

Your Contentsquare guide

Your first steps with
Contentsquare

Learn how to set up your account and start exploring
your data today

Day 1 - Get set up

1

Log in to your
Contentsquare account
using your Hotjar
credentials

3

Review **masking settings** so sensitive data
stays hidden and key content remains visible
(Projects and users > Check masking, IP
blocking, and URL rules)

2

Verify your tag is working in
your Profile > Projects and
users > Tracking.

4

Confirm your **team members** are invited and
have the right access (Projects and users >
Check access)



Note: Your first replay accessible within 1 hour

After you log in for the first time, the very first replay should appear within 1 hour.

5

Next: Map your pages into mappings with Sense

Mappings organize pages into groups—like category pages and product pages.
These mappings power Heatmaps, Funnels, Journey Analysis, and more, so you'll want
to do this right away.

To set it up, go to Mappings and ask Sense what you want in plain language, like:

"Group my website pages by user journey stage: homepage, category pages, and product pages."



[Your new Contentsquare account](#)

[Review settings guide](#)



[Moving to Contentsquare FAQ](#)



[Understanding session limits](#)

Day 2 - Start exploring

Once your mapping is ready, start using Contentsquare to find friction, understand behavior, and spot quick wins.



Watch your first **Session Replay*** and filter by **Frustration Score** to spot quick wins



Have a **form**? Identify drop-offs directly inside Heatmaps



Create **heatmaps** on your top 3 pages to see how users engagement rate, and exposure rate



Create a **dashboard** from a template to easily see things like page issues for frustration analysis

*Session Replay (called Recordings in Hotjar) depends on your monthly session allowance and coverage settings. You can review your usage and coverage anytime in your account settings.



[Analyze content on a page](#)



[Set up a dashboard](#)



[Improve your conversion funnels](#)



[Detect frustration with Session Replay](#)

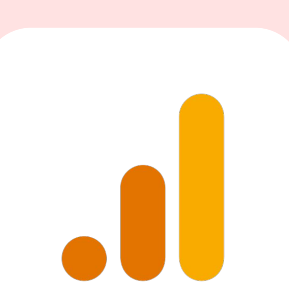
Connect your tools



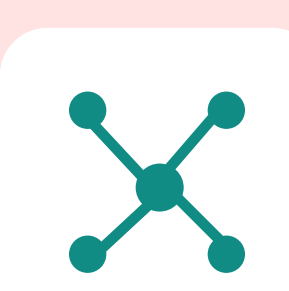
Connect **Shopify** for storefront and checkout insights



Connect **Jira**, **Slack**, or **Teams** for faster collaboration



Connect **Google Analytics** or your **A/B testing tool**



MCP - Connect Contentsquare to your favorite tools—like ChatGPT, Claude, or Microsoft Copilot—and query Contentsquare data directly from there.

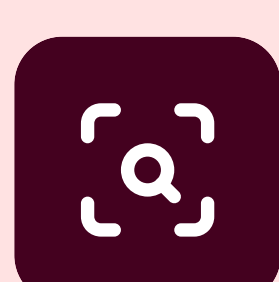


Connect **Mixpanel** to access key segments

Explore what makes Contentsquare different



Sense Chat - Ask questions about your data and get AI-powered answers fast:
Try: *"Where are users dropping off before checkout?"*



Full data capture - Hotjar captures a sample of traffic on a daily allowance; Contentsquare captures data on a monthly allowance.



Journey Analysis - See the end-to-end journey rather than isolated pages.

