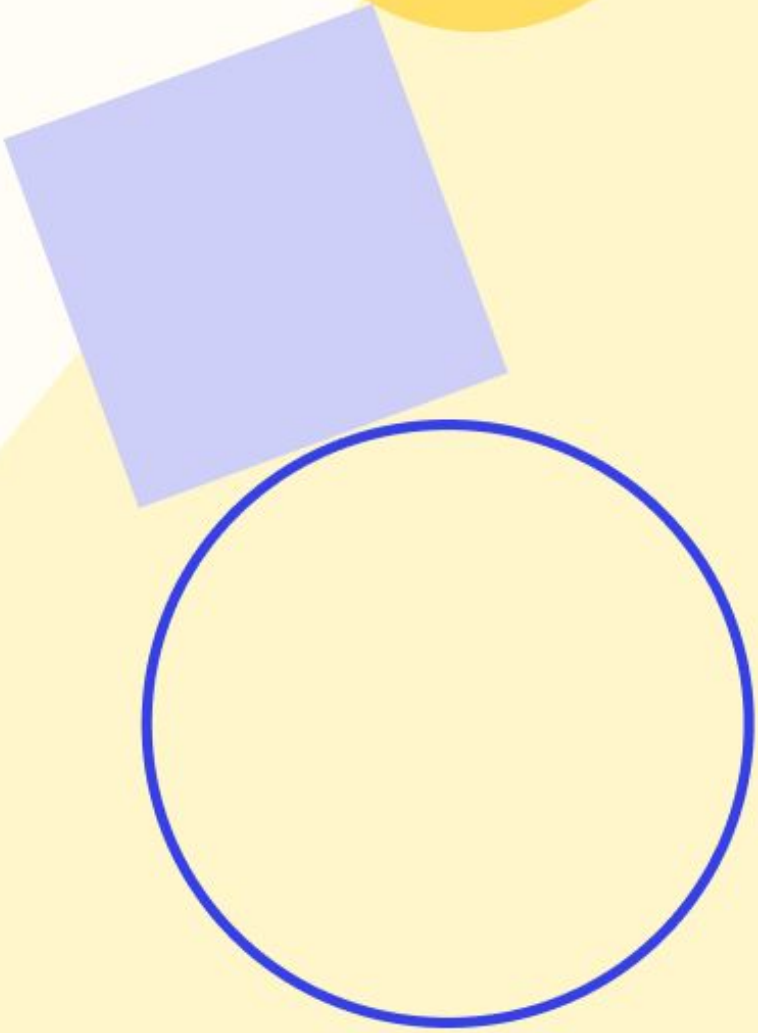
Contentsquare

How to Present Contentsquare Insights

A practical guide to communicating Contentsquare data effectively



How to Use This Guide?

Have you ever found it challenging to translate the colourful and dynamic visualisations of Journey Analysis into your PowerPoint?
Do you often wonder how zoning data can be made easily digestible for your internal stakeholders?
Have you ever found a great session replay but couldn't include it into your deck?

Then this guide is for you!

Learn all the tips and tricks to turn your Contentsquare insights into a sleek and compelling presentation.

Page 3 introduces quick guidelines for presenting data, from organizing your data to building a storyline and making a compelling presentation.

Pages 4-6 shift the focus from conceptual to practical by providing an overview of key visual capabilities of different Contentsquare modules and highlighting some steps you can take to author compelling visuals and communicate your analysis more effectively.

Pages 8-10 focus on the application of the different concepts through comparing different data visualization examples.

Data Visualization Checklist

Focusing the Message

- ❏ Have one key message per visual, table or slide
- ❏ To summarize main finding use 6-12 word descriptive titles
- ❏ Have Executive Summary slide summarizing key actionable information
- ❏ Have the key points standing out (e.g, relying on different color to highlight key insight)

Organizing your Data

- ❏ Remove any mental steps or calculation the viewer would need to perform to obtain the main message (e.g., using hard to grasp fractions, ratios, prabilties etc.)
- ❏ Make a link between the insights and the graph (e.g., separate the insights in numbered bullet points with each number corresponding to a highlighted part of your graph)
- ❏ Build on each insight so there's a sense of progression (e.g., by using visual guidance such as arrows, numberring etc.)
- ❏ Present/Highlight only data points that are relevant to the audience/the analysis (additional data can be added in an Appendix).
- ❏ Add useful signposts to provide necessary context (e.g., Journey analysis legend, date range/segment details, highlighted metric etc.)

Data Visualization Checklist

Delivery

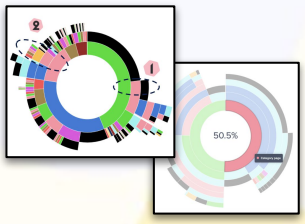
- ❏ Start by appealing to the audience. Have a clear understanding of your audience, their needs and expectations
- ❏ The purpose of your presentation is to convey a clear message by telling a simple story. Make that story overly clear. Structure your analysis and slides so they're easy to follow
- ❏ End by appealing to your audience. They should feel like they've learnt something. What is the most useful thing to leave them with (e.g. mock-up to urge them to act)

Journey Analysis

Journey Analysis allows you to visualize your site journeys to identify how your users navigate the site and why they leave the site (e.g. high bounce rate, looping behavior, etc.).

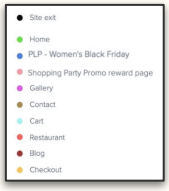
Journey Analysis Top Tips

1. **Highlight specific journeys** using the ctrl key on your keyboard and **hovering over the pages,** or by **circling the key journeys**



2. Highlight the **context** of your analysis (e.g., segment, device date range, etc.)

3. Copy and paste the **legend**



[Click to download Journey Analysis template]

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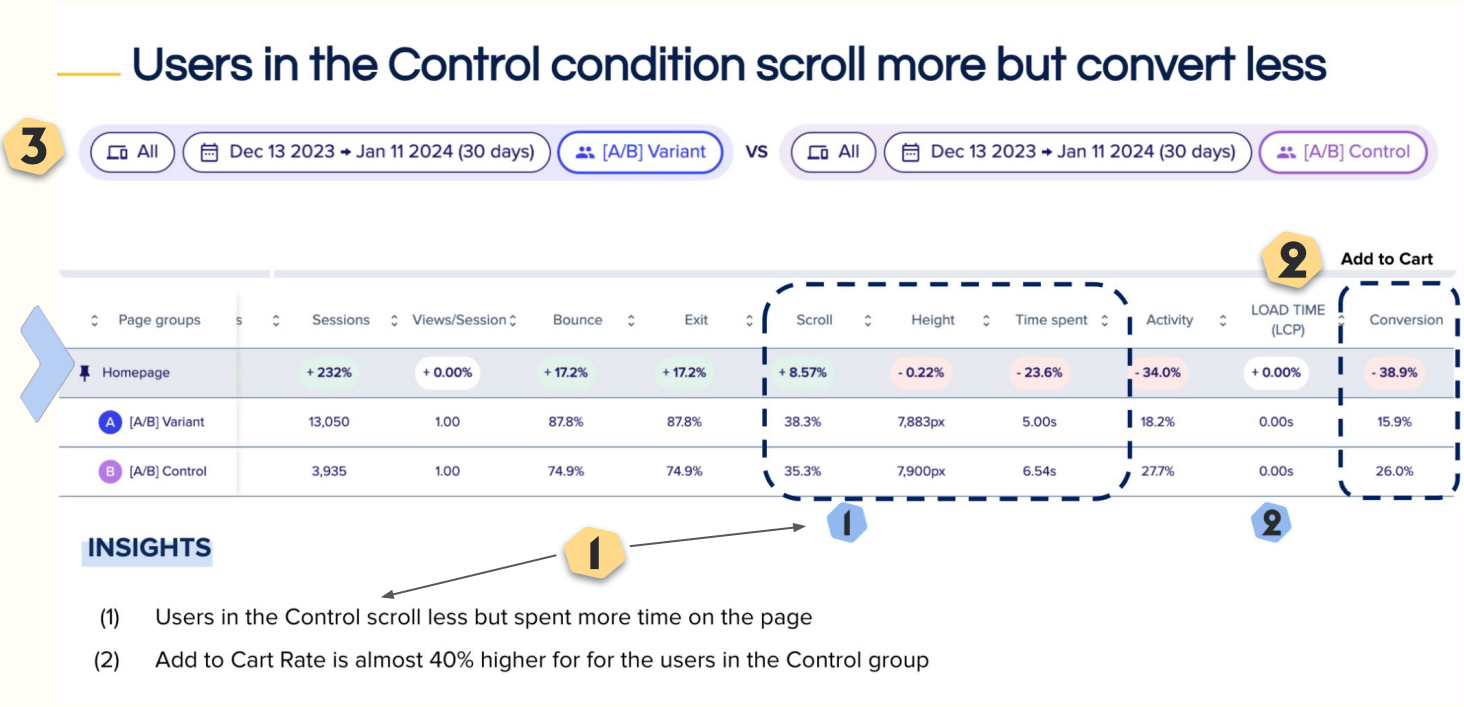
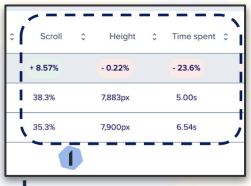
Page Comparator

Page comparator helps you compare your pages' key metrics and identify how many users bounce, convert and engage with your site.

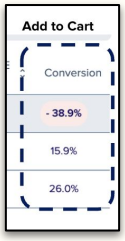
Page Comparator Top Tips



1. To make a clearer link between the insights and the graph, separate the insights in **numbered bullet points,** with each number corresponding to the **highlighted KPIs**



2. Highlight the used **conversion goal**



3. Copy and paste the **Analysis Context**

[Click to download Page Comparator analysis template]

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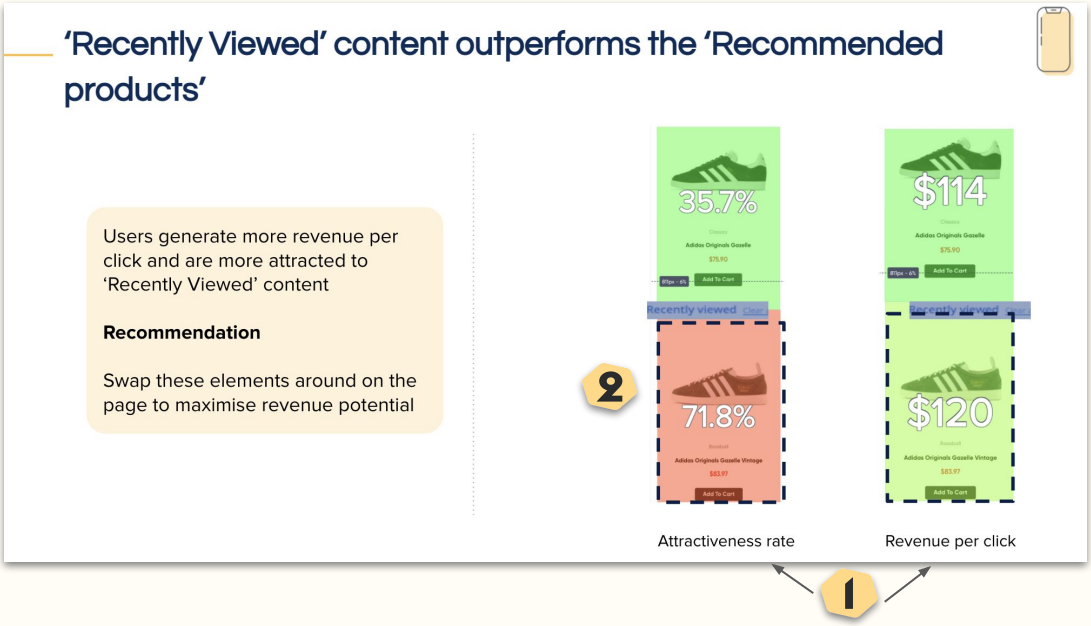
Zoning Analysis

The Zoning Analysis helps you understand how users interact with the elements on your page. You can quickly visualize the attraction, engagement, or visibility of any page element.

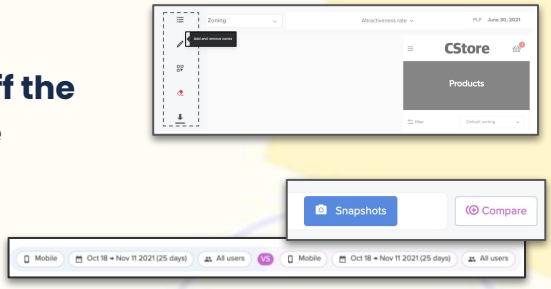
Zoning Analysis Top Tips



1. Build out your insights using **multiple metrics.**

2. Use visualisation tricks (e.g., highlighting the KPIs, greying out irrelevant data points, zooming in on specific zones) to **draw attention** to each specific point

3. When taking a snapshot of your zoning, **switch off the editing** mode by unclicking the pencil icon at the **top-left sidebar menu.**



Top Tip: To quickly find insights, use the **comparison mode** and **simultaneous scrolling** to easily create a relevant comparison.

[Click to download Zoning Analysis template]

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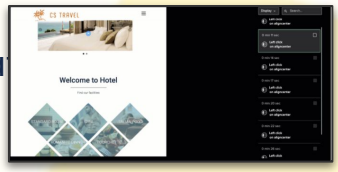
Session Replay

Session Replay allows you to watch replays of your user sessions to understand and validate analysis results

Session Replay Top Tips

1. Session replay only show single examples of behaviour. **Link** them to data from **other modules** to show that they truly represent a behavioral trend.

2. Use **recording tools** to add replays directly in your presenta
If possible, display **event stream** to highlight the recorded behavior.



3. Provide **links** to the exact session replay in the tool.

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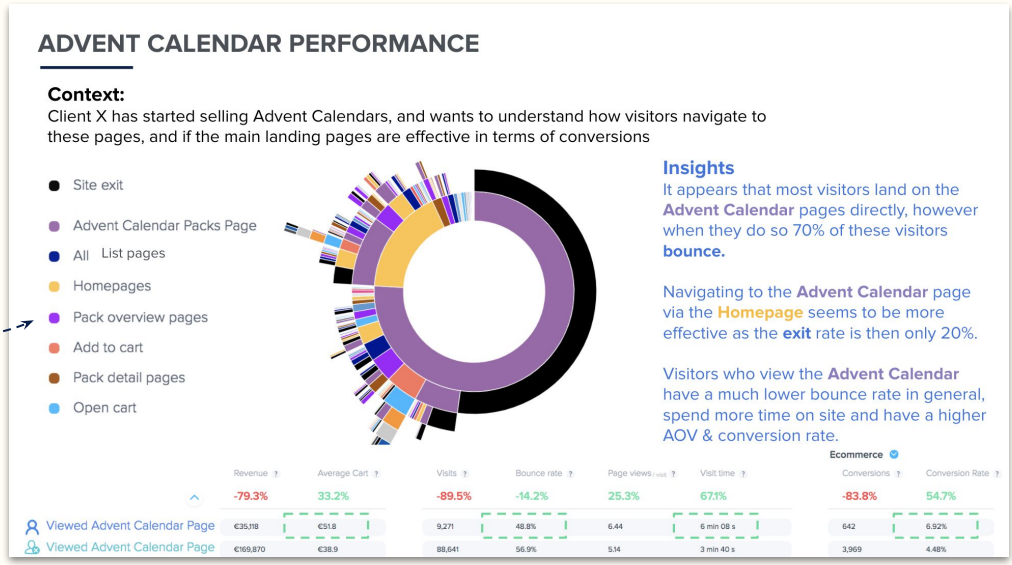
Data Visualization Examples

Journey Analysis

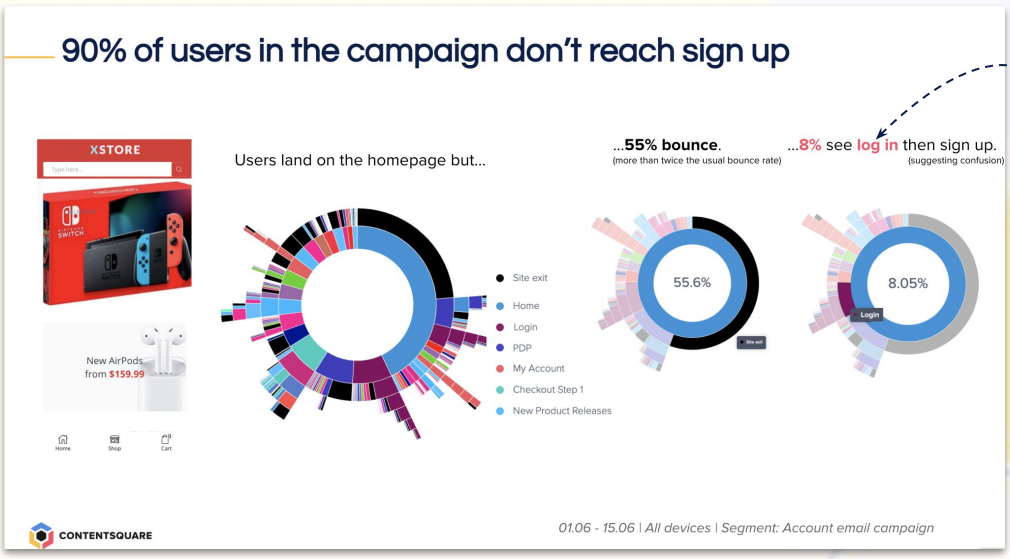
The Bad

The slide is too cluttered, the main message and data can't shine through



The Good

The slide is stripped down to essentials - key data points and insights. The data reads like a story.



Data Visualization Examples

Page comparator

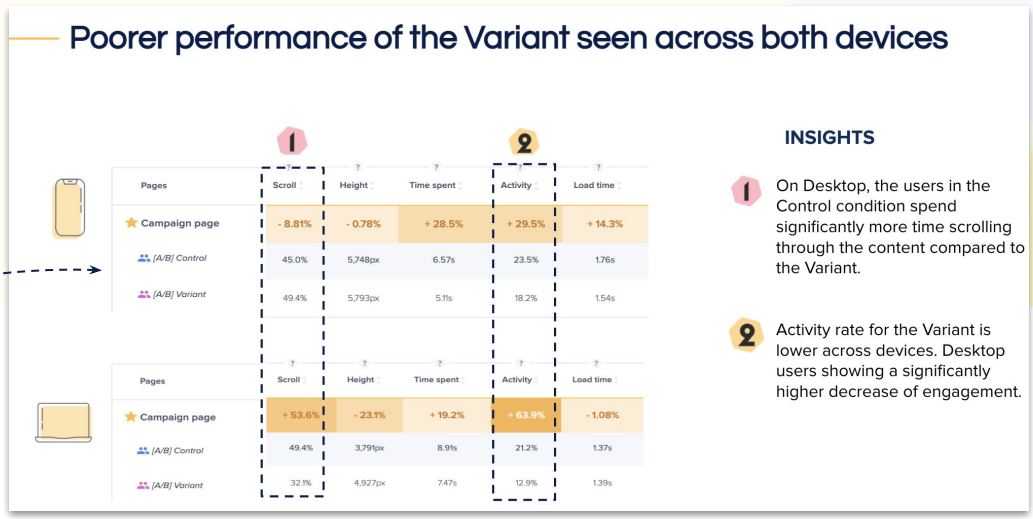
The Bad

The different visualizations are making it harder for viewers to work out what they should be looking at

There are no key points standing out

The Good

Only the key data points, insights and the context are highlighted

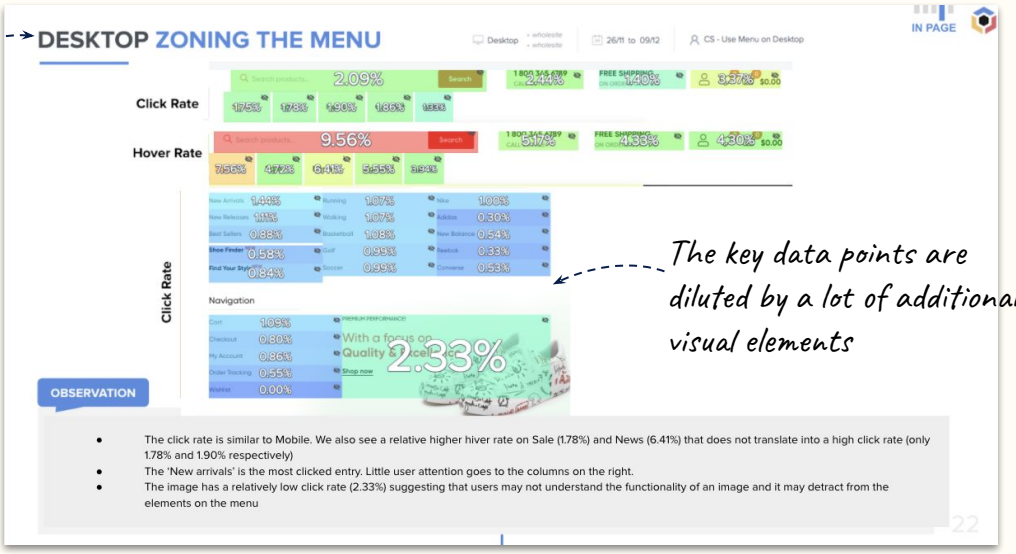


Data Visualization Examples

Zoning Analysis

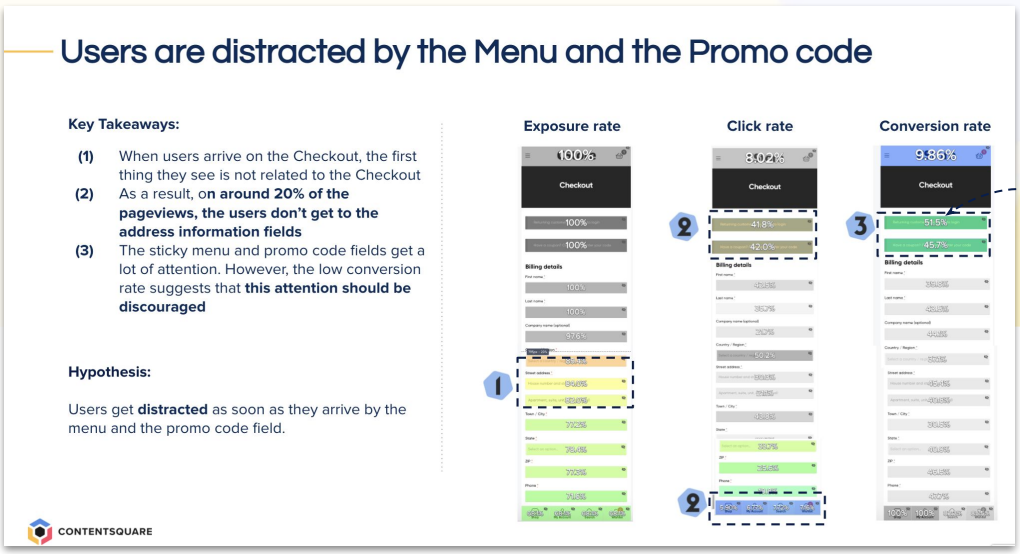
The Bad

There is no core message



The key data points are diluted by a lot of additional visual elements

The Good



Example of a good use of highlighting. The irrelevant data points are greyed out and the central story is much more visible.