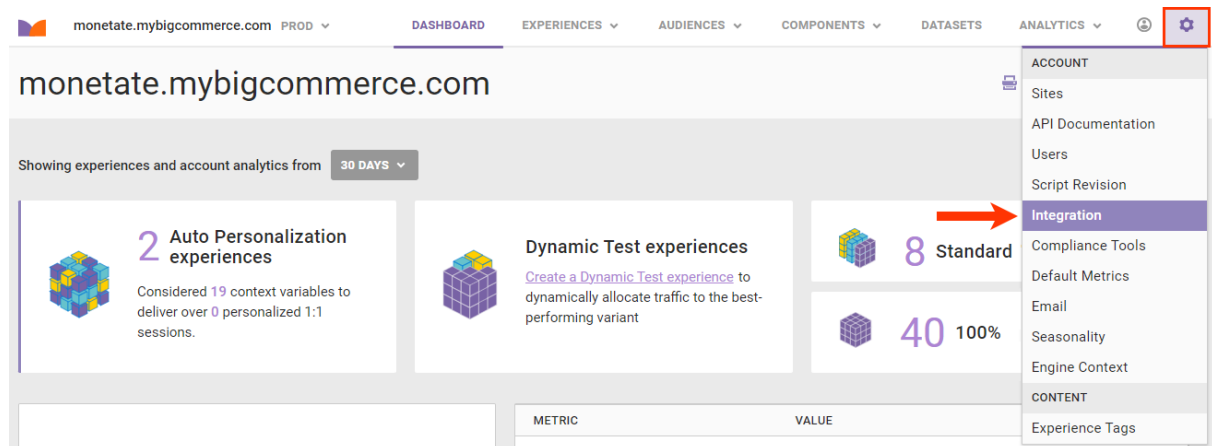


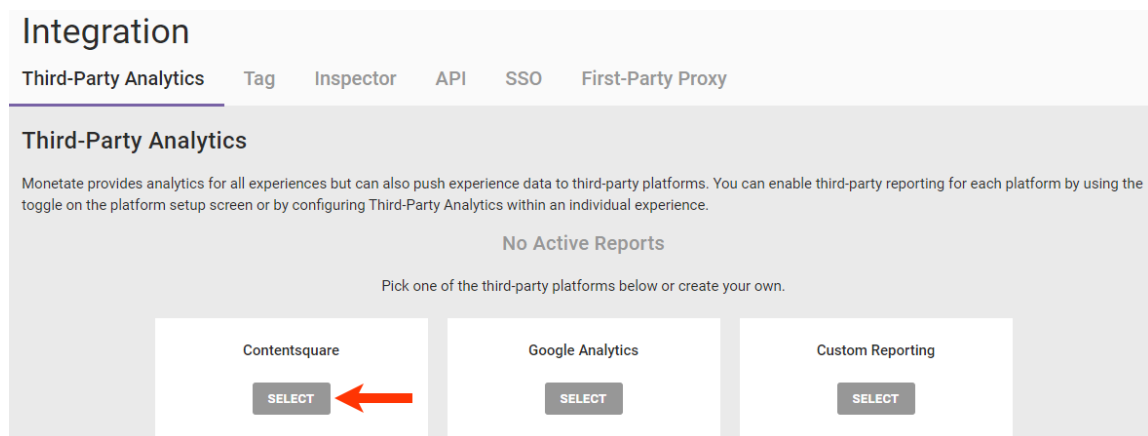
# Contentsquare

Follow these steps set up an integration with Contentsquare.

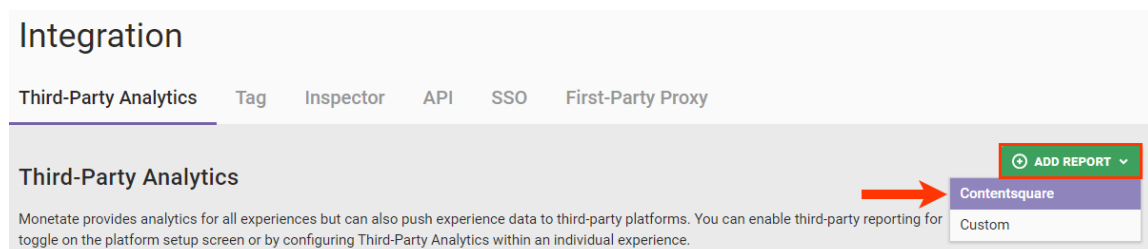
1. Click the settings cog in the top navigation bar, and then select **Integration**.



2. On the **Third-Party Analytics** tab, take one of the following actions:
  - If the account doesn't have any third-party analytics custom reports, then click **SELECT** for **Contentsquare**.



- If the account already has a third-party analytics report, then click **ADD REPORT** and then, if necessary, select **Contentsquare**.



3. Optionally, set **Enable by default for all new experiences** to **YES** if you want Monetate to push experience data for all new experiences to Contentsquare.



Enabling this setting does not enable reporting for existing experiences. You must configure the reporting in each existing experience. See [Enabling Contentsquare Reporting for Standard Experiences](#) for more information.

## Integration

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

### Third-Party Analytics

ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

GOOGLE ANALYTICS

CONTENTSQUARE

#### Contentsquare Configuration

Enable by default for all new experiences  NO

Data will be reported in the following formats:

No Control:	"Experience Name"
Experiment:	"Experience Name - Experiment" "Experience Name - Control"
Split:	"Experience Name - A:Split A Name" "Experience Name - A:Control" "Experience Name - B:Split B Name" "Experience Name - B:Control"

SHOW THE CODE BEING USED TO REPORT DATA.

CREATE CANCEL

- Optionally, preview the code pushed to Contentsquare by clicking **SHOW THE CODE BEING USED TO REPORT DATA**.

## Integration

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

### Third-Party Analytics

ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

GOOGLE ANALYTICS

CONTENTSQUARE

#### Contentsquare Configuration

Enable by default for all new experiences  NO

Data will be reported in the following formats:

No Control:	"Experience Name"
Experiment:	"Experience Name - Experiment" "Experience Name - Control"
Split:	"Experience Name - A:Split A Name" "Experience Name - A:Control" "Experience Name - B:Split B Name" "Experience Name - B:Control"

SHOW THE CODE BEING USED TO REPORT DATA.

CREATE CANCEL

- Click **CREATE**.

# Integration

Third-Party Analytics   Tag   Inspector   API   SSO   First-Party Proxy

## Third-Party Analytics

ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

GOOGLE ANALYTICS

CONTENTSQUARE

### Contentsquare Configuration

Enable by default for all new experiences  YES III

Data will be reported in the following formats:

No Control:	"Experience Name"
Experiment:	"Experience Name - Experiment" "Experience Name - Control"
Split:	"Experience Name - A:Split A Name" "Experience Name - A:Control" "Experience Name - B:Split B Name" "Experience Name - B:Control"

SHOW THE CODE BEING USED TO REPORT DATA.

CREATE CANCEL

## Viewing Experience Data in Contentsquare

You can list and view Monetate experiences and variants directly in Contentsquare.

1. Click the settings cog in the top navigation bar, and then select **Integration**.

monetate.mybigcommerce.com PROD   DASHBOARD   EXPERIENCES   AUDIENCES   COMPONENTS   DATASETS   ANALYTICS   ⚙️

# monetate.mybigcommerce.com

Showing experiences and account analytics from 30 DAYS

2 Auto Personalization experiences  
Considered 19 context variables to deliver over 0 personalized 1:1 sessions.

Dynamic Test experiences  
Create a Dynamic Test experience to dynamically allocate traffic to the best-performing variant

8 Standard

40 100%

METRIC	VALUE
--------	-------

- ACCOUNT
  - Sites
  - API Documentation
  - Users
  - Script Revision
  - Integration
  - Compliance Tools
  - Default Metrics
  - Email
  - Seasonality
  - Engine Context
- CONTENT
  - Experience Tags

2. Click **CONTENTSQUARE** on the **Third-Party Analytics** tab.

# Integration

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

## Third-Party Analytics

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

GOOGLE ANALYTICS  
**CONTENTSQUARE**  
SITECATALYST

**This report is currently in use.**  
Since this report is currently being used, it cannot be edited or deleted.

[ADD REPORT](#)

3. Log into your Contentsquare account in a new browser tab. Click the settings cog and then select **Console**.

CONTENTSQUARE DEFINE ANALYSE PERFORMANCE Benchmark Beta UX ANALYTICS

### Site overview

All Oct 2 - 8 2020 (7 days) All visitors

Visits 20,259 Bounce rate 50.8% Page views 10.6 Visit time 21 min 36 s Conversions 0

AC Expert role on this project | EN (UK)

Global parameters  
Console  
Privacy policy  
Log-out

4. Access the project you want to use Monetate with.

CONTENTSQUARE Accounts Partners Employees Log out

Projects Teams Users Parameters

Search a user, a project or a team

### 1 Projects

Search a project...

NAME	STATUS	CREATED	TEAMS
Deployment test project	Active	10.03.20	0

5. Click the **INTEGRATIONS** tab.

UX ANALYTICS  
0 users 2 teams

TEAMS API INTEGRATIONS

Search a team...

NAME
Test
UXA

6. Select Monetate.





CONTENTSQUARE Accounts Partners Employees Log out  
Projects Teams Users Parameters Search a user, a project or a team

UX ANALYTICS  
0 users 2 teams

TEAMS API INTEGRATIONS

**Catalog**  
Choose and activate your integrations

You have 2 integrations [Go to my integrations →](#)

 <b>Google Analytics</b> Web Analytics Get more out of Google Analytics with Contentsquare	 <b>Adobe Analytics</b> Web Analytics Get more out of Adobe Analytics with Contentsquare	 <b>Kameleoon</b> A/B Testing Get more out of Kameleoon with Contentsquare
 <b>Monetate</b> A/B Testing Get more out of Monetate with Contentsquare		

7. Click ADD NEW.

## UX ANALYTICS

0 users 2 teams

TEAMS API **INTEGRATIONS**

← Back



**Monetate**

Free



+ ADD NEW

1 / 1 Integrations

### Get more out of Monetate with Contentsquare

With Monetate integration in Contentsquare, you'll be able to analyze Monetate A/B Tests and customizations with Contentsquare modules, using both systems as one unified platform. No need of coding, you'll access your A/B Tests and variations directly in the "Zoning Analysis" module.

[Technical documentation](#)

[How to activate](#)

## 8. Input the API credentials.

- a. Return to the browser tab in which Monetate is active. Click **COPY** next to **API Account Name**.

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

### Third-Party Analytics

ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

- GOOGLE ANALYTICS
- CONTENTSQUARE**
- SITECATALYST

**This report is currently in use.**  
Since this report is currently being used, it cannot be edited or deleted.

**Use the values below to complete the Contentsquare integration.**  
View the [Contentsquare integration guide](#) for additional information.

API Account Name  **COPY**

API Access Token  **COPY**

- b. Paste the text into **Account name** in Contentsquare.

CONTENTSQUARE Accounts Partners Employees Log out

Projects Teams Users Parameters Search a user, a project or a team

### Add Monetate integration

Select the sites you want to import

#### Enter your API Credentials

Account name \*

API Key \*

Submit Cancel

c. Click **COPY** next to **API Access Token**.

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

### Third-Party Analytics

ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

- GOOGLE ANALYTICS
- CONTENTSQUARE
- SITECATALYST

This report is currently in use. Since this report is currently being used, it cannot be edited or deleted.

Use the values below to complete the Contentsquare integration. View the [Contentsquare integration guide](#) for additional information.

API Account Name	monetatebc	COPY
API Access Token	6.17.eJyrVirOyC8qyUvMTVWyUsrNz0stS...	COPY

d. Paste the text into **API Key** in Contentsquare.

CONTENTSQUARE Accounts Partners Employees Log out

Projects Teams Users Parameters Search a user, a project or a team

### Add Monetate integration

Select the sites you want to import

#### Enter your API Credentials

Account name

API Key \*

Submit Cancel

e. Click **Submit**.

CONTENTSSQUARE Accounts Partners Employees Log out

Projects Teams Users Parameters Search a user, a project or a team

### Add Monetate integration

Select the sites you want to import

#### Enter your API Credentials

Account name

API Key

**Submit** Cancel

9. Name the integration.

CONTENTSSQUARE Accounts Partners Employees Log out

Projects Teams Users Parameters Search a user, a project or a team

### Add Monetate integration

Select the sites you want to import  
The \* fields are mandatory.

#### Set parameters

Integration name \*

Select the sites you want to import

Select the sites

**Add integration** Cancel

10. Select the sites that you want to import.

a. Click **Select the sites**.



CONTENTSQUARE Accounts Partners Employees Log out

Projects Teams Users Parameters Search a user, a project or a team

### Add Monetate integration

Select the sites you want to import  
The \* fields are mandatory.

#### Set parameters

Integration name \*

My Monetate integration

#### Select the sites you want to import

Select the sites

Add integration Cancel

b. Select one or more sites for which you want segments imported, and then click **Select**.

CONTENTSQUARE Accounts Partners Employees

Projects Teams Users Parameters

### Add Monetate integration

Select the sites you want to import  
The \* fields are mandatory.

#### Set parameters

Integration name \*

My Monetate integration

#### Select the sites you want to import

Select the sites

Add integration Cancel

### Select a site

You can select several sites.

Search a site

SITE NAME

- monetate.mybigcommerce.uk | production
- monetate.mybigcommerce.com | production

< < 1 > >

Select

11. Click **Add integration**.

### Add Monetate integration

Select the sites you want to import  
The \* fields are mandatory.

#### Set parameters

Integration name  
My Montetate integration

#### Select the sites you want to import

monetate.mybigcommerce.com | production

Select the sites

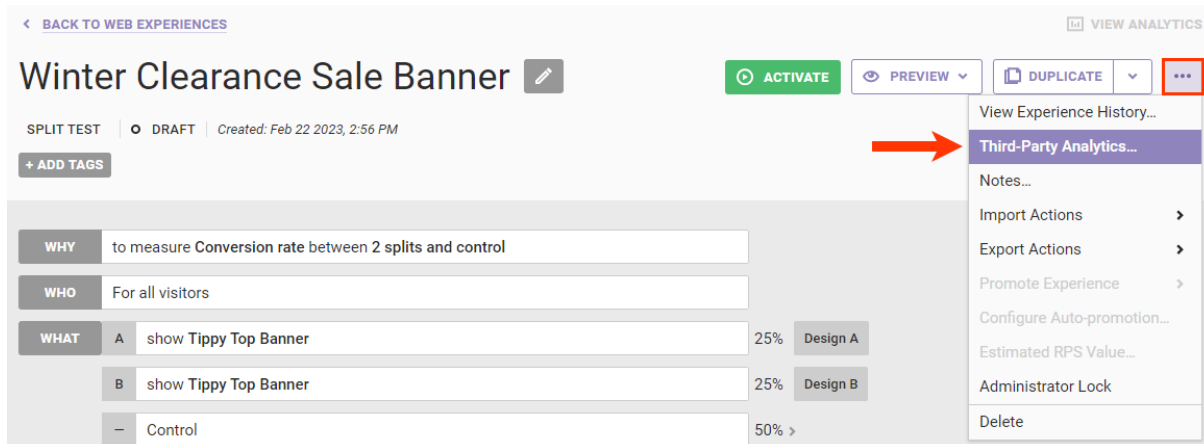
Add integration Cancel

The integration in Contentsquare is now complete.

## Enabling Contentsquare at the Experience Level

Follow these steps to enable Contentsquare reporting for an individual active Web experience.

1. Navigate to the experience that you want reported to Google Analytics, and then open it in Experience Editor.
2. Click the additional options menu (...) on the Experience Editor page, and then click **Third-Party Analytics**.



3. Toggle **Contentsquare** to **YES** to have Monetate push the experience's data to Contentsquare.

## Third-Party Analytics



Monetate provides analytics for all experiences, but experience data can additionally be reported to third-party analytics platforms. Additional platforms can be added via the [Integration](#) page.

Report analytics data to the following platforms:

Contentsquare	<input type="checkbox"/> NO	
Google Analytics	<input checked="" type="checkbox"/> YES	
SiteCatalyst	<input type="checkbox"/> NO	

Report Label

Winter-Clearance-Sale-Banner

*Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."*

SAVE

CANCEL

- If you want to see a specific string in the third-party platform(s) for this specific experience, enter it into **Report Label**.



The text in **Report Label** auto-populates with the name of the experience and its ID. Monetate reports this string to the integrated third-party platform(s). Monetate also automatically creates labels for holdout variants based on your specified variant labels. For each variant included in the holdout, Monetate appends the label with - Holdout.

Third-Party Analytics ✕

Monetate provides analytics for all experiences, but experience data can additionally be reported to third-party analytics platforms. Additional platforms can be added via the [Integration](#) page.

Report analytics data to the following platforms:

Contentsquare  YES

Google Analytics  YES

SiteCatalyst   NO

Report Label

Winter-Clearance-Sale-Banner

*Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."*

- 5. Click **SAVE** to close the modal.

Third-Party Analytics ✕

Monetate provides analytics for all experiences, but experience data can additionally be reported to third-party analytics platforms. Additional platforms can be added via the [Integration](#) page.

Report analytics data to the following platforms:

Contentsquare  YES

Google Analytics  YES

SiteCatalyst   NO

Report Label

Winter-Clearance-Sale-Banner

*Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."*



You can view a table of experiences that Monetate is reporting to Contentsquare on the Contentsquare Configuration screen of the **Third-Party Analytics** tab of the Integration page of the Monetate platform settings.

### Third-Party Analytics

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

**GOOGLE ANALYTICS**  
**CONTENTSQUARE**  
**SITECATALYST**

Use the values below to complete the Contentsquare integration. View the [Contentsquare integration guide](#) for additional information.

API Account Name  COPY

API Access Token  COPY

#### Contentsquare Configuration


Enable by default for all new experiences  NO

Data will be reported in the following formats:

No Control:	"Experience Name"
Experiment:	"Experience Name - Experiment" "Experience Name - Control"
Split:	"Experience Name - A:Split A Name" "Experience Name - A:Control" "Experience Name - B:Split B Name" "Experience Name - B:Control"

SHOW THE CODE BEING USED TO REPORT DATA.

SAVE

 **View Associated Experiences**

When a report is being used it cannot be edited or deleted.

NAME	TYPE
<a href="#">UK Promo</a>	Active
<a href="#">Clearance Banner</a>	Active
<a href="#">Checkout Flow MVT</a>	Active
<a href="#">Homepage Change</a>	Active

To disable Contentsquare reporting for a single experience, click its name in this table to open it in Experience Editor, then click the additional options menu (...), click **Third-Party Analytics**, and then toggle **Contentsquare** to **NO** in the Third-Party Analytics modal.

## Testing the Integration

Follow these steps to test the connection between Monetate and Contentsquare by using the Contentsquare Tracking Setup Assistant.

1. In a Google Chrome browser window or tab, load [Contentsquare Chrome Extensions](#), and then click **INSTALL**.



## CHROME EXTENSIONS

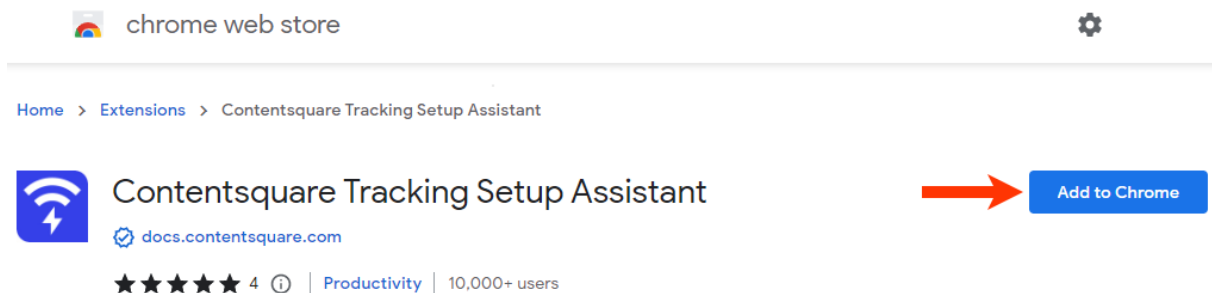


### ContentSquare Tracking Setup Assistant

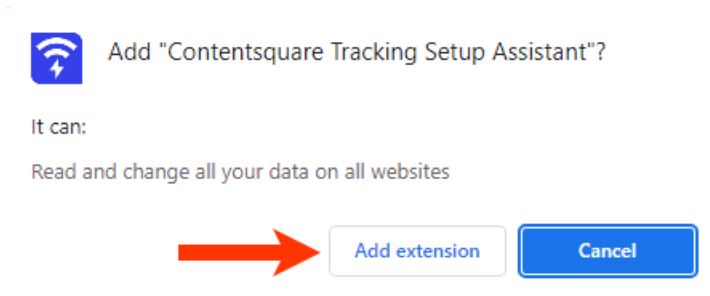
Check the configuration of the main tag, **monitor** all the pageviews, transactions and **custom variables** sent to our servers.



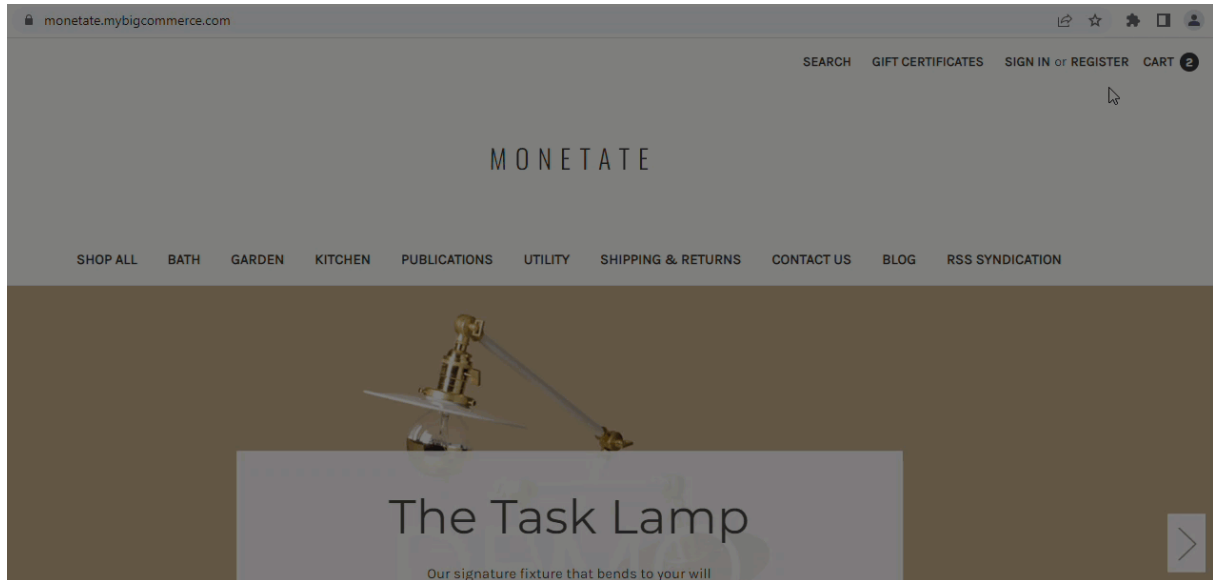
2. In the Chrome Web Store, click **Add to Chrome**.



3. Click **Add extension**.



4. Navigate to a page on your site on which an experience with Contentsquare reporting enabled is currently running.
5. Launch the Contentsquare Tracking Setup Assistant extension, and then expand the **dynamic variables tracked** accordion to confirm that experiences and variants are being reported to Contentsquare for your session.



An experience's campaign ID is sent to Contentsquare as a dynamic variable. It is appended to the end of its corresponding entry in the Contentsquare Tracking Setup Assistant extension with an underscore (for example, `AB_Mon_CSQDemo_1160975`).

## Evaluating an Experience in Contentsquare

When you define new Zoning, you see an option to choose an experience preview URL.

The Zoning Setup page displays a list of all experiences for your account. When you select an experience, Contentsquare provides you with a list of all possible variants for that experience.

**CONTENTSQUARE** DEFINE X

### Edit URL of page preview

Preview URL [Monetate](#)

Experiments	Variations
1116298 - New Multivariate Test-5	1302252 - A
1113613 - MPX Data Link smullin_01	1302253 - B
1112218 - New Experience-484	
111682 - New Experience-482	
1109041 - New Experience-476	
1109039 - New Experience-474	
1106301 - swap1	
1105974 - CS-Test-TJ	
1100444 - smullin	
1093666 - New Experience-454	

Choose a name for your zoning...

<https://monetate.mybigcommerce.com/utility>

SHOP ALL BATH GARDEN

Choose a variant, and the page then refreshes to show the website as configured from that Monetate experience and also preselects a custom Segment for only visitors who have seen that specific variant/experience.

**CONTENTSQUARE** DEFINE ANALYZE PERFORMANCE

### Zoning on caddy

Desktop Jul 10 → Aug 9 2019 (31 days) [Monetate] New Experience-482 - A

Choose a name for your zoning...

0.00% of traffic (0 visitors) in the last 7 full days  
are included in [Monetate] New Experience-482 - A

Next step

111682 - New Experience-482 > 1302252 - A

SEARCH GIFT CERTIFICATES SIGN IN or REGISTER CART

MONETATE

SHOP ALL BATH GARDEN KITCHEN PUBLICATIONS BLOG SHIPPING & RETURNS UTILITY RSS SYNDICATION

Find additional information about using the Contentsquare integration with Monetate in the [Contentsquare Knowledge Base](#).