



Experimentation OMVP Roadmap Q4/Q1 2025

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Technical Product Manager Experimentation

Innovating against 4 strategic themes in '24

Bring 'science' to marketing

Unify 'creation' and 'testing' to enable better, more *personalized* experiences

Double down on AI & analytics

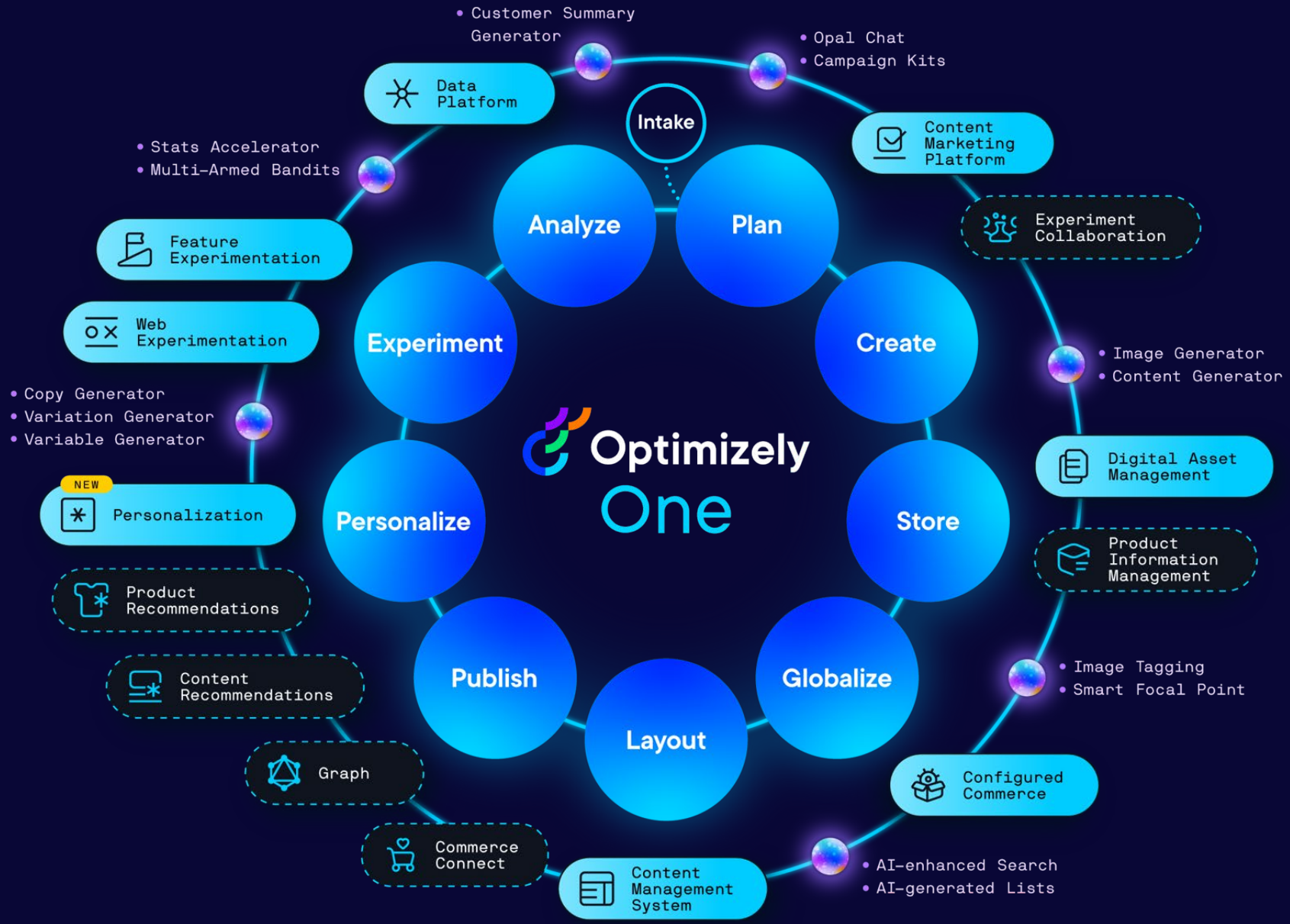
Embed intelligence to work *faster*, and leverage data to work *smarter*

Composability across the suite

Provide organizations the *flexibility and choice* to build their stack, their way

Go deep in best-of-breed

Push the boundaries of *innovation* within each of the Optimizely products



Single Sign-On, Admin Center, New Navigation

Consolidated authentication process, cross-product authorization and navigation, and centralized administration of user, roles, and permissions.

Coming soon to
Product Recs

Available now for ODP, CMP,
CMS, Experimentation, Experiment
Collaboration



Authentication

Login once and access all your Optimizely apps without re-authentication



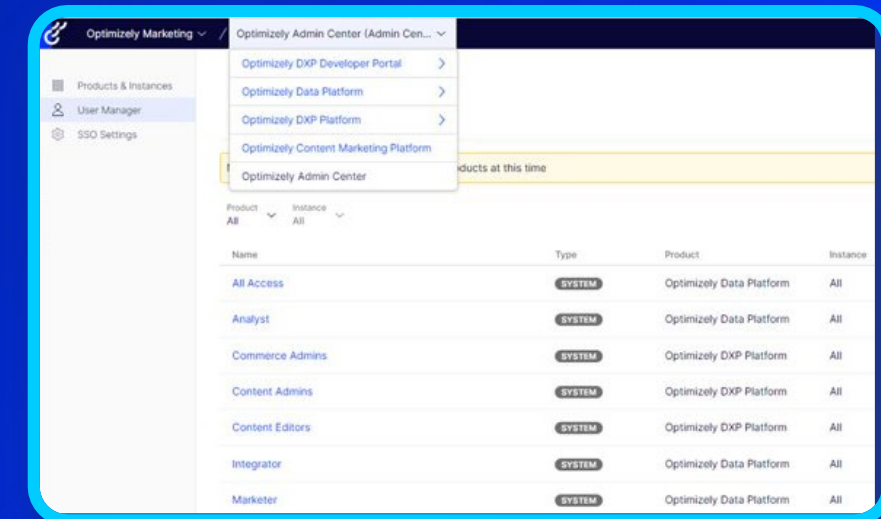
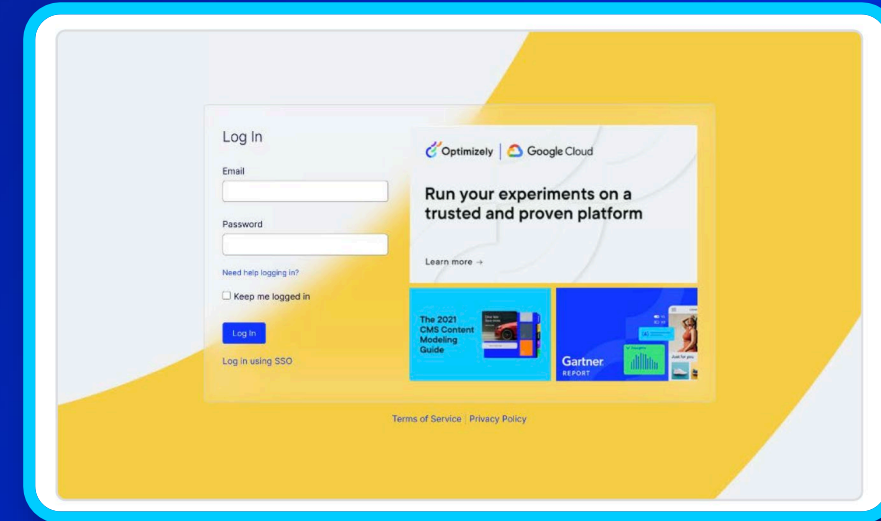
Authorization

Seamless navigation across Optimizely apps from the global bar



Administration

Centralized user management with roles and permissions across Optimizely apps

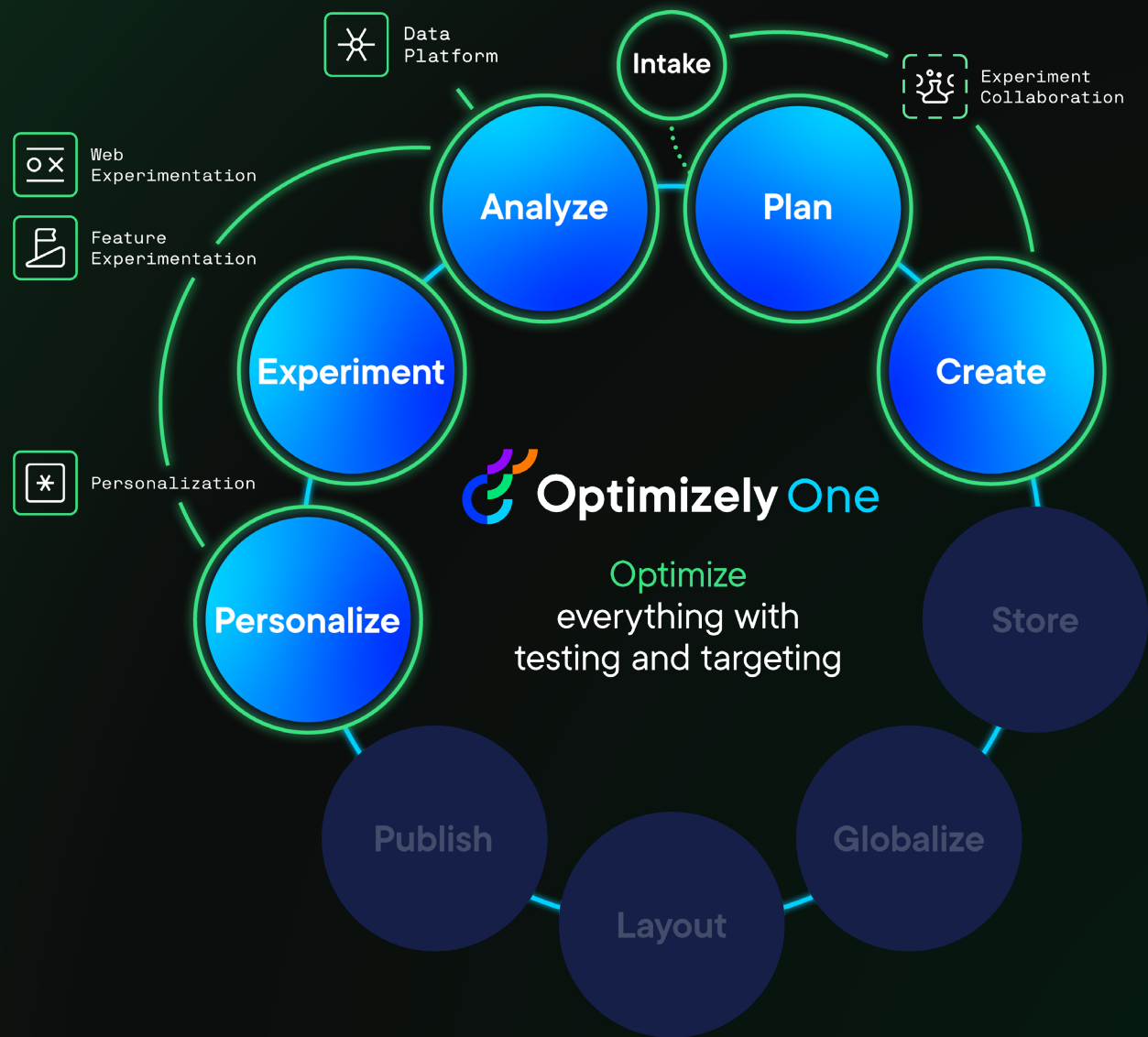


Rolling out over 2024. Reach out to your Customer Success Manager to learn more.

Test and target with extreme precision, and delight every one of your customers

SOLUTION

Digital optimization



Real-Time Segments (in WX & FX)



Now available

Reach the right people at the right time with relevant experiences that resonate with their unique interests and activities.

Build custom audiences based on real-time preferences and behaviors (with minimal development work).

Experiment and personalize to those audiences in real-time (in 90 seconds or less!).

Target features of your website or app to specific segments and target rollouts according to your software delivery strategy.

Name	Category	Developer	Usage	Status
Contentful	Content Management	--	--	--
Experiment Collaboration	Productivity	Optimizely	--	OFF
Google Analytics 4	Analytics	--	--	--
Google Analytics 4 Segments	Audiences	--	--	--
Localytics	Analytics	--	--	--
Mixpanel	Analytics	--	--	--
mParticle	Analytics	--	--	--
Real-Time Segments	Audiences	Optimizely	--	ON
Segment	Analytics	--	--	--

INTEGRATION DETAILS

Real-Time Segments

Description
Use this integration to create Optimizely Feature Experimentation audiences based on Real-Time Segments. This integration requires an existing account with Optimizely Data Platform or CDP Audience Sync. [Learn more.](#)

Use of this Add-On and the Add-On Platform is subject to the [Add-On Platform Terms of Service.](#)

On [Settings](#) [Edit](#)

You can find your API key in Optimizely Data Platform (ODP) [\[?\]](#)

ODP Public Key (required)

ODP Private Key (required)

ODP Host (required)
Europe

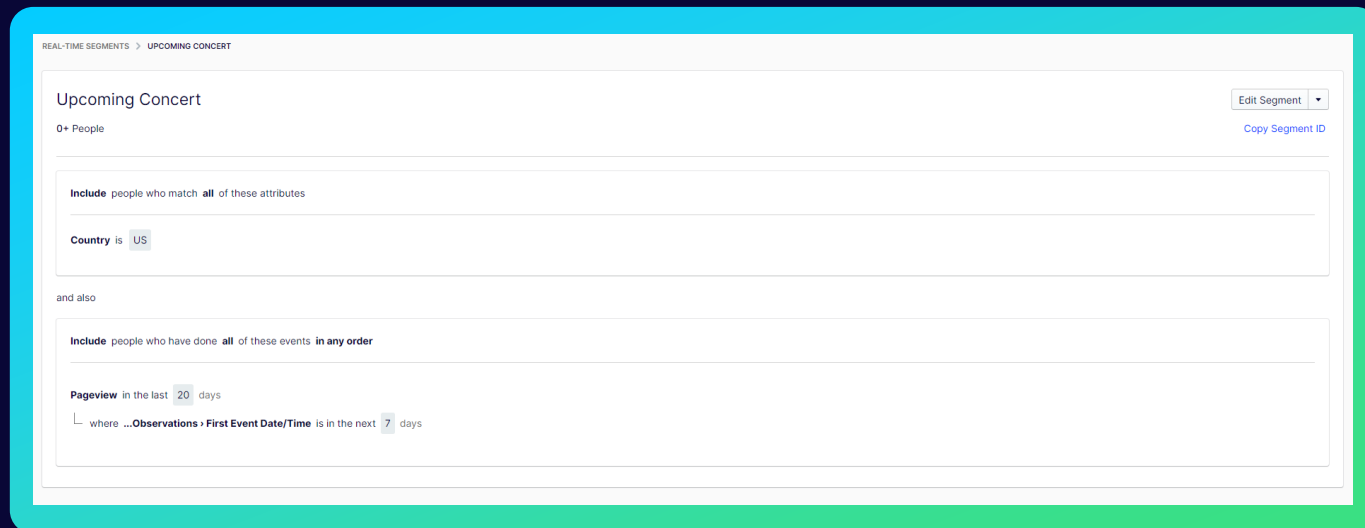
Relative Dates for Real-Time Segments

Now available

Target customers based on time elapsed since particular events.

Create segments for customers based on a timeframe since a particular event within the last 30 days.

For example: Run a campaign towards customers who have expressed interest in certain artist who has an upcoming concert that is 7 days away, which can increase ticket sales.



The screenshot shows a configuration interface for a real-time segment titled "Upcoming Concert". The interface includes a breadcrumb trail "REAL-TIME SEGMENTS > UPCOMING CONCERT", an "Edit Segment" dropdown menu, and a "Copy Segment ID" link. The segment currently shows "0 People". The configuration is divided into two main sections: "Include" and "and also". The "Include" section is set to "people who match all of these attributes" and contains a single rule: "Country is US". The "and also" section is set to "people who have done all of these events in any order" and contains a rule: "Pageview in the last 20 days" with a sub-condition "where ...Observations > First Event Date/Time is in the next 7 days".

App Directory Integrations

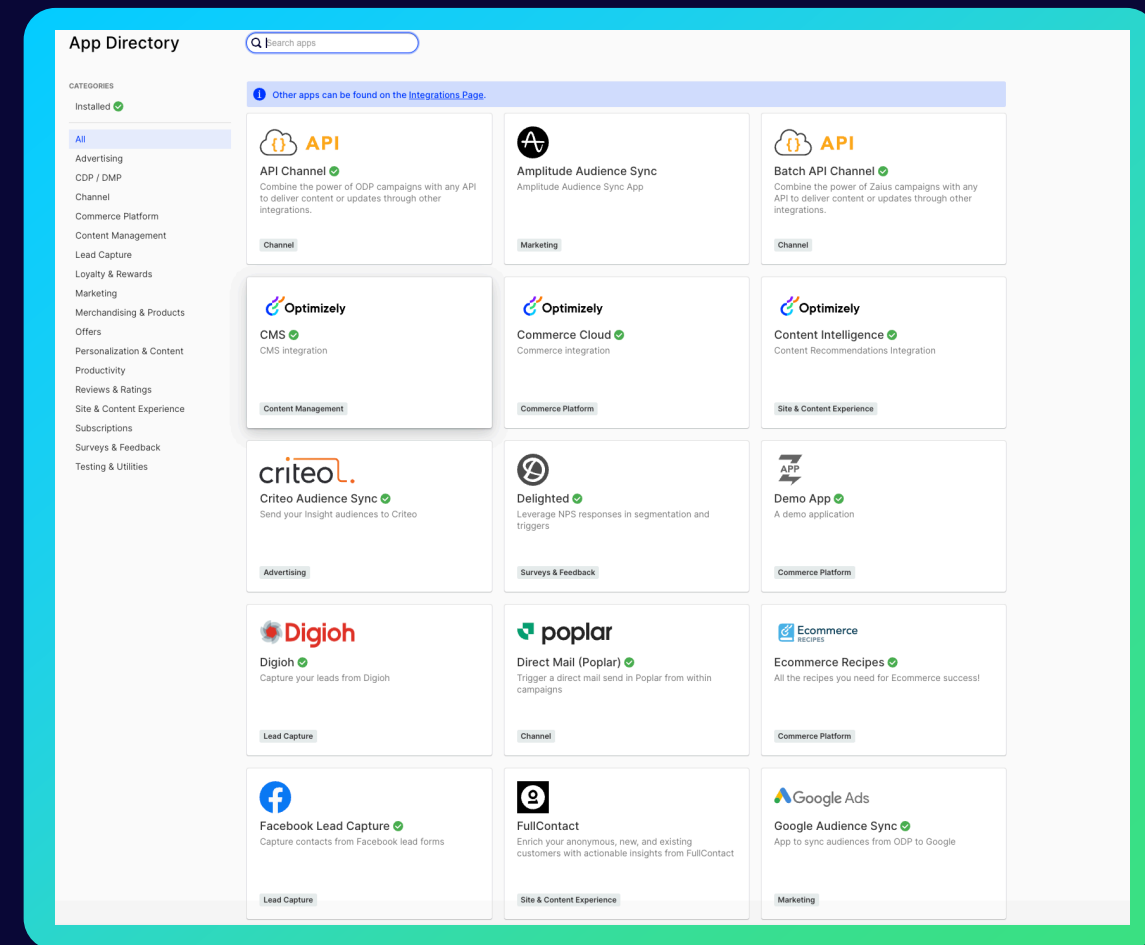
Now available

Power your experimentation efforts with one-click integrations from the App Directory.

- Enrich customer data to gain a comprehensive view of your customer.
- Automate workflows and streamline marketing operations with apps.

Exciting connectors: Marketo, Salesforce, CRM & Marketing Cloud, Shopify, Amplitude, Tealium, Mixpanel

Connectors coming soon: Demandbase, Adobe Ads Audience Sync, Salesforce Data Cloud CDP Audience Sync



CDP Audience Sync



Now available

Connect a 3rd party CDP for enhanced experiment and release targeting.

- Leverage existing segments in your 3rd party CDP for experimentation and releases.
- Bring Optimizely's Real-time Segment capabilities to your existing CDP.
- Single source of truth for audiences across your stack.

mixpanel

Amplitude

ZEOTAP

TWILIO segment

TEALIUM

mparticle

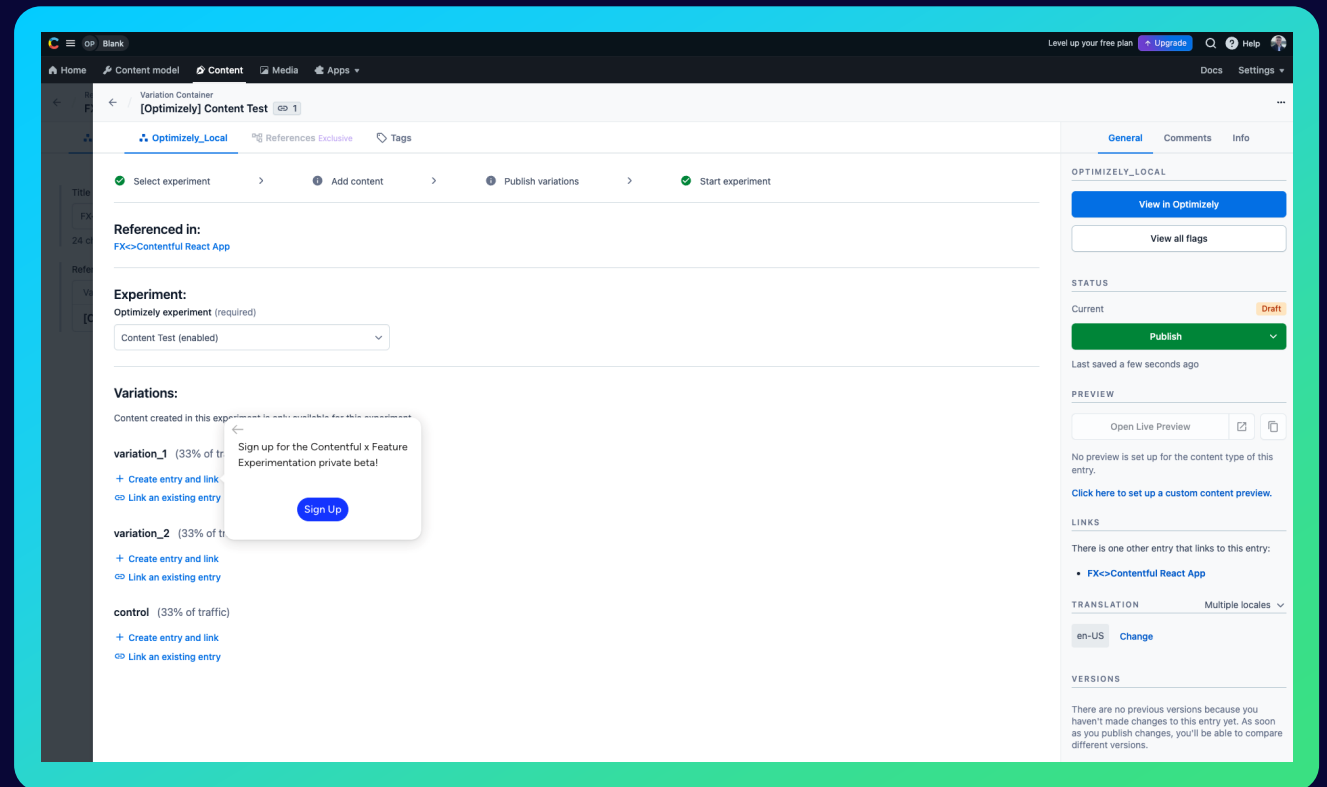
Contentful integration



Now available

Contentful and Optimizely work together to facilitate experimentation without developer dependency

- Fast, simple integration with a customer-favorite content tool.
- Users can run experiments on content using the Contentful web app and do not need to ask for code changes.
- Find on Contentful marketplace, Contentful app and Opti in-app integrations.



BigQuery Direct Share



Now available

Simplifying data analysis for BigQuery users

- Real-time data available in your BigQuery.
- Ability to combine datasets.
- Query experimentation data however you like.



Reporting (for Experimentation)



Web
Experimentation

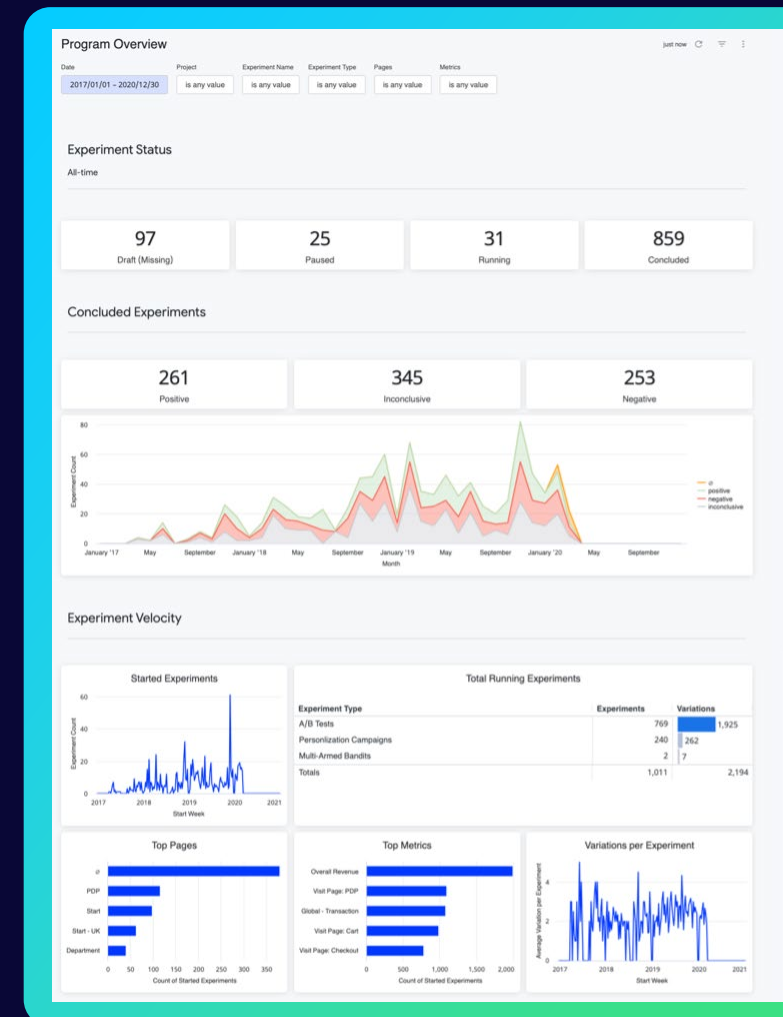


Feature
Experimentation

Beta (Web)

Share the right insights with the right people

- Quantify experimentation program performance using KPIs like velocity and conclusive rate across your experimentation projects.
- Drill down into the charts and figures to see an aggregate list of experiments; export into a CSV or Excel file.
- Segment these KPIs using project filters, experiment type filters, and date ranges.



Flag & Environment Permissions

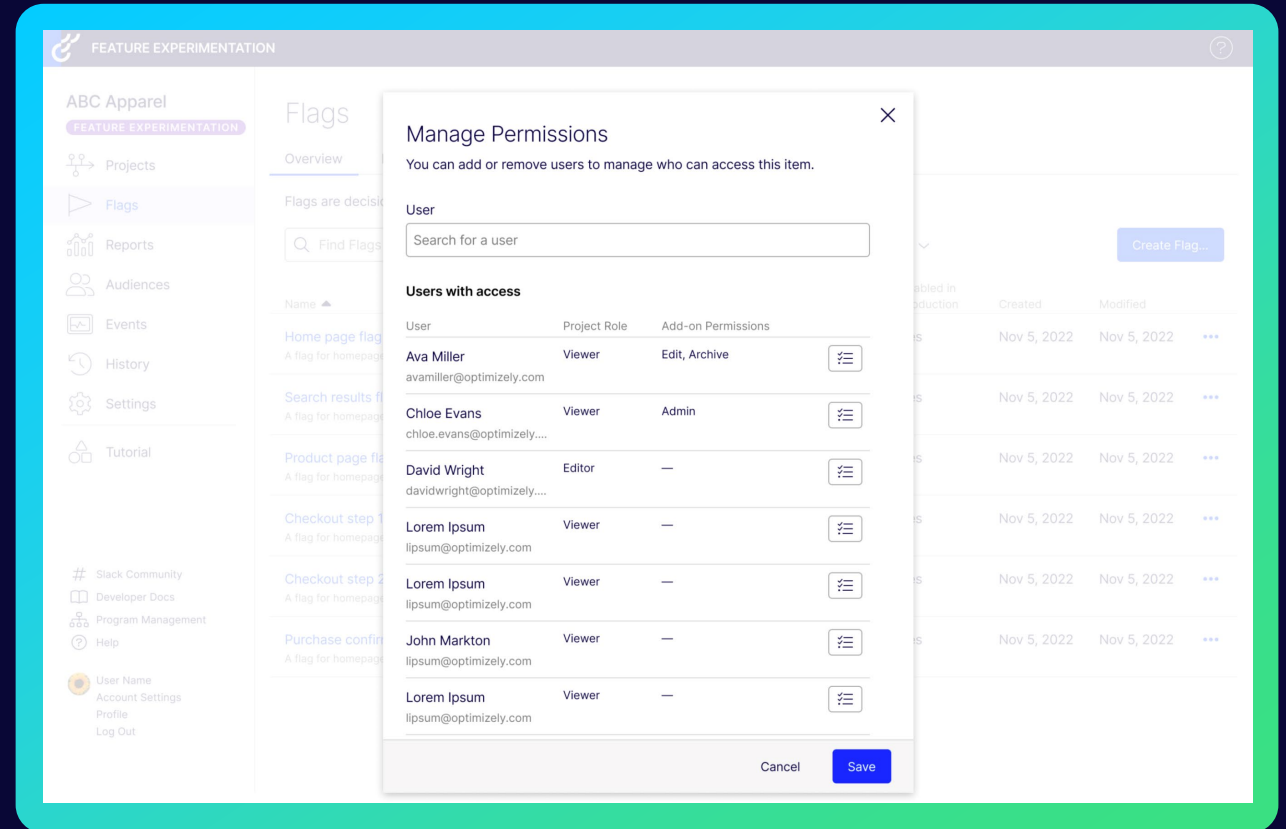


Beta

#1 Most requested feature in 2023!

Granular permissions furthering privacy, safety and quality in flags and experiments

- Control who can release to production vs. Test in non-production environments.
- Control access to experiments and flags within a project.
- Assign owners to experiments and flags.



Opal Chat

Beta

Unleash your experimentation potential with Opal

- 24/7 AI-chat trained on experimentation & Optimizely.
- Answer how-to's, learn best practices, and more!
- Ideate with Opal on *what* to test and *how* to do it.



Web
Experimentation



Feature
Experimentation

The screenshot shows a chat window titled "Ask Opal" with a "Clear All" button and a close icon. The chat history includes:

- Opal: Hello! I'm Opal, Optimizely's AI assistant. What can I help you with today?
- User: When should I use Stats Accelerator?
- Opal: Stats Accelerator helps you get to statistical significance faster. Use Stats Accelerator if:
 - You want to test more variations while maintaining a fast pace of experimentation
 - You need statistically significant results faster
 - You're running a multivariate experiment in partial factorial modeHowever, there are some cases where Stats Accelerator is not recommended. Do not use Stats Accelerator if:
 - You're running a multivariate test in full factorial mode. You can only use Stats Accelerator in partial factorial mode.
 - You are running an experiment where you need to frequently modify the experiment after it has begun. You can make some changes to experiments while they're running, but too many changes may skew your data.
 - You are running an experiment where you need to change the primary metric after the experiment has begun. Stats Accelerator will react to the primary metric so changing this mid-experiment may skew your data.You should also be aware of the following limitations:
 - Stats Accelerator results are reported in absolute improvement
 - You should implement sticky bucketing if you are a Full Stack customerLet me know if you have any other questions! 😊
- User: Source URL: <https://support.optimizely.com/hc/en-us/articles/4410283570701-Get-to-statistical-significance-faster-with-Stats-Accelerator>

At the bottom, there is an input field labeled "Ask Opal to..." with a send button and a disclaimer: "Opal can make mistakes. Double-check its responses."

GA4 Audience Targeting



Beta

Connect with the biggest name in analytics and never re-build your audiences again.

- Import GA4 audiences into Web's audience builder
- Target already established and more refined user segments in experiments
- Enable customers to instantly act on data collected in GA4

A screenshot of the 'Create New Audience' interface in Google Analytics 4. The form is titled 'Create New Audience' and has a 'Name' field containing 'GA4 Audience'. Below this is the 'Audience Conditions' section, which is currently set to 'Google Analytics 4'. Underneath, there is an 'Audiences' dropdown menu with a search bar and a list of options. The 'Recently active users' option is highlighted in blue. Other visible options include 'Latest version-Variation #1', 'Latest version-Original', and 'Personalize-Everyone-Variation #1'. The interface is clean and modern, with a white background and blue accents.

Edge Delivery

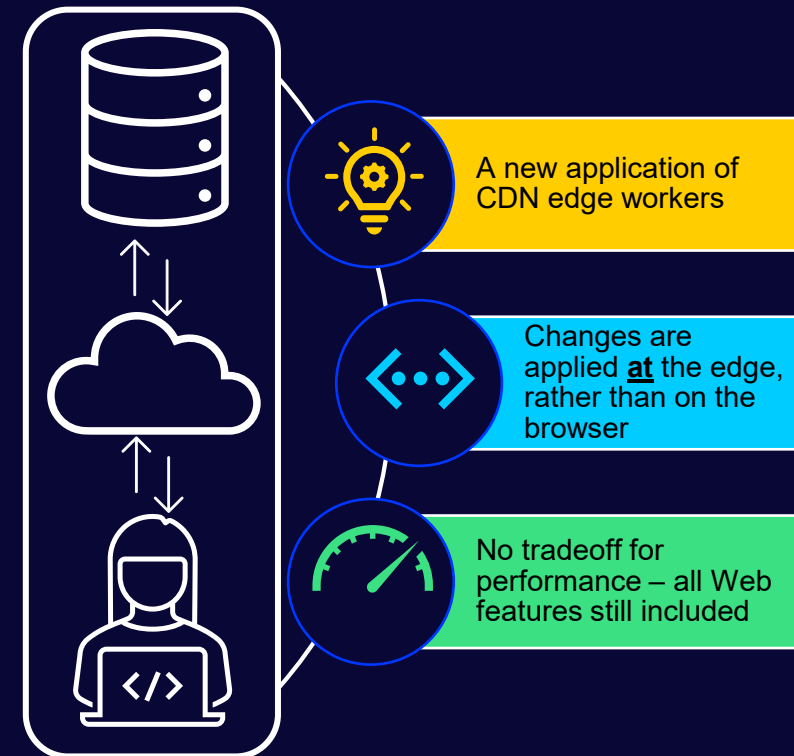
Beta

The fastest way to deliver Web experiments to users

Assign users to experiments and apply changes at the edge before your web page even reaches your visitors.

Higher website performance with less JavaScript delivered to the user.

Implementation without having to rebuild your existing Web projects.



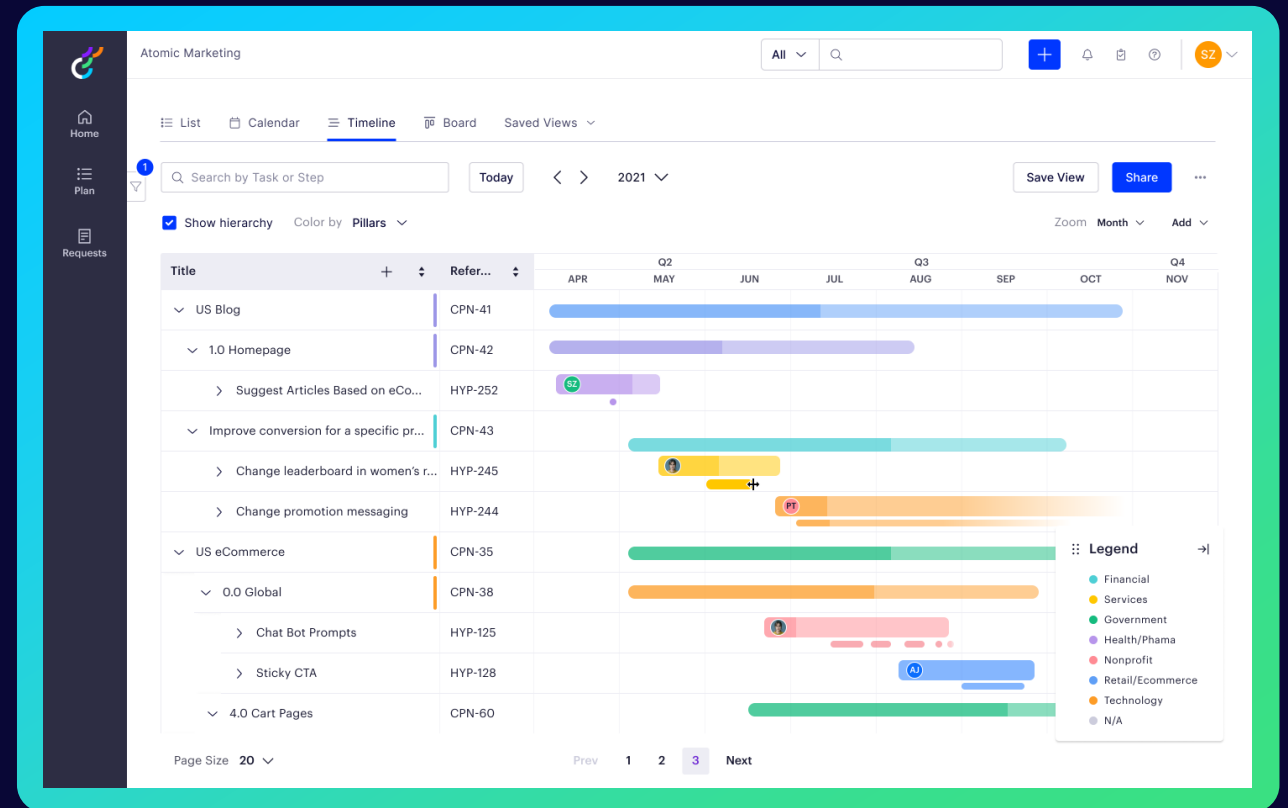
Experiment Collaboration (in FX)



Beta

Collaborate and manage your experiment lifecycle in one place

- Track tasks in the design, build, and launch of an experiment to ensure experiments are launched on time.
- Orchestrate the program easily using the calendar, timeline, and board views.
- Customize and save these views to share with other stakeholders.



Activity Notifications



Beta

Stay Informed of Changes Made in FX

- Create integrations with countless external systems to dispatch notifications about user activity.
- Automatically keep stakeholders up-to-date on critical changes such as shipping features to Production.
- Filter notifications by entity and change type to reduce noise.

Create New Webhook

We'll send a POST request to the provided URLs when your selected events occur. [Learn more.](#)

Name *

Description

URL *

Events
Send webhook when the following events occur:

Entity Type	Created	Updated	Deleted
Datafile	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Account	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attributes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Audience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Environments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Flag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Project Settings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ruleset	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Variation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

[Select All](#) | [Deselect All](#)

Event Properties



Web
Experimentation



Feature
Experimentation

Closed BETA

Go deeper with dynamic event properties to filter through your events

→ Capability to filter down events when creating metric based on event properties

→ Enhances the dynamic nature of events and provides for easier setup and more advanced reporting

The screenshot shows a configuration form for an event. It includes a text input for 'Enter an Event Key', a 'Description' section with a text area 'Add a description', and an 'Event Properties' section. The 'Event Properties' section contains a table of 'Default Properties' and a 'Custom Properties' section. The 'Default Properties' table has columns for 'Name' and 'Data Type'. The 'Custom Properties' section has two rows: 'Price' with 'Number' type and 'Sale item' with 'Boolean' type. At the bottom, there is a 'Cancel' button, a 'Create Event' button, and a '* Required field' label.

Name	Data Type
<input checked="" type="checkbox"/> Category	String
<input checked="" type="checkbox"/> Subcategory	String
<input type="checkbox"/> Text	String
<input type="checkbox"/> URL	String
<input type="checkbox"/> SKU	String

Name	Data Type
Price	Number
Sale item	Boolean

New Statuses



Web
Experimentation



Feature
Experimentation

Beta

Conclude experiments documenting end outcome and learnings for reporting.

The below statuses will be added to each product for easy reporting:

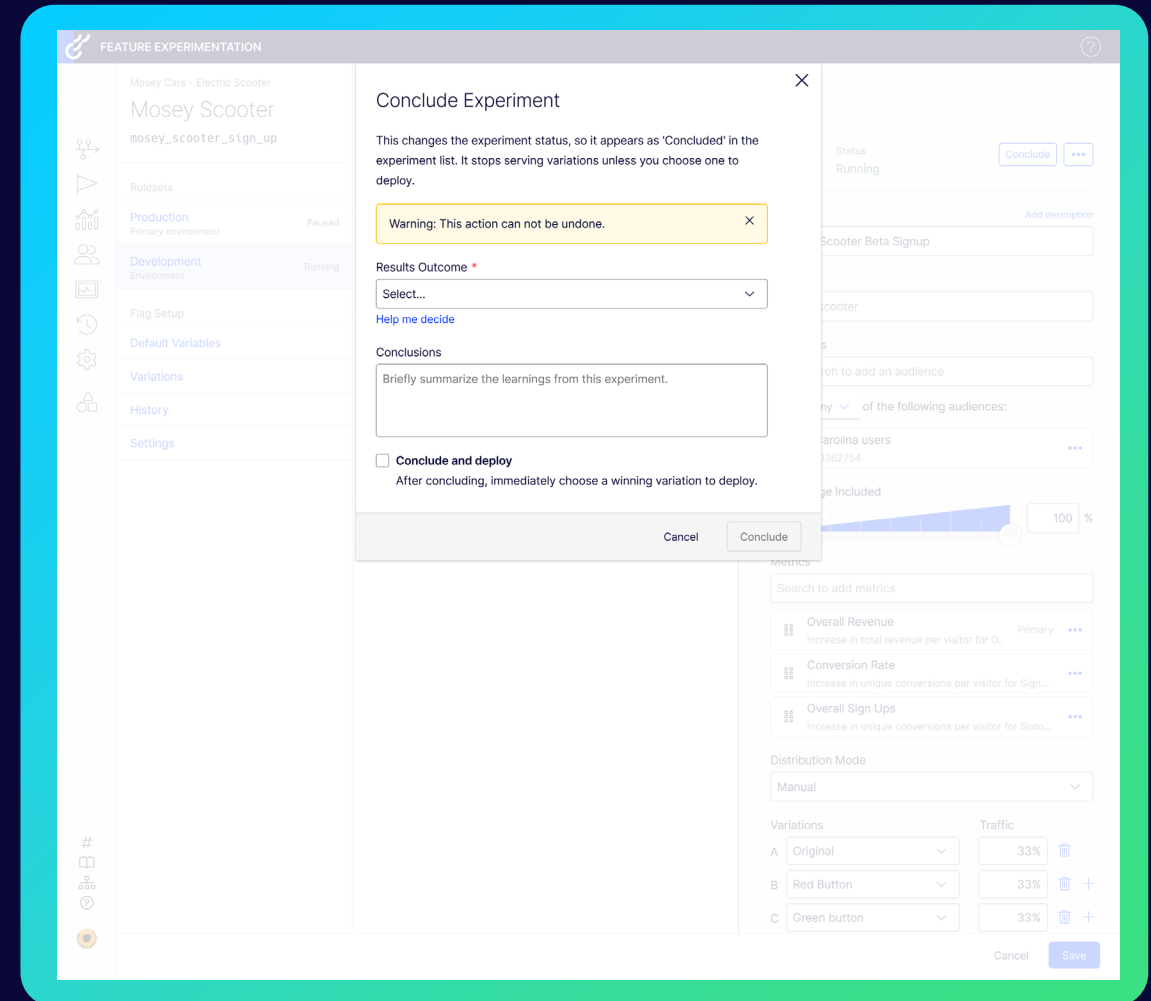
Web Experimentation:

→ Concluded

Feature Experimentation:

→ Ready to Run – flag off, but rule enabled

→ Concluded



Winner Rollouts



What's next

Roll out a winning variation with ease

- Identify concluded experiments with a new "concluded" status and record your results (i.e. positive, negative, inconclusive).
- Easily roll out winning variations to all users at the push of a button.
- Reduce the need for additional development resources.

The screenshot shows the 'Button color test' experiment interface. The status is 'Concluded'. The 'Variations' table is as follows:

Variation Name	Total Traffic	View	More
A Original	0%	View	...
B Red button DEPLOYED	100%	View	...
C Green button	0%	View	...

Contextual Bandits



What's next

Unlock true AI-powered 1:1 personalization

Reduce guesswork and drive conversions
→ by serving your visitors the most optimal and effective experience for them.

Customize bandit algorithms to
→ automatically personalize user experiences.

The screenshot displays the 'Experience Name' configuration page in the Web Experimentation tool. The experience is named 'Business account promotions'. The 'Variations' section shows a 'Manual' distribution mode with a slider set to 'Exploit' at 50%. Below this, the 'Contextual Multi-armed Bandit' algorithm is selected, with a 'Stats Accelerator' option set to 100%. The interface also shows a table of variations with traffic distribution and total traffic percentages.

Traffic Distribution	Total Traffic	Action
5%	95%	View
95%	5%	View
5%	95%	View
95%	5%	View

AI Variation Summary



What's next

Quickly understand your variations

- Each variation's changes will be summarized into natural language for easy readability and better understanding of a test, without the manual work of clicking into each variation individually.

The screenshot displays the 'Attic & Button Homepage Experiment' interface. The left sidebar contains navigation options: Variations (selected), Targeting, Audiences, Integrations, Metrics, Shared Code, Traffic Allocation, Schedule, API Names, History, Notifications, and Settings. The main content area shows the 'Variations' table with the following data:

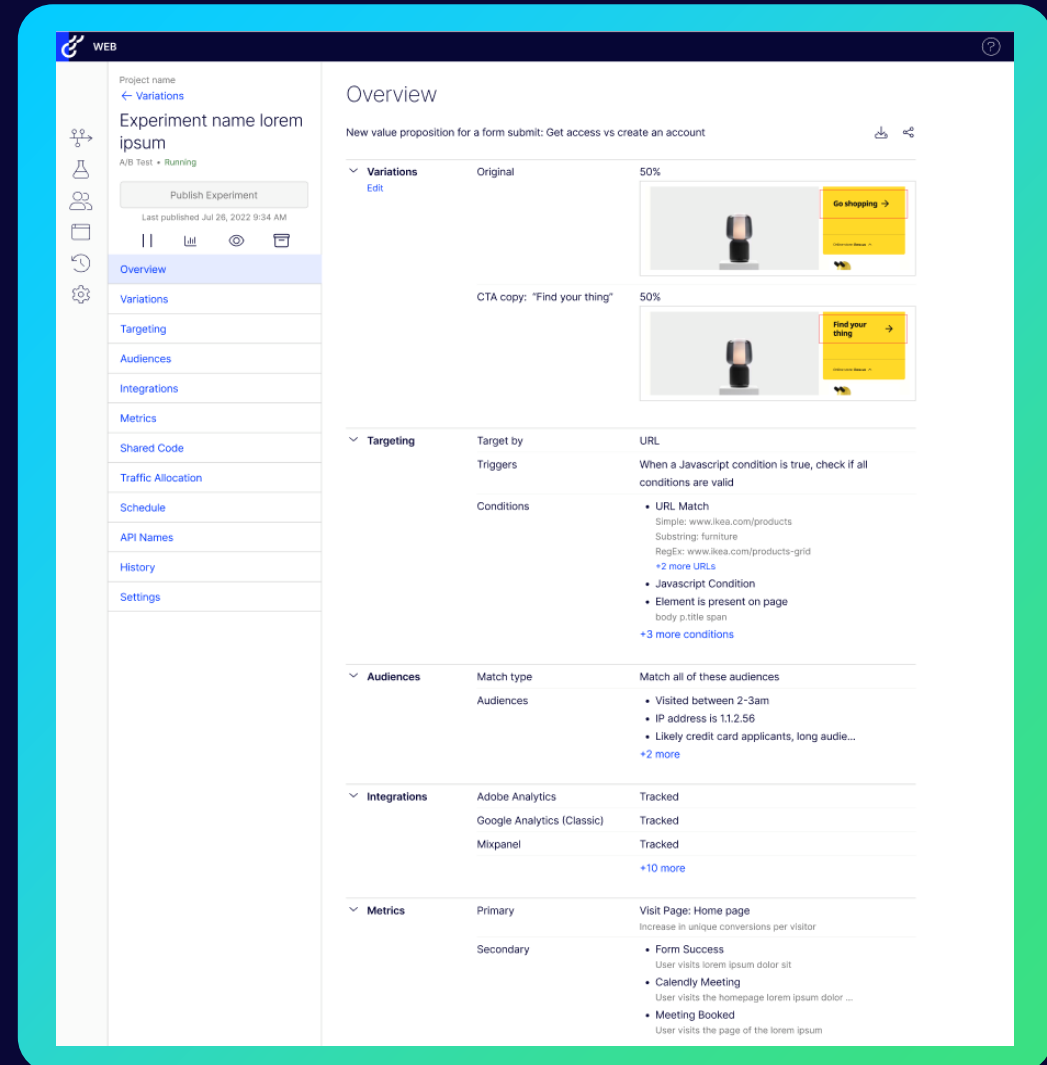
Variation Name	Total Traffic	Actions
A Original No change.	25%	Edit ...
B Header Change - Modern This variation includes the main header changed to "Modern twists" and call-to-action reads "Shop now".	25%	Edit ...
C Header Change - Price This variation includes the main header changed to "At affordable price" and call-to-action reads "Shop now!"	25%	Edit ...

Overview Page

What's next

Use the Overview page as the single source of truth for your experiment

→ All experiment's components will be surfaced on this page to better understand the context of a test and for an easier QA process.



The screenshot displays the 'Overview' page for an experiment. The left sidebar contains navigation options: Overview (selected), Variations, Targeting, Audiences, Integrations, Metrics, Shared Code, Traffic Allocation, Schedule, API Names, History, and Settings. The main content area shows the experiment details:

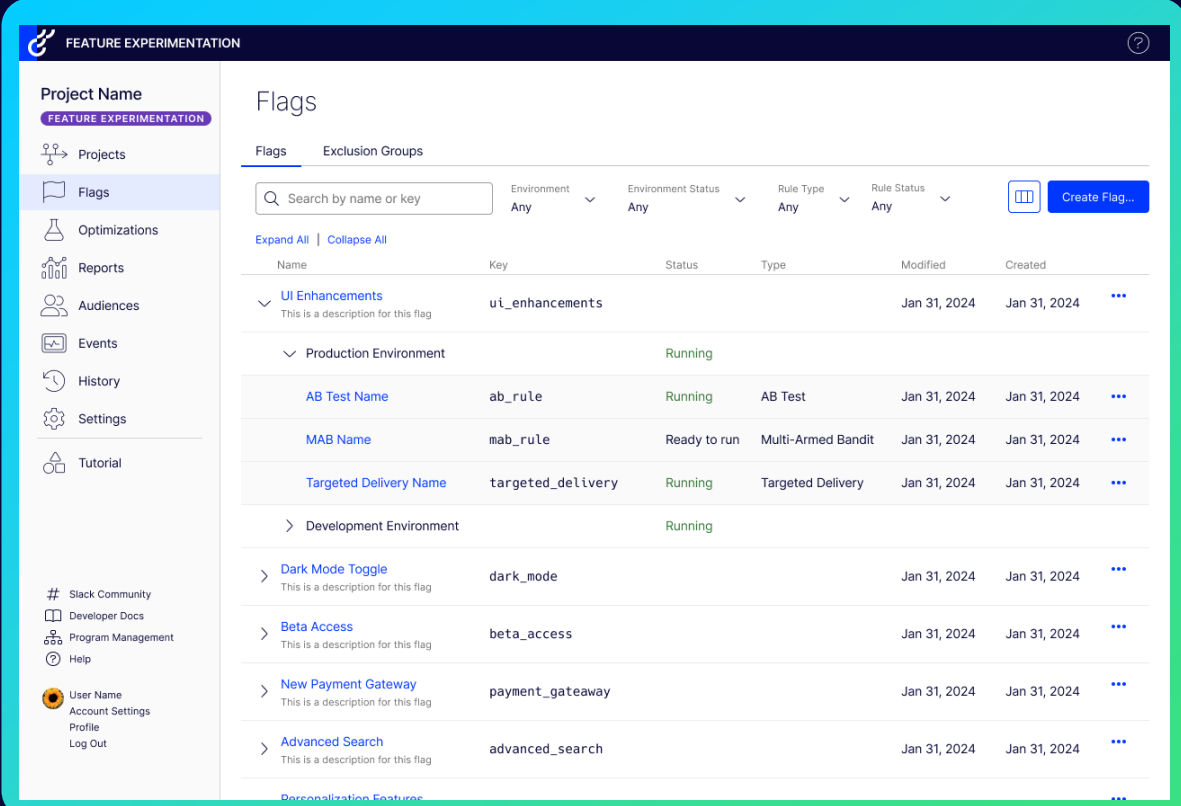
- Project name:** Experiment name lorem ipsum
- A/B Test:** Running
- Last published:** Jul 26, 2022 9:34 AM
- Overview:** New value proposition for a form submit: Get access vs create an account
- Variations:**
 - Original:** 50% (Image: Go shopping button)
 - CTA copy: "Find your thing":** 50% (Image: Find your thing button)
- Targeting:**
 - Target by:** URL
 - Triggers:** When a Javascript condition is true, check if all conditions are valid
 - Conditions:**
 - **URL Match**
Simple: www.ikea.com/products
Substring: furniture
RegEx: www.ikea.com/products-grid
+2 more URLs
 - **Javascript Condition**
 - **Element is present on page**
body p.title span
+3 more conditions
- Audiences:**
 - Match type:** Match all of these audiences
 - Audiences:**
 - Visited between 2-3am
 - IP address is 1.1.2.56
 - Likely credit card applicants, long audie...
 - +2 more
- Integrations:**
 - Adobe Analytics: Tracked
 - Google Analytics (Classic): Tracked
 - Mixpanel: Tracked
 - +10 more
- Metrics:**
 - Primary:** Visit Page: Home page
Increase in unique conversions per visitor
 - Secondary:**
 - **Form Success**
User visits lorem ipsum dolor sit
 - **Calendly Meeting**
User visits the homepage lorem ipsum dolor ...
 - **Meeting Booked**
User visits the page of the lorem ipsum

Flags Dashboard

What's next

Focus on the experiments and flags that matter most

- Drill down into flags to view environment and rule level details
- New fields to help determine what objects require your attention such as Status
- New filters to help you narrow your focus



The screenshot shows the 'Flags' dashboard in the Feature Experimentation tool. The interface includes a sidebar with navigation options like Projects, Flags, Optimizations, Reports, Audiences, Events, History, Settings, and Tutorial. The main content area displays a list of flags with columns for Name, Key, Status, Type, Modified, and Created. A search bar and filters for Environment, Environment Status, Rule Type, and Rule Status are visible at the top. A 'Create Flag...' button is also present.

Name	Key	Status	Type	Modified	Created
UI Enhancements <small>This is a description for this flag</small>	ui_enhancements			Jan 31, 2024	Jan 31, 2024
Production Environment		Running			
AB Test Name	ab_rule	Running	AB Test	Jan 31, 2024	Jan 31, 2024
MAB Name	mab_rule	Ready to run	Multi-Armed Bandit	Jan 31, 2024	Jan 31, 2024
Targeted Delivery Name	targeted_delivery	Running	Targeted Delivery	Jan 31, 2024	Jan 31, 2024
Development Environment		Running			
Dark Mode Toggle <small>This is a description for this flag</small>	dark_mode			Jan 31, 2024	Jan 31, 2024
Beta Access <small>This is a description for this flag</small>	beta_access			Jan 31, 2024	Jan 31, 2024
New Payment Gateway <small>This is a description for this flag</small>	payment_gateway			Jan 31, 2024	Jan 31, 2024
Advanced Search <small>This is a description for this flag</small>	advanced_search			Jan 31, 2024	Jan 31, 2024
Personalization Features					

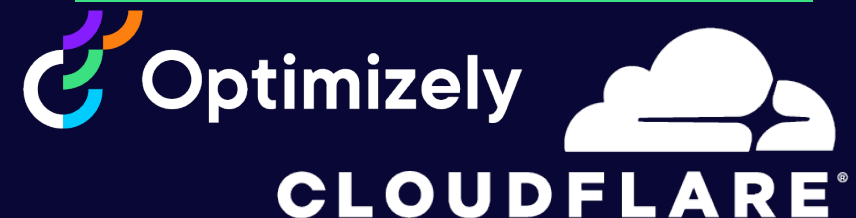
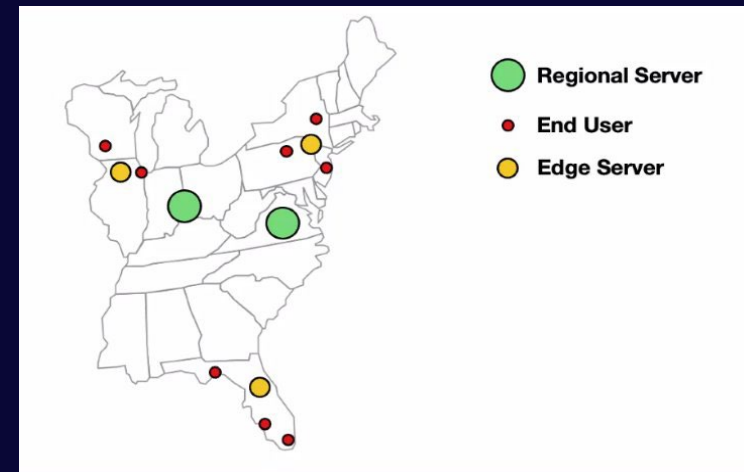
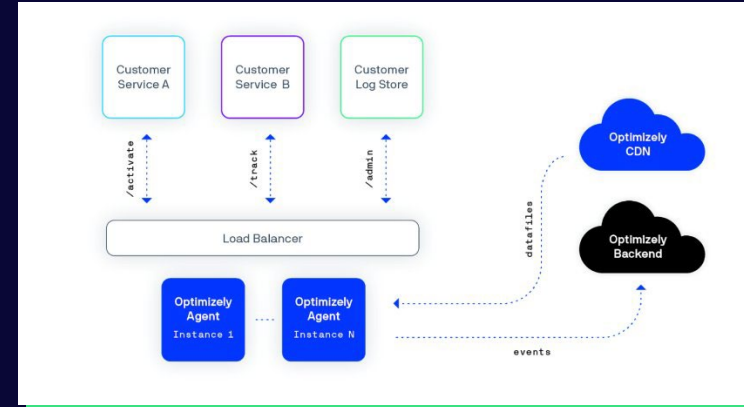
Hybrid Serverless Agent



What's next

Ultra-fast, ultra-scalable experiments

- Advanced version of Optimizely Agent.
- Run experiments at the edge with minimal setup and more flexibility.
- Reduce maintenance overhead with serverless auto-scaling.



REST API Developer Experience



What's next

Enabling Easier FX Integrations

- Augmenting various API responses to reduce need for requests across multiple endpoints.
- Reducing latency for critical endpoints by ~50-85%!
- Correcting and enhancing API Reference for more interactivity and delight.

Create a feature flag and flag variables.

Use the [Create a New Flag](#) API endpoint to create a flag and add variables.

IN THIS RECIPE

- 1 API set up
- 2 Example flag creation with flag variables

[Open Recipe](#)

```
cURL
1 // ----- //
2 //           Create a feature flag and flag variables.           //
3 // ----- //
4 curl --request POST \
5     --url https://api.optimizely.com/flags/v1/projects/{{projectId}}/flags \
6     --header 'accept: application/json' \
7     --header 'authorization: Bearer {{token}}' \
8     --header 'content-type: application/json'
9
10 {
11   "key": "inventory_on_pdp",
12   "name": "Inventory on PDP",
13   "description": "Flag to either show or hide inventory on the product detail page.",
14   "variable_definitions": {
15
```

Create a feature flag and flag variables.

Use the [Create a New Flag](#) API endpoint to create a flag and add variables.

2 Steps

[Open Recipe](#)

Create variations

Three example calls to the [Create a New Variation](#) API endpoint.

6 Steps

[Open Recipe](#)

Create events

Create three example events using the [Create a Custom Event](#) API endpoint.

6 Steps

[Open Recipe](#)

Compound metrics



Web
Experimentation



Feature
Experimentation

What's next

Allowing for a ratio metric possibilities

- Customers can use 2 events to create a metric
- Highly requested feature
- Allowing for more flexibility and reporting possibilities

Add Metric

Select a type of metric and add details.

Metric Type
Compound Metric

Name
Completed purchase ratio

Measure
Increase in ratio

Numerator Event
visitor-completed-purchase Unique conversion

Denominator Event
visitor-landed-checkout Total conversion

Summary

Completed purchase ratio = Increase in $\frac{\text{Unique conversion of visitor-completed-purchase}}{\text{Total conversion of visitor-landed-checkout}}$

Cancel Save to Experiment

Metrics Hub



Web
Experimentation



Feature
Experimentation

What's next

Improving metrics management

- Customers can create a metric once and re-use it in different experiments
- Metrics management based on user roles and permissions

The screenshot displays the 'Metrics' page in the Optimizely interface. The left sidebar contains navigation options: Landing pages (WEB), Projects, Experiments, Audiences, Implementations, Metrics (selected), History, and Settings. Below these are community and user management links: Slack Community, Program Management, Help, and user profile options for Bastiaan B. (Account Settings, Profile, Log Out). The main content area is titled 'Metrics' and has tabs for 'Metrics' and 'Events'. A search bar allows filtering by name, ID, or description. A 'Status' dropdown is set to 'Active', and a 'Create New Metric...' button is visible. A table lists metrics with columns for Name, Experiments, ID, Event, Project, and Modified. Two metrics are shown:

Name	Experiments	ID	Event	Project	Modified	
Add to cart, Jackets and Sale items Increase in "Add to cart" total unique conversions per visitor	0	432523	add-to-cart	All Projects	Jun 24, 2024	...
Add to cart Increase in ratio for visitor-completed-purchase over visitor-landed check...	0	342652	add-to-cart	Landing pages	Jun 19, 2024	...

At the bottom left, the footer reads: ©2010-2024 Optimizely. [Privacy](#)

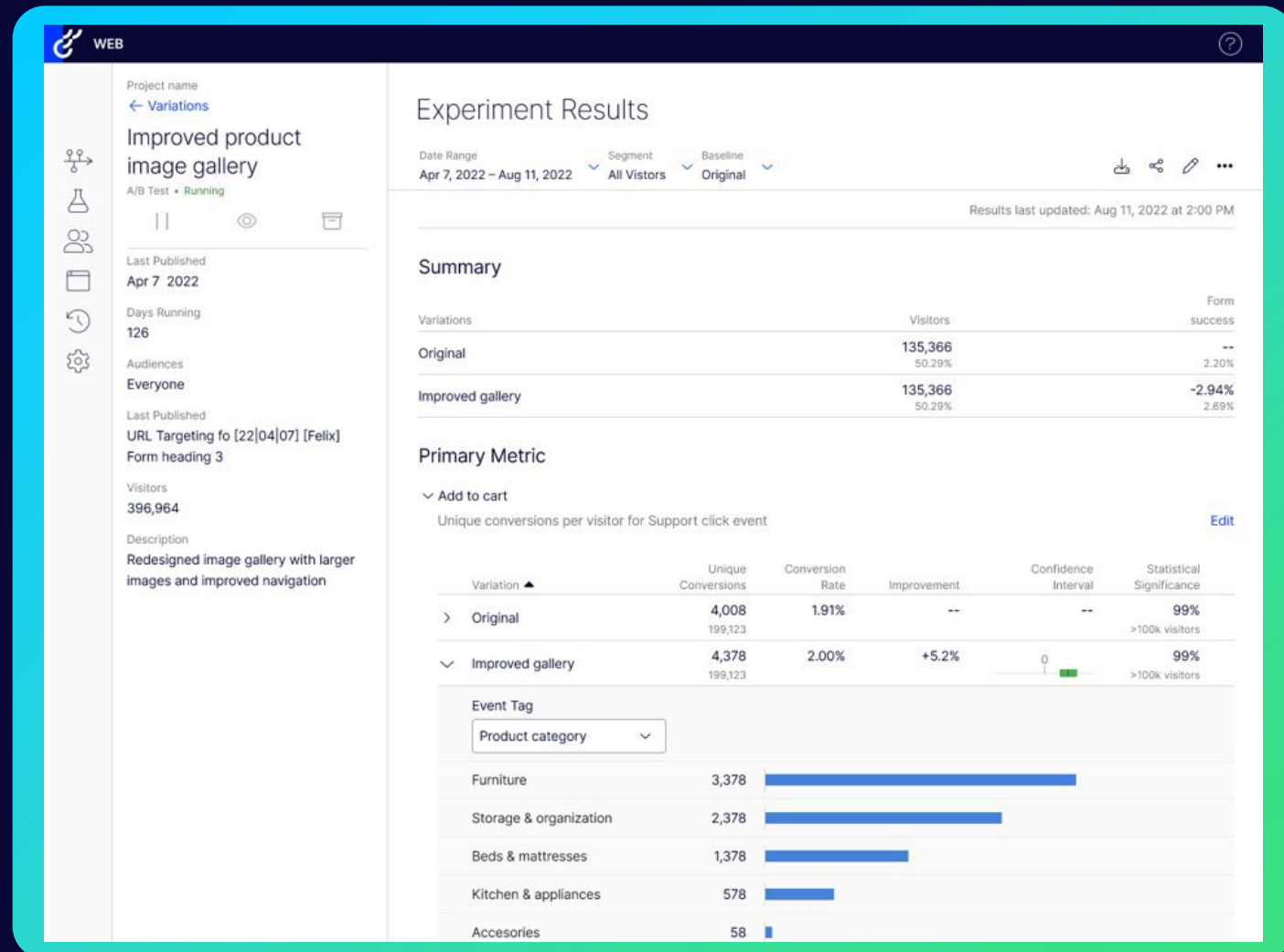
Event Properties V2



What's next

Even more insights with dynamic event properties to show a breakdown of top properties

- Dynamic events provide better insights for experimenters.
- Explore your metrics in depth for more impactful decisions.

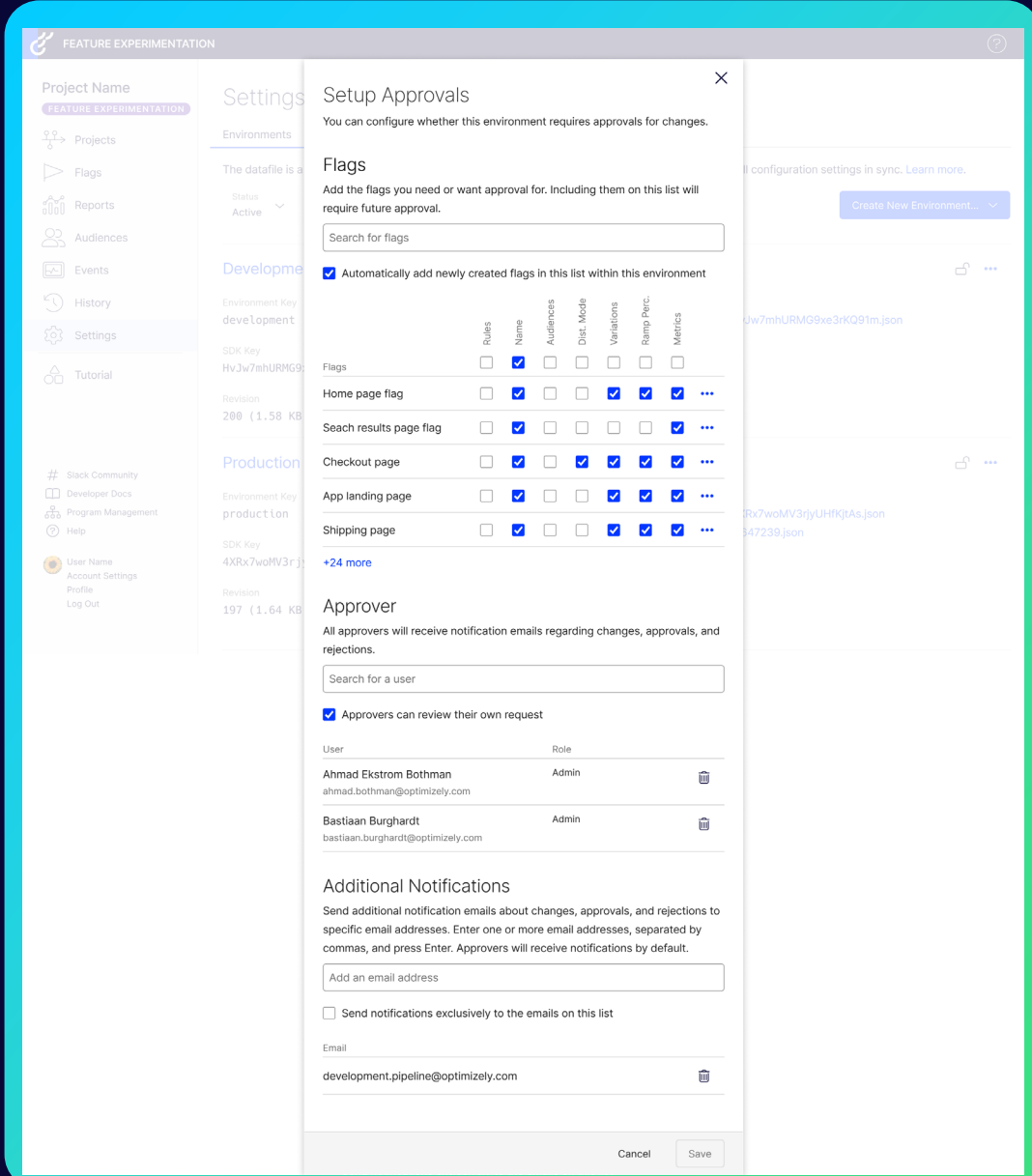


Change Approvals

What's next - Q4

Ensure quality and safety in the release flag and experiment changes.

- Ability to set up individual flags and granular actions that require approvals before changes are released
- Accept/reject proposed changes with appropriate rationale
- Email notifications to keep requesters, approvers and "watchers" in the loop



The screenshot shows the 'Setup Approvals' configuration page in the Feature Experimentation tool. The page is divided into several sections:

- Project Name:** Settings
- Environments:** The datafile is active. The current environment is 'development'.
- Flags:** A section where users can configure which flags require approval. It includes a search bar and a checkbox for 'Automatically add newly created flags in this list within this environment'. A table lists flags with columns for 'Rules', 'Name', 'Audiences', 'Dist. Mode', 'Variations', 'Ramp Perc.', and 'Metrics'.

Flags	Rules	Name	Audiences	Dist. Mode	Variations	Ramp Perc.	Metrics
Home page flag	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Search results page flag	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Checkout page	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
App landing page	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shipping page	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Approver:** A section for configuring who receives notifications. It includes a search bar and a checkbox for 'Approvers can review their own request'. A table lists approvers with columns for 'User' and 'Role'.

User	Role
Ahmad Ekstrom Bothman ahmad.bothman@optimizely.com	Admin
Bastiaan Burghardt bastiaan.burghardt@optimizely.com	Admin
- Additional Notifications:** A section for sending notifications to specific email addresses. It includes a search bar and a checkbox for 'Send notifications exclusively to the emails on this list'. An email address 'development.pipeline@optimizely.com' is listed.

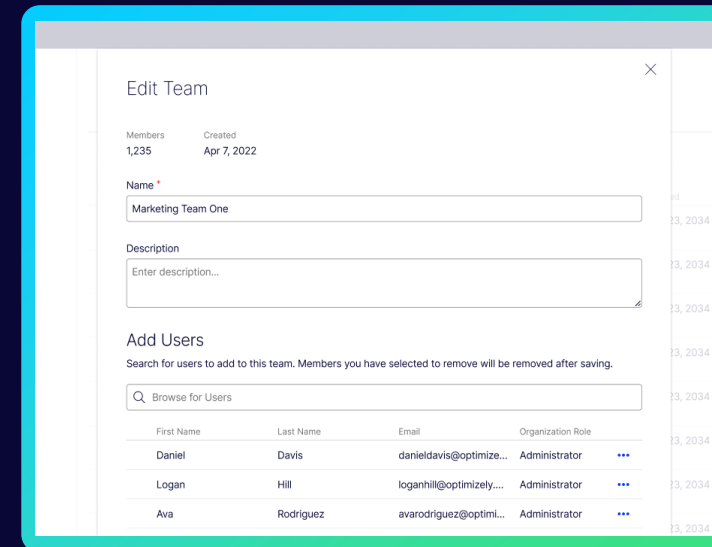
Buttons for 'Cancel' and 'Save' are located at the bottom right of the modal.

Team Permission Management

What's next

Organize users into Teams for simplified Flag & Environment permission management

- Create Teams of users who collaborate within Optimizely
- Assign Flag and Environment permissions to Teams instead of individuals
- Automate Teams management with our REST API



The 'Edit Team' interface shows a form for managing a team. It includes a 'Name' field with the value 'Marketing Team One', a 'Description' field with the placeholder 'Enter description...', and an 'Add Users' section. The 'Add Users' section has a search bar and a table of users to be added.

Members	Created
1,235	Apr 7, 2022

Name *

Marketing Team One

Description

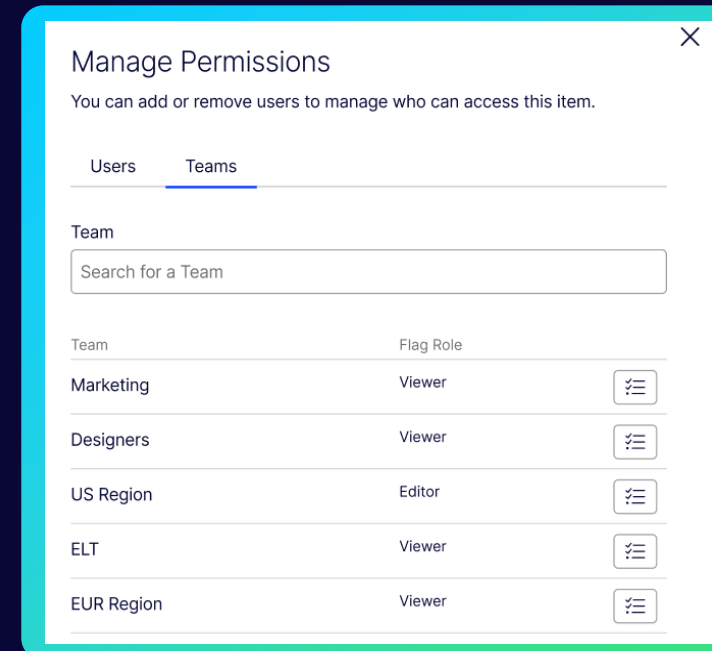
Enter description...

Add Users

Search for users to add to this team. Members you have selected to remove will be removed after saving.

Q Browse for Users

First Name	Last Name	Email	Organization Role
Daniel	Davis	danieldavis@optimize...	Administrator
Logan	Hill	loganhill@optimizely...	Administrator
Ava	Rodriguez	avarodriguez@optimi...	Administrator



The 'Manage Permissions' interface shows a table of teams and their associated flag roles. It includes a search bar for teams and a table with columns for 'Team' and 'Flag Role'.

Manage Permissions

You can add or remove users to manage who can access this item.

Users Teams

Team

Search for a Team

Team	Flag Role
Marketing	Viewer
Designers	Viewer
US Region	Editor
ELT	Viewer
EUR Region	Viewer

Experimentation Management

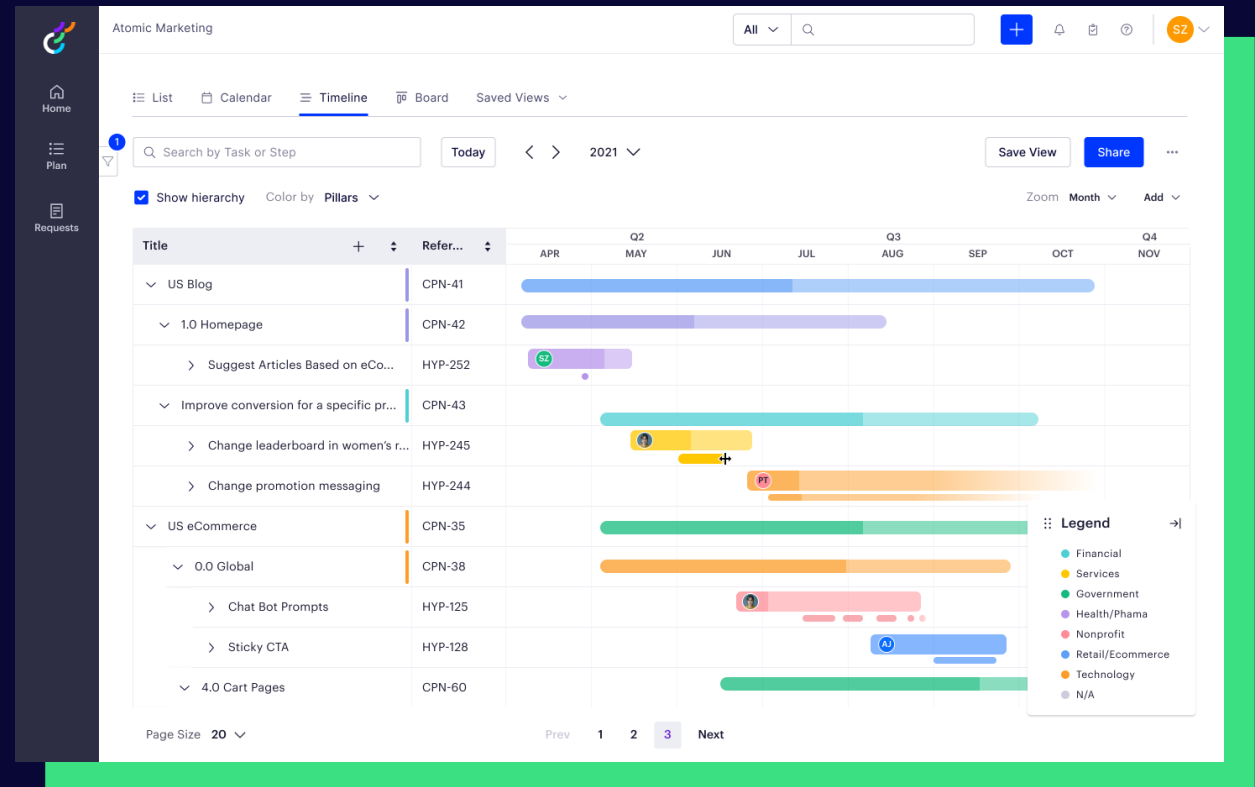
Link Hypothesis to FX Rules



Now Available

Collaborate and manage your experiment lifecycle in one place.

- Track tasks in the design, build, and launch of an experiment to ensure experiments are launched on time
- Orchestrate the program easily using the calendar, timeline, and board views
- Customize and save these views to share with other stakeholders



Unified Slack App



Web
Experimentation



Feature
Experimentation

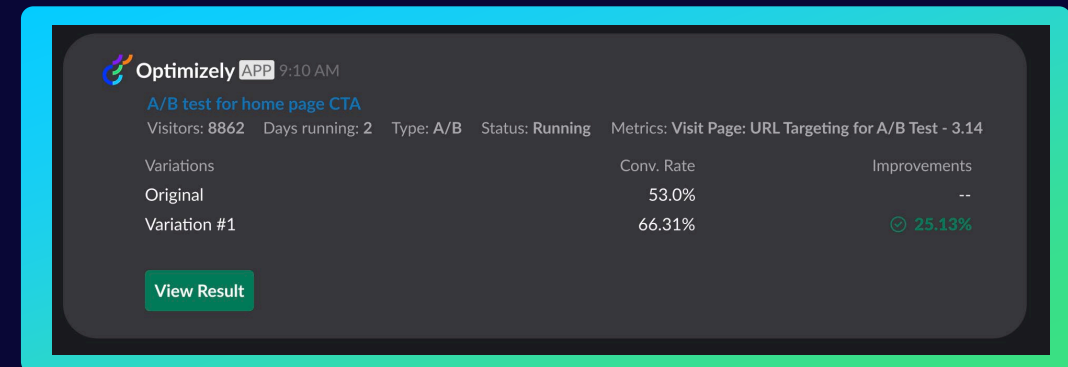
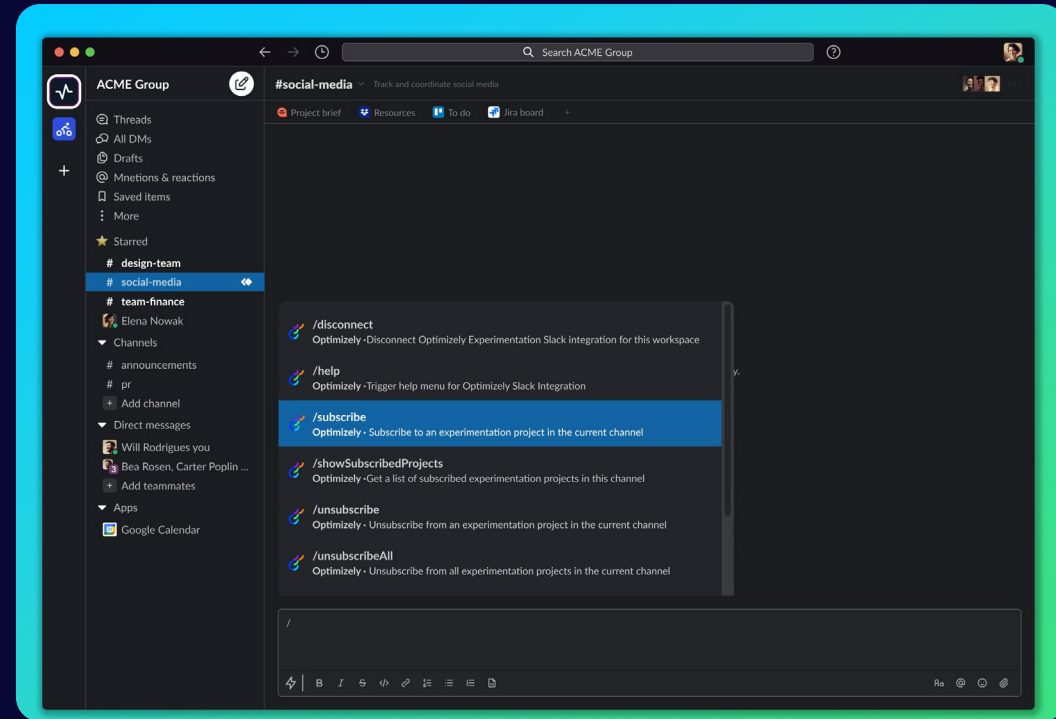
Available in Q3

Receive real-time notifications via a relaunched & unified Optimizely Slack app

Subscribe channels to receive statistical significance alerts and in the future other types of notifications (experiment launches, SRM, etc).

Promotes a social element to increase awareness/interest of experiments within an organization (e.g. check out these surprising experiment results!)

Reduces the governance burden of managing a high-velocity program.



Reporting for Experimentation



Feature Experimentation

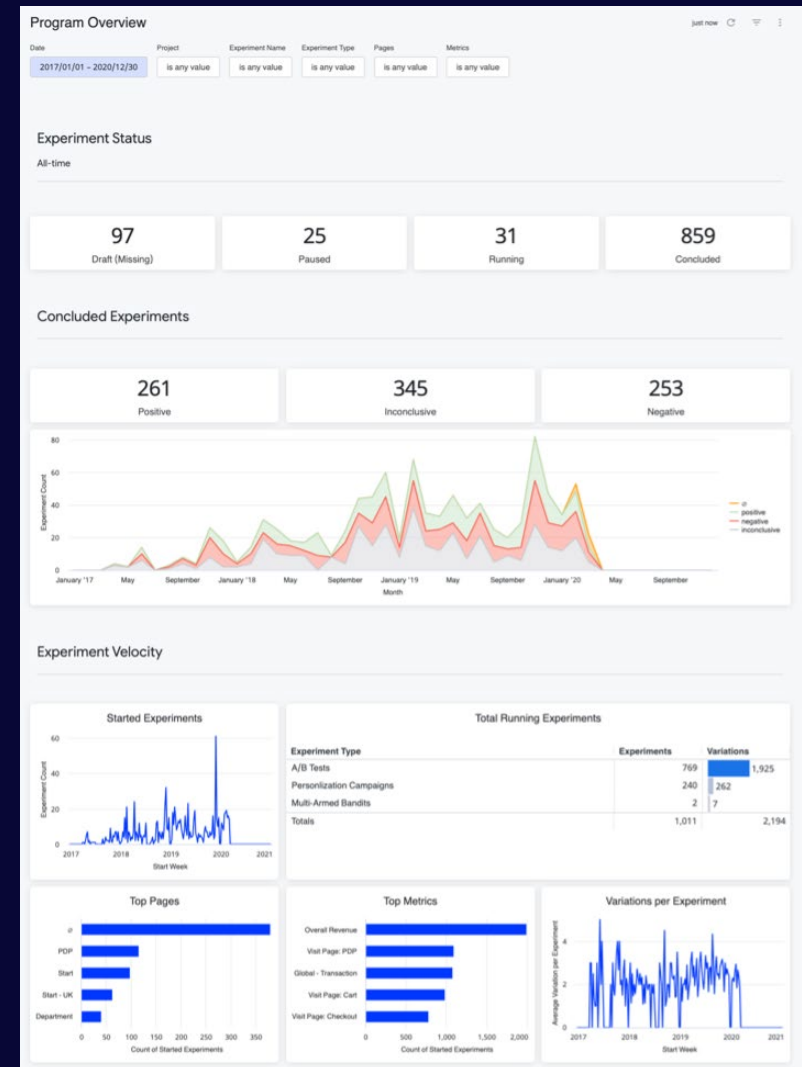


Web Experimentation

Invite-Only Beta (Web)

Share the right insights with the right people.

- Quantify experimentation program performance using KPIs like velocity and conclusive rate across your experimentation projects
- Drill down into the charts and figures to see an aggregate list of experiments; export into a CSV or Excel file
- Segment these KPIs using project filters, experiment type filters, and date ranges



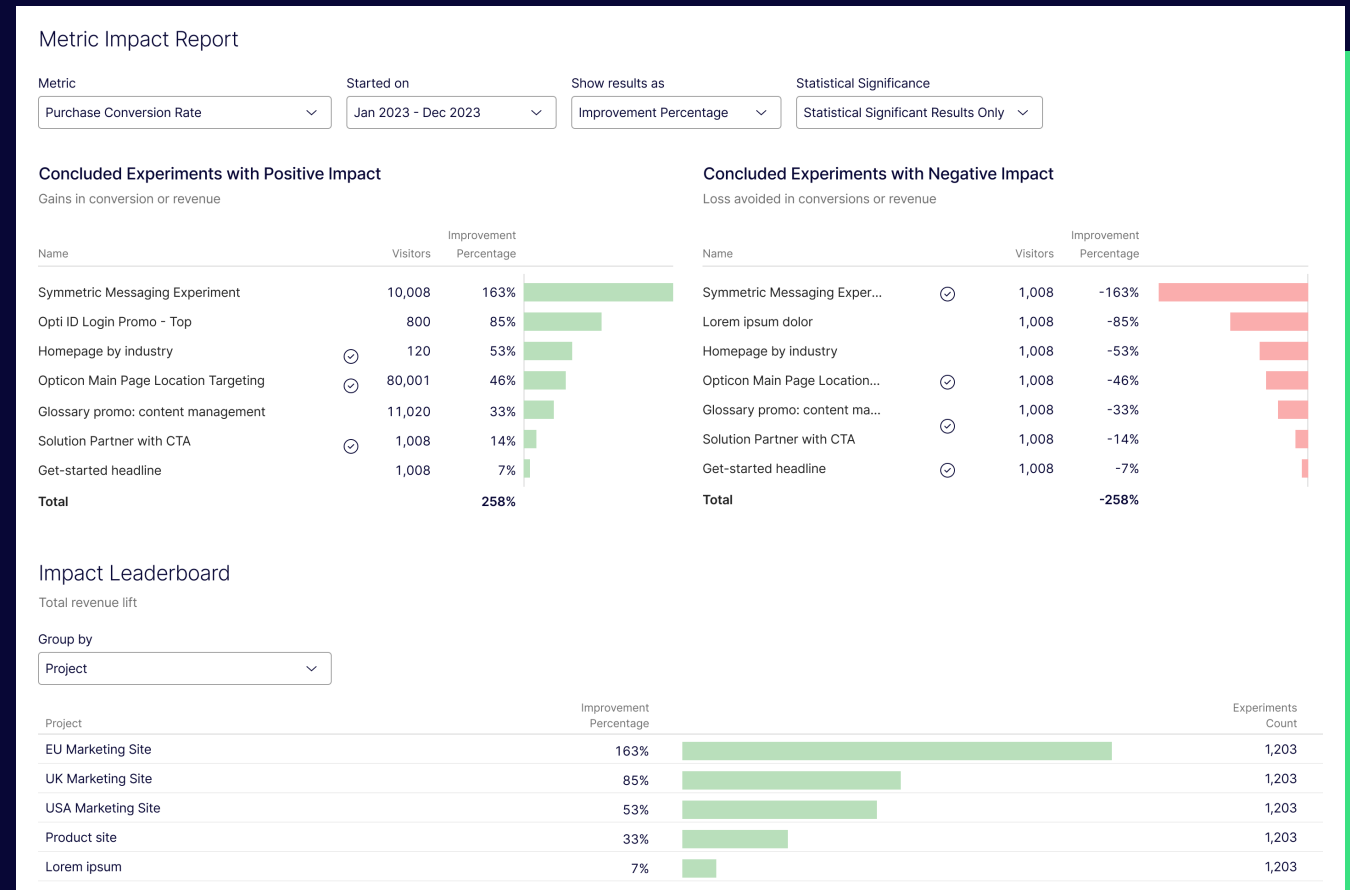
Reporting Milestone 2 – Impact and Results



Coming up in Q4

Help teams quantify the impact of experimentation

- Show the cumulative impact (lift or conversions) for a given metric using the results of concluded experiments
- Reports can be used to estimate the impact of experiments by projecting the increase in revenue (positive experiments) or loss avoidance (negative experiments)





Thank you!

Learn more at optimizely.com/product-updates