizes the page layout, and gives easy access to the content most users are looking for.

Using **Zoning Analysis**, you can quickly determine the attractiveness of your content.

Analysis (ad hoc)

Attractiveness rate
78.3%

Exposure rate
42.8%
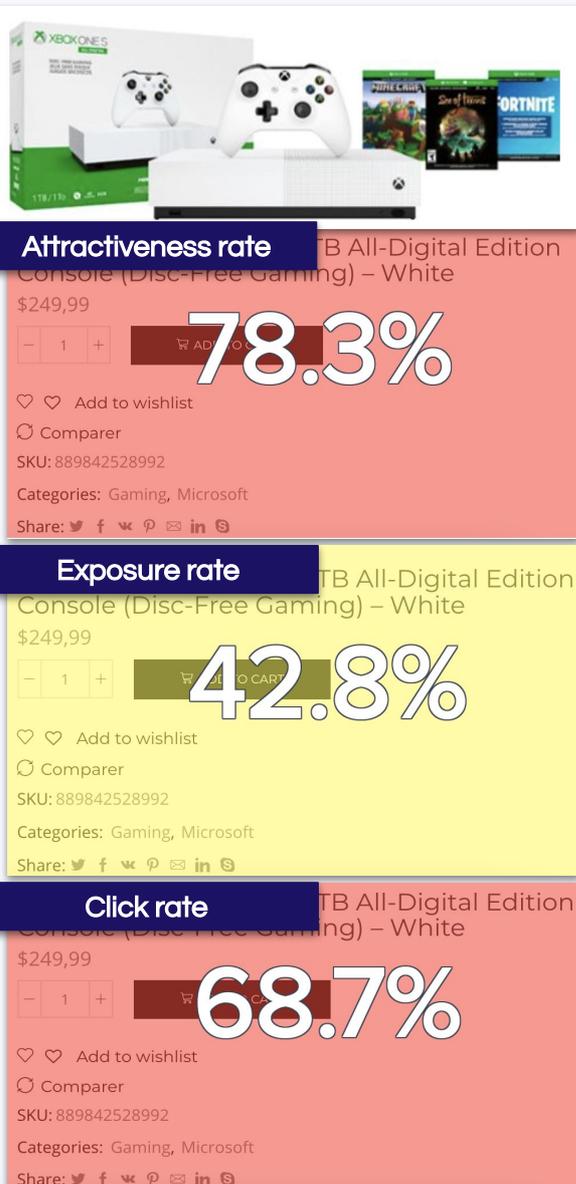
Click rate
68.7%

1. Open **Zoning Analysis** and select (or create) a zoning of the product page.

2. Use **Attractiveness rate** and **Exposure rate** – if content has high Attractiveness rate but low Exposure, it should be moved further up the page.

3. Complement by using **Click rate** – if a zone has high Attractiveness rate but low Click rate, it's worth noting that the Attractiveness rate symbolizes a small amount of users.

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Surfacing Effective Category Filters

Overview

Analyzing your category filters' performance helps you optimize their positioning. Best practice is to surface filters that drive most users to product pages, and those that drive most revenue.

Using **Zoning Analysis**, you can identify the filters with the highest performance.

Analysis (ad hoc)

Click Distribution

TV	4.36%	
Car Electronics	0.00%	
Gaming	4.23%	
Mobile Phone Accessories	0.01%	
Computer &	0.00%	
Tablet Accessories	0.00%	
Consumer Electronics	0.00%	
Electronic Components & Supplies	0.00%	
Phones & Telecommunications	4.22%	
Watches	0.00%	

1. Open **Zoning Analysis** and select (or create) a zoning of the category page.

2. Use **Click distribution** and **Revenue**.

3. Analyze which filter have the highest percentage of clicks and which generate the most revenue.

4. Surface the categories with highest Click distribution and Revenue as quick links.

5. Move categories with lower performance to positions with lower exposure.

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Monitoring

Discover use cases that help you monitor your key KPIs and stay on top of your sites performance.

Overview

Actively monitoring your website not only lets you track its performance, but also gives you the possibility to react quickly to negative development.

With **Workspace**, you can monitor important KPIs and share the information with your team!

Analysis (daily)

1. Open Workspace; click **New workspace** in the workspace list and select the **Fully customisable** template.

2. Select widget type – either '**single value**' or '**line graph**'

3. Select key site metrics, such as **Conversion rate**, **Revenue** or **Bounce rate**. You can also add a segment, to monitor a particular user group.

4. Monitor the workspace daily to stay on top of your site's performance.

5. Share the workspace with your team with the CTA on the right of the title.

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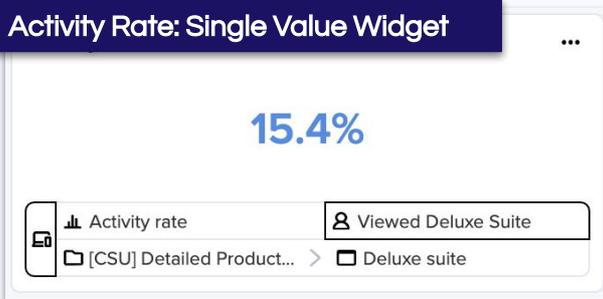# Monitoring Page Performance

Overview

Actively monitoring a page lets you track its performance, and understand when it's time to update its content.
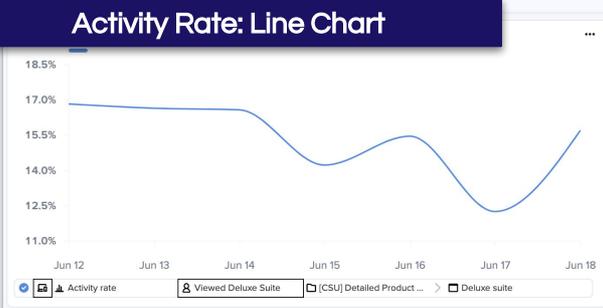
With **Workspace**, you can easily track key pages KPIs and stay on top of the page's performance!
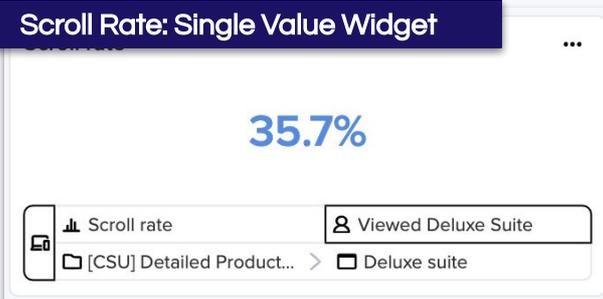
Analysis (ad hoc)
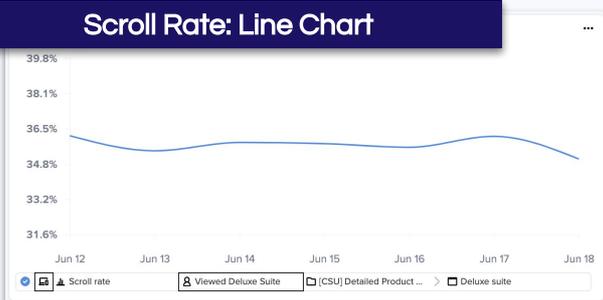
Activity Rate: Single Value Widget

15.4%

ⅈⅉ Activity rate	👤 Viewed Deluxe Suite
📁 [CSU] Detailed Product... >	☐ Deluxe suite

Activity Rate: Line Chart

18.5%
17.0%
15.5%
14.0%
12.5%
11.0%
Jun 12   Jun 13   Jun 14   Jun 15   Jun 16   Jun 17   Jun 18

✓ ⅈⅉ Activity rate | 👤 Viewed Deluxe Suite | 📁 [CSU] Detailed Product ... > ☐ Deluxe suite

Scroll Rate: Single Value Widget

35.7%

ⅈⅉ Scroll rate	👤 Viewed Deluxe Suite
📁 [CSU] Detailed Product... >	☐ Deluxe suite

Scroll Rate: Line Chart

39.8%
38.1%
36.5%
34.8%
33.2%
31.6%
Jun 12   Jun 13   Jun 14   Jun 15   Jun 16   Jun 17   Jun 18

✓ ⅈⅉ Scroll rate | 👤 Viewed Deluxe Suite | 📁 [CSU] Detailed Product ... > ☐ Deluxe suite

1. Open Workspace; click **New workspace** in the workspace list and select the **Page performance** template.

2. Select your mapping, segment and device– if there's no target segment, select **All users**.

3. Choose your page, and add widgets for the metrics **Activity rate**, **Scroll rate**, **Conversion rate**, **Number of sessions** and **Time spent**.

4. High or increasing rates indicate that the content is appreciated, and the page is performing well.

5. Monitor the performance over time– if rates drop, it indicates that the content needs an update or that there's friction.

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## Monitoring a Page Redesign Rollout

Overview

A redesign can affect user navigation and interaction with a page. Monitoring the rollout helps you track key KPIs, and shortens the reaction time potential negative impact.

With **Workspace**, you can monitor key page KPIs and share the information with your team.

Analysis (ad hoc)

1. Create a new workspace using the **Page Performance template**.

2. Select your mapping, segment and device – if there's no target segment, select **All users**.

3. Select your page and the metrics you want to monitor. Click **Create this workspace**.

4. To monitor a metric over time, best practice is to use a **line chart**.

5. Once the workspace is created, you can **share** it with your team!

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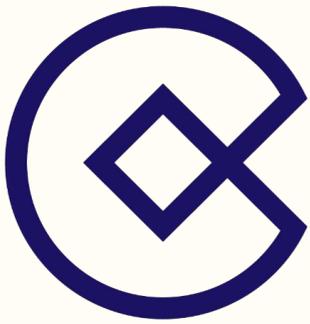
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More. Human. Analytics.