



Optimizely Experimentation: Product Roadmap

What's new for the most powerful product development tool on the planet

Speaker Introduction



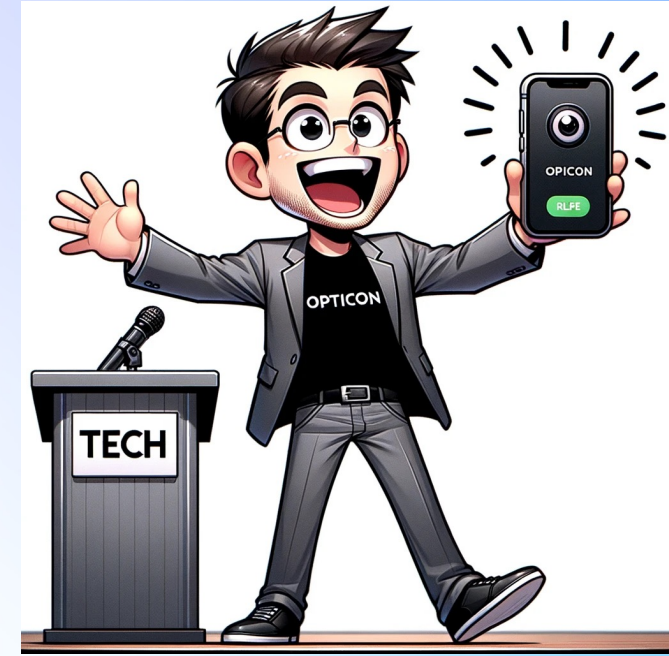
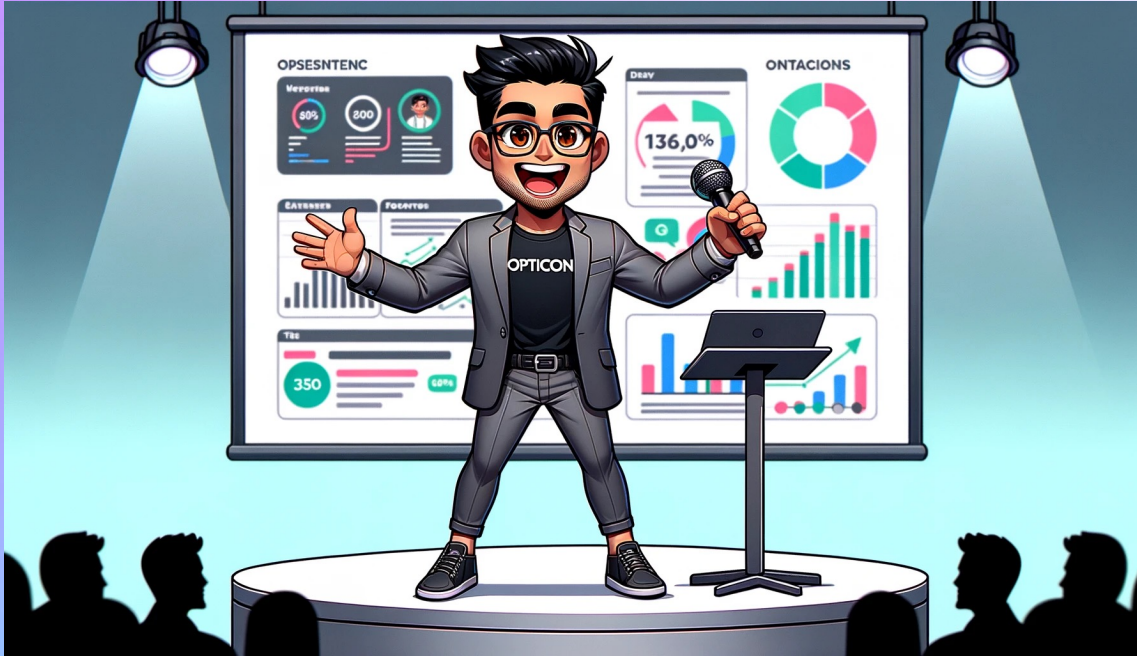
Thilo Richter

VP Product, Experimentation
Optimizely

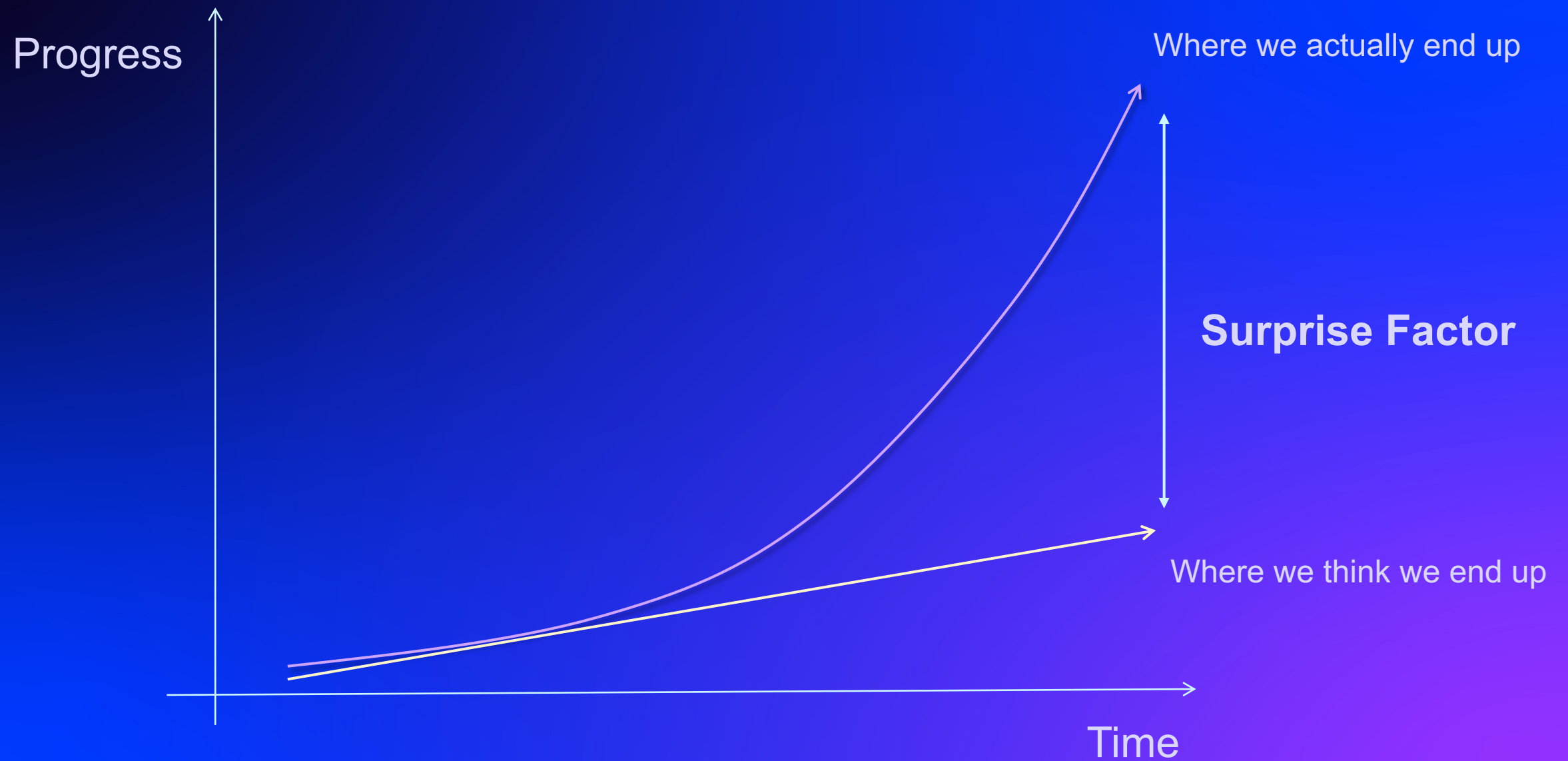


Britt Hall

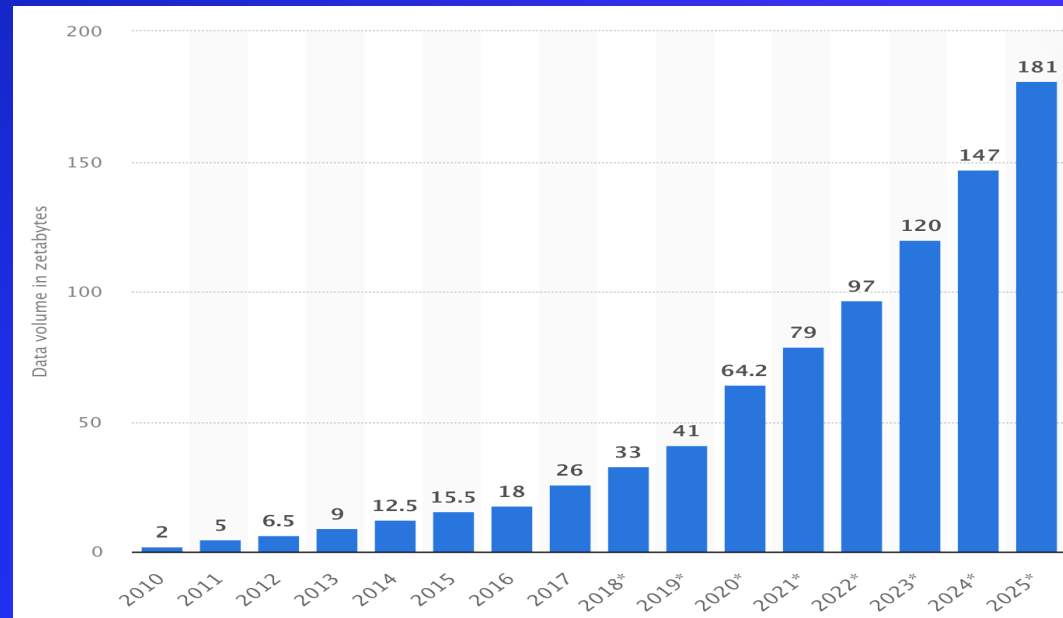
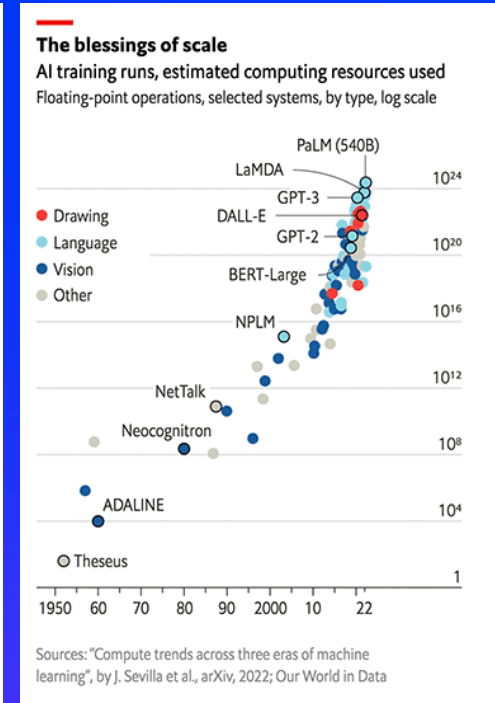
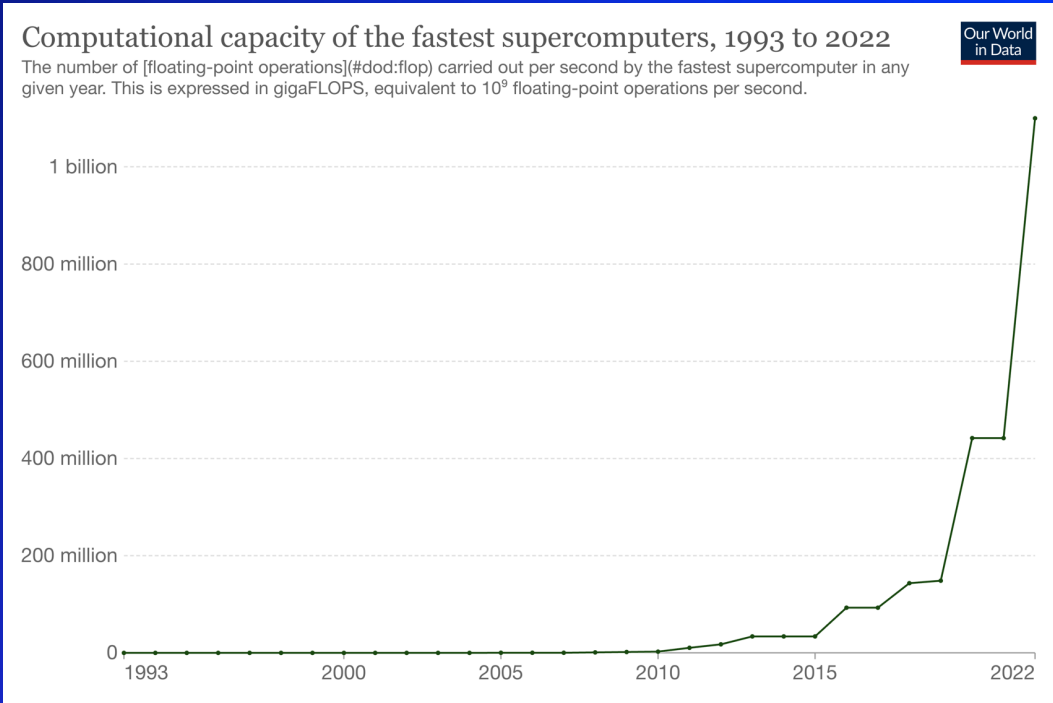
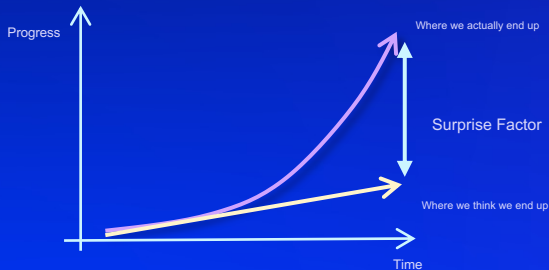
Director, Web Experimentation
Optimizely



"Presenting the future of technology... or just a new ringtone? Either way, he's excited!"



Law of Accelerating Returns





Explosion of Compute

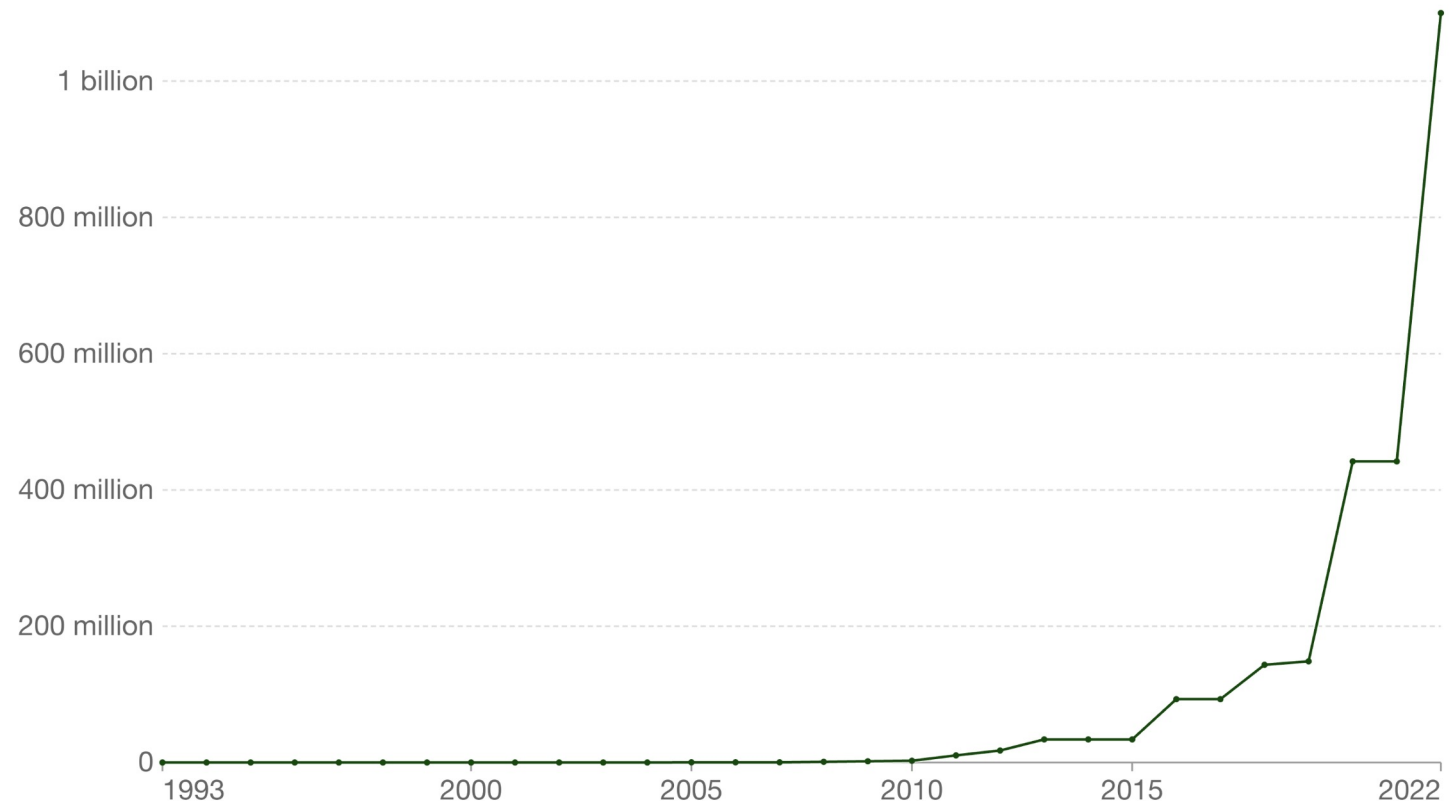
Power of chips doubles every ~2y (Moore's Law)

Your smartphone is 1B times faster than the computer in Apollo 11

Computational capacity of the fastest supercomputers, 1993 to 2022

Our World
in Data

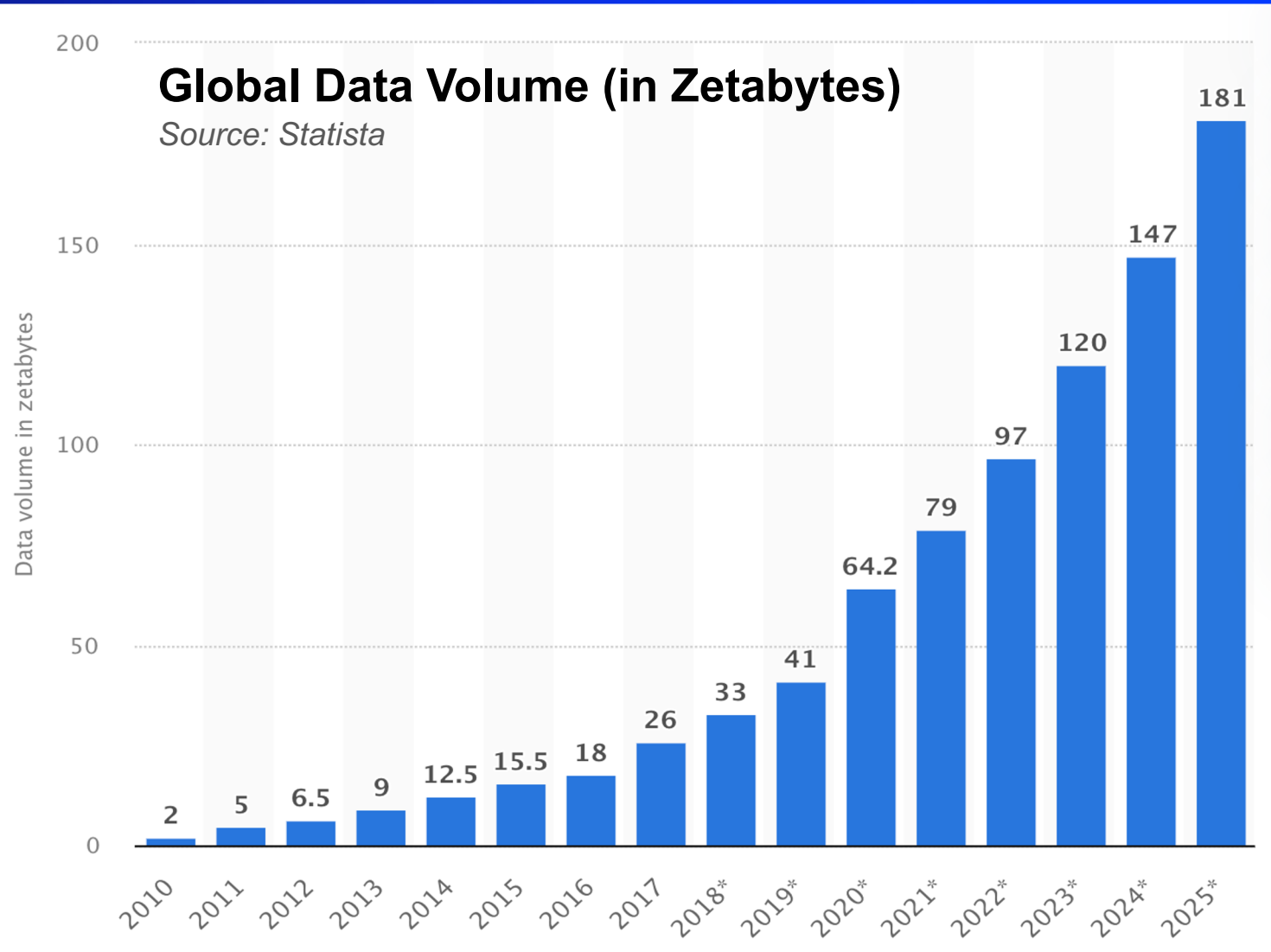
The number of [floating-point operations](#dod:flop) carried out per second by the fastest supercomputer in any given year. This is expressed in gigaFLOPS, equivalent to 10^9 floating-point operations per second.





Explosion of Data

Amount of data created, consumed, and stored is growing exponentially



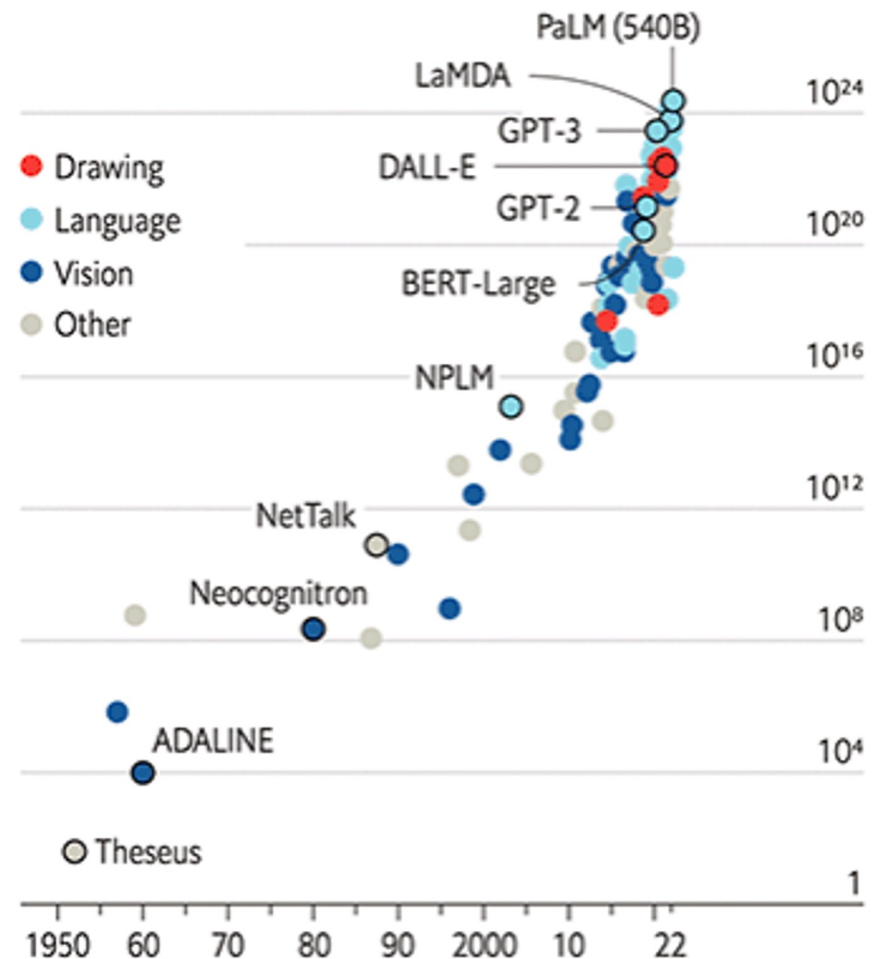


Model Explosion

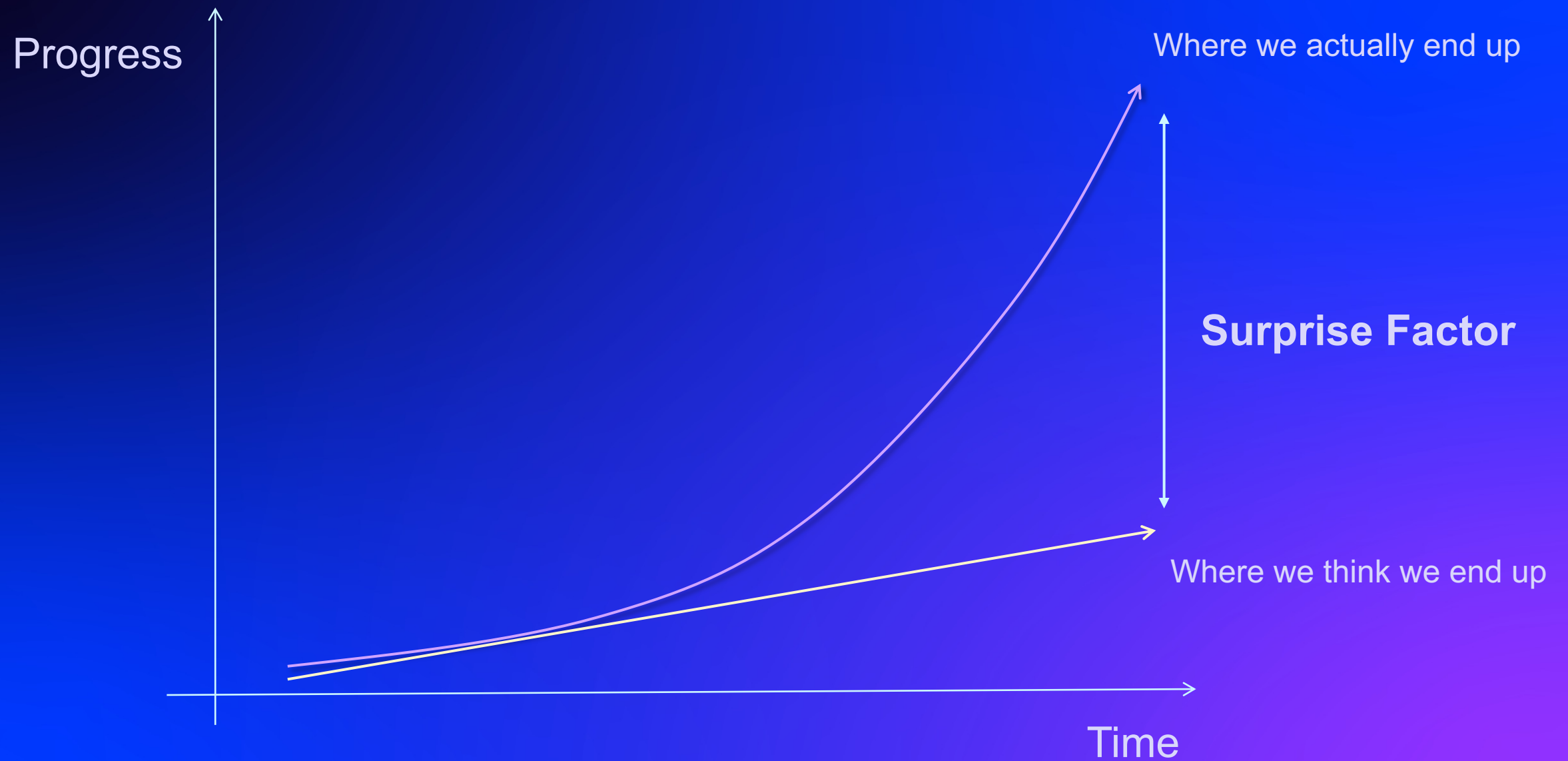
- Since 2010, the amount of training compute for AI models has grown by a factor of **10 billion**
- Compute resources used to train models **double** every **6 – 10 months**

The blessings of scale

AI training runs, estimated computing resources used
Floating-point operations, selected systems, by type, log scale



Sources: "Compute trends across three eras of machine learning", by J. Sevilla et al., arXiv, 2022; Our World in Data



Experimentation

offers a structured way to explore uncertainty, helping businesses find their way even when the path ahead isn't clear and amplify their impact

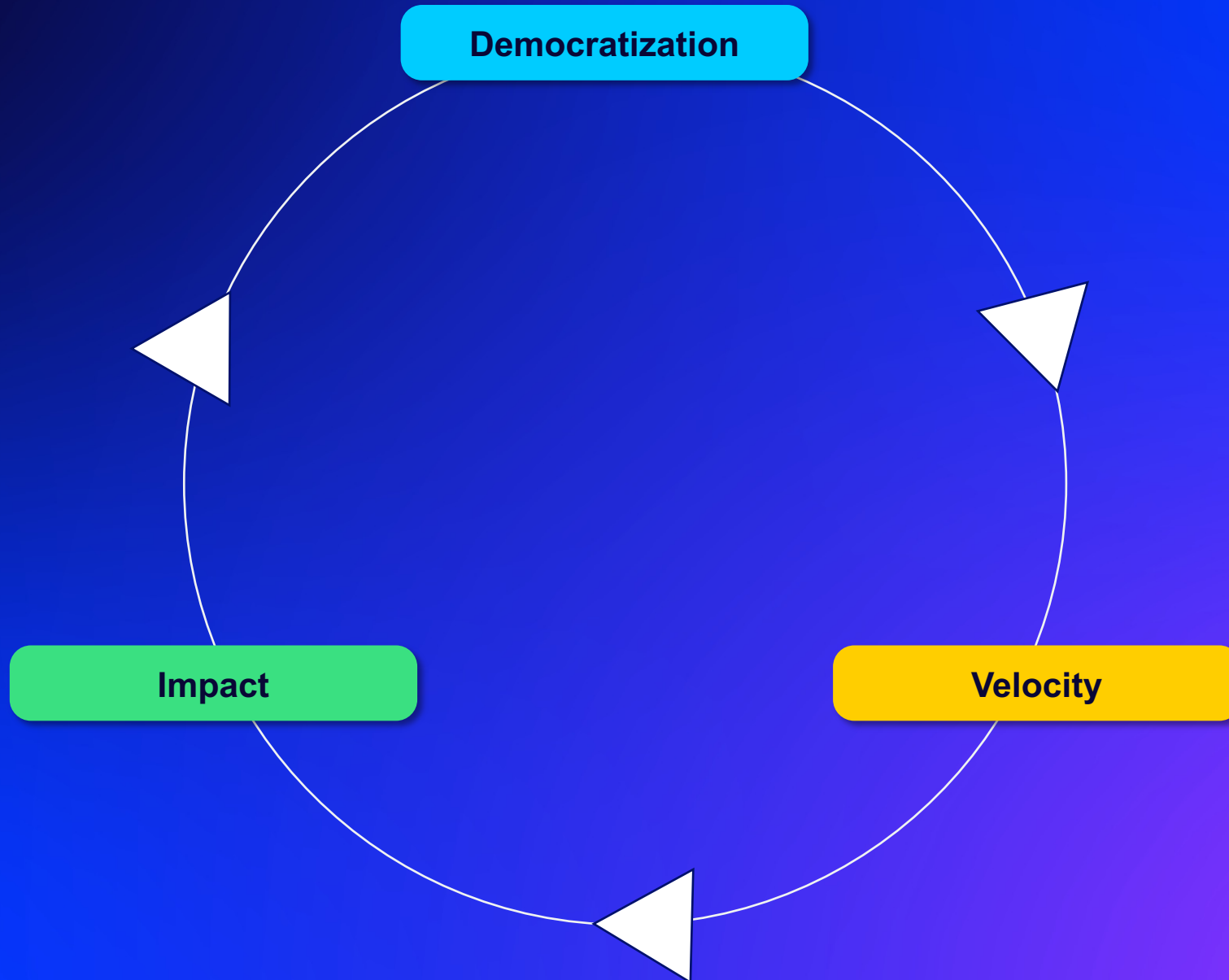
Democratization of Experimentation

Velocity of Learning

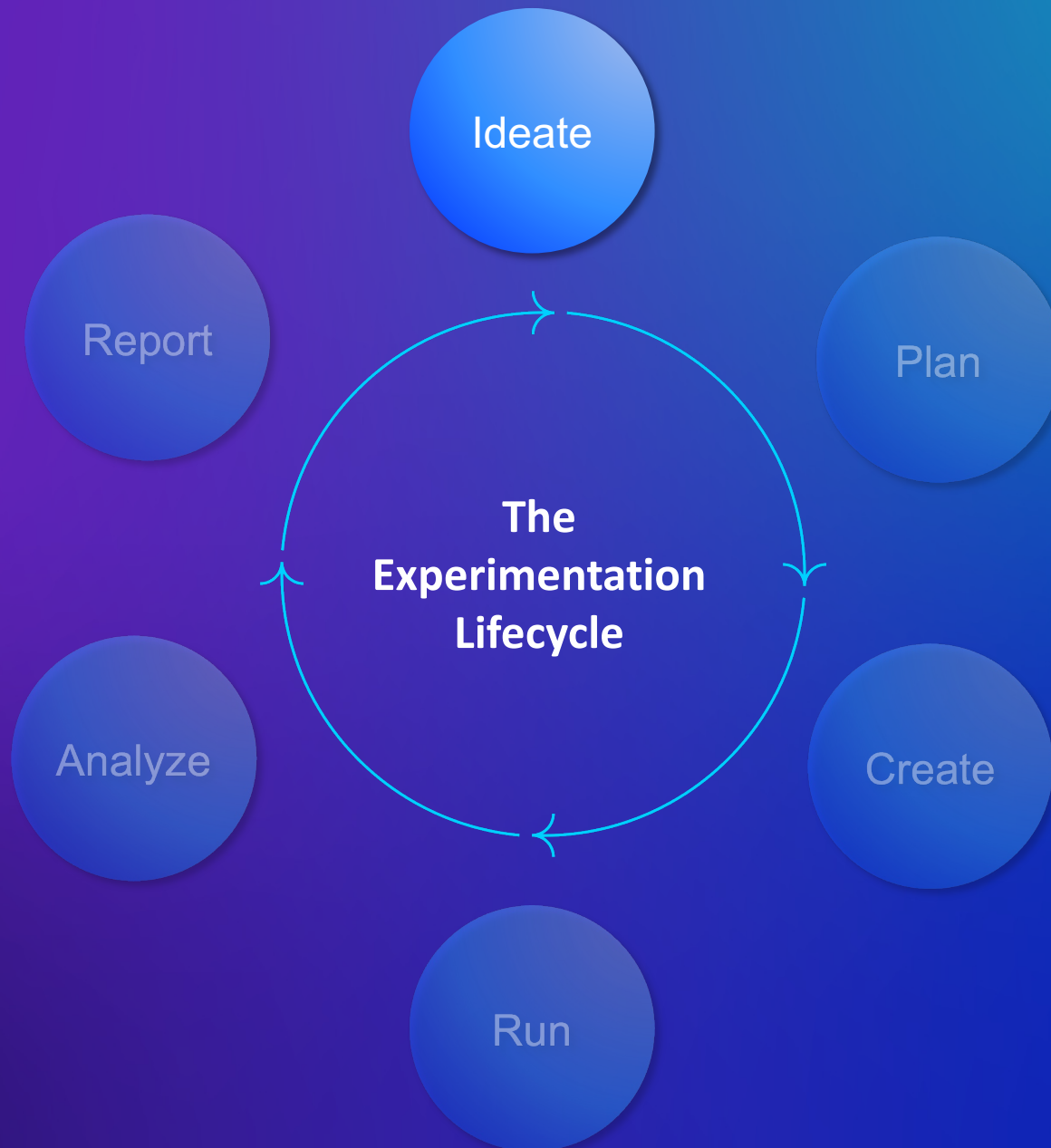
Impact Amplification



Experimentation Flywheel









Feature
Experimentation



Web
Experimentation

Intelligent Idea Intake



Build a central source of truth for your experimentation backlog.

- Guide high-quality idea intake through curated, dynamic form templates
- Build a backlog of crowdsourced ideas
- Set rules to automatically assign priority and assignee
- Collaborate with idea initiators throughout the experimentation process

Democratization

Velocity

Request		Priority	
WRQ-48	Increase Average Order Value by better showcasing bundled ...	Low	
WRQ-47	Attic & Button - Add to Cart Variations	Low	
WRQ-46	IA - Direct visitors to Services page from the Home page	High	
WRQ-45	Experiment to improve TOF engagement metrics	Low	
WRQ-44	Great New Idea	Medium	
WRQ-43	VK: Consider placing the filter facets on the left on PLP	Low	
WRQ-42	Experiment to improve TOF engagement metrics	Medium	
WRQ-41	Home content prioritization experiment	Low	

Start ▾Link ToMark Complete...

Accepted

WRQ-35

Rearrange pre-checkout functions to prioritize promotions

Priority: MediumAssignees

Requested by James Stout on Aug 17, 2023 11:30 AM via Experiment Idea - Work Request

Hypothesis

If the pre-checkout functions are rearranged to put promotions first, more promotions will be used and therefore more conversions will result.

Problem this solves

Increase cart-to-checkout conversion rate

Business Goal

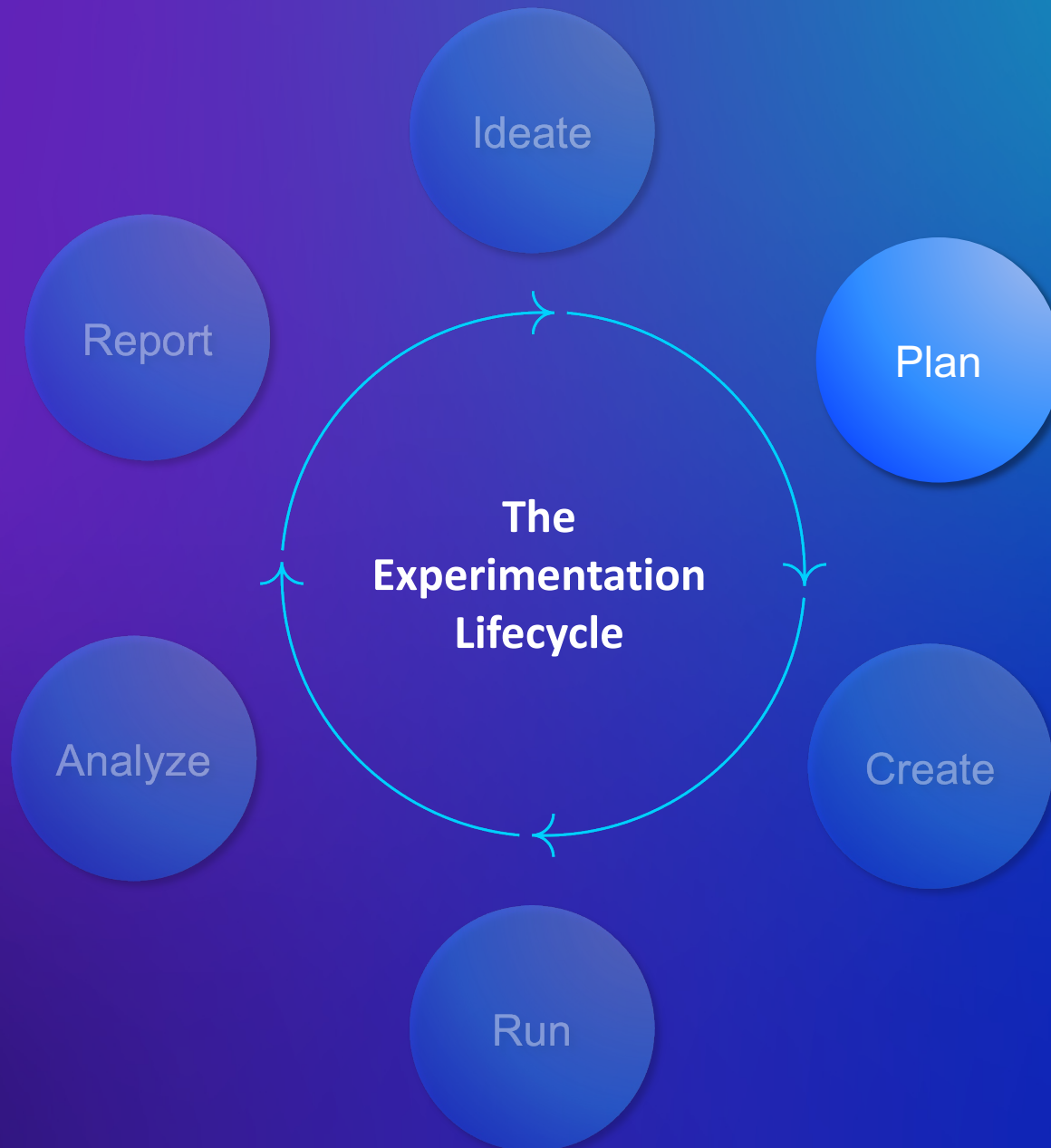
Increase Conversion

Page / URL

https://fashionizely.opti-demo.net/en/cart/

CommentsRelated¹Approved AssetsHistory

Petri Isola	Sep 20, 2023 3 weeks ago		Accepted	Exp
Daniel O'Neil	Sep 13, 2023 last month		Accepted	Exp
James Stout	Sep 11, 2023 last month	20	Accepted	Exp





Feature
Experimentation



Web
Experimentation

Test Brief Templates



Ensure every experiment meets your testing standards.

- As an idea becomes reality, drive intentional testing through a repeatable process.
- Align all decision-makers and key stakeholders
- Collaborate across functions to ensure all necessary resources are involved

Impact

Democratization

Mosey Business Website > Signup Flow > Hypothesis | HPT-92

Experiment to increase scroll depth and attention span Overdue

Brief Variations Experiment Fields History

You are using template **Experiment Idea - Work Request** Cancel Save

Title *

Experiment to increase scroll depth and attention span

54/80

Hypothesis *

Tell us what your idea is? What should we be testing, please give us a description:

If we reduce the article length to 500 characters max and change the font size from 10pt to 13pt and type to Sans-serif - we will get more engagement from our visitors

Problem this solves *

What problem does this solve for the business?

increase engagement and scroll depth

Business Goal *

Increase Loyalty Signups X

Page / URL

Please give us an example page URL where this appears?

https://dam-lite.opti-demo.online/en/Articles/tech/is-an-out-of-the-box-cms-a-viable-option-for-your-business/



Feature
Experimentation



Web
Experimentation

Automated Workflows



Never miss another deadline.

- Build a repeatable process that improves testing efficiency and ensures quality
- Curate workflow templates that can be repeated at the click of a button
- Automatically calculate due dates based on pre-set SLAs
- Connect workflows with 3rd party tools like Jira to ensure all teams stay on track

Velocity

Democratization

The screenshot displays the 'Experimentation Workflow' interface. On the left, a list of steps is shown: 1. Requirements (3 items), 2. Backlog, 3. Creative Design (expanded), 4. Experiment Build (Oct 24), and 5. Experiment QA (Oct 31). The 'Creative Design' step is expanded, showing sub-steps: 'Complete design requirements' (Assigned to Britt Hall, In Progress) and 'Approve designs' (Assigned to Bradley Yee, In Review). A right-hand panel provides a detailed view of the 'Complete design requirements' sub-step. It includes a text input field with a placeholder 'Use @ to mention your teammates or post an update ...', a 'Comment' button, and a comment from Britt Hall: 'Step 3 - Sub Step 1 - Complete design requirements'. Below this, a comment from Bradley Yee is visible: 'Bradley Yee - I left a few notes on the variations. We're close!'. The interface also shows a 'Reply' button and a thumbs-up icon with a count of 1.



Web
Experimentation



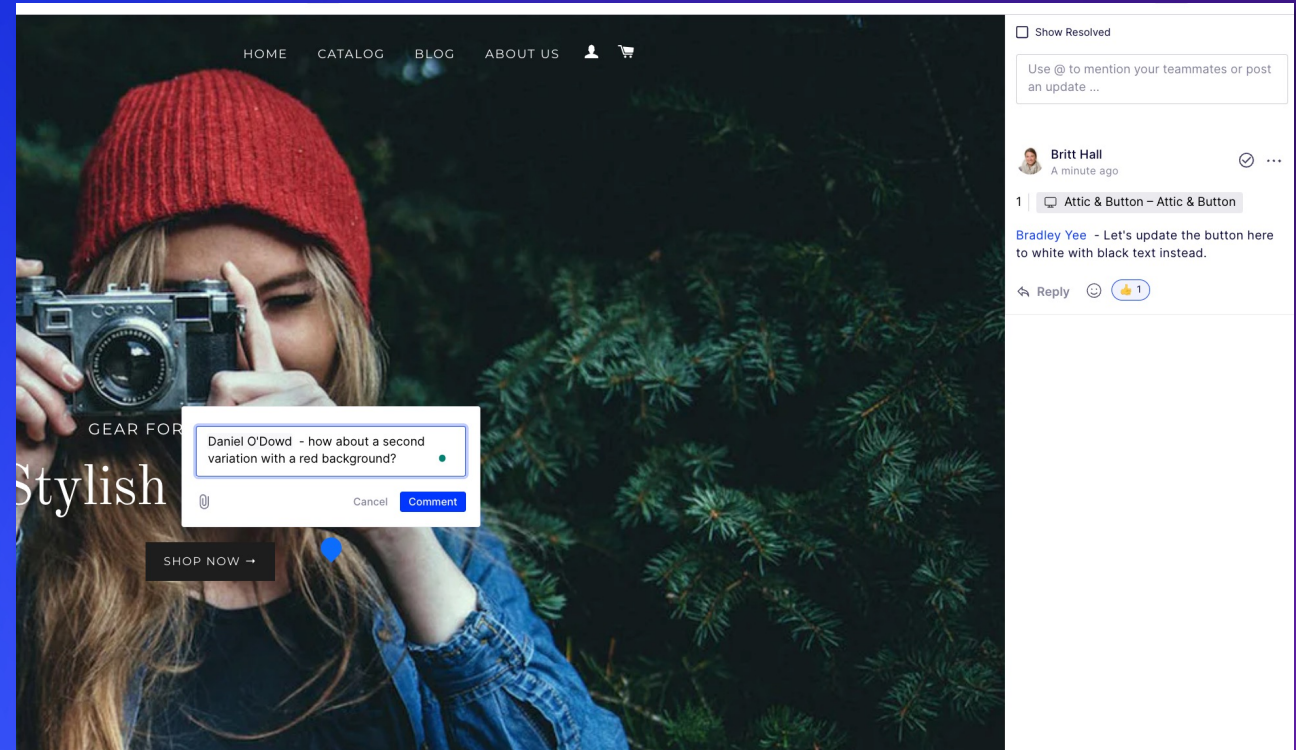
Feature
Experimentation

Design Collaboration



Stop emailing design documents.

- Centralize design decisions into a single tool for review by all stakeholders.
- Connect with Figma, InVision, and more for real-time collaboration in the tools you already love
- Contextualize designs with test brief and stakeholder review workflow steps



Velocity

Democratization



AI-Powered Copy Variations



Cure the creativity slump with AI.







- Use the visual editor to select copy, then generate suggestions and provide feedback
- Automatically create new variations for each copy suggestion used

Velocity

Beta: Q4
GA: Q1 24'



Web
Experimentation



Project name
[← Element Change](#)



Content Suggestions

Use artificial intelligence (AI) to generate additional copy variations for this experiment.

Buy Now

Use

Add to Cart

Use

Purchase Now


Use

Find a Deal

Use

Order Now

Use

 Generate Again

Google Analytics Partnership



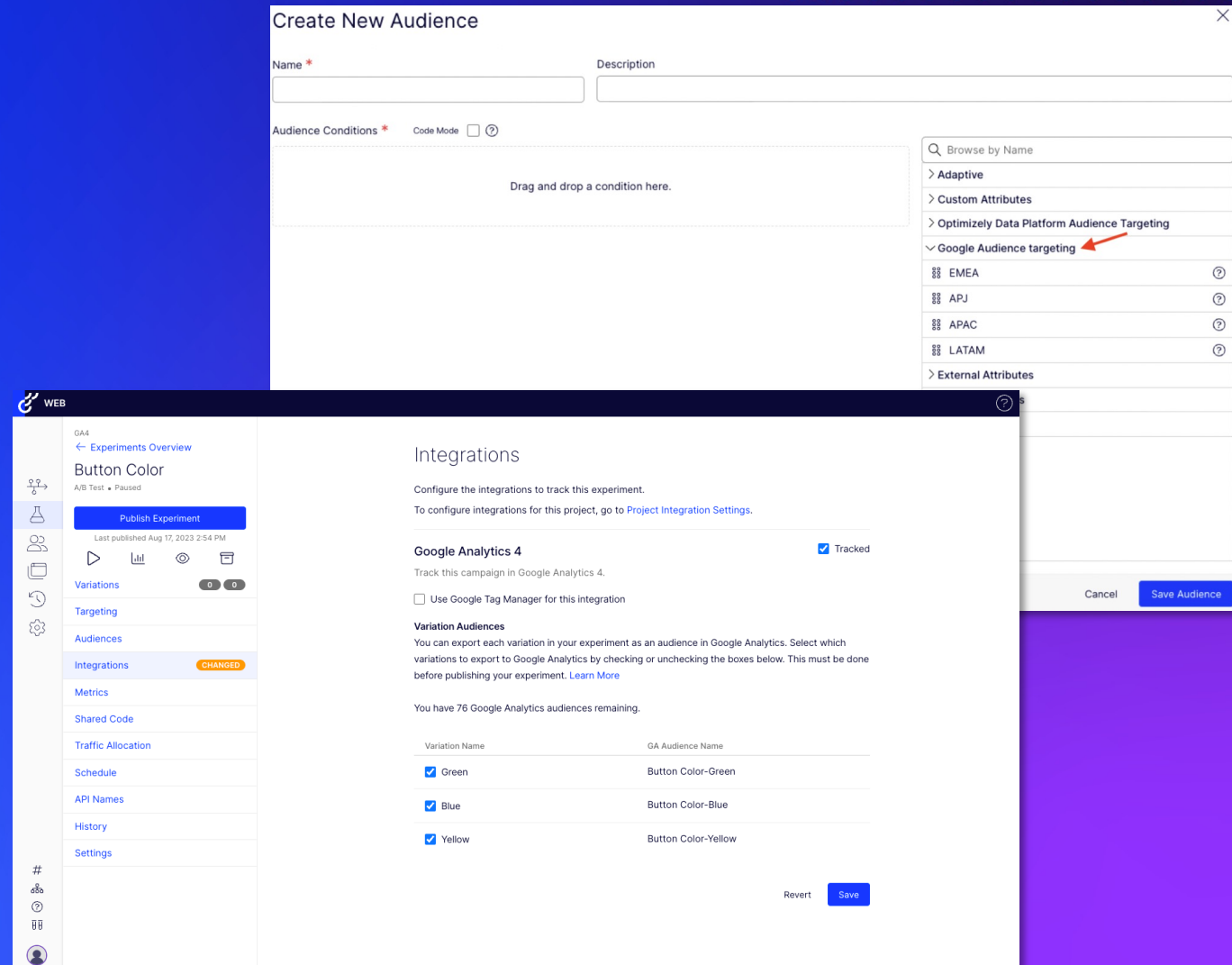
Connect with the biggest name in analytics and never re-build your audiences again.

- Send event data from Optimizely Web to GA4 in a click.
- Send experiment variations to GA4 as audiences, eliminating the need to manually create custom dimensions/segments.
- Target GA4 audiences as audience conditions in Web.

Impact



Web Experimentation



The screenshot displays the Optimizely Web interface. On the right, the 'Create New Audience' dialog is open, showing a search for 'Google Audience targeting' with a red arrow pointing to it. On the left, the 'Integrations' settings for a GA4 campaign named 'Button Color' are shown. The 'Google Analytics 4' integration is checked and labeled 'Tracked'. Below this, a table lists variations and their corresponding GA audiences.

Variation Name	GA Audience Name
<input checked="" type="checkbox"/> Green	Button Color-Green
<input checked="" type="checkbox"/> Blue	Button Color-Blue
<input checked="" type="checkbox"/> Yellow	Button Color-Yellow

Beta: Q4
GA: Q1 24'



Web
Experimentation

Dynamic Selector Support



Test everywhere, on your own.

- Reduce experiment configuration time and empower marketing teams to author experiments without relying on developers.
- Configure visual editor support for single page applications via JavaScript frameworks, including React and NextJS.

Velocity

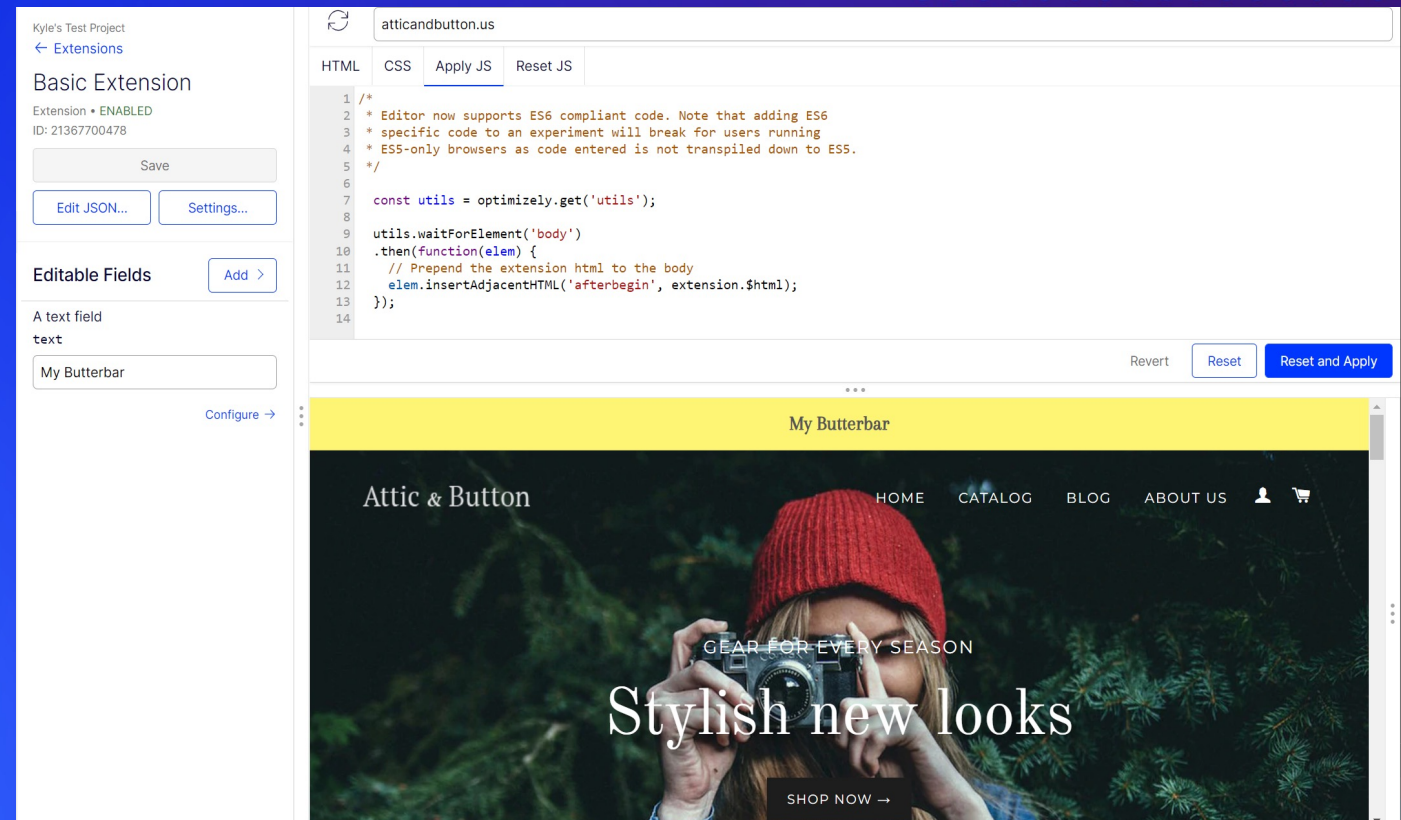
A screenshot of the Web Experimentation settings interface. The left sidebar shows a navigation menu with 'Settings' selected. The main content area is titled 'Settings' and has tabs for 'Implementation', 'Webhooks', 'Integrations', 'JavaScript', 'Collaborators', and 'Advanced'. The 'Advanced' tab is active. Under the 'Project' section, there is a 'Name' field with the value 'jk--web' and a 'Description' field with the placeholder text 'Lorem ipsum dolor sit amet'. Below this, the 'Dynamic Websites' section contains two checkboxes: 'Enable Support for Dynamic Websites' and 'Enable Support for Dynamic Selectors'. Both are currently unchecked. The 'Enable Support for Dynamic Selectors' checkbox has a detailed description of how the selector is generated. At the bottom, there is an 'Attribute Prefix' field with the value 'data-'.

Extensions in Performance Edge



Stop asking your developers to re-build common test scenarios.

- Increase experiment velocity by eliminating the manual creation of changes for Performance Edge experiments
- Build and store an extension, then use it again and again in test variations



Closed Beta: Live
GA: Q2 24'



Feature
Experimentation



Web
Experimentation

Advanced Audience Targeting



Test smarter, not harder.

- Out-of-the-box, low-code targeting across Web and Feature Experimentation
- CDP Integrations to enable targeting of external audiences
- Powered by Optimizely's Connect Platform

Edit Audience

Name *

Free Package Users in California

Description

Audience Conditions *

Code Mode ☐ ?

Not all Optimizely Data Platform segments are applicable to your implementation. Learn more about [how Pre-Built Segments are defined](#).

Using Optimizely Data Platform segments has a minimum SDK version requirement. See the compatibility matrix for more information [here](#).

Optimizely Data Platform - Custom Segments

Custom Segments

Select an audience

+

or

Optimizely Data Platform - Pre-built Segments

Pre-built Segments

Select an audience

+

Customer from Facebook campaign | ≈41249 users/month

Interested in wellness | ≈41249 users/month

Customer interested in Lighting | ≈41249 users/month

MVP Customers | ≈41249 users/month

RINE1222_New_Era_Winning_Weekend | ≈41249 users/month

Interest in Chemical Biology | ≈41249 users/month

Both Pre-built and Custom RTS are appearing under the Pre-Built Segments option

Browse by Name

Attributes

package_type

The user's in-car entertainment package type

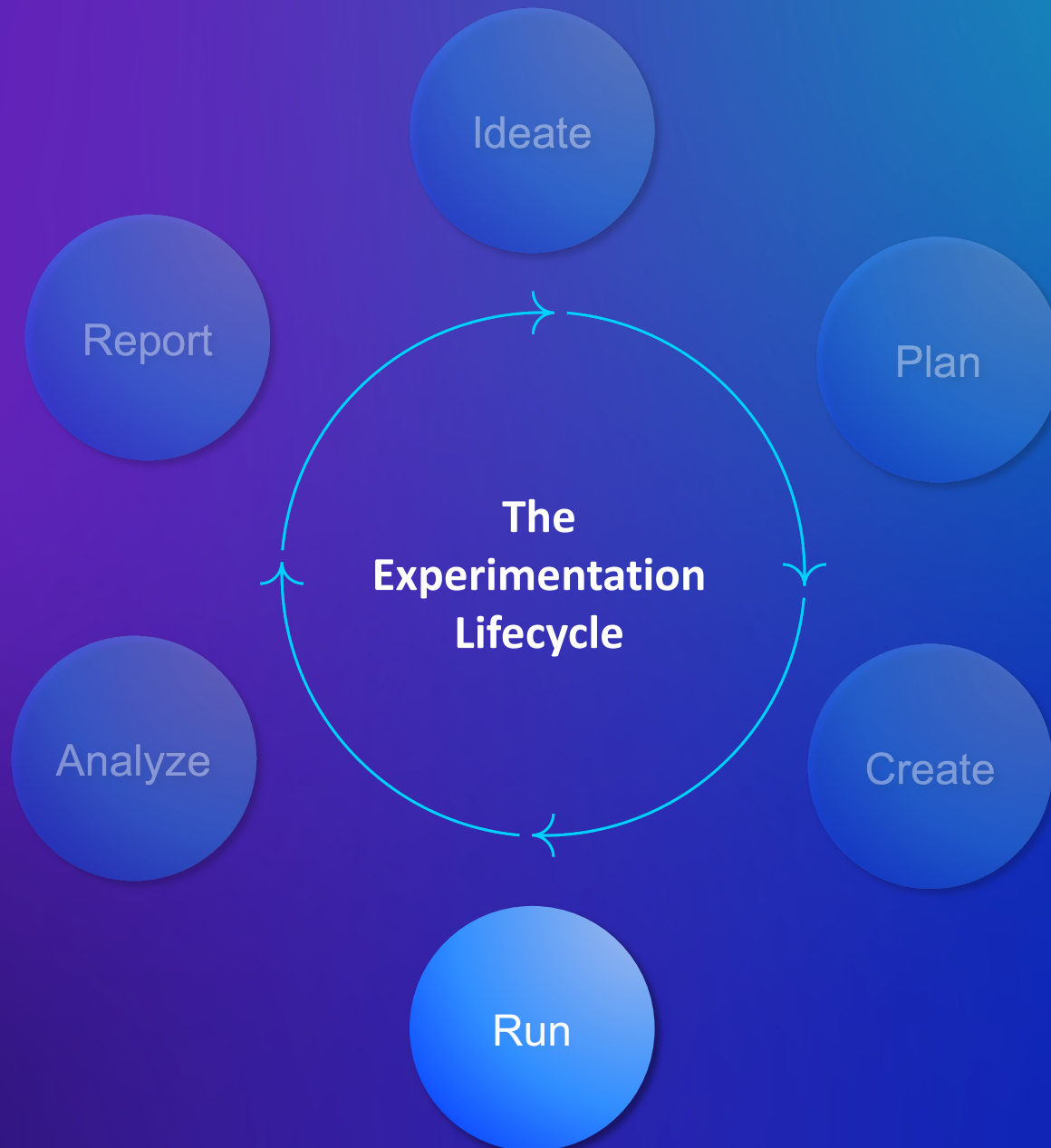
state

The user's current state in the USA

Optimizely Data Platform Audience Targeting

Custom Segments ?

Pre-built Segments ?



Rule Scheduling

Beta: Live



Feature
Experimentation



Reclaim your weekends.

- Schedule a Flag or Rule to toggle on/off
- Schedule traffic allocation percentages
- Faster experimentation velocity with confidence in scheduled changes
- Smoother progressive rollouts

New Scheduled Change

Select the date and time for your scheduled change below. You can add additional changes for the same date and time by clicking the "Add Change" button

Date	Time	Time zone	Environment
Oct 02, 2023	12:00 AM	America/New York	Production

Change applies to

Changed Element

Value

Entire Flag

Status

On

Change applies to

Changed Element

Value

Repeat Buyers TD

Status

On

Change applies to

Changed Element

Value

Repeat Buyers TD

Percentage Included

50 %

Velocity



Feature
Experimentation



Web
Experimentation

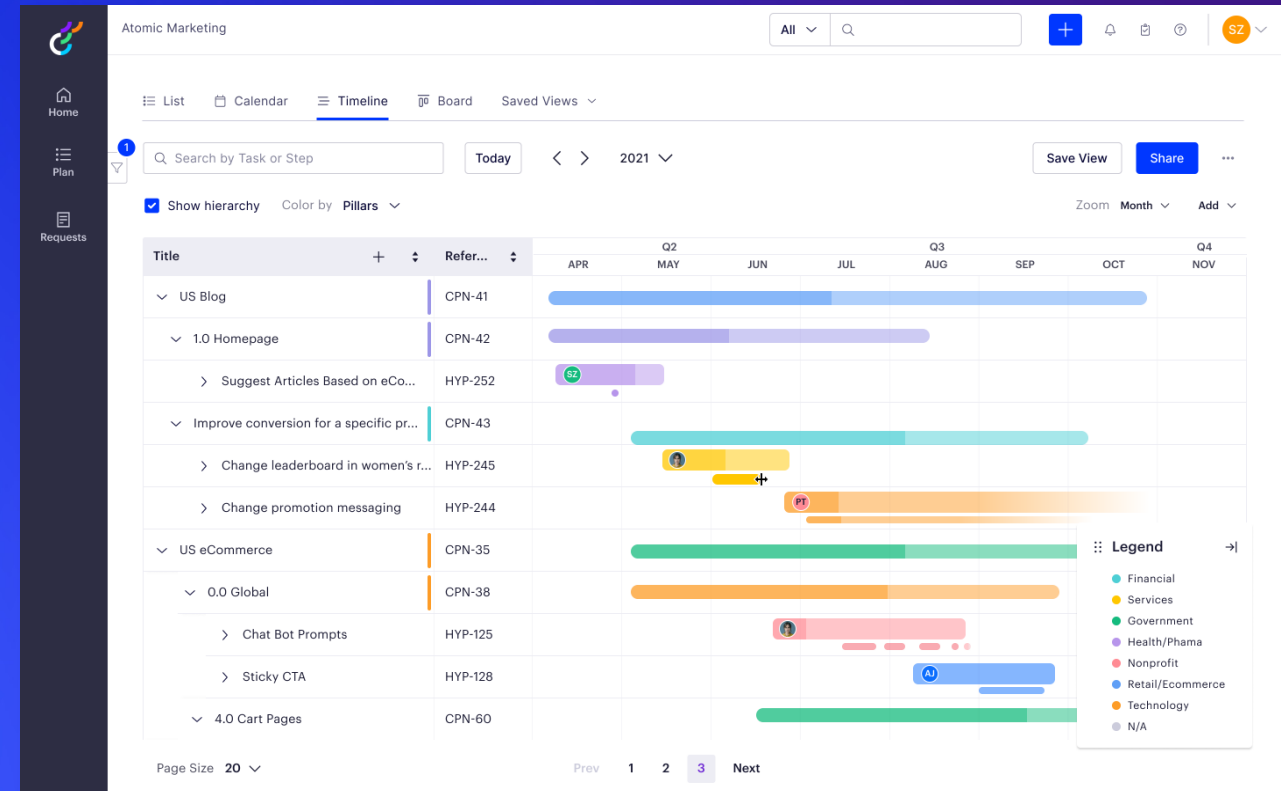
Live Calendars



Never format another PowerPoint timeline.

- Drive visibility and cross-team alignment on key experimentation initiatives
- Combine real-time testing data with upcoming plans
- Filter, save, and share views across the organization

Democratization





Statistical Significance Notifications



Feature
Experimentation



Web
Experimentation



No peeking! We'll let you know when to look.

- Receive notifications when any metric in an experiment reaches statistical significance.

Statistical Significance BETA

Select the projects below you would like the email notifications from. We will notify you when any experiment within that project reaches statistical significance. [Learn more](#)

Note: Legacy Full Stack projects can not use notifications, but you can [upgrade your project](#) to receive notifications.

Project Name	Project Type	Email Notifications
[Legacy FS] Fog Light Coffee	Full Stack (Legacy)	<input type="checkbox"/>
AAT React SDK Bug Bash	Feature Experimentation	<input type="checkbox"/>
AAT Simple Demo	Feature Experimentation	<input type="checkbox"/>
APPX-3030	Feature Experimentation	<input type="checkbox"/>
APPX-3030-V2	Feature Experimentation	<input type="checkbox"/>



Sample Ratio Mismatch Detection



Trust your process, trust your data.

- Improve quality of experiments by detecting anomalies
- Get automatic alerts when your experiments experience sample ratio mismatch errors

The screenshot shows the Velocity Web Experimentation interface. On the left, a sidebar contains navigation icons for variations, experiment status, last published date, days running, and audiences. The main content area displays 'Experiment Results' for 'Experiment name lorem ipsum'. A yellow alert box at the top of the results section states 'Visitor imbalance detected. Click to view details.' Below the alert, a 'Summary' section shows a table with columns for Variations, Visitors, and Form success. The table has two rows: 'Original' and 'New Heading'.

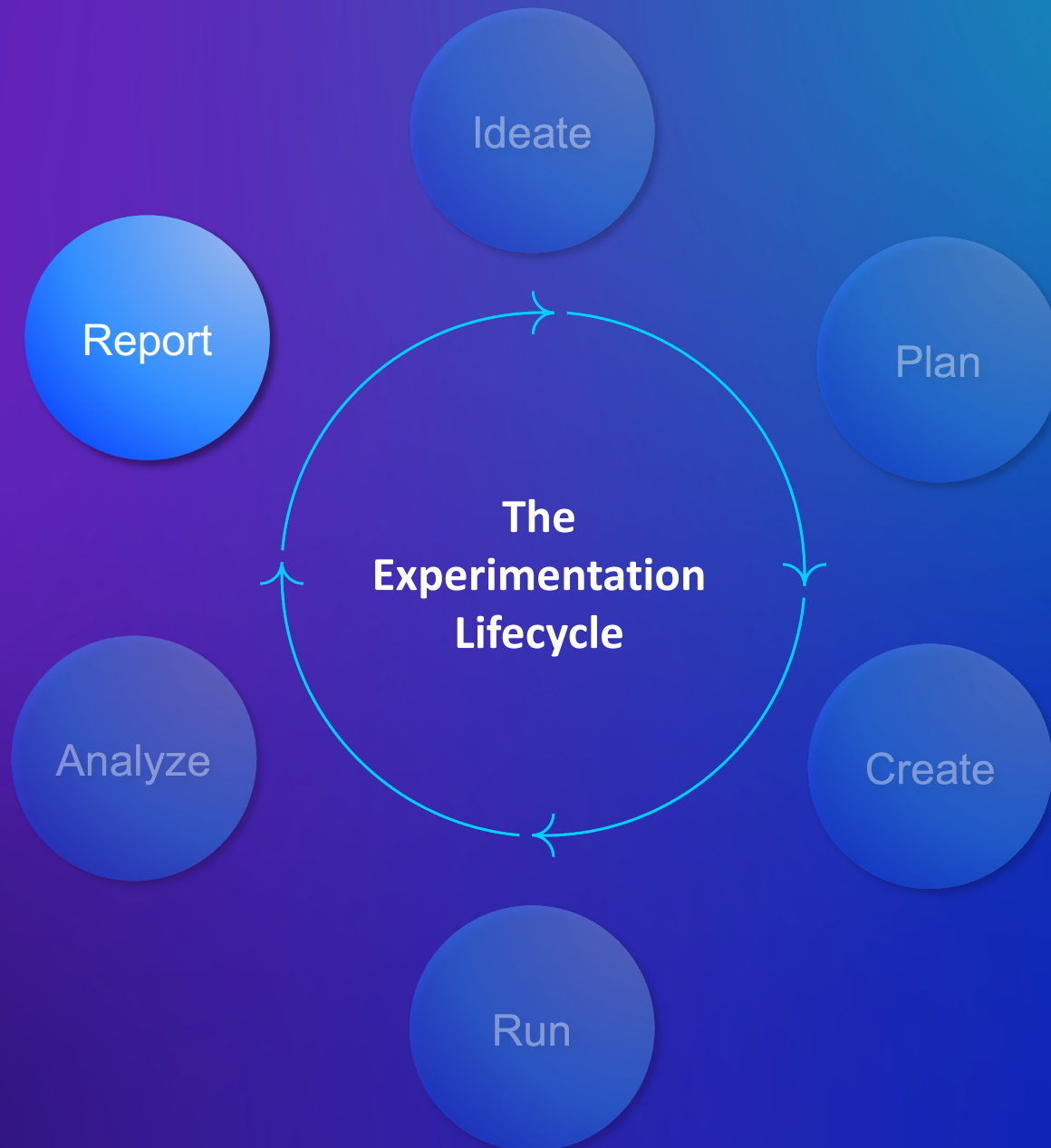
Variations	Visitors	Form success
Original		
New Heading		

Visitor Imbalance Detected

Our automatic sample ratio mismatch test has detected an imbalance in visitors between this experiment's variations.

Variations	Target Percentage	Actual Percentage	Difference
Original	50.0%	47.2%	-2.8%
New Heading	50.0%	50.1%	+0.1%

Optimizely alerts their customers to any experiment deterioration as soon as possible. However, a visitor imbalance does not always mean that your experiment results are invalid. So we recommend you take action and we are here to help you. Read more about visitor imbalances, also called [Sample Ratio Mismatch \(SRM\)](#), and our suggested next steps in our knowledge base. If your visitor imbalance requires substantial intervention, you may want to restart your test after resolving the issue.





Winner Rollouts



Roll out a winning variation without asking for help.

- Automatically roll out winning variations to all users at the push of a button - without requiring additional development resources

The screenshot displays the 'WEB' interface for an experiment titled 'Button color test'. The left sidebar contains navigation options: Project name, Experiments Overview, A/B Test, Status, Publish Experiment, Last published Jul 26, 2022 9:34 AM, Variations (selected), Targeting, Audiences, Integrations, Metrics, Shared Code, Traffic Allocation, Schedule, API Names, and History. The main content area shows the 'Variations' section with a table of three variations: A (Original, 0% traffic), B (Red button, 100% traffic, DEPLOYED), and C (Green button, 0% traffic). Each variation has a 'View' button and a three-dot menu. Below the table is an 'Add Variation...' link. The top right corner of the interface has a 'View Results' link.

Variation Name	Total Traffic	Action
A Original	0%	View ...
B Red button DEPLOYED	100%	View ...
C Green button	0%	View ...



Feature
Experimentation



Web
Experimentation

Experiment Program Reporting

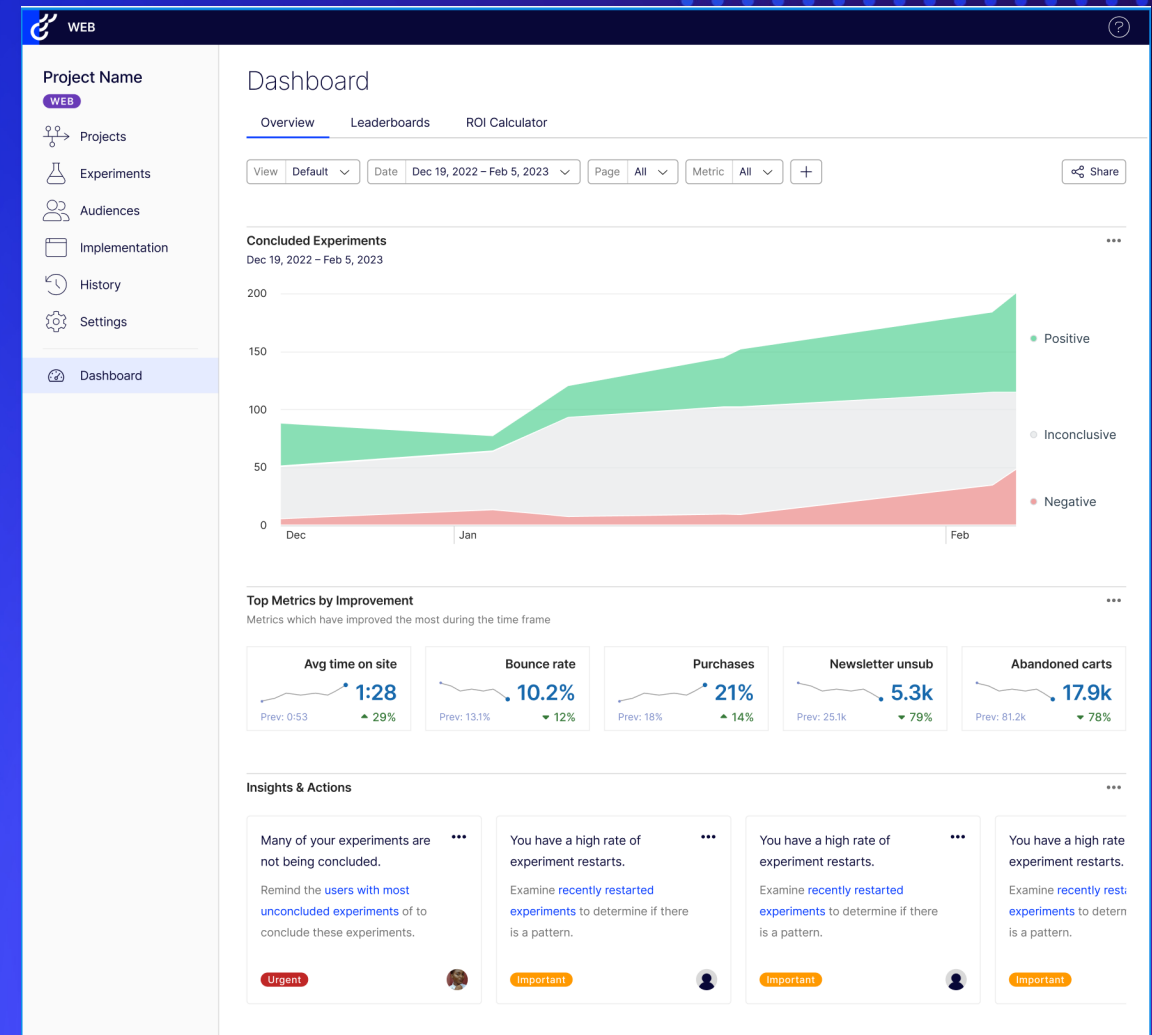


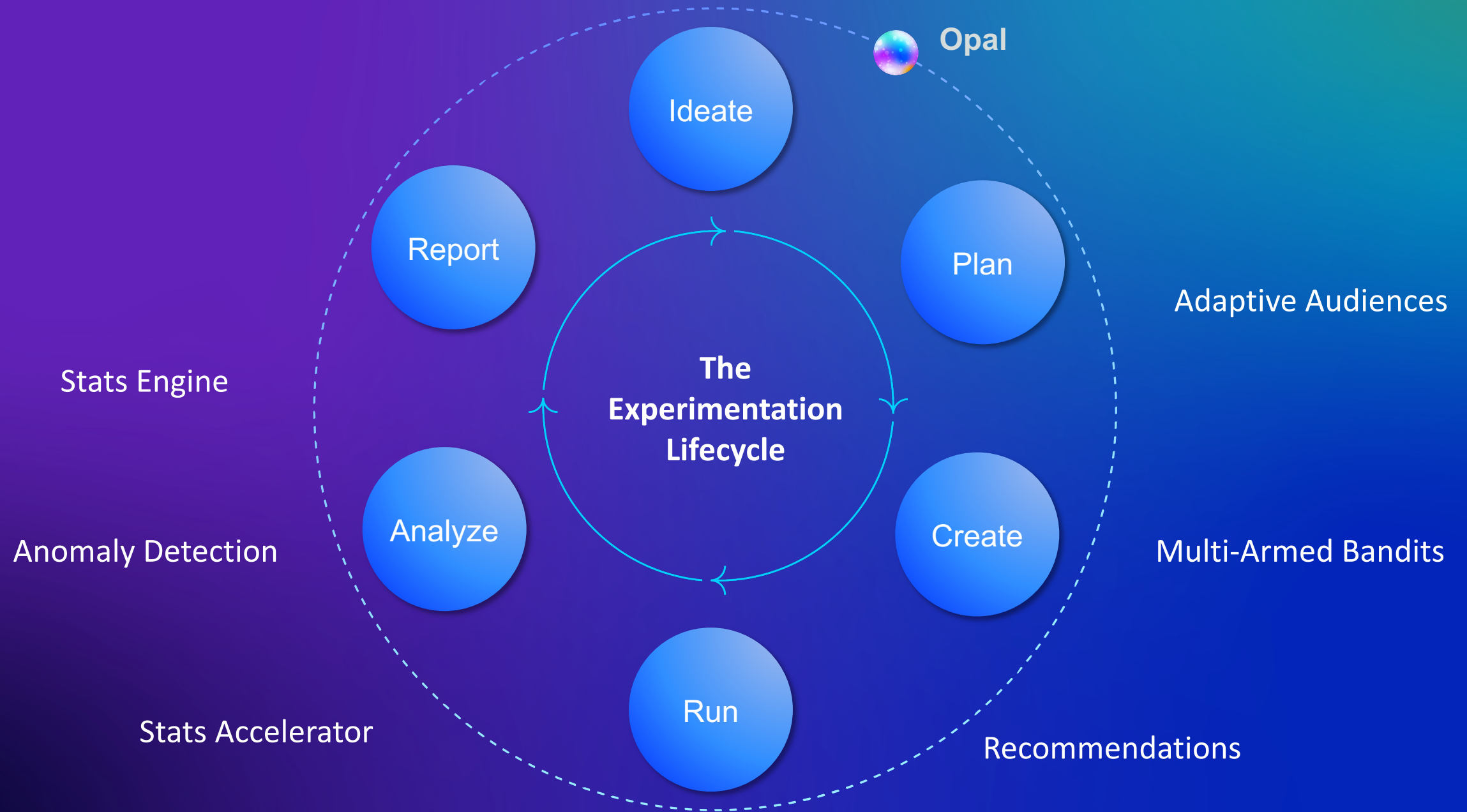
Share just the right insights with just the right people.

- Get insights into operational metrics, understand program impact and ROI, and build customized reports suiting your program needs

Democratization

Impact





Experiments

Overview Exclusion Groups

Status
Active ▾

Name	Type
Product Switcher CTA Test	A/B Test

Experiment with Opal

Clear All ✕



Hello! I'm Opal, Optimizely's AI assistant. What can I help you with today?

Experiments

Overview Exclusion Groups

Status
Active ▾

Name	Type
Product Switcher CTA Test	A/B Test

Experiment with Opal

Clear All ✕



Hello! I'm Opal, Optimizely's AI assistant. What can I help you with today?

REACT SDK. Can you give me some example code of how to implement it? ➤

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Experiments

Overview Exclusion Groups

🔍


Filter by name, key, or description

Status
Active ▾

Name	Type
Product Switcher CTA Test	A/B Test

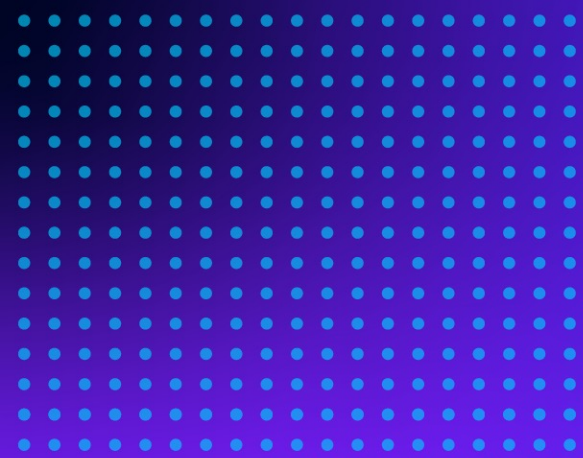
Experiment with Opal

Clear All ✕

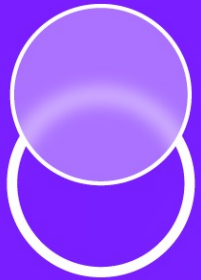
 Hello! I'm Opal, Optimizely's AI assistant. What can I help you with today?

What are some good personalization use cases for a B2B business?

➤



Thank you!





APPENDIX





Existing

Ideation

Planning

Setup & Execution

Analysis

Action?
Reporting?

- Asana, Powerpoint, Excel,
- On average people use XXX tools

- Client Side / Server Side
- X channel
- Categories
 - Targeting
 - X-Channel Experimentation
 - Visual Editor

- Program Reporting

New

- Collab Feature 1
- Collab Feature 2

Speaker bio

Optional sub header goes here: arial bold 18pt

Our customers achieve more
from experimentation than any other
optimization strategy (personalisation included).

More experiments = more results.

So, how do we enable more and sooner?



Important stats

slide: Arial bold 44pt

86%

Of all tests run are *not* winners.

\$2.2M

Supporting text right here: arial 16pt Lorem ipsum dolor sit amet, adipiscing elit.

34%

Supporting text right here: arial 16pt Lorem ipsum dolor sit amet, adipiscing elit.

10X

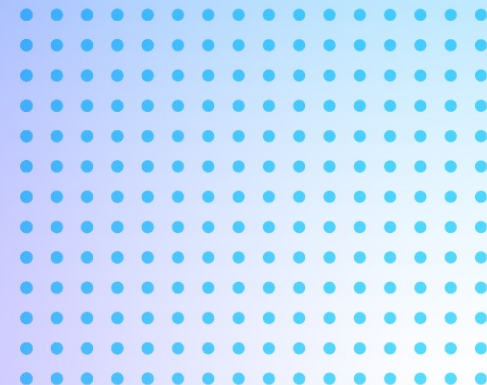
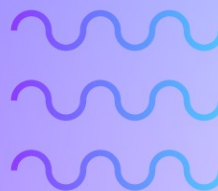
Supporting text right here: arial 16pt Lorem ipsum dolor sit amet, adipiscing elit.



Our customers achieve more from experimentation than any other optimization strategy (personalisation included).

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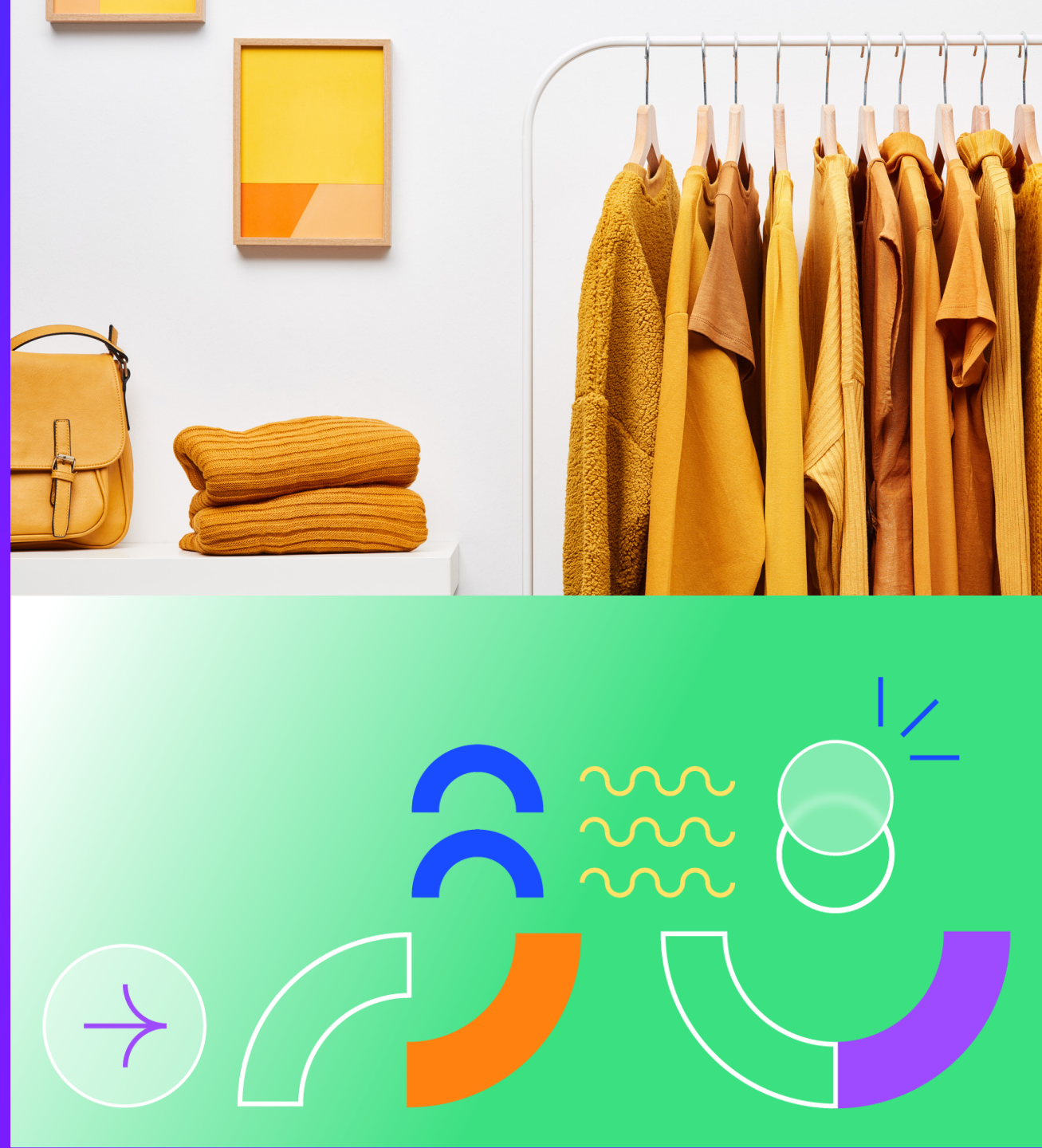
Problem #1: Collaboration

No matter what stage of maturity

Experimentation programs rely on cross team collaboration. The more collaborative teams are, the better their experiment cadence and the bigger the results.

So we drew from the best of breed collaboration features of CMP to create a powerful yet intuitive Experimentation Collaboration tool.

Bring in Flexible Columns here.



Experiment Collaboration

key features:

Idea Intake

Variation Proofing

Custom Workflows

Variation Proofing

Bundled with Web and Feature Experimentation

Then go into your details below: arial regular 16pt.
Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

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Problem #2: Targeting

Personalisation is power

But what is power without control. Only our most mature experimentation customers were making effective use of Experimentation to enhance their personalisation efforts. And this takes significant engineering overhead to build and maintain integrations with CDP like Segment and

So we built an OOTB integration connecting ODP with RTS and 3rd Party CDP's including



Advanced Audience Targeting key features:



No code integration with Web and Feature Experimentation

Then go into your details below: arial regular 16pt. Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

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**But wait, there's
more**

New Features:

Then go into your details below: arial regular 16pt. Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

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New Features:

Then go into your details below: arial regular 16pt. Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

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Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

Placerat orci nulla pellentesque dignissim enim sit amet. Nibh venenatis cras sed felis eget velit aliquet sagittis id. A erat nam at lectus. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor.

Usability improvements:

Then go into your details below: arial regular 16pt. Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

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Performance improvements:

Then go into your details below: arial regular 16pt. Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

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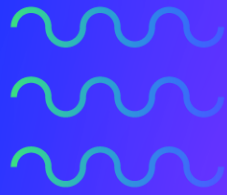
Placerat orci nulla pellentesque dignissim enim sit amet. Nibh venenatis cras sed felis eget velit aliquet sagittis id. A erat nam at lectus. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor.



**Headline goes
right here: Arial
bold 44pt**

Main point goes here: Arial bold 18pt

Then your supporting text and/or details go here. Stick to just one paragraph here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



55%

**Arial bold 28 pt: Stat
information and general
context can go here
lorem ipsum dolor sit
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elit, sed diam**

Step-by-step or key points slide



**First main point
goes right here:
Arial bold 18pt**

And optional
supporting text: Arial
reg 16pt



**Second main point
goes right here:
Arial bold 18pt**

And optional
supporting text: Arial
reg 16pt



**Third main point
goes right here:
Arial bold 18pt**

And optional
supporting text: Arial
reg 16pt



**Fourth main point
goes right here:
Arial bold 18pt**

And optional
supporting text: Arial
reg 16pt



Conclusion, CTA, or thank you message here: **Arial bold 44pt**

Optional short and sweet supporting text here: Arial reg 16pt



PLEASE READ

Instructions and resources

- Please hide slides 1, 2, and 3 for your final presentation.
- Stick to using the template slides as much as possible.
- Reference the example slides below for more detailed instructions on how to use each slide. Do not delete the example slides until your presentation is final so that you do not lose valuable instructions. We recommend duplicating the examples and adding in your content from there for ease of use.
- Ensure that your slides are readable from a distance: Refrain from creating text heavy slides and ensure your text is a minimum of 16pt.
- Speakers are limited to 20 slides max per presentation.
- Speakers may not alter the presentation theme.

Ensure your text is visually accessible:



Numbers

01 02 03 04 05 06 07 08 09

Pills for sub-headers / flowcharts



Framing box



Arrows for Flow / Points



Quote marks



High-quality customer logos – scale as needed



Today's agenda

01 Connecting the Optimizely suite

02 Key Product Themes
→ New Product Highlights
→ Roadmap Sneak Peek

03 Q&A + Resources

Opti ID and new navigation

Consolidated authentication process, cross-product authorization and navigation, and centralized administration of user, roles, and permissions.

Available Now



Authentication

Streamlined and secure login with SSO, MFA, and local login



Authorization

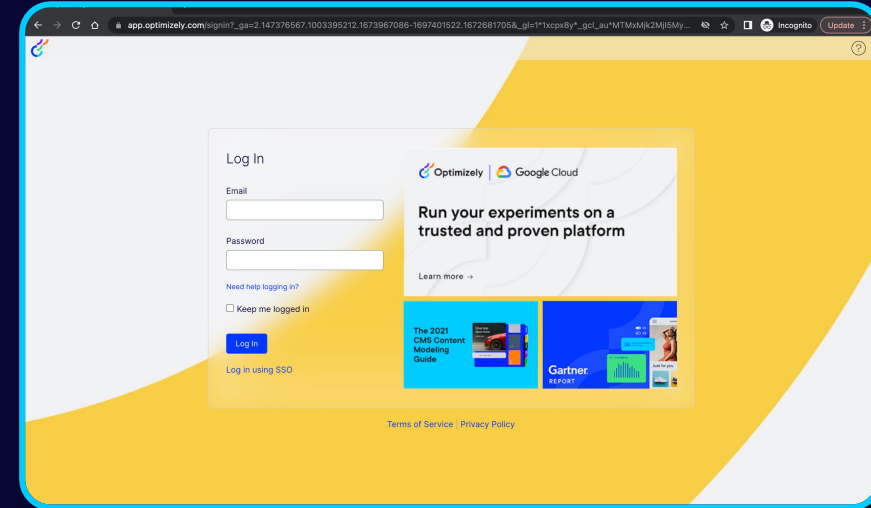
Seamless navigation across apps



Orchestrate



Experiment



Optimizely Admin Center (Admin Cen...				
Products & Instances				
User Manager				
SSO Settings				
Products at this time				
Product	Instance			
All	All			
Name	Type	Product	Instance	
All Access	SYSTEM	Optimizely Data Platform	All	
Analyst	SYSTEM	Optimizely Data Platform	All	
Commerce Admins	SYSTEM	Optimizely DXP Platform	All	
Content Admins	SYSTEM	Optimizely DXP Platform	All	
Content Editors	SYSTEM	Optimizely DXP Platform	All	
Integrator	SYSTEM	Optimizely Data Platform	All	
Marketer	SYSTEM	Optimizely Data Platform	All	

Reach out to your Customer Success manager for access.

Admin Center

Allows account admins to efficiently manage users, roles, and even create custom permissions to suit organizational needs.

What's Next



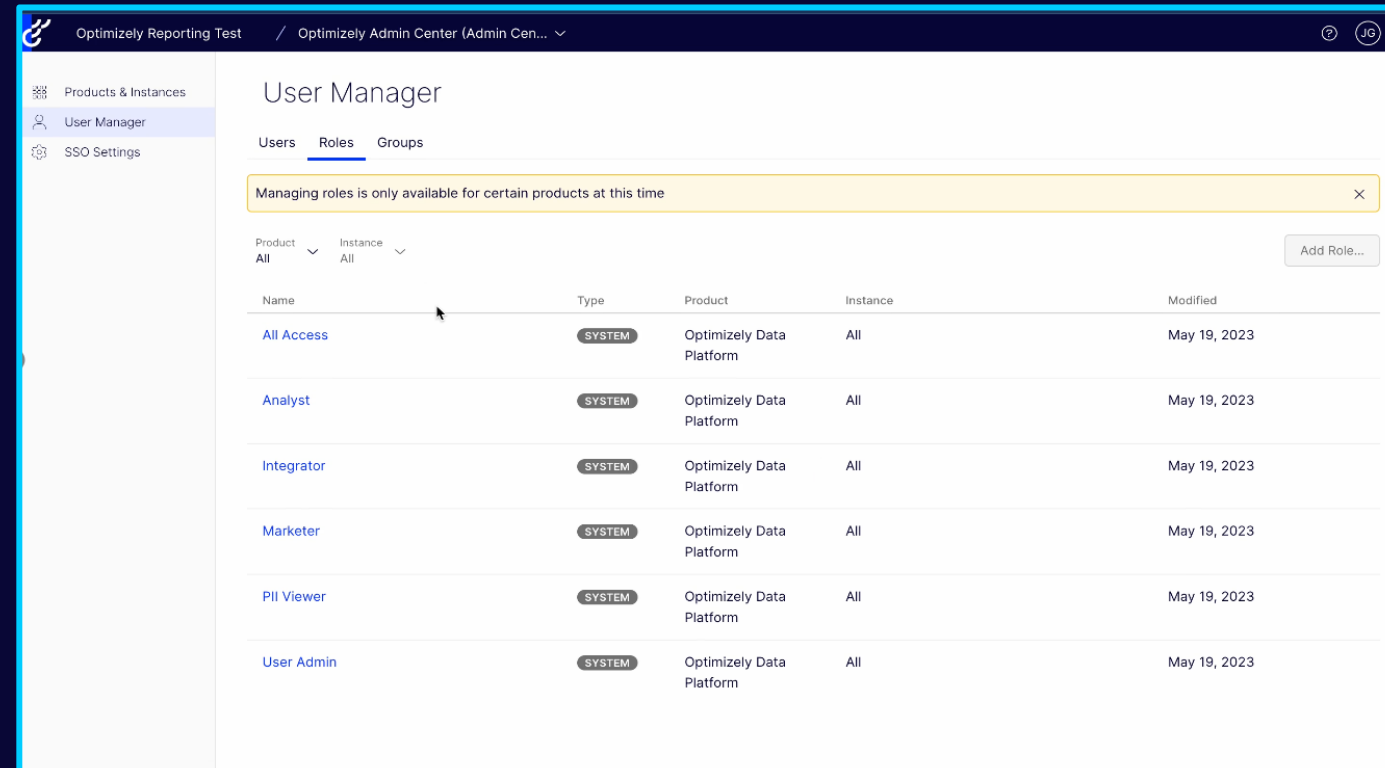
Roles and Permissions

Roles and permissions are managed centrally in the Admin Center



Optimizely platform controls

Manage instances, login settings, and more.



Rolling out over 2023. Reach out to your Customer Success manager for access.

Connect Platform

An open, developer-friendly, solution that simplifies building and deploying low-code/no-code integrations across the Optimizely ecosystem.

Available Now



Developers & Partners have access to our open platform and serverless environment to build integrations and apps on Optimizely.



Customers have access to a growing App Directory of one-click integrations.



Available with Optimizely Data Platform. Reach out to your Customer Success manager for access.

Today's agenda

01 Connecting the Optimizely suite

02 **Key Product Themes**
→ New Product Highlights
→ Roadmap Sneak Peek

03 Q&A + Resources



Optimizely Experiment

Integrated Optimization Stack for Marketing, Product and Engineering Teams

Target & Integrate

Identity Stitching

Real-Time Segmentation

Integration Platform (OCP)

Experiment and Personalize at Scale

Integrate

Deliver

Learn

Optimize

Web / App / OTT / Server

Feature Rollouts

Concurrent Experiments

Auto-Allocation

API First

Personalization

Stats Analysis

Bandits

Native Integrations

A/B Testing

Stats Accelerator

...

Reimagine Collaboration

Ideation

Prioritization

Workflow

Planning

Idea Intake Forms

Idea Scoring

Approvals

Calendar

Content Repository

Custom Scoring Models

Workflow Designer

Kanban Boards



Experiment

Faster. Better. Smarter.

**Targeting &
Integration**

**Experiment &
Personalize at Scale**

**Reimagine
Collaboration**

Advanced Audience Targeting:

Targeting Real-Time Segmentation in WX & FX



Feature
Experimentation



Web
Experimentation

Join the beta!

Beta



Use ODP real-time segments *out of the box* in your WX & FX experiments, personalization campaigns, and targeted deliveries



Anonymous Targeting: target users before they log in and personalize their experience



(Coming Soon) Upload lists of users to target in Web and Feature Experimentation

Edit Audience

Name *

Free Package Users in California

Description

Audience Conditions *

Code Mode ☐ ?

Not all Optimizely Data Platform segments are applicable to your implementation. Learn more about [how Pre-Built Segments are defined](#).

Using Optimizely Data Platform segments has a minimum SDK version requirement. See the [compatibility matrix](#) for more information [here](#).

Optimizely Data Platform - Custom Segments

Custom Segments

Select an audience

+

or

Optimizely Data Platform - Pre-built Segments

Pre-built Segments

Select an audience

+

Customer from Facebook campaign | ≈41249 users/month

Interested in wellness | ≈41249 users/month

Customer interested in Lighting | ≈41249 users/month

MVP Customers | ≈41249 users/month

RINE1222_New_Era_Winning_Weekend | ≈41249 users/month

Interest in Chemical Biology | ≈41249 users/month

Both Pre-built and Custom RTS are appearing under the Pre-Built Segments option

Q Browse by Name

Attributes

package_type

The user's in-car entertainment package type

state

The user's current state in the USA

Optimizely Data Platform Audience Targeting

Custom Segments

Pre-built Segments

* Required field

Cancel

Save Audience

Advanced Audience Targeting:

CDP Integrations



Feature
Experimentation



Web
Experimentation

Join the beta!

Beta

→ Use existing segments from your CDP (mParticle, Segment, and more ...) in Web and Feature Experimentation

→ Build integrations with custom data sources through OCP

Edit Audience

Name *

Free Package Users in California

Description

Audience Conditions *

Code Mode ☐ ?

Not all Optimizely Data Platform segments are applicable to your implementation. Learn more about [how Pre-Built Segments are defined](#).

Using Optimizely Data Platform segments has a minimum SDK version requirement. See the compatibility matrix for more information [here](#).

Optimizely Data Platform - Custom Segments

Custom Segments

Select an audience

+

or

Optimizely Data Platform - Pre-built Segments

Pre-built Segments

Select an audience

+

Customer from Facebook campaign | ≈41249 users/month

Interested in wellness | ≈41249 users/month

Customer interested in Lighting | ≈41249 users/month

MVP Customers | ≈41249 users/month

RINE1222_New_Era_Winning_Weekend | ≈41249 users/month

Interest in Chemical Biology | ≈41249 users/month

Both Pre-built and Custom RTS are appearing under the Pre-Built Segments option

Q Browse by Name

Attributes

package_type

The user's in-car entertainment package type

state

The user's current state in the USA

Optimizely Data Platform Audience Targeting

Custom Segments

Pre-built Segments

* Required field

Cancel

Save Audience

GA4 Integration – Audience Targeting

Use your established and refined user segments from GA4 in Experiments

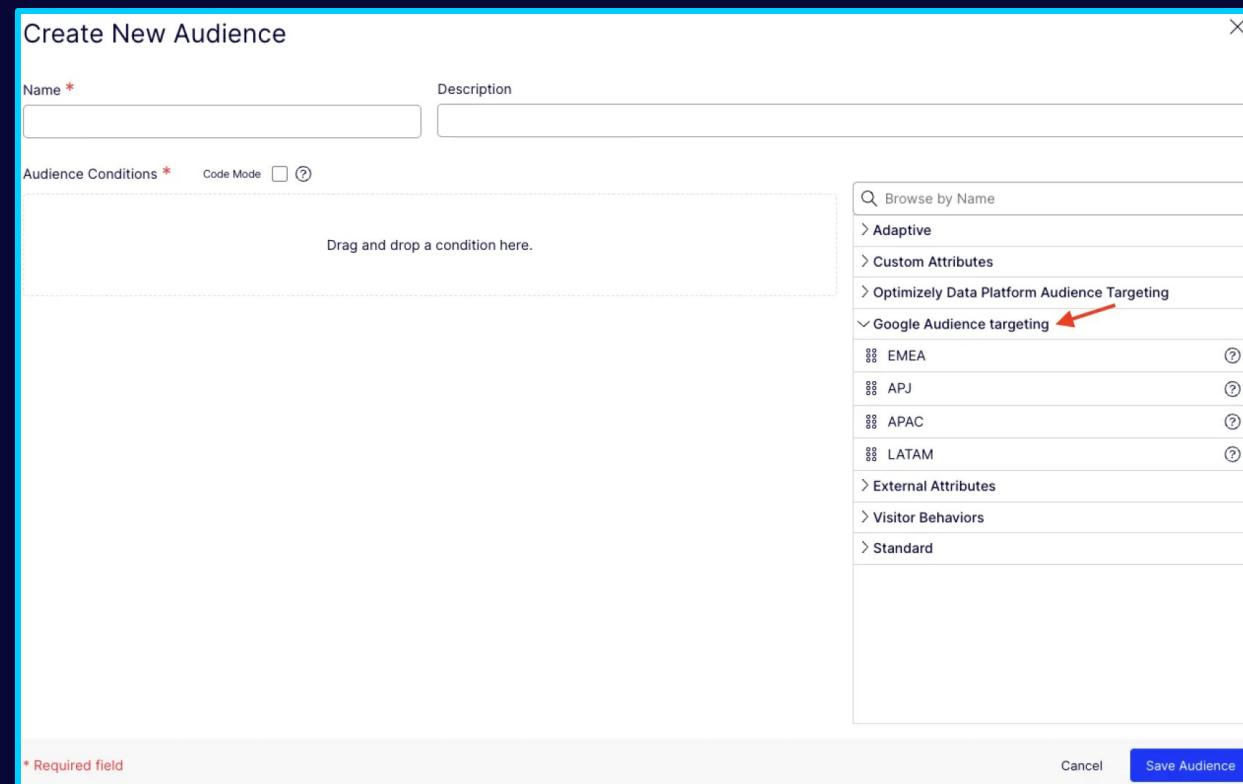
What's Next



Run experiments on your GA4 audiences by sending audience segments directly to Optimizely Experimentation, all from the GA4 interface.



Eliminate the need to recreate segments and unlock new targeting capabilities.



Create New Audience

Name * Description

Audience Conditions * Code Mode ☐ ?

Drag and drop a condition here.

Browse by Name

- > Adaptive
- > Custom Attributes
- > Optimizely Data Platform Audience Targeting
- ✓ Google Audience targeting
- EMEAS
- APJ
- APAC
- LATAM
- > External Attributes
- > Visitor Behaviors
- > Standard

* Required field

Cancel Save Audience

Experiment

Faster. Better. Smarter.

Targeting &
Integration

Experiment &
Personalize at Scale

Reimagine
Collaboration

GA4 Integration – Report Generation

Compare and contrast variation performance via GA4 audience reports.

Join the beta!

Beta



Automatically generate experiment reports in GA4 for your experiments



Eliminate manual configuration of reports through custom dimensions and segments.

Jett-Web-Sandbox

← Experiments Overview

Arctic Fox

A/B Test • Paused
(Uploading to CDN)

Publish Experiment

Last published Apr 17, 2023 10:37 AM

Variations 0 0

Targeting

Audiences

Integrations

Metrics

Shared Code

Traffic Allocation CHANGED

Schedule

API Names

History

Settings

Integrations

Configure the integrations to track this experiment.

To configure integrations for this project, go to [Project Integration Settings](#).

Google Analytics 4 ✓ Tracked

Track this campaign in Google Analytics 4.

Variation Audiences

You can export each variation in your experiment as an audience in Google Analytics. Select which variations to export to Google Analytics by checking or unchecking the boxes below. This must be done before publishing your experiment. [Learn More](#)

You have 94 Google Analytics audiences remaining.

Variation Name	GA Audience Name
<input checked="" type="checkbox"/> Original	Arctic Fox - Original
<input checked="" type="checkbox"/> Blue Button	Arctic Fox - Blue Button
<input checked="" type="checkbox"/> Red Button	Arctic Fox - Red Button

Revert
Save

Shadow DOM Support

Make changes to any element on a page, regardless of how it's structured

Now Available

→ Navigate through your shadow tree in the Visual Editor and select elements within it

→ Create visual experiments on sites with nested shadow DOMs

Settings

Implementation Webhooks Integrations JavaScript Collaborators Advanced

☒ Enable Support for Dynamic Websites

The snippet will apply or reapply Visual Editor changes indefinitely while the associated Page is active. Page activation can also be triggered by DOM changes and URL changes. Note that this functionality wraps the browser's native History API methods. Additionally, the snippet listens for DOM changes using MutationObservers. Experiments will no longer activate on browsers that do not support MutationObservers. [Learn More.](#)

☐ Trim Unused Pages

Only include Pages if they are used for Targeting or Pageview Metrics in running experiments or campaigns. Pages that are only used for Behavioral Targeting Audience conditions will be excluded. This can result in event tracking issues as page trimming will not consider cross-project events when evaluating pages. You can force Optimizely to include a Page in its Page Settings. Check with your team to make sure Pages are safe to exclude from the snippet. [Learn more](#) about how Pages may be used.

☒ Enable Support for Shadow DOM

The snippet will apply or reapply Visual Editor changes to the nodes in the Shadow DOM. The visual editor will recognize Shadow DOMs and allow selection of elements from the Shadow DOM or the "regular" DOM. [Learn more](#)

Mutually Exclusive Experiments for Edge

Remove experiment overlap on the fastest Web experimentation solution on the planet

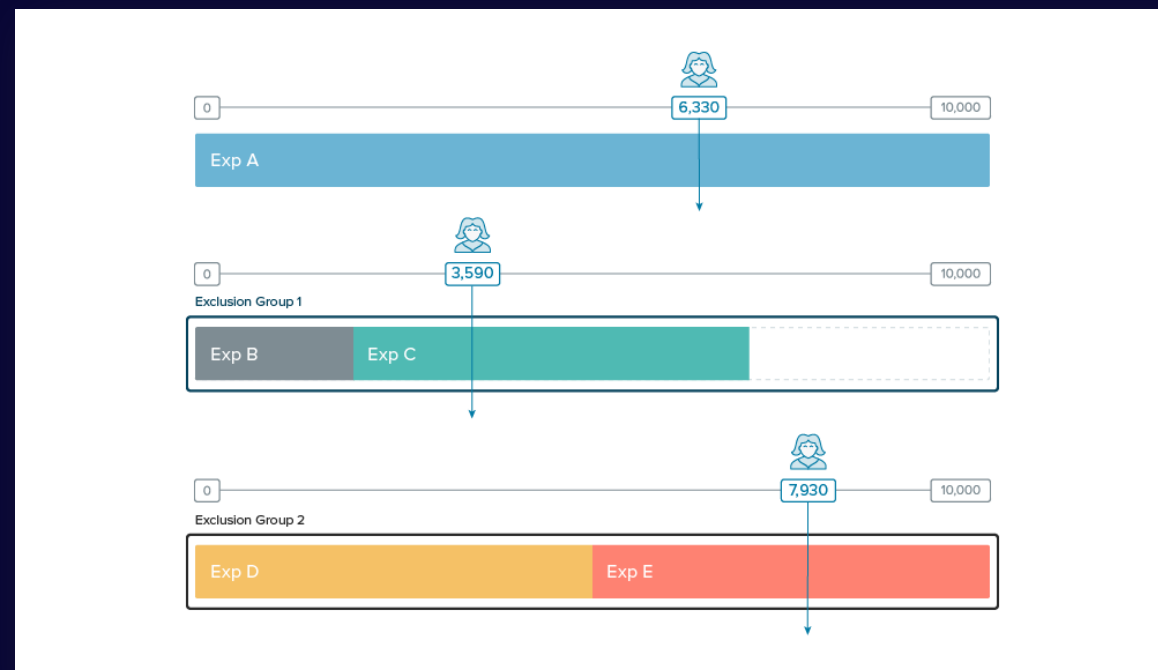
Now Available



Provide 'exclusion groups' to make experiments mutually exclusive for non-biased results and an increase in concurrent experiments run.



Isolate related experiments that are related. Don't want a visitor to see multiple experiments at the same time.



Flexible Experiment List Columns

Run concurrent experiments without compromising user experience

Now Available



Build your own dashboard for your experiments, customizing columns shown to maintain a quick overview of experiments



Share custom views with colleagues through direct links

Experiments

Overview | Exclusion Groups

Filter by name, key, or description

Status: Active

Name	Type	Status	Modified	Last Paused
new_checkout Testing new Checkout	A/B Test	Paused	Feb 27, 2019	
Cart Abandonment Campaign	A/B Test	Running	Feb 26, 2019	

Show/Hide Columns

Select which columns to show or hide by clicking the checkboxes below. You can also [bookmark and share](#) this view.

Select all | Deselect all

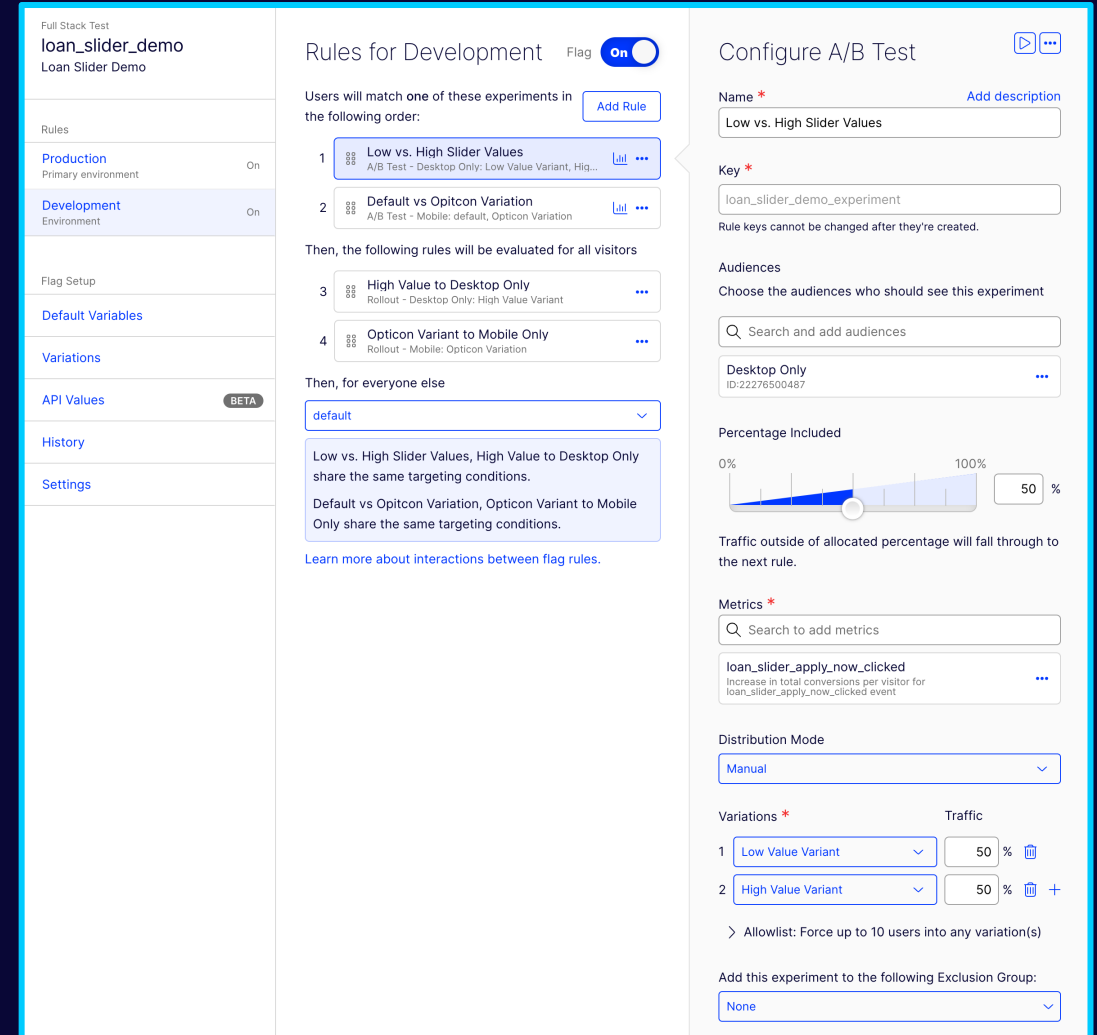
- ☒ Name
- ☒ Type
- ☒ Status
- ☐ Creator
- ☒ Modified
- ☐ First Published
- ☒ Last Paused
- ☐ Last Published
- ☒ Primary Metric
- ☐ Days Running
- ☐ Variations
- ☒ Pages
- ☐ Audiences
- ☐ Targeting Method
- ☒ Experiment ID
- ☐ Traffic Allocation
- ☐ Distribution Mode
- ☒ Results

Multiple Experiments per Flag

Leading no-code capabilities to improve experimentation velocity

Now Available

- Run multiple experiments without additional coding or deployment on the same feature (no-code experimentation)
- *Personalize* through targeting different feature deliveries to different audiences
- Run similar experiments on different audiences concurrently, with separate results
- Use feature variables to safely give power to business users to run more experiments



The screenshot displays the 'loan_slider_demo' configuration page, which is currently in the 'Development' environment. The interface is divided into several sections:

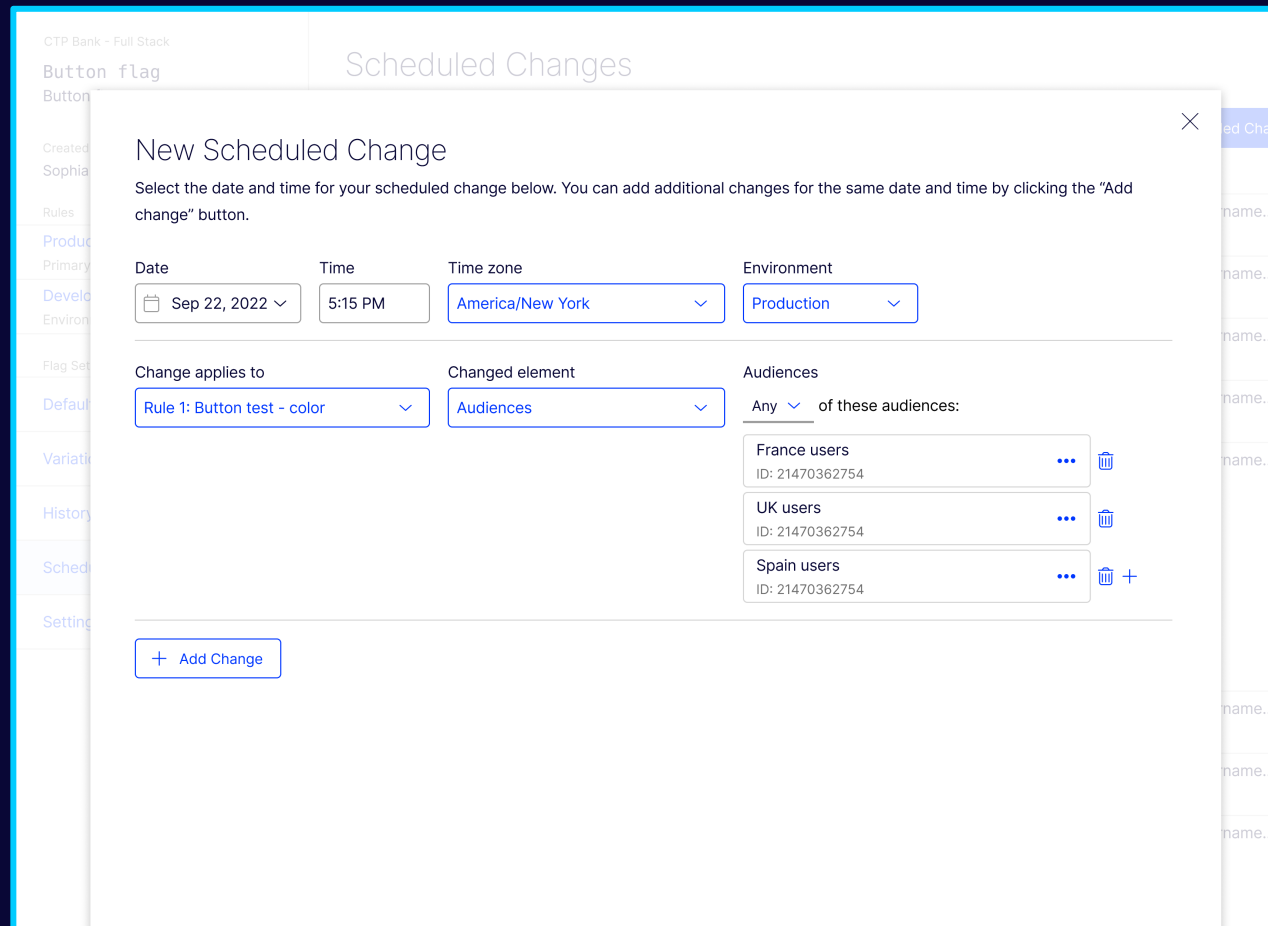
- Rules for Development:** A list of rules defining the flag's behavior. Rule 1, 'Low vs. High Slider Values', is an A/B test for desktop users. Rule 2, 'Default vs Opticon Variation', is an A/B test for mobile users. Rule 3, 'High Value to Desktop Only', is a rollout for desktop users. Rule 4, 'Opticon Variant to Mobile Only', is a rollout for mobile users. A summary box indicates that rules 1 and 3 share targeting conditions, while rules 2 and 4 share theirs.
- Configure A/B Test:** A section for configuring the A/B test. It includes a 'Name' field (set to 'Low vs. High Slider Values'), a 'Key' field (set to 'loan_slider_demo_experiment'), and a 'Key description' field. The 'Audiences' section shows a search bar and a list of audiences, with 'Desktop Only' selected. The 'Percentage Included' section shows a slider set to 50%.
- Metrics:** A section for selecting metrics. The 'loan_slider_apply_now_clicked' metric is selected, which measures the increase in total conversions per visitor for the 'loan_slider_apply_now_clicked' event.
- Distribution Mode:** A dropdown menu set to 'Manual'.
- Variations:** A section for defining variations. Two variations are listed: 'Low Value Variant' and 'High Value Variant', each with a 50% traffic allocation.
- Allowlist:** A section for defining an allowlist. The 'Allowlist: Force up to 10 users into any variation(s)' option is selected.
- Exclusion Group:** A dropdown menu set to 'None'.

Rule Scheduling

Progressive delivery of features and experiments

What's Next

- ➔ Schedule a flag or rule to toggle on/off
- ➔ Schedule changes to audiences, traffic allocation, to occur at any future point
- ➔ Smoother progressive rollouts
- ➔ Plan experiment execution ahead of time



The screenshot shows a 'New Scheduled Change' dialog box. At the top, it says 'Select the date and time for your scheduled change below. You can add additional changes for the same date and time by clicking the "Add change" button.' Below this are four input fields: 'Date' (Sep 22, 2022), 'Time' (5:15 PM), 'Time zone' (America/New York), and 'Environment' (Production). Underneath these are three sections: 'Change applies to' (Rule 1: Button test - color), 'Changed element' (Audiences), and 'Audiences'. The 'Audiences' section shows a list of three audiences: 'France users' (ID: 21470362754), 'UK users' (ID: 21470362754), and 'Spain users' (ID: 21470362754). Each audience has a three-dot menu and a trash icon. At the bottom of the dialog is a '+ Add Change' button.

Date	Time	Time zone	Environment
Sep 22, 2022	5:15 PM	America/New York	Production

Change applies to	Changed element	Audiences
Rule 1: Button test - color	Audiences	Any of these audiences:
		France users ID: 21470362754
		UK users ID: 21470362754
		Spain users ID: 21470362754

+ Add Change

1-Click Migration

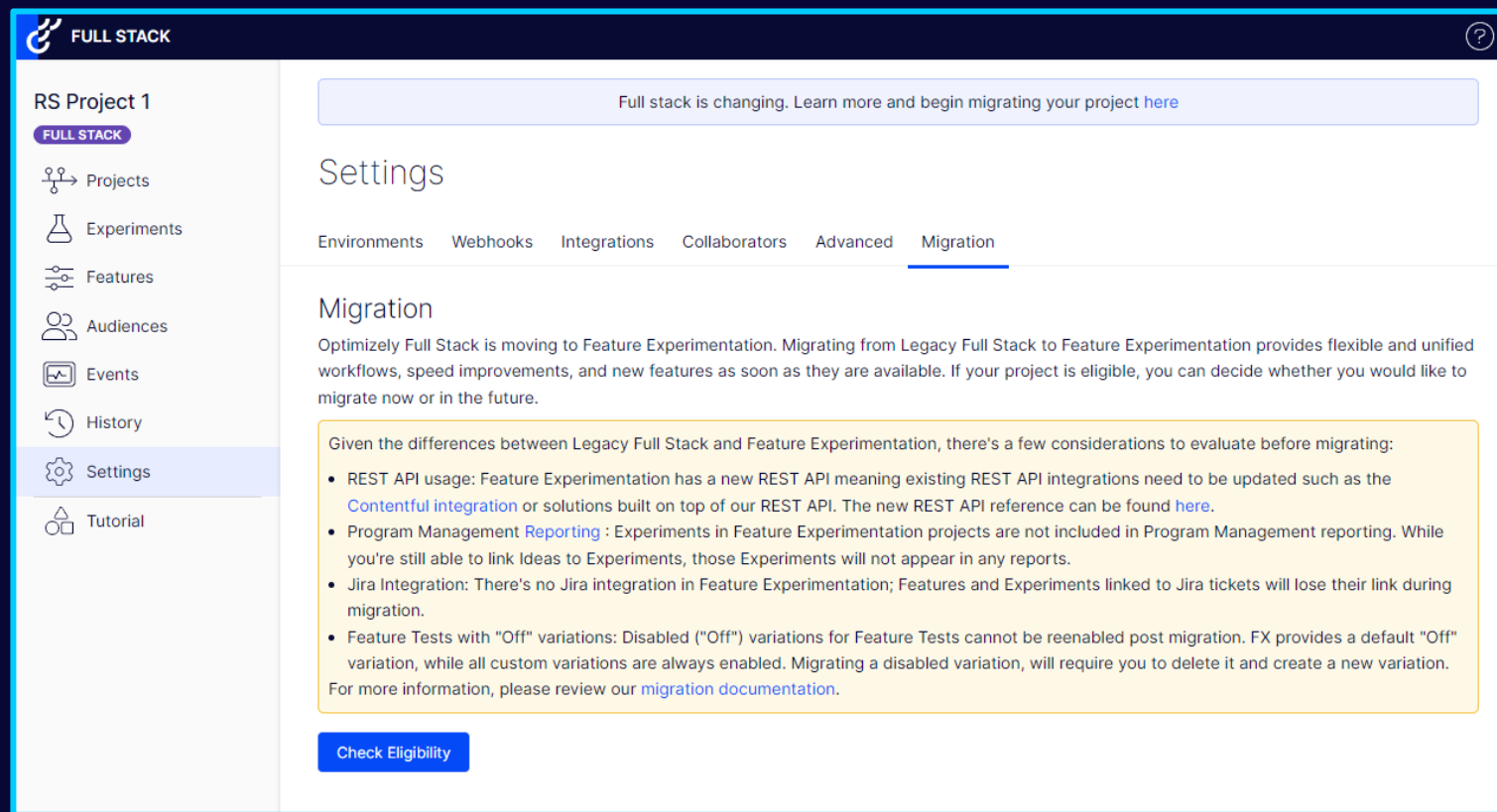
Migrate existing Full Stack projects to Feature Experimentation with ease

Now Available

→ Self-service migrate your project within minutes without impacting live experiments

→ New & significantly faster UI performance

→ Migration retains all flags and experiments allowing a seamless transition



Statistical Significance Notifications

Know when your tests can inform decisions



Feature
Experimentation



Web
Experimentation

Join the beta!

Beta



Reduce operational risk by being alerted when primary metrics reach statistical significance



Increase experiment velocity by timely concluding experiments and launching next experiments

Profile

Preferences

Notifications

API Access

Statistical Significance BETA

Select the projects below you would like email notifications from. We will notify you when any experiment within that project reaches statistical significance.

Project Name ▲	Project Type	Email Notifications
Marketing site - US	Web	<input checked="" type="checkbox"/>
Marketing site - UK	Web	<input checked="" type="checkbox"/>
Marketing site - US	Web	<input checked="" type="checkbox"/>
Server-Side Experimentation	Full Stack	<input checked="" type="checkbox"/>
Charitable Foundation	Web	<input checked="" type="checkbox"/>
Test project - FS	Full Stack	<input checked="" type="checkbox"/>
Android App	Full Stack	<input checked="" type="checkbox"/>
iOS App	Full Stack	<input checked="" type="checkbox"/>
Profile	Full Stack	<input checked="" type="checkbox"/>
Platform	Full Stack	<input checked="" type="checkbox"/>

[Select All](#) | [Deselect All](#)

Impression Usage

Select the box below to receive notifications when your impressions utilized exceed 75% of your impressions included in your plan.

Impression usage notifications	<input checked="" type="checkbox"/>
--------------------------------	-------------------------------------

Save



Feature
Experimentation



Web
Experimentation

(Sequential) Sample Ratio Mismatch

Identify allocation issues to increase experiment trustworthiness

Join the beta!

Beta

- Identify Sample Ratio Mismatch issues in your experiments with insights on how to recover
- Test can be performed after every data point without increasing false positives and reducing the time to detect SRM issues

Sample Ratio Mismatch

We have detected that the traffic percentage received by one or more variations in this experiment does not match the target percentage of traffic that this variation should receive. Below is a summary of the issue:

Variations	Target Percentage	Actual Percentage	Difference
Original	50.0%	47.2%	-2.8%
New Heading	50.0%	50.1%	+0.1%

This is an important issue which could invalidate the results of your test. We flag this issue if the "Difference" value is 0.5% or greater for any of the variations. Read more about [Sample Ratio Mismatch \(SRM\)](#) and what can cause it in our knowledge base. Once you have resolved the issue, you may want to restart your test.

Close

Experiment

Faster. Better. Smarter.

**Targeting &
Integration**

**Experiment &
Personalize at Scale**

**Reimagine
Collaboration**

Introducing **Experiment Collaboration**

A new collaboration tool that will help teams scale
and control their experimentation programs

Experiment Collaboration

Project Planning



Feature
Experimentation



Web
Experimentation

Available Soon



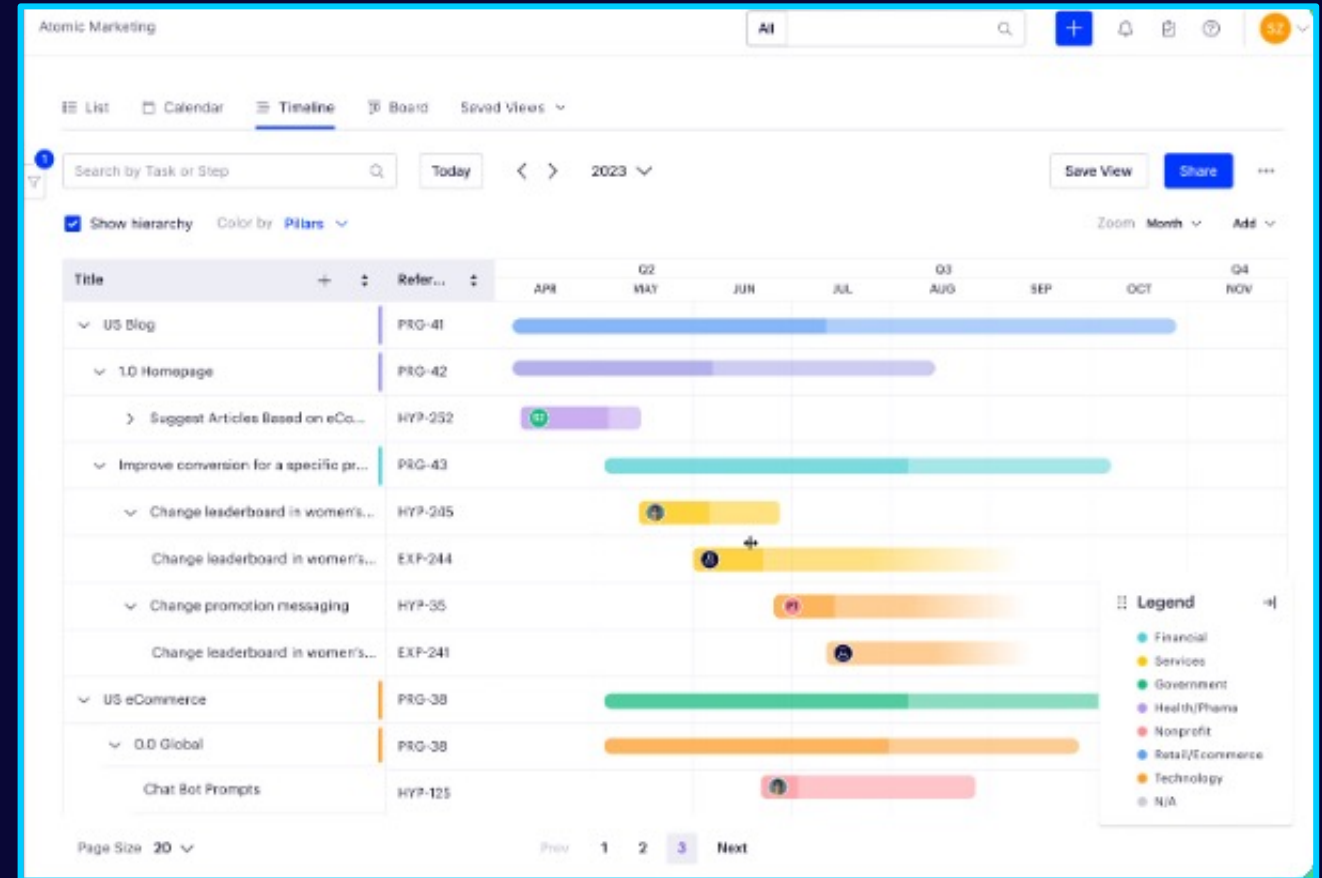
Track tasks in the design, build, and launch of an experiment to ensure experiments are launched on time



Orchestrate the program easily using the calendar, timeline, and board views



Customize and save views to share with other stakeholders



Experiment Collaboration

Test Planning and Collaboration



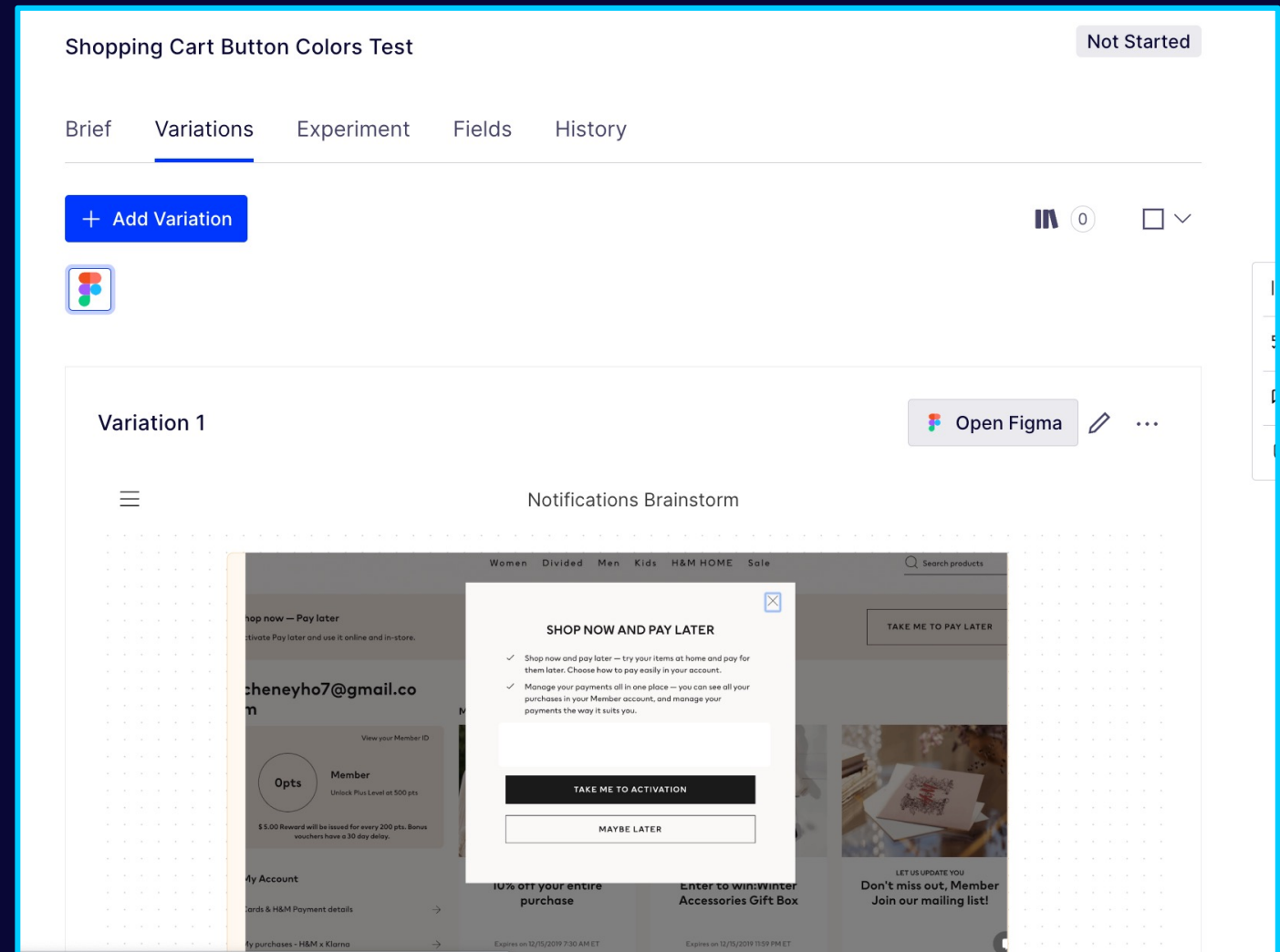
Feature
Experimentation



Web
Experimentation

Available Soon

- Collaborate on test planning documents to prompt meaningful discussion upfront
- Embed design files and directly annotate screenshots to make it easier to collect feedback and land on a winning idea



Experiment Collaboration

Workflow Management and Approval



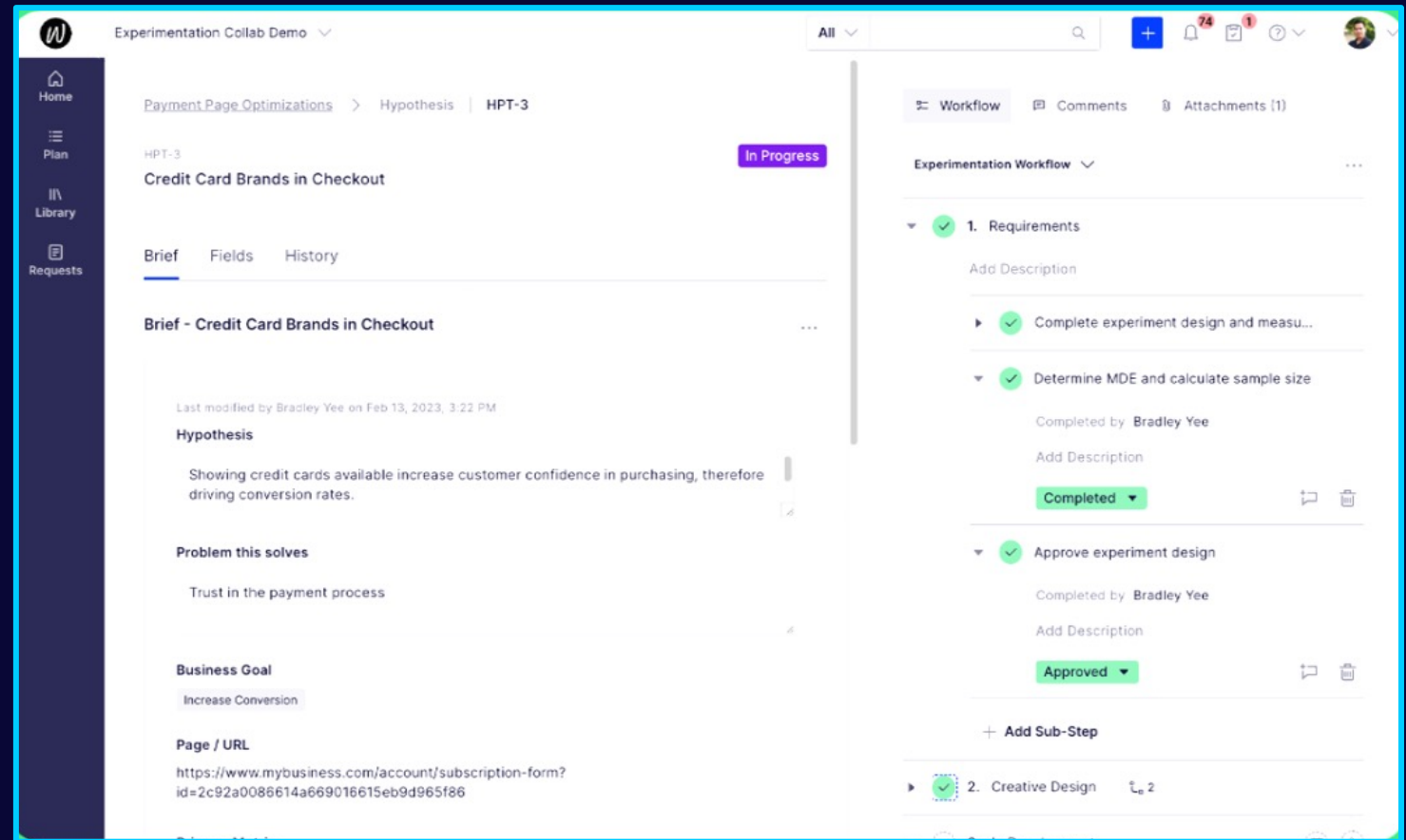
Feature
Experimentation



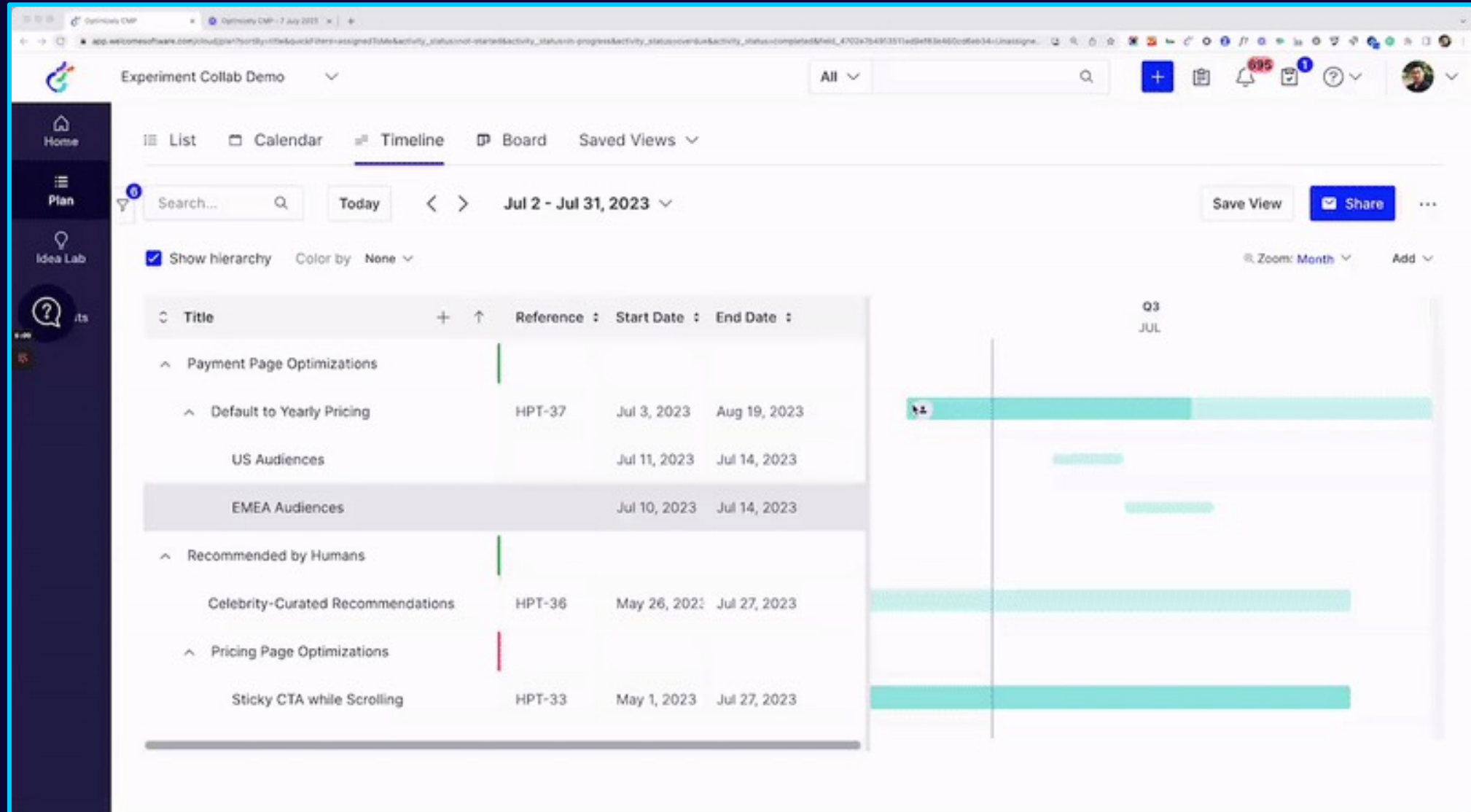
Web
Experimentation

Available Soon

- Create workflows and codify the experimentation process to build teams that are self-sufficient – regardless of maturity
- Assign approvers to have confidence that all experiments are well-designed and high-quality



Orchestrate your program using Timeline



Manage experimentation workflows on Board

The screenshot displays the Optimizely Board interface, which is used for managing experimentation workflows. The interface is divided into several sections:

- Header:** Includes the Optimizely logo, the text "Experiment Collab Demo", a search bar, and a user profile icon.
- Navigation:** A sidebar on the left contains icons for Home, Plan, Lab, and Requests. The top navigation bar includes tabs for List, Calendar, Timeline, Board (selected), and Saved Views.
- Search and Actions:** A search bar is located below the navigation tabs. To the right of the search bar are buttons for "Save View" and "Share".
- Workflow Configuration:** Below the search bar, there are dropdown menus for "View", "Tasks", "Columns", "Workflow Steps", "Workflow", "Experimentation Workflow", and "Group by". The "Group by" dropdown is currently set to "None". A "Reset" button and the text "Showing 2 tasks" are also present.
- Workflow Columns:** The main area displays four columns representing different stages of the experimentation workflow:
 - 4. QA (2) 4:** Contains two tasks:
 - HPT-39 in None:** A task titled "Show credit card logo to increase trust" with a sub-header "Experimentation Workflow". It includes a tag "QA Engineers - Complete QA check..." and a red button labeled "Increase Conversion". The task is due on "Aug 31".
 - HPT-32 in Payment Page Optimization:** A task titled "Payment icon testing" with a sub-header "Experimentation Workflow".
 - 5. Launch Approval (0):** An empty column.
 - 6. Ready to Launch (0):** An empty column.
 - 7. Development in Jira (0):** An empty column.

Experiment Collaboration

Linking Experiments in WX & FX



Feature
Experimentation



Web
Experimentation

What's Next



Once a hypothesis is ready to be developed, link it to an experiment



Once linked, experiment metadata (running/paused status, run intervals) are synchronized across both platforms so that information is always accessible

The screenshot displays the Atomic Marketing interface for an experiment titled "Safe scooters for your kids". The breadcrumb trail shows the path: Plan > ... > Mosey Scooter > Hypothesis | HPT-245. The experiment is currently "In Progress", with the workflow starting on May 15 and due on June 28. The main content area is divided into two sections: "Variations" and "Run Dates".

Variations

Name	Traffic %
Services	34%
Support & services	33%
Support	18%

Run Dates

Run	Start Date	Pause Date
Run 1	Jan 17, 2023	Jan 26, 2023
Run 2	Feb 1, 2023	--

Audience

Household >4 Segment Name

Experiment Workflow

- Requirements (Oct 1, CM)
- Creative Design (Nov 9, SI)
- Setup Experiment (Oct 15, TL)
- QA (Oct 29, TL)
- Approval
- Live
- Analysis

+ Add Step

Experiment Collaboration

Results Sharing Template



Feature
Experimentation



Web
Experimentation

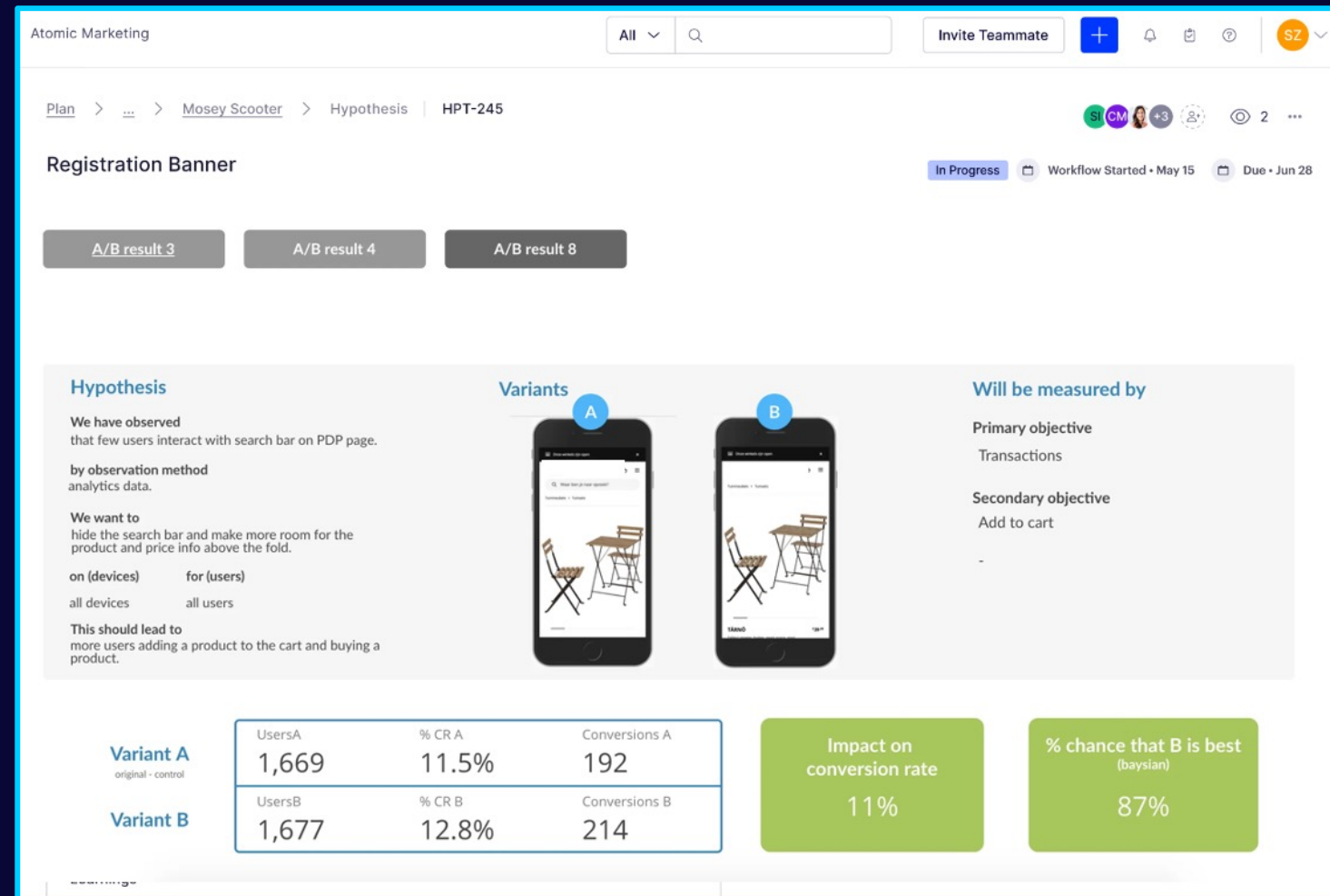
In Consideration



Standardize how results are shared and eliminate the redundant task of copying/pasting info into a slide



Publish results in a way that fits your organization – whether as a PDF, intranet, or wiki for wider sharing





Feature
Experimentation



Web
Experimentation

Experiment Program Reporting

Understand the impact of your program and team performance

Coming Soon



Get insights into operational metrics like experiment velocity or win rate



Understand program impact and ROI



Build customized reports suiting your program needs



Today's agenda

01 Connecting the Optimizely Suite

02 Key Product Themes
→ New Product Highlights
→ Roadmap Sneak Peek

03 Q&A + Resources



Dan O'Dowd
Product Marketing
Manager



Thilo Richter
VP, Product

Ask us anything!

- Questions about upcoming features?
- Need clarification on a previous release?
- Want to see a demo of a particular feature?
- Have technical or implementation questions?

Extra resources

- [Q1 '23 Web Experimentation Roadmap](#)
- [Q1 '23 Feature Experimentation Roadmap](#)
- (NEW!) [Customer Product Feedback Portal](#)
- [FAQs and Recap of Optimizely's Updated Product Suite](#) (blog)
- [Web Experimentation Release Notes](#)
- [Feature Experimentation Release Notes](#)

