Optimizely

Adaptive Audiences

Let AI personalize your pages with just a few clicks

What does it do?

Adaptive Audiences is a feature of Optimizely Web Experimentation that lets you target visitors based on their interests, which are gathered from their website engagement and browsing behavior. It uses machine learning to predict the intent of your visitors and match them with dynamic audience segments. By using tags that capture the main idea of a page's content, you can create a predicted intent audience condition that captures a certain percentage of your visitors who are most interested in a specific topic.

Why did we build it?

We built Adaptive Audiences to help you overcome some of the challenges of audience targeting and personalization. Traditional approaches to personalization, such as rules-based targeting and algorithmic 1:1 personalization, have limitations in terms of scalability, control, and adaptability. Rules-based targeting requires extensive data analysis and constant adjustment of rules, while algorithmic 1:1 personalization can result in irrelevant or repetitive experiences. Adaptive Audiences gives you the best of both worlds: the control of rules-based targeting, with the reach and scale of algorithmic personalization.

What are the benefits?

- **Personalize experiences quickly and broadly**, without needing any first-party customer data upfront or complex instrumentation. You only need to specify a few keywords that capture the essence of your audience, and Optimizely will use natural language processing to understand the interests of your visitors.

- **Adapt quickly to the constant changes in consumer behavior**, without having to update your audience definitions. Optimizely will use real-time user behavior to match people with audience segments and adjust the interest score based on the pages they visit. As an example, one of our customers, a global home furnishings retailer, knows that visitors return to their site after purchasing to look for new, different products. Why should they keep promoting those products that visitors already bought last month when those visitors are now searching for something else?

- **Optimize the Adaptive Audiences configuration**, from the algorithm to the placement to the creative of your personalized experiences. Optimizely will let you compare different predicted intent audience conditions and measure the impact of personalization on your key metrics.
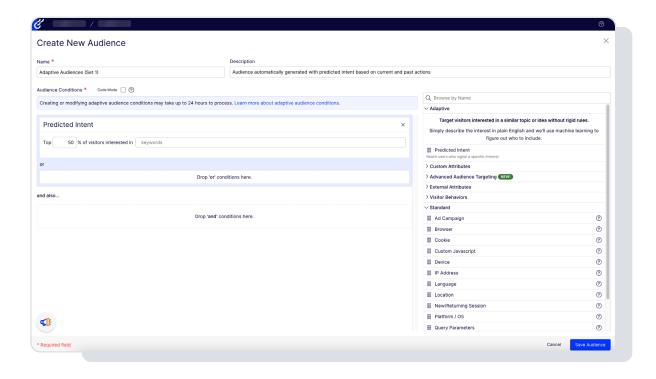
Why is this important?

Many aspects of personalization and audience targeting require a thoughtful approach and arduous data configuration. Adaptive Audiences is a very simple, cutting-edge way to use machine learning (specifically "word embeddings" and NLP) to automate the delivery of personalized experiments using minimal to no data at all, meaning it can be set up with little effort and still have a major impact. Moreover, this AI personalization capability is embedded inside of a world-class experimentation tool, enabling flexibility of audience targeting and power in delivery.

How do I use it?

You can use Adaptive Audiences the same way you would use any other Optimizely Web Experimentation audiences: via the audience builder. You can follow these steps to create an adaptive audience:

1. Tag relevant content on your pages

2. Create an Adaptive Audience using keywords

3. Use Adaptive Audience in an experiment or personalization campaign

You can also combine predicted intent with other audience conditions, such as location, device, or behavior. Once you have created your adaptive audience, you can use it to target your experiments or personalization campaigns.

At Optimizely, we're on a mission to help people unlock their digital potential. We do that by reinventing how marketing and product teams work to create and optimize digital experiences across all channels. With our leading digital experience platform (DXP), we help companies around the world orchestrate their entire content lifecycle, monetize every digital experience, and experiment across all customer touchpoints. Optimizely has 700+ partners and nearly 1500 employees across our 21 global offices. We are proud to help more than 10,000 businesses, including H&M, PayPal, Zoom, Toyota, and Vodafone, enrich their customer lifetime value, increase revenue, and grow their brands. At Optimizely, we live each day with a simple philosophy: large enough to serve, small enough to care. Learn more at **Optimizely.com**