Contentsquare

Your Data Comparison Questionnaire

*Please email to your Implementation Manager upon completion

1. **Please specify the analytics tool you will be using for this comparison and provide its version**. *"E.g. Google Analytics (Universal)."*

2. **Could you provide the start and end dates of the data you intend to use for comparing Contentsquare to your primary analytics tool?** *Ensure the data you share corresponds to this date range and includes a minimum of 5 complete days of data.*

3. **What is the current time zone setting for your analytics tool?** *Please provide this information in the format of "UTC - (E.g. UTC-4)."*

4. **List the domain(s) and subdomain(s) included in the data you're using for this comparison.** *The goal is to ensure an exact comparison; if specific pages, sub-domains, or sections of your site have been excluded from the data, kindly specify.*

5. **Are you using a filtered view or report in your analytics tool for this comparison? If so, please specify any intentional data filters, such as segments or traffic sources.**

6. **Are there any sources of traffic that you are intentionally blocking or blacklisting in your analytics tool?** E.g., are you filtering out specific traffic sources like bots, internal employee traffic, or IPs?

7. **What is the timeout period defined for sessions in your analytics tool?** *For instance, Contentsquare's default timeout period is 30 minutes. Is your tool's timeout period different, such as 1 hour?*

8. **Do you track virtual page views in your analytics tool, such as single-page app flows, modals/pop-ups, iFrames, or user journey changes?**

9. **Is your data downsampled in Contentsquare or in your primary quantitative analytics tool?** *If so, please specify the exact percentages. If there's a sampling difference, Contentsquare can calculate directional alignment.*

10. **Confirm the method you're using to implement the Contentsquare tag(s), such as Tag Management System (e.g., GTM, Tealium, Launch), hardcoded, or both.**

11. **Are your primary quantitative analytics tool tags implemented using the same method as Contentsquare's tags?** *E.g. Are you using the same containers, triggering rules, events, or consent mechanisms when firing these tags?*

12. **Please provide the loading rules for both Contentsquare and your analytics tool's pageview tags.**

13. **Are you relying on cookie consent or an opt-in/opt-out mechanism when firing Contentsquare or your analytics tool's tags?** *Share any known differences that could impact the overall metric comparison.*

14. **Do you have any additional information about the analytics tool data you're providing for comparison that you'd like to share?** *E.g., any concerns about your current analytics tag configuration or unique triggering rules for specific areas of your site?*