

ALLNAMES:(Content Square SAS)

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Machine translation

1. [20220043879](#) SYSTEM AND METHOD FOR COLLECTION OF A WEBSITE IN A PAST STATE AND RETROACTIVE ANALYSIS THEREOF US - 10.02.2022

Int.Class [G06F 16/957](#) Appl.No 16986572 Applicant Content Square SAS Inventor Joël Trigalo

A system and method for collection of a website in a past state and retroactive analysis thereof are provided. The method includes collecting, from a repository, at least one session replay; identifying, in the at least one collected session replay, at least one main state, wherein a main state is a portion of a session replay; selecting at least one webpage snapshot corresponding to a respective main state of the at least one identified main state, wherein each snapshot is a single-instant webpage state at a specific point in time; identifying, in the at least selected one snapshot, at least one webpage zone; and returning the at least one identified zone.

2. [20220101402](#) SYSTEM AND METHOD FOR DETERMINING AN ATTRACTIVENESS VALUE OF A PRODUCT DISPLAYED ON AN ONLINE PLATFORM, AND GENERATING INSIGHTS RESPECTIVE THEREOF US - 31.03.2022

Int.Class G06Q 30/06 Appl.No 17032166 Applicant Content Square SAS Inventor Michael COLOMBIER

A system and method for determining an attractiveness value of a product displayed on a website. The method includes receiving sales data on at least one product displayed in a zone included in the webpage, determining at least one key performing indicators [KPI] on each of the at least one product from the received sales data, comparing the KPI of the at least one product displayed in the zone, determining the attractiveness value for each of the at least one product displayed in the zone, and an insight based on the comparison and the determined attractiveness value, and displaying an image of the at least one product, the KPI, and the insight on the display.

3. [20220067111](#) SYSTEM AND METHOD FOR COMPARING ZONES FOR DIFFERENT VERSIONS OF A WEBSITE BASED ON PERFORMANCE METRICS US - 03.03.2022

Int.Class [G06F 16/958](#) Appl.No 17004506 Applicant Content Square SAS Inventor Luis DIAZ

A system and method for comparing zones for different versions of a website based on performance metrics are provided. The method includes collecting comparison versions of at least one website specified in a received comparison request; identifying at least one comparison zone in the collected comparison versions, wherein a comparison zone is a zone included in the at least one specified website; collecting at least one comparison zone metric for each of the at least one comparison zones for the collected comparison versions, wherein the at least one comparison zone metric is a numerical value related to a user interaction metric with the at least one comparison zone; analyzing the collected comparison zone metrics to determine zone performance; and returning the analysis results.

4. [20220027430](#) SYSTEM AND METHOD FOR IDENTIFYING AND SCORING IN-PAGE BEHAVIOR US - 27.01.2022

Int.Class [G06F 16/95](#) Appl.No 16934473 Applicant Content Square SAS Inventor Hui Wang

A system and method for analyzing in-page behavior. A method includes recording sessions of users browsing a website, wherein a session is time-ordered collection of a user's interactions with one or more webpages belonging to the website; analyzing recorded sessions to generate session insights, wherein the session insights are based in part on user experience factors, wherein each user experience factor relates to behavior of a user within each webpage visited during a session; and reporting the generated experience insights.

5. [20220083945](#) SYSTEM AND METHOD FOR CATALOGING PRODUCTS BASED ON CROSS-SELL ANALYTICS US - 17.03.2022

Int.Class [G06Q 10/06](#) Appl.No 17017989 Applicant Content Square SAS Inventor Michael COLOMBIER

A system and method for identifying cross-selling effectiveness. The method includes receiving transaction data on a plurality of products, identifying a product from the plurality of products that are sold together with another product from the plurality of products in a same transaction across a plurality of transactions, determining a Key Performance Indicator [KPI] of the identified product, based on the received transaction data, comparing the KPI of the identified product with the KPI of the other product from the plurality of products, ranking the identified product based on the comparing of the KPIs, determining an insight based on the comparing of the KPIs and the ranking, and making a recommendation based on the insight.

6. [WO/2022/018505](#) METHOD FOR NEAR-REAL-TIME COMMUNICATING NEGATIVE USER EXPERIENCE OF USERS INTERACTING WITH A WEBSITE WO - 27.01.2022

Int.Class [G06Q 30/02](#) Appl.No PCT/IB2020/057036 Applicant CONTENT SQUARE SAS Inventor ZENINE, Ryad

A system and method for near-real-time communicating negative user experience of users interacting with a website are provided. The method includes identifying at least one interaction pattern by analyzing an in-page interaction information of a user interacting with at least one page of the website; computing a user experience score for each of the at least one identified interaction pattern; generating an alert indicating that the user experience score determined for a respective identified interaction pattern demonstrates a negative user experience; and sending the alert immediately upon identifying the interaction pattern demonstrating a negative user experience.



7. [20220029904](#) METHOD FOR NEAR-REAL-TIME COMMUNICATING NEGATIVE USER EXPERIENCE OF USERS INTERACTING WITH A WEBSITE US - 27.01.2022

Int.Class [H04L 12/26](#) Appl.No 16937938 Applicant Content Square SAS Inventor Ryad ZENINE

A system and method for near-real-time communicating negative user experience of users interacting with a website are provided. The method includes identifying at least one interaction pattern by analyzing an in-page interaction information of a user interacting with at least one page of the website; computing a user experience score for each of the at least one identified interaction pattern; generating an alert indicating that the user experience score determined for a respective identified interaction pattern demonstrates a negative user experience; and sending the alert immediately upon identifying the interaction pattern demonstrating a negative user experience.

8. [20220027827](#) BENCHMARKING OF USER EXPERIENCE QUALITY US - 27.01.2022

Int.Class [G06Q 10/06](#) Appl.No 16937950 Applicant Content Square SAS Inventor Corentin FLACHER

A system and method for benchmarking user experience quality on websites across an industry. The method includes computing first site metrics for a first website, wherein a site metric is a quantitative description of user activity on a web site; computing a first industry satisfaction score for the first website, wherein the industry satisfaction score quantifies an overall level of satisfaction of users interacting with the first website, wherein the industry satisfaction score is computed based on satisfaction score pillar values and the computed site metrics, identifying usage metrics within the collected usage; comparing the first industry satisfaction score computed for the first website to a second industry satisfaction score previously computed for a second website, wherein the first website and the second website are from the same industry; and reporting the comparison results.

9. [WO/2022/003392](#) SYSTEM AND METHOD FOR AUTOMATIC DETECTION OF WEBPAGE ZONES OF INTEREST WO - 06.01.2022

Int.Class [G06F 16/957](#) Appl.No PCT/IB2020/056134 Applicant CONTENT SQUARE SAS Inventor FRIKHA, Slim

A system and method for detecting webpage zones of interest. A method includes receiving at least one webpage analysis request, wherein the received at least one webpage analysis request includes at least one webpage in a website; identifying, in the at least one webpage, at least one zone, wherein the at least one zone is a content element of a webpage; classifying the at least one zone into a category of interest, wherein the classification is based on a trained machine learning model configured to classify DOM elements of the least one webpage, and wherein a category of interest is a category determined based on a functionality of the website; and storing the classification by indicating the category of interest for each zone.

10. [WO/2022/018492](#) SYSTEM AND METHOD FOR DETECTING CHANGES IN WEBPAGES AND GENERATING METRIC CORRELATIONS THEREFROM WO - 27.01.2022

Int.Class [G06F 16/958](#) Appl.No PCT/IB2020/056901 Applicant CONTENT SQUARE SAS Inventor ABDOUN, Sihem

A system and method for detecting changes in webpages are provided. The method includes creating a snapshot for a webpage addressed by an identifier, wherein the identifier is designated in a received request for detecting changes in the webpage, wherein the created snapshot is a current snapshot of a most recent version of the webpage; retrieving at least one recent snapshot of the webpage, wherein the recent snapshot was created immediately prior to the current snapshot and represents an immediate previous version of the webpage; and comparing the current snapshot to the at least one recent snapshot to detect any changes, wherein the comparison is based on changes in visible elements in the webpage.

11. [WO/2022/003403](#) IDENTIFYING SCRIPT ERRORS IN AN ONLINE RETAIL PLATFORM AND QUANTIFYING SUCH ERRORS WO - 06.01.2022

Int.Class [G06F 11/34](#) Appl.No PCT/IB2020/056271 Applicant CONTENT SQUARE SAS Inventor KILIC, Ali-Firat

A system and method for quantifying impact of script error exceptions on performance of an online retail platform. A method includes selecting at least one performance metric for a webpage, wherein the selected performance metric has an impact due to at least one script error exception encountered on the webpage visited by a first user device; retrieving a normal value for each of the at least one selected performance metric for the webpage visited by a second user device; retrieving an abnormal value for each of the at least one selected performance metric for the webpage visited by the second user device; comparing the abnormal value to the normal value of a respective selected performance metric; and determining a performance impact score based on the comparison, wherein the performance impact score is indicative of a reduction in a performance metric of each of the least one selected performance metric.

12. [20220036477](#) SYSTEM AND METHOD FOR DETERMINING REVENUE GENERATED BY ANY ZONE IN A WEBPAGE US - 03.02.2022

Int.Class [G06Q 40/00](#) Appl.No 16940800 Applicant Content Square SAS Inventor Luis DIAZ

A system and method for determining revenue generated by zones in a webpage are provided. The method includes receiving session interaction data gathered from a plurality of user devices of a plurality of visitors visiting the webpage during a plurality of sessions; determining, for each session, and for session interaction data received from each user device of the plurality of user devices, if the respective session interaction data includes a purchase event, wherein the purchase event is indicative of a completion of a transaction; generating zone revenue data per session by analyzing session interaction data with purchase events; aggregating the generated zone revenue data across multiple sessions recorded for the plurality of visitors visiting the webpage, wherein the aggregated revenue data lists all zones in the webpage which contributed to a completion of the transaction; and reporting the aggregated revenue data.

13. [20220004958](#) IDENTIFYING SCRIPT ERRORS IN AN ONLINE RETAIL PLATFORM AND QUANTIFYING SUCH ERRORS US - 06.01.2022

Int.Class [G06Q 10/06](#) Appl.No 16919765 Applicant Content Square SAS Inventor Ali-Firat Kilic

A system and method for quantifying impact of script error exceptions on performance of an online retail platform. A method includes selecting at least one performance metric for a webpage, wherein the selected performance metric has an impact due to at least one script error exception encountered on the webpage visited by a first user device; retrieving a normal value for each of the at least one selected performance metric for the webpage visited by a second user device; retrieving an abnormal value for each of the at least one selected performance metric for the webpage visited by the second user device; comparing the abnormal value to the normal value of a respective selected performance metric; and determining a performance impact score based on the comparison, wherein the performance impact score is indicative of a reduction in a performance metric of each of the least one selected performance metric.



14. [20220245553](#) IDENTIFYING SCRIPT ERRORS IN AN ONLINE RETAIL PLATFORM AND QUANTIFYING SUCH ERRORS US - 04.08.2022

Int.Class [G06Q 10/06](#) Appl.No 17716650 Applicant Content Square SAS Inventor Ali-Firat Kilic

A system and method for quantifying impact of script error exceptions on performance of an online retail platform. A method includes selecting at least one performance metric for a webpage, wherein the selected performance metric has an impact due to at least one script error exception encountered on the webpage visited by a first user device; retrieving a normal value for each of the at least one selected performance metric for the webpage visited by a second user device; retrieving an abnormal value for each of the at least one selected performance metric for the webpage visited by the second user device; comparing the abnormal value to the normal value of a respective selected performance metric; and determining a performance impact score based on the comparison, wherein the performance impact score is indicative of a reduction in a performance metric of each of the least one selected performance metric.

15. [20210406337](#) SYSTEM AND METHOD FOR AUTOMATIC DETECTION OF WEBPAGE ZONES OF INTEREST US - 30.12.2021

Int.Class [G06F 16/958](#) Appl.No 16915190 Applicant Content Square SAS Inventor Slim FRIKHA

A system and method for detecting webpage zones of interest. A method includes receiving at least one webpage analysis request, wherein the received at least one webpage analysis request includes at least one webpage in a website; identifying, in the at least one webpage, at least one zone, wherein the at least one zone is a content element of a webpage; classifying the at least one zone into a category of interest, wherein the classification is based on a trained machine learning model configured to classify DOM elements of the least one webpage, and wherein a category of interest is a category determined based on a functionality of the website; and storing the classification by indicating the category of interest for each zone.

16. [20220035888](#) JOURNEYING USER ACTIVITIES THROUGH A WEBSITE US - 03.02.2022

Int.Class [G06F 16/958](#) Appl.No 16943439 Applicant Content Square SAS Inventor Luis DIAZ

A system and method for journeying user activity through an online retail platform. The method includes analyzing pageviews recorded for each user of a plurality of users visiting a website; determining, for each user, a sequence of events recorded within each webpage visited; determining, for each user, a journey, wherein the journey is an order of webpage visits within the website; aggregating the determined sequences and the determined journeys across the plurality of users; and generating an intuitive map showing the aggregated journeys.

17. [20220027340](#) SYSTEM AND METHOD FOR DETECTING CHANGES IN WEBPAGES AND GENERATING METRIC CORRELATIONS THEREFROM US - 27.01.2022

Int.Class [G06F 16/23](#) Appl.No 16935404 Applicant Content Square SAS Inventor Sihem ABDOUN

A system and method for detecting changes in webpages are provided. The method includes creating a snapshot for a webpage addressed by an identifier, wherein the identifier is designated in a received request for detecting changes in the webpage, wherein the created snapshot is a current snapshot of a most recent version of the webpage; retrieving at least one recent snapshot of the webpage, wherein the recent snapshot was created immediately prior to the current snapshot and represents an immediate previous version of the webpage; and comparing the current snapshot to the at least one recent snapshot to detect any changes, wherein the comparison is based on changes in visible elements in the webpage.