Together, supporting new brand-level messaging…
& positioning Optimizely as a comprehensive, fully-complementary platform

Optimizely

Digital Experience Platform
Enabling <u>boundless digital invention</u>, a radically new way to create digital experiences

Solution
Solutions are the core components of the Optimizely suite. Each consists of a set of products that, together, help to facilitate the entire digital experience lifecycle.

Orchestrate Transform the way your team plans, creates and publishes content, and accelerate time-to-market.	**Monetize** Deliver modern, relevant commerce experiences your customers will love, and maximize revenue growth.	**Experiment** Test and gather insights that optimize experiences, reduce risk, and drive business results.

| | INCLUDES | | INCLUDES | | INCLUDES | |

Product
Products are core offerings we sell (with a dedicated SKU). They often serve a critical market need, have a dedicated category, and/or landscape of competitors.

Optimizely Content Marketing	AND/OR	Optimizely Content Management	Optimizely B2C Commerce	OR	Optimizely B2B Commerce	Optimizely Web Experimentation	AND/OR	Optimizely Feature Experimentation

Feature
Features are supporting capabilities of an individual product offering. They are not monetized and come packaged "out-of-the-box" with its corresponding platform.

• Planning Calendars • Campaign Templates • Intake Forms & Routing • Etc.	• Visual Content Editing • Channel-based Previews • Multi-Site Management • Etc.	• Product Management • Order Management • Cart & Checkout • Etc.	• Catalog Management • List Mgmt. & Quick Order • Cart & Checkout • Etc.	• Concurrent Experiments • Visual Editor & Preview • Stats Accelerator • Etc.	• Rollouts • Killswitch • Multi-Armed Bandits • Etc.

AND   AND   AND

Optimizely Digital Asset Management	Optimizely Product Information Management	Optimizely Program Management

	Optimizely Content Insights		Optimizely Commerce Insights	Optimizely Personalization Insights

| | | | Optimizely Mobile Commerce | Optimizely CDN Delivery |

Enhancement
Enhancements are add-ons that extend the value of a core product (e.g. Connectors, Components, Service Upgrades, etc.).

Optimizely Search & Nav

Optimizely Recommendations

Optimizely Integration Marketplace

Optimizely Data Platform