

Real-Time Segments in Experimentation

Target your audience at the perfect moment with real-time data capabilities.



Supported Products



Web Experimentation



Feature Experimentation



Data Platform

When delivering a truly personalized experience, having outdated customer behavioral data is not ideal (even 1-hour-old data is insufficient!). Real-Time Segments brings real-time data—from what’s happening now on your site or app—into your experiments and features, all with minimal developer effort.

Real-Time Segments in Experimentation gives you the ability to target audience segments based on real-time behaviors, events, and conditions in your experiments and feature releases. This allows you to easily target pre-defined, real-time audiences from Optimizely Data Platform or from your existing 3rd party customer data platform via Optimizely’s CDP Audience Sync.¹

Key Benefits

- Deliver better experiences to your end users through highly personalized, instant interactions.
- Reduce reliance on development work to target audiences, and at the same time free developers from extra overhead and risk.
- Increase productivity by letting Optimizely’s automated segmentation and targeting integrations do the hard part.



¹Optimizely CDP Audience Sync currently supports Tealium, mParticle, Segment, Zeotap, and Amplitude



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Capabilities in Web Experimentation

Enhance your website experience with both real-time and rich historical data.



Targeted experiences: Use attributes and events from any source to create segments and target your visitors with personalized variations.



Real-time data: Improve the accuracy and precision of your targeting through Data Platform's lightning-fast data refresh rate (90 seconds or less—this leads the industry in data refresh rates).



Anonymous targeting: Target users before they log in with real-time segment data that's based on customer activities. For example, test different headlines based on visitor location, device, or prior purchases.



Capabilities in Feature Experimentation

Enhance your in-app or web experience with both real-time and historical usage data.



Feature personalization: A more powerful, more usable way to target features of your website, app or digital experience to segments of your users, even before they have logged in, based on activity.



Targeted deliveries: Target rollouts according to your software delivery strategy, i.e. rollout to Beta audience first, low priority audience second or rollout in phases to selected geolocations.



A/B tests and multi-armed bandits: Target tests to specific audience segments (e.g. geo-located or low priority users).