

Turn insights into actions

How EngX & Contentsquare transform experience intelligence into business results. Your UX is your brand. Make it count.

Challenges such as low content visibility, complex navigation paths, unclear calls to action, slow load times, and inconsistent cross-channel experiences can silently erode user trust and engagement. **Are your digital journeys truly designed around what your customers care about most? Are your experiences truly connecting or just filling space?**

Key trends

88%

of consumers say experience matters as much as the product itself.

70%+

cart abandonment in 2024 signals a growing challenge, and a clear call for smarter, conversion-focused UX.

30%

average increase in customer journey completion achieved with Contentsquare.

Source: Data displayed represents our elaboration of data coming from multiple sources.

With cutting-edge analytics from our partner Contentsquare, **EngX uncovers what matters most**, eliminates friction, and designs high-performing journeys.

Strategy, analytics and design in one integrated approach, to turn insights into measurable outcomes.

A four-step path to data-driven, high-impact digital experiences

- STEP 01 **UNDERSTAND YOUR CUSTOMER**
- Journey Analysis
 - Conversion KPIs
 - Engagement Signals
 - AI-powered VoC Surveys

- STEP 02 **IDENTIFY WHAT MATTERS**
- Zone-based Heatmaps
 - Click Mapping
 - Error Detection
 - Session Replays

- STEP 03 **DESIGN WHAT PERFORMS**
- We activate insights through high-impact UX/UI solutions. Our specialists craft data-backed, conversion-oriented designs that align with what your customers actually want.

- STEP 04 **DELIVER WITH IMPACT**
- We bring designs to life with full-stack development and track business impact post-launch to continuously optimize results.

- STEP 01 **CONTINUOUS LEARNING**
- RETURN TO STEP 01 **UNDERSTAND YOUR CUSTOMER**
- ...

Increase engagement by designing experiences aligned with real user expectations

Reduce abandonment through continuous optimization and friction removal

Improve conversion with high-impact and data-driven UX

Our Approach



With **EngX**, we deliver end-to-end solutions that connect strategy, creativity, and technology to transform the way brands engage with people.

From brand strategy and activation to marketing and communication, we craft memorable, interactive experiences and drive impact across digital channels.

We create meaningful human centric, data-driven experiences, building relationships, driving growth.

- 400+**
DIGITAL EXPERIENCE PROFESSIONALS
- 150+**
INDIVIDUAL CERTIFICATIONS
- 40+**
ACTIVE R&D PROJECTS
- 10+**
STRATEGIC AND TECHNOLOGICAL PARTNERSHIPS

Our Partnership

CONTENT SQUARE

The **leading Experience Analytics platform**. Gain data-driven insights to truly understand your customers' experience and achieve the most relevant UX objectives:

- ⊕ **Optimized content visibility**
 - ⊕ **Intuitive user journeys**
 - ⊕ **Clear and action-driven CTAs**
- ⊕ **Seamless navigation flows**
 - ⊕ **Responsive digital performance**
 - ⊕ **Consistent cross-channel experiences**

Unlock **game-changing results** with Contentsquare

- 1.5+M**
WEBSITES AND APPS
- 200+**
SOFTWARE INTEGRATIONS
- 2500+**
ENTERPRISE CLIENTS