

# Contentsquare Services: Replatforming Implementation Services

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Contentsquare moves beyond traditional analytics to enable an unprecedented understanding of the customer experience that transforms businesses. Our product, the Digital Experience Analytics Cloud, reveals the behavior, intent and feelings of any and every user to enable businesses to deliver more human experiences quickly, while ensuring privacy and accessibility. We complement our product with a comprehensive set of Services that provide strategic, operational and on-going support for our clients.

Our Client Success Program (CSP), part of the Contentsquare subscription license, includes implementation advisory services for your initial deployment. However, over time, as customers take advantage of the insights provided by the Contentsquare platform, you may decide to significantly redesign the technical architecture of your sites or apps. Large-scale replatformings will likely require updates to your Contentsquare implementation. The Contentsquare Replatforming Implementation Service provides the support you may require to continue to benefit from the best-in-class analytics provided by the Contentsquare.



## How do we support you?

Contentsquare's team of Implementation Managers will guide you through updating your deployment for your new site(s) or apps. This advisory service includes the following:

- Dedicated support throughout the entire process from a Contentsquare deployment expert
- Site discovery session, identifying key variables for your new Contentsquare implementation
- Advice on best practices to redeploy the tag
- Guidance on configuration of the platform, including custom and dynamic variables, artificial page views, and page events
- Creation of personal data masking strategy
- Help setting up relevant mappings and zonings for your first use case (recommended use case: pre & post replatforming analysis)
- Conduct full quality assurance change on your new implementation
- Complete data validation to check against your analytics source of truth

## The Implementation Replatforming Consulting service supports your business in the following ways:

### Reduced Risk

Get your redeployment right with expert guidance and support, reducing the risk of incorrect setup or data leaks

### Deeper Personalization

With expertise focused on your specific needs, we ensure that your platform has the right variables to drive success

### Faster Time to Value

Speed up delivery of insights by ensuring that your platform is correctly configured, allowing you to quickly analyze the replatforming

Over 1000+ brands trust Contentsquare

