

# Advanced Audience Targeting in Feature Experimentation

## Amplify your audience targeting capabilities in Feature Experimentation

Optimizely **Feature Experimentation** is designed for multiple teams to experiment with new features across their complete technology stack and manage the release of features with confidence.

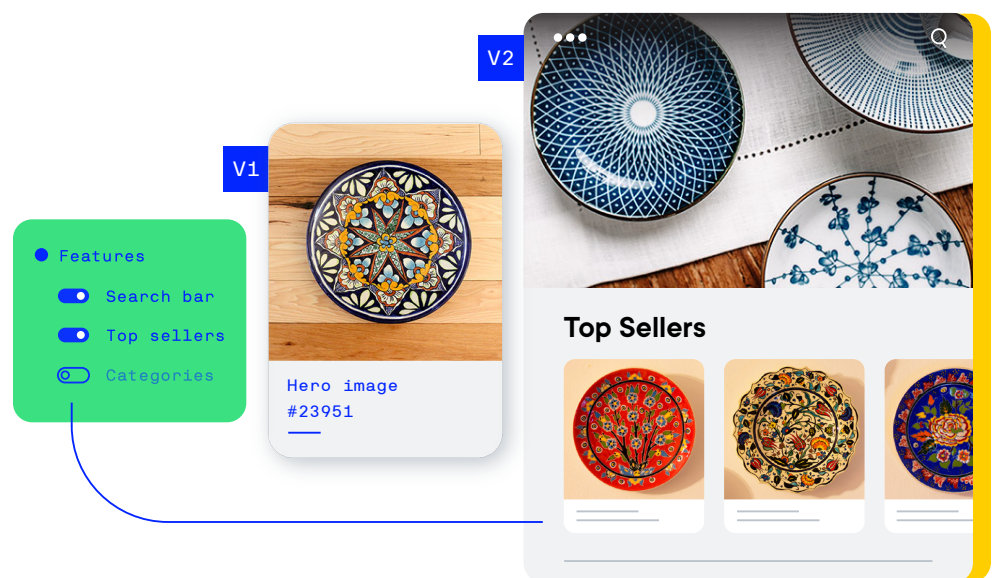
The next major innovation in **Feature Experimentation** is to build on our existing personalisation and targeting capabilities with Real Time Segments and one click integration with third party Customer Data Platforms – a step change which will empower businesses to confidently create more personalised experiences, and faster.

Optimizely is already the only solution that combines the highly complementary features of experimentation and feature management in a single platform, and now the only solution to offer personalisation of experiment audiences and feature deployments in the same platform.

These features combined give you the best productivity from your experimentation program, reduce overhead and risk for developers and deliver better experiences sooner to your end users.



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## Advanced Audience Targeting in Feature Experimentation gives you the ability to target pre-existing or real-time audience segments in your experiments and feature releases

With options to leverage the powerful Optimizely Data Platform or connect your chosen Customer Data Platform (CDP) via the Optimizely Connect Platform you are now able to collect valuable customer behavioural data, create customer segments, and use these across both Optimizely Feature Experimentation and Web Experimentation, enabling use cases like:

### Feature personalization

A more powerful, more usable way to target features of your website, app or digital experience to segments of your users.

### A/B tests and multi-armed bandits

Target tests to specific audience segments (i.e. geo located or low priority users.)

### 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 geo locations.

### Real-time Segments

When optimizing for personalization, having customer data that is even one hour old is not ideal. Advanced Audience Targeting brings real-time data —from what's happening now, on or off the site, into your Experiments and Feature Management.

Furthermore, this integration enables Feature Experimentation customers to target users before they log in, as long as they've logged in previously on the device.



## Low Code, highly targetable omnichannel experimentation

### With Advanced Audience Targeting, it's easier than ever for Feature Experimentation customers to target users.

With any other Feature Management and Experiment solution on the market, targeting an audience for a feature or experiment would require developer effort to implement any user attributes that define an audience in potentially many services. This can really slow down a customer's experimentation velocity. With Optimizely Feature Experimentation + Advanced Audience Targeting you can click your way to pre-defined, real time, or 3rd party CDP based audiences.

This brings a feeling of ease of use similar to that of our Web Experimentation tool, but with the omnichannel, multi-platform capabilities of our Feature Experimentation offering.



## Advanced Audience Targeting is available as part of Optimizely Feature Experimentation with two options:



Target pre-built and custom real-time segments, as well as leverage 1st and 3rd party data via 50+ existing connectors to popular platforms like Shopify and Zendesk.”

### Full CDP

Use ODP as a full CDP, including a UI for building real-time segments, analytics, and more.

Target pre-built and custom real-time segments, as well as leverage 1st and 3rd party data via 50+ existing connectors to popular platforms like Shopify and Zendesk. This native data and 3rd party connectivity dramatically improves your ability to target customer cohorts in your experiments and feature releases – all with less developer effort. Now that we support connecting your CDP to both Optimizely Web and Feature Experimentation you can use your segments across both products, enabling cohesive and accelerated experimentation across your platforms.

- Target pre-built and custom real-time segments (RTS) of your user base for features, flags and experiments from within the audience builder.
- Combine Real Time Segment (RTS) targeting conditions with user attribute-based targeting conditions within audience builder for enhanced control
- Create custom Real-Time Segments from a list of 10,000 or more visitors IDs
- Target users by common identifier across entire Optimizely stack

### Optimizely Connect CDP integration

Connect to your existing Customer Data Platform to leverage existing customer segments for experimentation and selective rollouts across your full tech stack.

Connect a 3rd party Customer Data Platform (CDP) and start targeting audiences from your existing CDP for experiments and feature management, such as A/B tests, multivariate tests and feature flags all from within the Feature Experimentation audience builder interface.





If you are using both Optimizely Web + Feature Experimentation, you can target the exact same audience within both products' audience builders, a first for the platform.

Without this integration, you'd have to define the audience conditions in both products separately, which can lead to inaccuracies and more developer effort.



## Capabilities and benefits

### Industry leading, best of breed targeting

In an increasingly competitive landscape, these powerful new integrations not only provide enhanced workflow for organisations, but also bring a set of capabilities that were previously reserved for only the most mature experimentation practices.

- Anonymous targeting: target users before they log in, as long as they've logged in before, thanks to native identity resolution (and device identifiers)
- See a sample size estimate to help you plan your experiment run-times and refine your targeting conditions

### Operational efficiency

Experimenting across technologies is historically very resource intensive – with significant engineering overhead required to integrate cohort targeting capabilities from third party data platforms.

By providing a direct integration between Optimizely Feature Experimentation and Optimizely Data Platform, or your chosen Customer Data Platform, we are absorbing another high-value and frequently engineering resource-intensive task.

- Single source of truth for audiences across your stack
- Synchronize Feature Experimentation with other channels in marketing campaigns for omnichannel experimentation

### Democratizing feature experimentation

Target audiences for Experiments of Feature releases - with clicks, not code. This update to Feature Experimentation brings deeper targeting capabilities within reach of Marketing, Growth and Product teams, reducing the engineering overhead to bring these targeting capabilities to some of the most important users in your organization.

