Optimizely

Optimizely Reporting for Experimentation

Measure the output and impact of your experimentation program

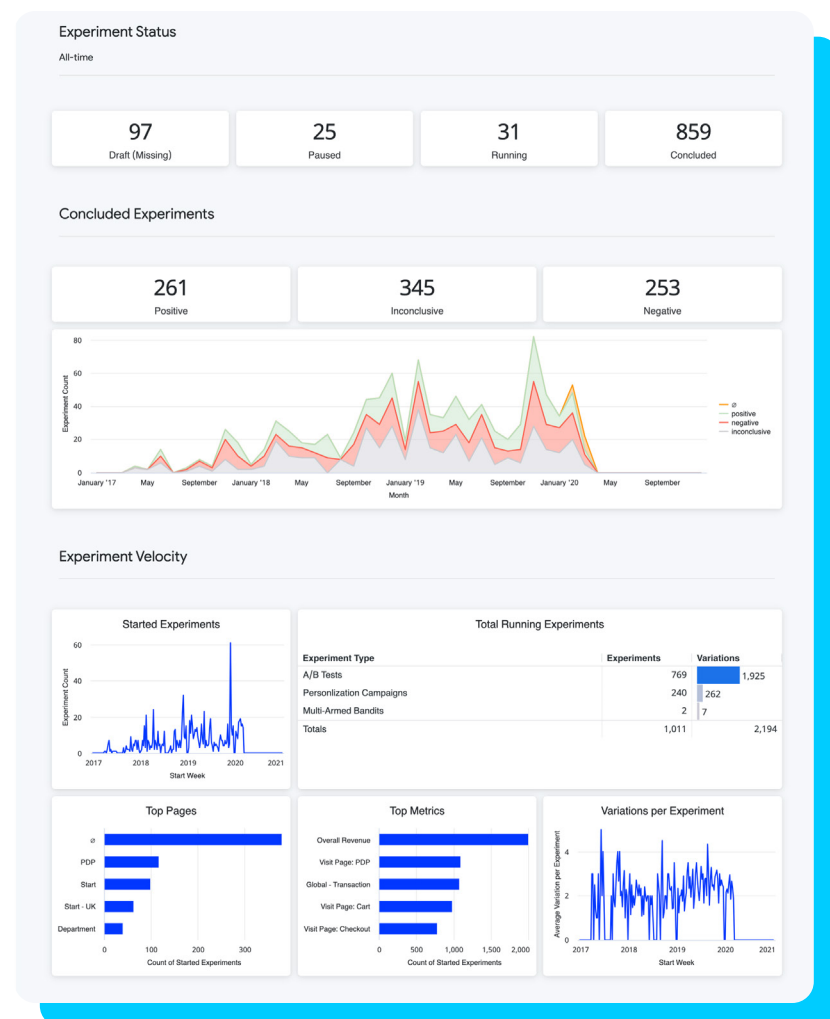Optimizely Reporting makes it easy to quantify the value of your programs. Reporting for Experimentation is a user-friendly tool that automatically aggregates your most important data points into clear visuals - so you can showcase program growth, ROI, correlate program output with company financials, and secure resources for further expansion.

Key benefits

→ **Improve experimentation velocity:** Measure, track, and improve on established experimentation KPIs.

→ **Decrease program / project planning overhead:** Out-of-the-box and real-time reports let you spend more time on the work that generates the return.

→ **Improve experimentation governance / scope:** Reports provide a full view of experiments and attributes (e.g. audiences, metrics, status) across all projects.

→ **Improve experimentation efficacy:** Operational-style reports can bring visibility to troubleshoot failed or abandoned experiments.

→ **Decrease spend on program/project planning software:** Many companies already spend on reporting software to support their experimentation teams, and others are looking to either buy or build their own. Optimizely Reporting for Experimentation will keep your reporting in one place and lower your total cost of ownership.

Key features

Velocity chart: Experiment Stats and Conclusive Rate Chart (determined by a **results outcome** designation on the results page).

Program KPIs: Quantify experimentation program performance using velocity and conclusive rate metrics.

Drill down: See an aggregate list of experiments, export as a CSV or Excel file.

Segmentation: Segment KPIs using attributes like project name/type, experiment type, and date range filters.

Who should use this?

Most commonly, people like program managers, experimentation strategists, executive leaders, and data analysts will see great value in having this reporting available. In reality, anyone who's running experimentation at any stage of maturity will get a lot of value from this. If you want to track and improve your experimentation program's performance, communicate the value of the program to secure more investment, and make impactful data-driven decisions to help grow your business, this is for you!

Program Managers / Experimentation Managers: Showcase the growth trajectory of experimentation programs and visualise the financial impact for the business.

Data Analysts: Use the powerful reporting capabilities for estimating cumulative value generated by multiple experiments and impact metrics reports that show true impact rather than vanity metrics.

Executive Leaders: Use the data and a validated model to articulate financial benefits and ROI of programs.