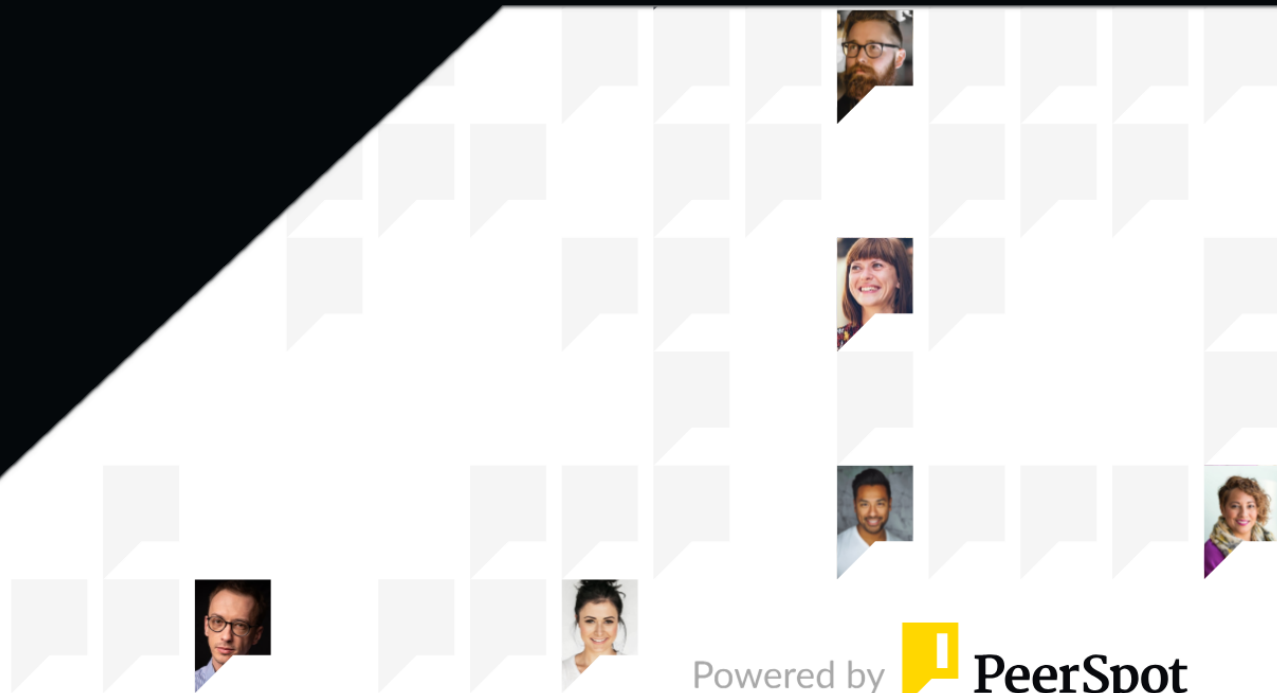


aws marketplace

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



“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 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



“ContentSquare has positively impacted my organization, as I honestly believe it is a good thing.”



Areesha Rizwan

digital marketing specialist at a healthcare company with 1-10 employees



“Quicker access to answers helps you make decisions quicker, enabling the company to make customer or commercial decisions quicker as a result.”



Verified user

Senior CRO manager at a tech company with 10,001+ employees

What users had to say about valuable features:

“The best features ContentSquare offers include heatmaps, PII masking, GDPR compliance, good performance, and customer journey analytics.

“The feature that has made the biggest difference for my team is that ContentSquare is now a step ahead of the competition since it delivers insights based on predefined business KPIs and customer journeys that we have set up. We can also segment our traffic and easily shift through the many recordings, finding the ones that match our lookup criteria.

“The new non-flash interface is clean and simple to use and has all the functionality centralized.

“ContentSquare has positively impacted my organization, and it has helped us to integrate with analytic and optimization solutions and also helped us in identifying barriers in the customer journey..”

Jonathan Alice

Project Manager at Target

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“The best features that ContentSquare offers include the most valuable feature for me, which is Session Replay. Heat Maps and Scroll Maps are also extremely valuable. In addition to my day-to-day use, Journey Analysis is highly valuable along with Session Replay, Heat Maps, and Scroll Maps.

“Session Replay, Heat Maps, and Scroll Maps help me in my work by allowing us to see exactly where users struggle in their journey, particularly during unexpected drops in engagement or conversion rates. These tools significantly reduce the time needed to identify root causes, such as confusing navigation, broken interactions, or unclear calls to action. The insights gained from Heat Maps and Scroll Maps help us understand what attracts user attention and whether important messaging or CTAs are being seen. We utilize these insights to enhance page layouts and content placement.

“ContentSquare positively impacts my organization by helping us optimize many page-level CTAs and content placements. We improve content connectivity across funnel stages and inform personalization and journey orchestration strategies. Overall, ContentSquare has been instrumental in helping us move from descriptive analytics to behavioral-driven decision-making, though I am not certain I can explain specific KPIs and metrics beyond what I know..”

Saivikas Reddy

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

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“I have mainly been using heat maps and session replays in my work with ContentSquare, where I can see where people click. For example, there was a section on one of the landing pages that explained why someone would want to book a scan. There were three or four options, and when clicked, it would provide more detail. Many people were clicking on one option, which opened and really told me that this is the main reason people are booking the scan. So I got what is in their mind, and I can communicate that effectively. I can really understand my audience, and that is the major benefit.

“The best features ContentSquare offers that I find most valuable in my day-to-day work are session replays and heat maps. The fact that it is free is also valuable. I rely more on heat maps because session replays take a lot of time to play through, and I can only view some of them. It is good that I can see the touch points as well. ContentSquare has made it easier for sure, but I prefer heat maps because it is easier to select the time period and proceed. They help me with my decisions, allowing me to see what is working, what is not, or which sections are boring or do not engage people at all.

“ContentSquare has positively impacted my organization, as I honestly believe it is a good thing. It helps with some aspects, but I would not say it has a major impact since I use it occasionally when I am working on a landing page. My job is not just focused on landing pages, but I would say that it has helped..”

Areasha Rizwan

digital marketing specialist at a healthcare company with 1-10 employees

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“The best features that ContentSquare offers are journey analysis and heat mapping.

“Journey analysis and heat mapping stand out because journey analysis is a really good visual way of showing how users move through different pages on the site. You do have to set up those pages in ContentSquare, which requires doing some manual work up front, but once you have done that, the speed to answer is great. Heat mapping shows you where people are actually clicking and where they might be hovering, showing frustration, which I definitely think makes ContentSquare the leading tool for that.

“The speed to answer with ContentSquare stands out. While I cannot think of a certain specific recent example, over Black Friday in 2025, I was constantly looking at the journey analysis and understanding the movement between pages among users, which in Adobe Analytics or Google Analytics would be really quite a long task to do. Getting a clear answer from the data outside of ContentSquare takes a lot of time, and ContentSquare is the quickest route to answer for any website inquiries needed.

“Quicker access to answers helps you make decisions quicker, enabling the company to make customer or commercial decisions quicker as a result..”

Verified user

Senior CRO manager at a tech company with 10,001+ employees

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“The best features ContentSquare offers include mouse mapping, scroll mapping, and recorded sessions.

“Mouse mapping and scroll mapping are valuable because mouse mapping tells us where users commonly click and which process they go through to make a purchase. Scroll mapping helps us to see how long we can push content, determine if the content is engaging, and more. Recorded sessions, being able to watch a customer move around the site, have given us invaluable insights into how our customers think and act.

“Visitor recordings are great, conversion funnels are doing great, in-page web analytics is fantastic, heat maps and reporting for landing page testing are great, and comprehensive page reports are also great.

“ContentSquare has positively impacted my organization because recently, we have had trouble calculating and quantifying return on investment. However, the overall impression is faster conversion, larger orders, and a better customer experience.

“I have noticed better customer feedback. Additionally, there is a better understanding of analytics results and better efficiency because we are able to direct agency resources to the source of issues faster and earlier. UX and AB testing is driven by actual customer experience on the site, hence we are able to make data-driven decisions easily..”

Robert Morgan

Software Engineer at Lee Hecht Harrison, LLC

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Other Solutions Considered

“I was navigating Hotjar content before choosing ContentSquare, but I found Hotjar not easy to navigate and did not understand what it was. Logging into ContentSquare was easy, and that is why I chose to use it..”

Areesha Rizwan

digital marketing specialist at a healthcare company with 1-10 employees

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“I previously used a different solution, which was Crazy Egg.

“I switched from Crazy Egg to ContentSquare because ContentSquare is now a step ahead of the competition since it delivers insight based on predefined business KPIs and customer journeys that we have set up. This paired with good and reliable PII masking helps us with insights, correction, and to drive business decisions which other solutions do not have..”

Jonathan Alice

Project Manager at Target

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ROI

Real user quotes about their ROI:

“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

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Use Case

“ContentSquare is used in conjunction with other analytical tools such as Google Analytics to help track the effectiveness of our website flow and layout. This tool is mainly used by the marketing department to determine future trends and areas which our sales team should focus on. ContentSquare provides data that helps guide our company's short and long-term projects and goals.

“ContentSquare is also used to uncover user issues and hang-ups, to uncover problems with technical aspects of the site, to generate testing hypotheses, to validate UX, and as a starting point to brainstorm new ideas for content, pages, functionality, and more..”

Robert Morgan

Software Engineer at Lee Hecht Harrison, LLC

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“My main use case for ContentSquare is that traditional analytics tools like Google Analytics and Adobe Analytics are great, but they leave you slightly blind if you do not have them set up perfectly on certain interaction details and heat mapping as well. ContentSquare is great at adding that extra layer of understanding of what the user is doing.

“I have been using ContentSquare for about 10 years now, as I started using it at Debenhams around 2017 or 2018, and the product has come on leaps and bounds since then. I am aware that ContentSquare has modules which we are not customers of, so there is more to the tool that I am not yet aware of..”

Verified user

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Senior CRO manager at a tech company with 10,001+ employees

“My main use case for ContentSquare is capturing and making it easy to search and analyze customer behaviors online via heatmaps and session recordings. ContentSquare allows me to search specific customer segments and define key business metrics.

“I can provide a specific example of how I use ContentSquare for capturing and analyzing customer behaviors in identifying barriers in the customer journey. It has given us the ability to segment and filter recordings and heatmaps using segments, and it has helped us integrate with analytics and optimization solutions.

“ContentSquare has an easy to use UX, which is another important aspect of my main use case..”

Jonathan Alice

Project Manager at Target

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“My main use case for ContentSquare is Journey Analysis, which is very useful because that was our primary focus. It revealed the different paths users take across our .com before reaching a goal. Our company has a large and complex website, so understanding navigation patterns helps identify friction points and opportunities to simplify our customer journey. This was one of the best use cases where we tried to identify the navigation patterns across a .com to optimize and improve the user experience.

“I can give you a specific example of how I used ContentSquare for journey analysis on our site: I found an interesting pattern we call the happy path. Users land on specific product data sheets and often take many routes before exiting after reading the content. We looked at the shortest path to access those technical data sheets, discovering that happy path using Journey Analysis. We orchestrated the journey so when users land on a product page, looking at specific products, we pushed a paid media ad or email based on certain conditions. This made it easy for them to land on data sheets, and from there, they booked trials and demos.

“Regarding my main use case or how journey analysis helped: it drove more demand and increased trial demo requests, particularly for a specific product, which was not there before. We implemented an always-on journey after using Journey Analysis and discovered the shortest path to access this, which proved more useful for users to make demo requests..”

Saivikas Reddy

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

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“My main use case for ContentSquare is improving landing pages, as I work on the website mostly. When I change a landing page, I improve it by changing its structure or adding more information and videos. Part of my job involves improving landing pages, working on them, and making them more user-friendly. I then review the performance of the previous landing page using ContentSquare when I publish the new one to compare them. The previous one tells me where improvements are needed, which parts need to be highlighted, and what the current situation is. The new one tells me if it's working or not. For example, it shows me what needs to be at the top and what the main concern is for people, so I can know what irritates them, what they enjoy, and where they can relate.

“When I look at the comparisons between the old and new landing pages, ContentSquare helps me uncover insights and patterns, mostly showing that the new page is working, and I can literally show it to my team. This ability gives me the capability to indicate higher engagement through heat maps and session recordings, allowing me to tell them that something is working. For example, there are sometimes problems, such as the cookie notification being in a very wrong position, which irritates people as well.

“A specific example where ContentSquare helped me identify a problem was when I was putting many videos on landing pages and wanted to see if people were playing them, because sometimes people do not want to watch videos. I found out that for service-specific pages, the videos are working, but for location-specific pages, which are more generic, the videos are not working. That helped me understand where to put videos and where not to put them..”

Areesha Rizwan

digital marketing specialist at a healthcare company with 1-10 employees

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Customer Service and Support

“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

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Other Advice

“My advice for others looking into using ContentSquare is to ensure that you are using it for things you cannot get out of GA or Adobe Analytics, and really question whether you can get what you want from ContentSquare in GA or Adobe first, because often you can, but it does take time to reach that point. I would rate this product an 8 out of 10..”

Verified user

Senior CRO manager at a tech company with 10,001+ employees

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“ContentSquare is a great tool to analyze and get insights from customer journeys and customer behaviors within those journeys. Watching session recordings is an invaluable and reliable way to get those insights and then act upon them. This can include UX changes that need to be done, key copy changes in order to make the journey and CTAs clearer, or even technical issues. I would rate my overall experience with ContentSquare a nine out of ten..”

Jonathan Alice

Project Manager at Target

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“I use ContentSquare myself; I introduced it in my company by myself. It is a small company, and I thought it was a good idea, so I shared it with them, as they did not have any prior knowledge about it. I use ContentSquare directly through their website. We have covered everything regarding other improvements I think ContentSquare needs. I would definitely recommend ContentSquare to others. I would guide them to watch a video or two before using it so they can make the most out of it, as I think it is very good. I am giving this product a rating of eight out of ten..”

Areesha Rizwan

digital marketing specialist at a healthcare company with 1-10 employees

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“I would rate ContentSquare a nine out of ten.

“I give it a nine out of ten because it is a very good tool for supplementing other analytics technology to validate results or help to dig deeper into the hows and whys of the numbers that show up in analytics reporting. It is also very cost-effective with a competitive price tag.

“ContentSquare is a great tool to analyze and get insights from customers' journeys and customer behaviors within those journeys. Watching session recordings is an invaluable and reliable way to get those insights and then act upon them, which can include UX changes that need to be done.

“ContentSquare was a great tool in helping to determine what effective forms of marketing we were doing. My overall rating for ContentSquare is nine out of ten..”

Robert Morgan

Software Engineer at Lee Hecht Harrison, LLC

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“I would like to add that I see promising AI capabilities in ContentSquare as they can summarize large amounts of behavioral data quickly. I want to test out MCP connectors and build an AI agent on top of it to speed up our analysis, allowing us to not constantly build segments or journey setups. AI needs to read everything and respond to prompts, which is the future I envision. Additionally, I appreciate features in ContentSquare for error and frustration analysis, as they highlight experience issues not always obvious in traditional analytic tools.

“ContentSquare helps with personalization and journey orchestration by allowing us to understand user journeys and drop-off reasons using Journey Analysis and Session Replay. By taking insights from these three features, we optimize banners and CTAs to match actual audience behavior. We see a twenty-five percent increase in clicks and demo requests from the improved CTAs because they seem relevant based on our analysis. As for orchestration, the happy path insights guide us in adding conditions to triggers in our journey.

“I need ContentSquare to integrate with other tools as part of my workflow.

“I handle user privacy and consent while using ContentSquare on our website, ensuring compliance and transparency.

“I use ContentSquare data to inform decision-making or strategy in several ways, such as landing page optimization. If Heat Maps and Scroll Maps indicate that users are not reaching important CTAs, we may reposition them or simplify the content. Session Replays help identify navigation confusions or broken links, and insights are shared with web and UX teams to prioritize fixes. During and after campaign launches, we use ContentSquare to understand user interactions, and we recommend improvements based on engagement insights. The customer journey analysis helps us see how users navigate through cisco.com before converting or exiting, influencing navigation improvements.

“For enterprise companies as ours, success with ContentSquare is measured not by logins but by business outcomes such as improving the digital customer experience and making better business decisions. Key KPIs include customer frustration metrics, engagement metrics, conversion rate improvement, optimization impact, customer journey efficiency, time to insight, and business impact.

“My advice would be to use ContentSquare as a complement to existing analytics platforms rather than a replacement. Traditional analytics show what happened, while ContentSquare helps explain why it happened. For value, focus on high-priority pages such as campaign landing pages and conversion funnels, utilizing Session Replays, Heat Maps, and journey analysis to identify improvement opportunities. Validate changes with A/B testing, involving multiple teams to maximize effectiveness. Invest time in learning AI features and creating dashboards for important KPIs. Once integrated into regular optimization, ContentSquare becomes invaluable for evidence-based decisions. I rated this review an eight out of ten overall..”

Saivikas Reddy

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

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Top Industries

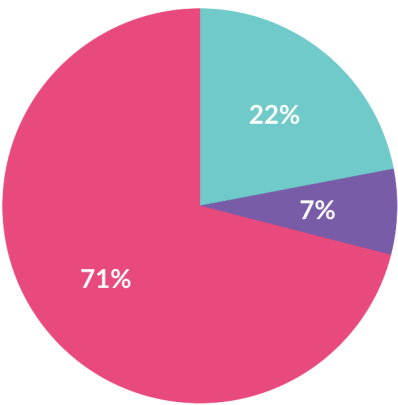
by visitors reading reviews



Company Size

by reviewers

by visitors reading reviews



 Large Enterprise  Midsized Enterprise  Small Business

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