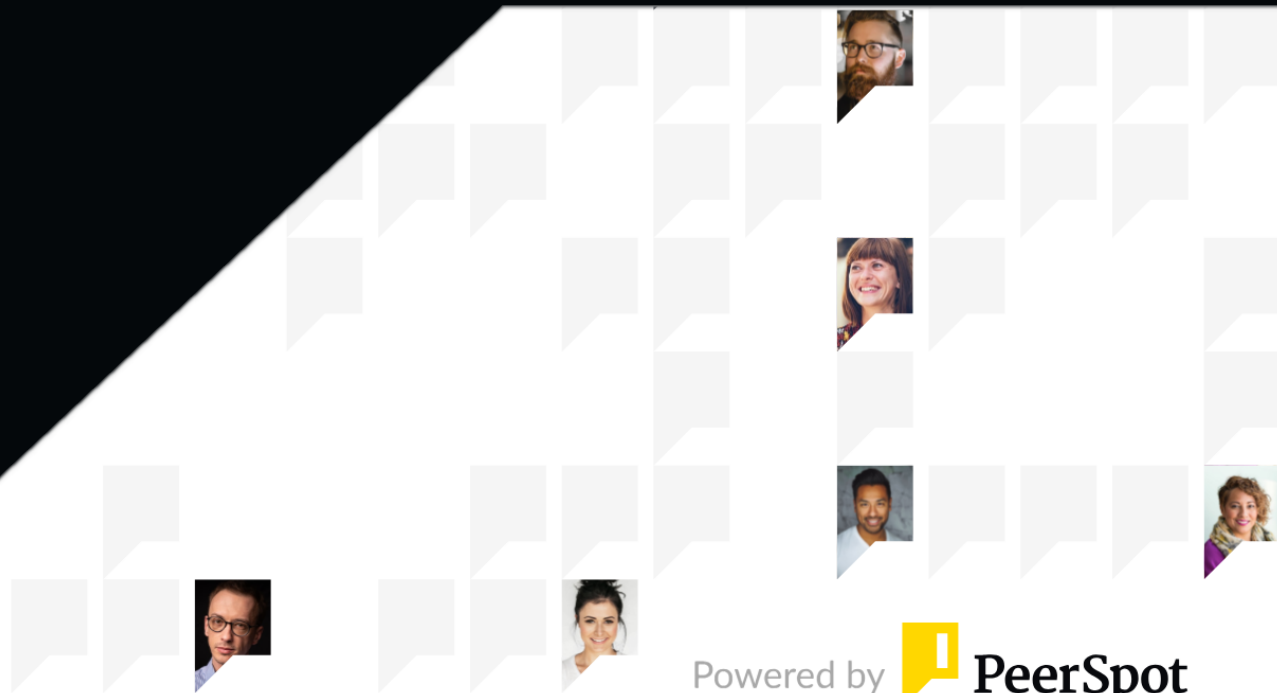


aws marketplace

ContentSquare

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



ContentSquare

ContentSquare Recap

ContentSquare offers valuable insights into website performance with features like heatmaps, session recordings, customer journey analytics, and zoning analysis, integrating analytics tools, focusing on data privacy and enhancing decision-making efficiency.

ContentSquare enhances digital experiences by analyzing website components and customer behaviors. It's widely used by web analytics teams, digital marketers, and UX designers who seek to understand user interactions, identify opportunities, and set KPIs. Despite its strengths, areas for improvement include user education, interface enhancements, and mobile analytics. Paying attention to data importation and real-time functionality is essential for optimized use.

What are ContentSquare's Key Features?

- **Heatmaps:** Visual maps showing user interaction on website pages for deep insights.
- **Session Recordings:** Detailed playback of user sessions for understanding behavior.
- **Customer Journey Analytics:** Identifying customer journey barriers and enhancing experiences.
- **Zoning Analysis:** Performance metrics for different page areas to optimize layout.
- **Integration with Analytics Tools:** Incorporates existing tools to provide comprehensive data analysis.
- **PII Masking:** Ensures user data privacy while allowing detailed analysis.

What Benefits or ROI Should Users Look For?

- **Improved Efficiency:** Streamlines website analysis, saving time.
- **Increased Conversion Rates:** Identifies and addresses barriers to improve user experience.
- **Enhanced Customer Insights:** Deep understanding of user behavior aids strategic planning.
- **Better Decision-Making:** Data-driven insights facilitate informed strategy development.

In retail, ContentSquare helps track customer interactions with products, aiding marketing strategies and stock planning. Financial institutions use it to optimize user experiences on digital platforms, enhancing customer satisfaction and service efficiency. Telecom companies leverage insights for improving customer portal usability, which boosts engagement.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“ContentSquare is a great tool to analyze and get insights from customer journeys and customer behaviors within those journeys.”



Jonathan Alice

Project Manager at Target



“Overall, I improved the new checkout conversion rate by approximately six percentage points compared to the previous version.”



Dario Bascuas

Senior Data Analyst at Sports Emotion



“ContentSquare is a great tool to analyze and get insights from customers' journeys and customer behaviors within those journeys.”



Robert Morgan

Software Engineer at Lee Hecht Harrison, LLC

- ✓ “ContentSquare has positively impacted our organization by helping us analyze data sheet pages, which contain all the company's product details, including lengthy technical details.”
**Shamik Roy**
Manager, Marketing Audience at Cisco

- ✓ “ContentSquare has positively impacted my organization by helping us achieve a 30% increase in the conversion rate, improvements in the number of visitors to our website who stayed, and also converting some of them into clients, alongside a reduction in the bounce rate by 10% and more.”
**Tiberiu Arghir**
Marketing Department, Digital Activities And Technical Projects at a financial services firm with 51-200 employees

- ✓ “ContentSquare has impacted my organization positively by helping us analyze user experience much faster.”
**Jaime Garcia**
Senior Conversion Rate Optimization Specialist at Dentsu

- ✓ “ContentSquare has been instrumental in helping us move from descriptive analytics to behavioral-driven decision-making.”
**Saivikas Reddy**
Senior Audience Manager at a marketing services firm with 1,001-5,000 employees

What users had to say about valuable features:

“The ready-to-use KPIs, user entries, and exits are valuable features. ContentSquare helped me with the tasks I had to do, particularly for a web analyst assignment.

“During Black Friday for a large e-commerce company in France, I was able to analyze the number of clicks on products, thumbnails, and areas in heat mapping on the site to know which area performs best and whether there are changes to be made to the site in terms of UX or UI. We were able to find what was working and what was not, and determine which model to base ourselves on..”

Verified user

Freelance Marketing Digital et Data Analyst

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“The best features ContentSquare offers include the ability to compare landing pages together and the revenue tracker for each component, which is very valuable for us as we want to derive business insights.

“Comparing landing pages and tracking revenue for each component has specifically helped my team make decisions and optimize our campaigns by allowing us to check historical data to understand user clicks, user engagement, and whether a component generates revenue. Based on this data, we can decide if a component is useful or not, remove it and replace it with another one, or run A/B tests and see the results in ContentSquare.

“ContentSquare helps us understand user behavior and user intention better..”

Verified user

[Read full review](#) 

Cro Lead at a manufacturing company with 10,001+ employees

“ContentSquare allows you to virtually see where your customers are engaging, which pages they're clicking on the most, and what pathway or breadcrumbs actually lead them to a sale or to a contact that comes back to you. ContentSquare has built-in generators, and as long as your website or your web developer has left enough breadcrumbs to track back and forward, ContentSquare has given you the software and the tools capable of enhancing your sales.

“ContentSquare has positively impacted my organization by increasing sales, reducing traffic on pages that were obsolete or we needed to revise, and it has increased our customer base.

“Sales have increased 15% each month, page views have increased 30% on the pages that ContentSquare said should have been more highlighted, and it has generated over \$1.4 million in sales for showing which items were clicked on the most..”

Joseph Lawrence

Owner and CEO at ICON Healthcare Alliance

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“The best features ContentSquare offers are related to in-depth analysis, mobile application analysis, friction points, heatmaps, and recordings, as they provide thorough insight into how users interact with both the mobile application and websites.

Among those features, I find myself using the friction points and the heatmaps the most because it is important for us in digital to address instant improvements and reduce pain points that users experience, thus optimizing the user experience effectively.

ContentSquare is a very complex platform with numerous features. On the mobile side, they can analyze 30 to 40 KPIs that are very important in the digital landscape, and with the acquired companies over the years, I believe they are the most complex digital experience platform available today.

ContentSquare has positively impacted my organization by helping us achieve a 30% increase in the conversion rate, improvements in the number of visitors to our website who stayed, and also converting some of them into clients, alongside a reduction in the bounce rate by 10% and more.

The 30% increase in conversion rate was due to optimizing the forms on our website, the number of fields, and the steps users followed to fill out data for a credit card lead generation form, leading to a greater conversion rate and reduced user friction points..”

Tiberiu Arghir

Marketing Department, Digital Activities And Technical Projects at a financial services firm with 51-200 employees

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“The most valuable capabilities of ContentSquare for our team are Zoning Analysis and Session Replays. Together, these features provide deep visibility into user behavior, helping us identify friction points, understand content performance, and uncover opportunities to improve the digital experience.

Among the two, Zoning Analysis is the feature I rely on most frequently because it enables faster, more efficient analysis. Through the browser extension, we can quickly evaluate page performance for specific audience segments over defined time periods without leaving the page. The breadth of available metrics—including engagement, bounce rates, click-through rates, and session-level interactions—makes it an indispensable tool for ongoing performance optimization.

In addition to Zoning Analysis, Journey Mapping and Page Comparator have become integral to our workflow. Journey Mapping helps us understand how users navigate through the site, while Page Comparator allows us to benchmark multiple pages against key performance metrics and conversion goals. This enables us to prioritize optimization efforts based on measurable business impact rather than assumptions.

ContentSquare has delivered significant value to our organization by enabling us to optimize some of our most business-critical content. One example involved our product data sheet pages, which contain detailed technical information. Through Session Replays and Zoning Analysis, we identified that visitors were abandoning these pages before reaching the most valuable content. The analysis revealed that nearly 80% of user engagement was concentrated within the top 30% of the page, while the remaining 70% received minimal attention due to the extensive scrolling required..”

ShamikRoy

Manager, Marketing Audience at Cisco

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“The feature that I loved most was Session Replay, which made it super useful because it allowed us to filter to the specific issue that we were investigating at the time. On the Hyundai France project, when we noticed a problem on the site, I could filter out replays to isolate exactly that behavior instead of just scrolling through hours of unrelated sessions, allowing me to pinpoint specific dates and times when we saw the issues and the pages where we noticed those issues as well. It saved us a lot of time during our analyses, especially when we had to make a quick analysis in less than an hour to inform the client visually. This feature was invaluable as it enabled me to provide concrete proof to the client, showing them real users getting stuck, instead of just making assumptions based on numbers.

“Another feature I relied on was mapping and segmentation, which allowed me to analyze specific target pages, especially the test drive and configuration pages on the Hyundai website. This helped me pinpoint performance metrics for those pages, enabling me to focus on what mattered for the campaigns or client's goals, despite needing to combine that with Google Analytics and Looker Studio due to ContentSquare not showing source or campaign level data.

“I used ContentSquare's CS Live feature a lot, which helped me visualize heat maps, click-through rates, and attention grabbers on the site. The journey and path analysis was also useful for identifying exactly where in the funnel people were dropping off rather than just knowing a drop-off occurred. I also used frustration clicks and friction signals to help prioritize what the development team could fix first.

“One of the top features of ContentSquare is definitely the Session Replays and the CS Live feature. Session Replays helped me pinpoint specific pages or times during my analysis, saving me a lot of time and allowing me to provide concrete examples instead of relying solely on numbers, which is more helpful as many people understand visual representations better. The CS Live feature allowed me to screenshot click-through rates or scroll rates, giving insight into where users were getting stuck and highlighting user interest, helping to identify features that could be improved or tweaked for better engagement..”

Astri Hernandez Lanza

Ux And Web Performance Data Analyst at Nexworld

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Other Solutions Considered

Adobe Analytics is an alternate solution. We had access to both Adobe Analytics and ContentSquare, but for e-merchandising, ContentSquare was the one used.

Verified user

Freelance Marketing Digital et Data Analyst

[Read full review](#) 

“Before choosing ContentSquare, I evaluated different options, including HubSpot and other Oracle solutions, but ContentSquare's presentation and pitch made it the best solution for us..”

Tiberiu Arghir

Marketing Department, Digital Activities And Technical Projects at a financial services firm with 51-200 employees

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“I previously used Hotjar many years ago. We had to leave it out because it didn't provide the part of data obfuscation. I also used Tealium, but Tealium required a high level of technical implementation that we needed a specific profile for. ContentSquare was much easier to use..”

Jaime_Garcia

Senior Conversion Rate Optimization Specialist at Dentsu

[Read full review](#) 

“I previously used Microsoft Clarity, but the difference in utility was significant. Even with Microsoft Clarity's paid version, there were many missing points that led me to seek a solution like ContentSquare..”

Tiberiu Arghir

[Read full review](#) 

Marketing Department, Digital Activities And Technical Projects at a financial services firm with 51-200 employees

“I previously used Hotjar, but it was insufficient for my needs. I only utilized Hotjar for runningmotion.com and was concerned about site performance due to the tool, which honestly was not true. While I have tried other tools related to ContentSquare, I view ContentSquare as the main solution I have used. The others were from competitors, and I did not have the module for IT to monitor site metrics such as speed performance, thus prompting my switch to improve my site..”

Dario Bascuas

[Read full review](#) 

Senior Data Analyst at Sports Emotion

“Before choosing ContentSquare, I evaluated other options, including Decibel and FullStory. However, I found FullStory to be too technical for my company, so I ultimately opted for ContentSquare since my previous boss had experience with it and was already convinced of its benefits..”

Dario Bascuas

Senior Data Analyst at Sports Emotion

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ROI

Real user quotes about their ROI:

We have already achieved a return on investment thanks to ContentSquare due to an increase in the site's conversion rate from the analyses we did on ContentSquare.

Verified user

[Read full review](#) 

Docente at a transportation company with 10,001+ employees

“I have seen a return on investment reflected in a 30% increase in conversion rate, translating into additional thousands and tens of thousands of euros generated each month on top of our existing digital channels..”

Tiberiu Arghir

[Read full review](#) 

Marketing Department, Digital Activities And Technical Projects at a financial services firm with 51-200 employees

“I would say ContentSquare saves a lot of time for web analysts in understanding what the users do. I cannot give a proper return on investment for ContentSquare, but I think it is very valuable..”

Jaime_Garcia

Senior Conversion Rate Optimization Specialist at Dentsu

[Read full review](#) 

“When we understand which step of the user journey users experience the most struggles and fix it by running A/B tests, we see better results and positive impacts on the business side. At the end of the day, users convert more, and we make the user journey easier and more personalized for that specific user segmentation experiencing struggles..”

Verified user

Cro Lead at a manufacturing company with 10,001+ employees

[Read full review](#) 

“I have seen a return on investment because ContentSquare increased conversion by discovering a field in the conversion process that was acting up, which had stroke defects.

“ContentSquare also helped us streamline the forms we used and fix problems that we could not see when we were analyzing only numbers from our analytics dashboards..”

Robert Morgan

Software Engineer at Lee Hecht Harrison, LLC

[Read full review](#) 

“I have seen some return on investment since acquiring ContentSquare, but it was not an immediate ROI. The most critical factor has been time saved, especially since Sports Emotion was not initially a data-driven company. I am working towards transitioning my organization into that space, and the time saved has been invaluable. With ContentSquare, I can move towards a data-driven model which addresses the varied opinions on site improvements. For specific scenarios, I can see how my new product detail page performs and its impact on user experience, along with the new checkout that I discussed earlier. Recordings are sent to the IT team for analysis, which allows them to identify recurring issues, thus helping me recover some of my investment over time..”

Dario Bascuas

Senior Data Analyst at Sports Emotion

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Use Case

“My main use case for ContentSquare was to find issues on the website, essentially expanding on our analysis from Google Analytics and Looker Studio.

ContentSquare helped us look more into user behaviors with features such as Session Replay, which was very useful because we were able to see the dead clicks, the bounce rates, and some other features as well..”

Astri Hernandez Lanza

Ux And Web Performance Data Analyst at Nexworld

[Read full review](#) 

“My main use case for ContentSquare is measuring hotspots on our website, content reviews, and ensuring that views are properly synced into the right locations of the webpage.

“A few of our pages had more page views and areas of click, and we went back to the page and saw that information should have been moved from that lower page into a higher engagement page, such as our home page. ContentSquare identified that for us and we moved it up forward..”

Joseph Lawrence

Owner and CEO at ICON Healthcare Alliance

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“I have been using ContentSquare for 3 years now. I use ContentSquare for web analysis, mainly to analyze the e-merchandising of an e-commerce site. I activate ContentSquare on a page that I want to analyze, and afterwards ContentSquare displays a small banner where I can select the KPI that I want to see.

ContentSquare then shows me the percentages, the number of clicks, or any other information that I want to know.

“ContentSquare allows me to know how users use my website. It also allows me to see where users entered and exited, and to see the bugs on the website. It allows us to know which page performs better than another and why, and to try to improve the future..”

Verified user

[Read full review](#) 

Freelance Marketing Digital et Data Analyst

“My main use case for ContentSquare is to analyze and improve not only the customer journey but also the ROI and the conversion rate, which is very important for a digital expert like me, a marketing manager, or a digital manager to improve these metrics specifically and also the user experience, leading to better conversions and a smooth overall user experience.

I utilized ContentSquare to improve our customer journey by using the analysis features in both the mobile app and the website to understand the friction points and pain points of users. I analyzed heatmaps and recordings to identify roadblocks for users filling out web forms in the financial industry where I work.

I also used ContentSquare in the mobile application..”

Tiberiu Arghir

Marketing Department, Digital Activities And Technical Projects at a financial services firm with 51-200 employees

[Read full review](#) 

“My main use case for ContentSquare is the user journey feature and the ability to compare heatmaps, especially across components. This functionality is very valuable.

“For example, when we launch an advertisement campaign on one of our landing pages for a specific channel of users, we collect data in ContentSquare to understand the behavior of each component and its value on the landing page. We check whether each component generates revenue, encourages users to scroll more, leads to newsletter subscriptions, or drives purchases on our website.

“From time to time, we track session recordings to understand user behaviors and identify where users experience the most struggles..”

Verified user

[Read full review](#) 

Cro Lead at a manufacturing company with 10,001+ employees

“Our primary use case for ContentSquare is to enable data-driven marketing measurement by analyzing campaign performance across the customer journey. As part of the marketing measurement team, we leverage the platform to understand how visitors arrive on our website, identify the behaviors and touchpoints that drive conversions, and uncover the factors contributing to drop-offs.

One of our recent initiatives involved using ContentSquare's Journey Mapping capabilities to gain a comprehensive view of visitor behavior. We structured the journey by categorizing website pages into key segments, including Home, Product, and Solution pages, and analyzed a targeted audience over a defined period.

This analysis helped us understand entry points, navigation patterns, engagement with critical page elements, progression through the site, and exit behavior. We also leveraged reverse journey analysis to identify the paths visitors took before leaving the website, providing additional context around potential friction points.

To complement these insights, we reviewed Session Replays for the same audience segments, allowing us to validate behavioral patterns and pinpoint usability issues, content gaps, and experience bottlenecks that impacted engagement and conversion. These insights have been instrumental in helping us optimize the digital experience and make more informed, data-backed marketing decisions..”

ShamikRoy

Manager, Marketing Audience at Cisco

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“ContentSquare is deployed through the tag manager. I believe it is through Adobe Launch or Adobe Tags, whatever it is called these days. It is not on-premise, so I think it would be on public cloud..”

Verified user[Read full review](#) 

Lead Analytics & Personalisation Consultant at a tech consulting company with 5,001-10,000 employees

“The setup is really important, especially when integrating data with BigQuery. Currently, I am the only person in the analytics department, which makes it challenging to manage everything. Since I have different sites—Basketball Emotion, Running Emotion, and Football Emotion—it is vital to have everything well set up. For example, footballemotion.com serves a worldwide audience, especially for Spain, while footballemotion.fr and footballemotion.it cater to different countries. Before implementing anything, it is crucial to consider how to distribute my data, as effective organization helps in gleaning insights. The better the data layer, the more specific and useful my analysis will be, allowing me to determine what works and what does not..”

Dario Bascuas[Read full review](#) 

Senior Data Analyst at Sports Emotion

Customer Service and Support

ContentSquare's customer support is very available, and I have had good experiences with the support service. I would rate customer support as a nine on a scale from one to ten.

Verified user

Docente at a transportation company with 10,001+ employees

[Read full review](#) 

“The customer support from ContentSquare has been great, with excellent onboarding and a well-structured roadmap created together with their team, particularly the ones from Germany, who have had a significant positive impact on our organization..”

Tiberiu Arghir

Marketing Department, Digital Activities And Technical Projects at a financial services firm with 51-200 employees

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“I believe customer support was very good; we received excellent assistance through our client contacts, and they attended our monthly meetings, updating us on new features or changes, which was greatly appreciated..”

Astri Hernandez Lanza

Ux And Web Performance Data Analyst at Nexworld

[Read full review](#) 

“The scalability of ContentSquare is good, and the customer support is generally great. However, for some technical inquiries, they may not have immediate answers and need to consult others, but overall, the support is satisfactory..”

Dario Bascuas

Senior Data Analyst at Sports Emotion

[Read full review](#) 

“The customer support provided includes a customer success manager, who ideally meets with you once a week, but they have been having trouble with staff and they don't have this figure anymore. Support otherwise is quite quick; you write them by email, and they answer within a couple of hours. I think it is good..”

Jaime_Garcia

Senior Conversion Rate Optimization Specialist at Dentsu

[Read full review](#) 

“ContentSquare customer support is great, and they help us every quarter. My experience has been positive, as the support team is knowledgeable and responsive. They not only answer technical questions but also suggest best practices. One area for improvement is a faster response for complex integration questions, especially in large enterprise environments. It would be helpful to have proactive communication about new AI capabilities and product updates. I rate the customer support around eight and a half to nine out of ten..”

Saivikas Reddy

Senior Audience Manager at a marketing services firm with 1,001-5,000 employees

[Read full review](#) 

Other Advice

“I recommend connecting with your success manager, completing your training first, and having a weekly session to check all the data you have. My overall rating for this product is eight out of ten..”

Verified user

Cro Lead at a manufacturing company with 10,001+ employees

[Read full review](#) 

“I recommend that users can use ContentSquare, but they should verify the figures obtained with this tool, because often there are surprises. I think they are more partners. I would rate this product a 7 out of 10..”

Verified user

Freelance Marketing Digital et Data Analyst

[Read full review](#) 

“My advice to others looking into using ContentSquare is that if you are really shopping for other vendors and you have an online presence that you constantly keep up with, ContentSquare will actually help your company or your company website to be its best at delivering payment models as well as generating sales. I would rate this review a 10..”

Joseph Lawrence

Owner and CEO at ICON Healthcare Alliance

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“From my perspective and experience in digital for almost two decades, I can confidently state that ContentSquare is one of the best solutions I have ever worked with, and I recommend it to organizations seeking to enhance their processes and overall digital metrics. I have given this review a rating of 9 out of 10..”

Tiberiu Arghir

Marketing Department, Digital Activities And Technical Projects at a financial services firm with 51-200 employees

[Read full review](#) 

“My advice for others looking to utilize ContentSquare is to consider their specific needs and budget, and to fully engage with the training offered by ContentSquare to maximize the platform's capabilities and enhance their analytical insights. My review rating for ContentSquare is seven out of ten..”

Astri Hernandez Lanza

Ux And Web Performance Data Analyst at Nexworld

[Read full review](#) 

“My team uses ContentSquare not just for journey analysis. Whenever our stakeholders come up with their requirements, such as creating a new webpage or landing page, they share it with us. We then analyze those pages using Zoning Analysis to understand the traffic, specifically which section is actually grabbing the traffic and which section is not. Considering both, we recommend to stakeholders what changes they can make to drive more traffic into the page, including any cosmetic changes to enhance engagement and click-throughs.

I advise others looking into using ContentSquare to definitely choose it. I would rate my overall experience with ContentSquare an 8 out of 10..”

ShamikRoy

Manager, Marketing Audience at Cisco

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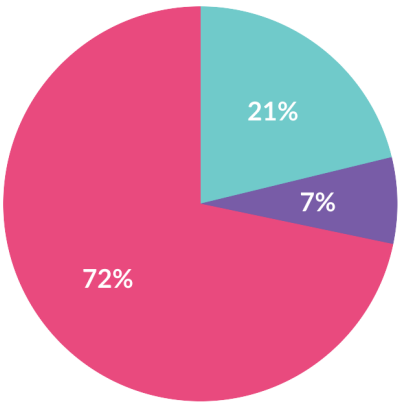
Top Industries

by visitors reading reviews

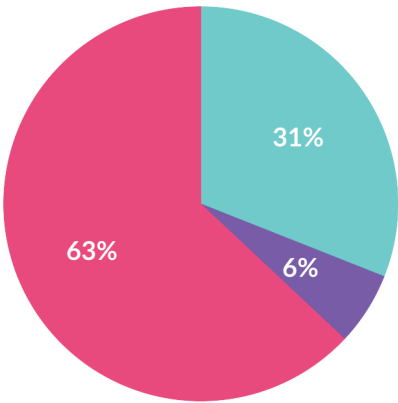


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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