Optimizely

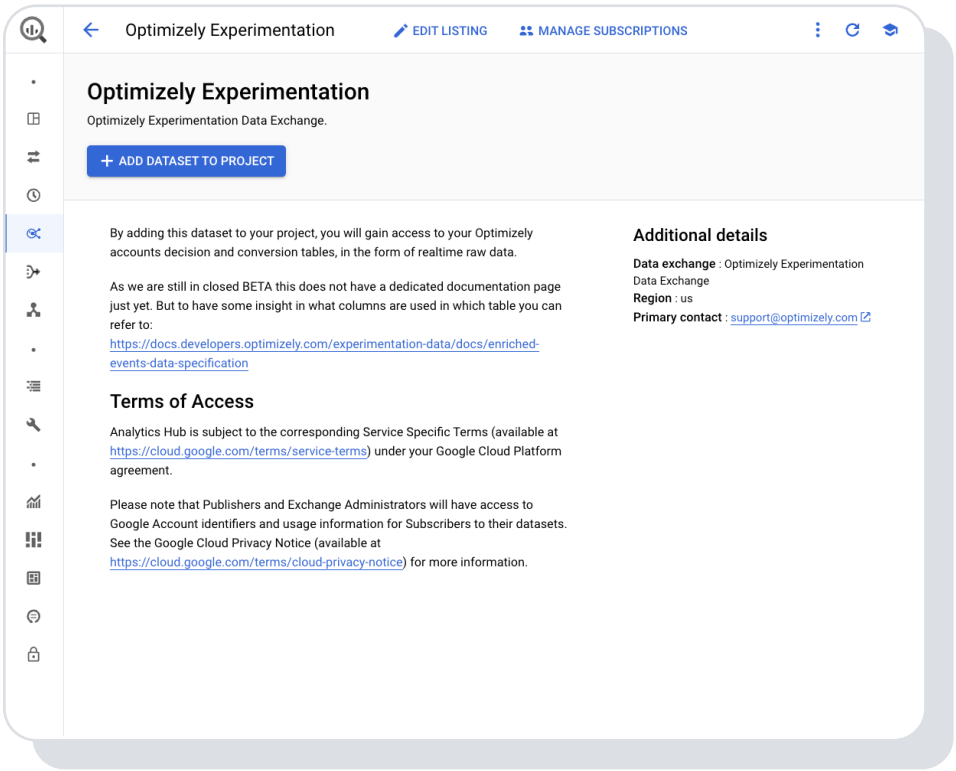
BigQuery direct share for Feature Experimentation

Simplifying data analysis for BigQuery users.

Feature Experimentation

With BigQuery direct share, you can easily and flexibly access your raw event data from Optimizely and combine it with other data from various sources in BigQuery to create powerful insights.

For organizations with advanced analytics capabilities, this makes it easy to integrate your Optimizely data into existing workflows, and leverage the capabilities of the Google Cloud Analytics Hub and their data exchange features.



Key features

Simple data ingest
All of your raw Optimizely event data in BigQuery in a couple of clicks.

Connect to Google frameworks and libraries
Take advantage of Gemini, machine learning and real time analytics with streaming and built-in BI to glean valuable insights from your data.

Real-time synchronization
Unlike many platforms, which update once per day, BigQuery lets you work with data that is updated at or near real-time.

Robust security and privacy framework
Explore and share your data with confidence.

We are committed to providing the best tools and resources to help you succeed. With BigQuery direct share, you can take your data analysis to the next level and unlock new insights and opportunities.

Get started:

View our developer docs here

Frequently Asked Questions

How do I get set up?	Simply submit a ticket to support, with your Optimizely account ID and the Google "principal email" (usually the person/team responsible for setting up the connection) they want to receive access. For more information check out our developer docs.
How is data accessed?	Your Optimizely Experimentation data is available through an authorized view in BigQuery. Authorized views let you view query results without accessing the underlying database tables.
What data do I get access to?	The raw data collected by your systems that we processed within Web and/or Feature Experimentation. Take a look at the detailed data specification.
Where is this data stored?	The data is stored in US data centres.

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**