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OMVP Summit: Commerce and Personalization

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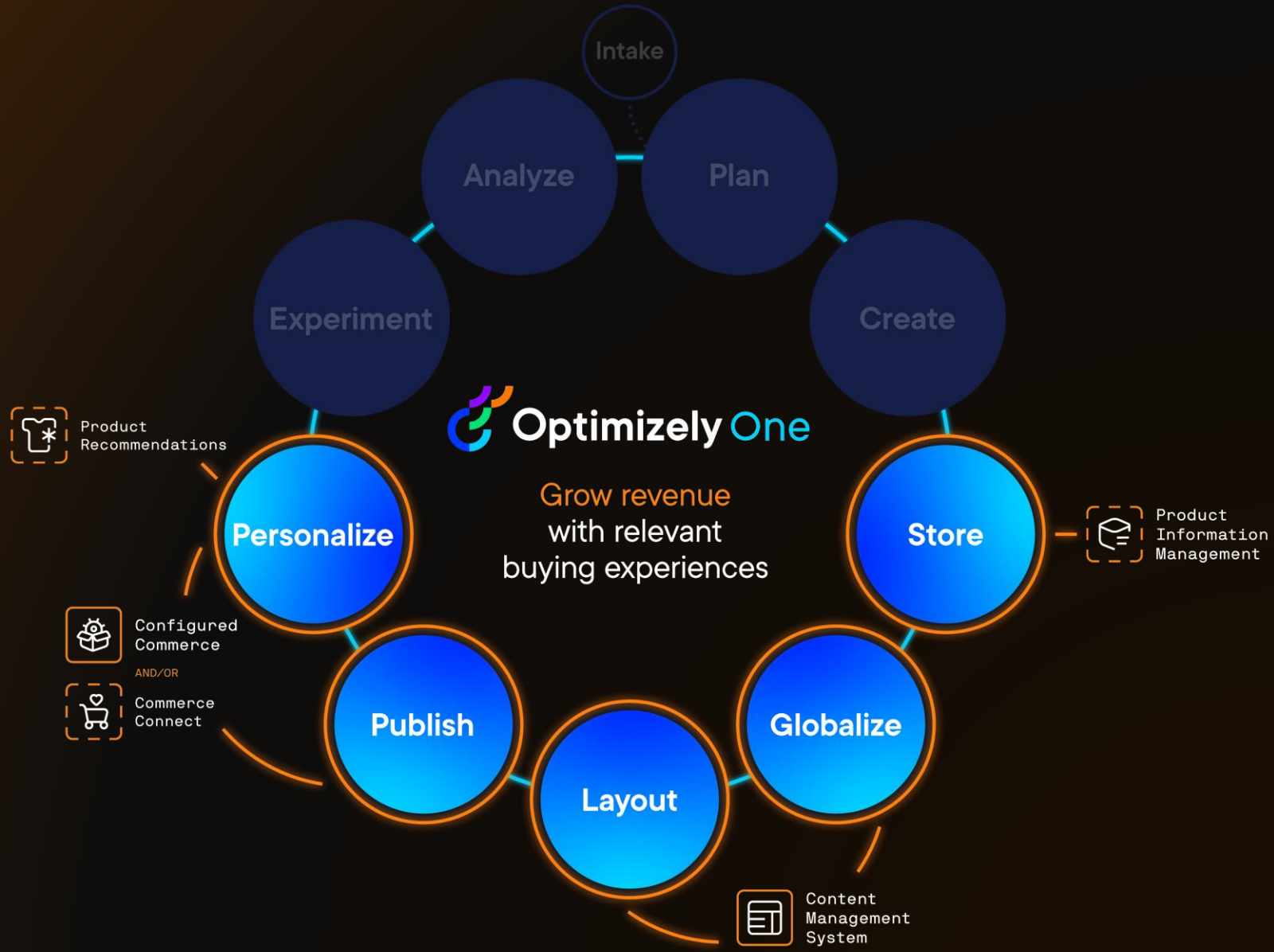
01

Commerce

Compose your commerce stack and deliver high-impact buying experiences

SOLUTION

Experience-led commerce



What is the Optimizely One commerce message?

Experience-led Commerce

Optimizely One

for transformation-ready organizations

Configured Comm. OR **CMS** (Commerce Connect)

PLUS ANY OF THE FOLLOWING

- **Data (ODP)**
- **Experimentation (WX/FX)**
- **Collaboration (CMP)**

Unique Selling Points

Commerce Connect

- Content and commerce in a single screen (*STILL* a differentiator)
- Strong campaign and promotion capabilities
- Very tight integration with other Opti products (CMS, CMP, Product Recs, Search, etc.) and maximum extensibility
- Batteries Plus, New Era, NAKD, Dot Foods, Benefit Cosmetics, and more!

Both

- Can be deployed in a variety of ways TODAY (coupled, decoupled, headless, etc.)
- Strong APIs make integration with other systems easy
- The larger Opti ecosystem is a huge selling point (when competing with standalone platforms)

Configured Commerce

- Built for B2B – more out of the box
- Strong integrations/partnerships with common ERP and PIM solutions
- Integration with other Opti products is being worked on
- Royal Canin, Guest Supply, Toro, Polaris, Mayer Electric, and more!

Optimizely

Experience-led Commerce

Deliver modern, relevant commerce experiences
your customers will love
and maximize revenue growth

Commerce Composable Modules

- Payments
- Promotions
- Search
- DAM
- CSR Portal
- Stored Value
- Segmentation
- Catalog manager

AND

Configured OR **Customized**

WITH

- Optimizely Product Recommendations
- Product Information Management
- Analytics
- Mobile
- Search & Navigation
- Content Recommendations

Configured Commerce

- Cart/Checkout
- Punchout
- Order data
- User data
- Organization data
- Purchasing workflows
- Pricing
- Content
- Multi-site/multi-brand
- VMI

Additional Energy on Commerce Connect

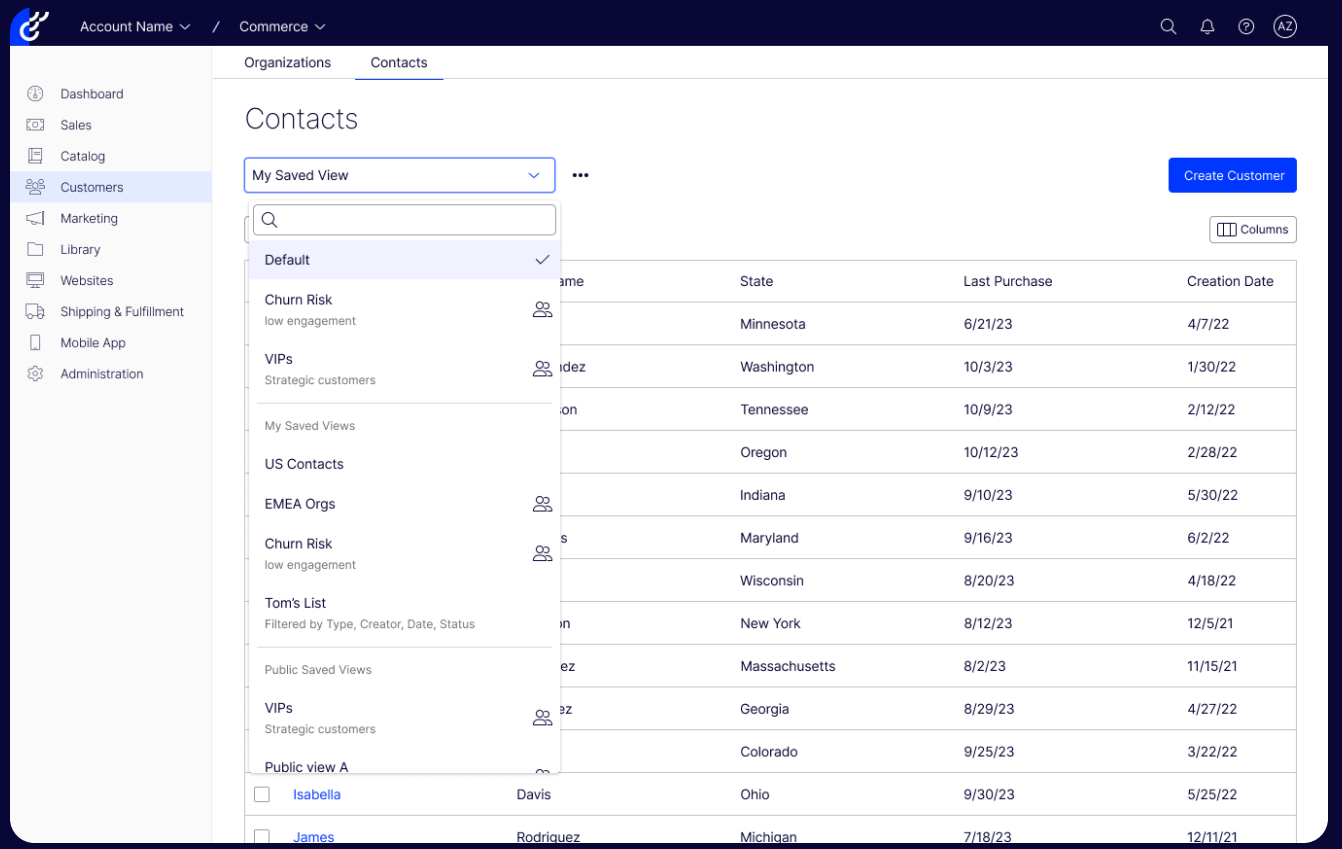
Commerce Connect

- Cart/Checkout Order data
- Order data
- User data
- Memberships
- Pricing
- *Content
- Multi-site/multi-brand
- Addl. Order Mgmt./POS

Customizable Views

Released

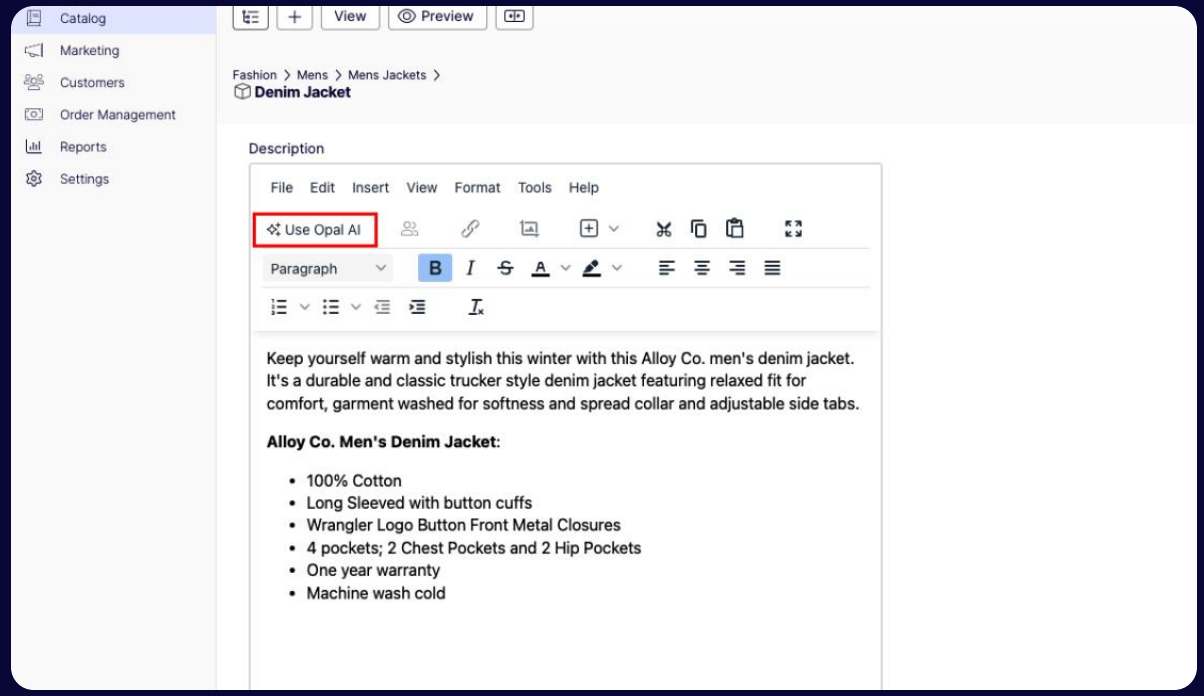
- Reimagined design of Filter Views from Commerce Manager (v13)
- Possible to filter and then save views for later.
- Administrators can create shared views for their teams.



Gen AI Product Desc. Generator

Released

- Write product descriptions utilizing Optimizely's Opal AI
- Re-write content on the fly, improving SEO visibility, content freshness and reducing manual workload.
- Request access via PaaS Portal

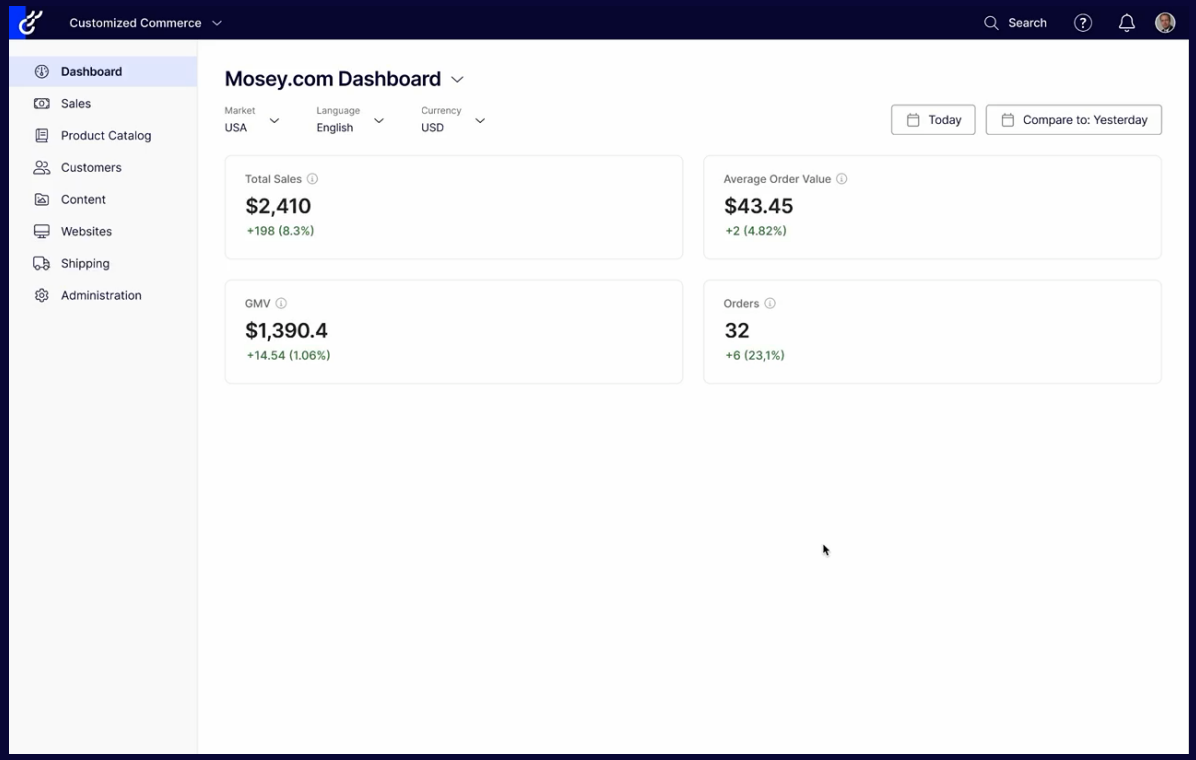


Analytics (Sales, AOV, Orders)

Released

TODAY!

- Commerce performance reporting from a single interface
- See number of orders placed, average order value, GMV and more to come
- Compare and contrast over time
- View multi-site performance with ease

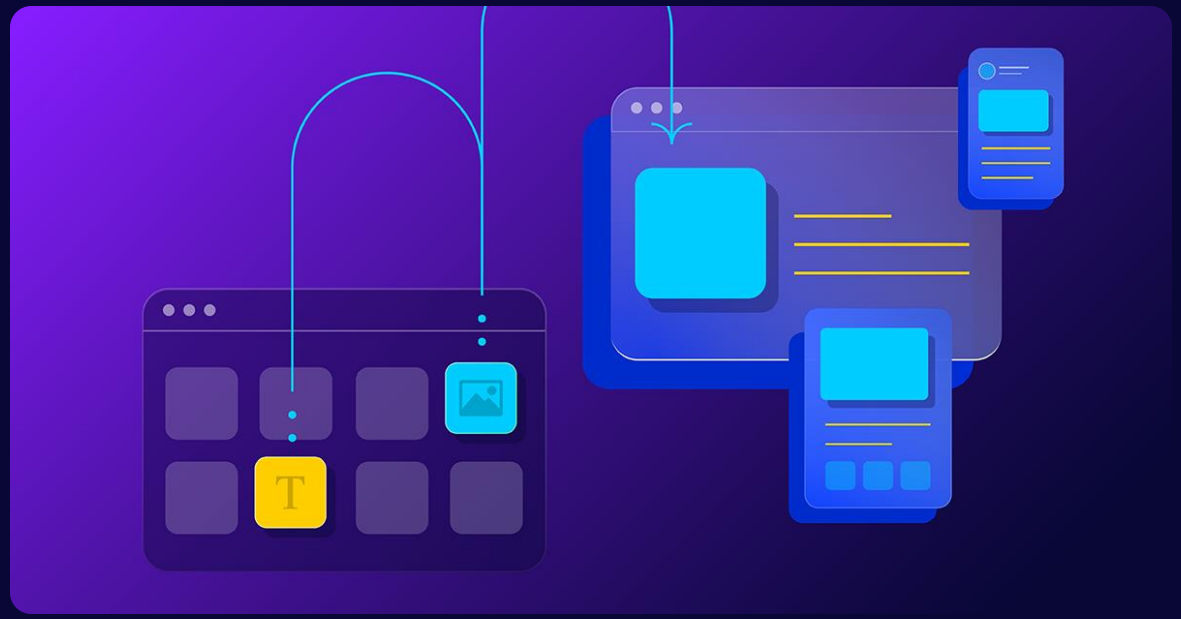


OptiGraph x Commerce Connect

Imminent

SEPT

- Products, variants, categories, list prices and stock are now indexed in OptiGraph!
- Official package releasing later this month
- Tutorial PLP build can be found on Opti World



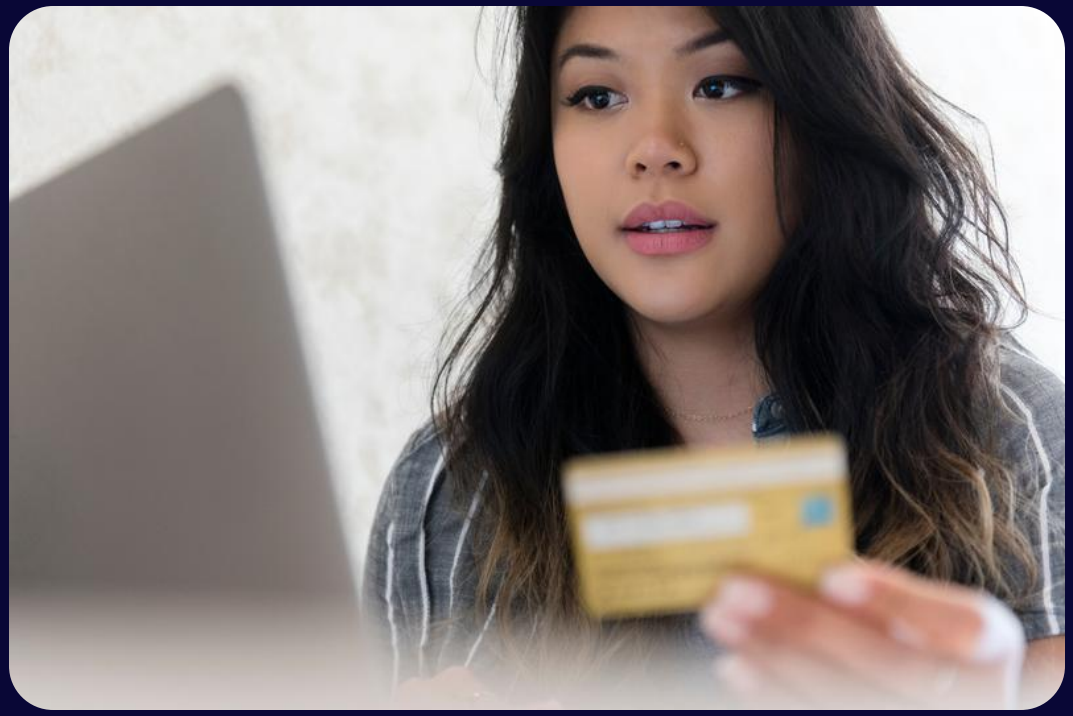
https://world.optimizely.com/blogs/Jonas-Bergqvist/Dates/2024/7/product-listing-page---using-graph/

Payments Service

Imminent

SEPT

- 100+ payment gateways for regional, national, and international payments support
- Two-factor authentication and 3DS support
- Composable module updated independently from Optimizely Commerce to improve maintenance and time-to-market



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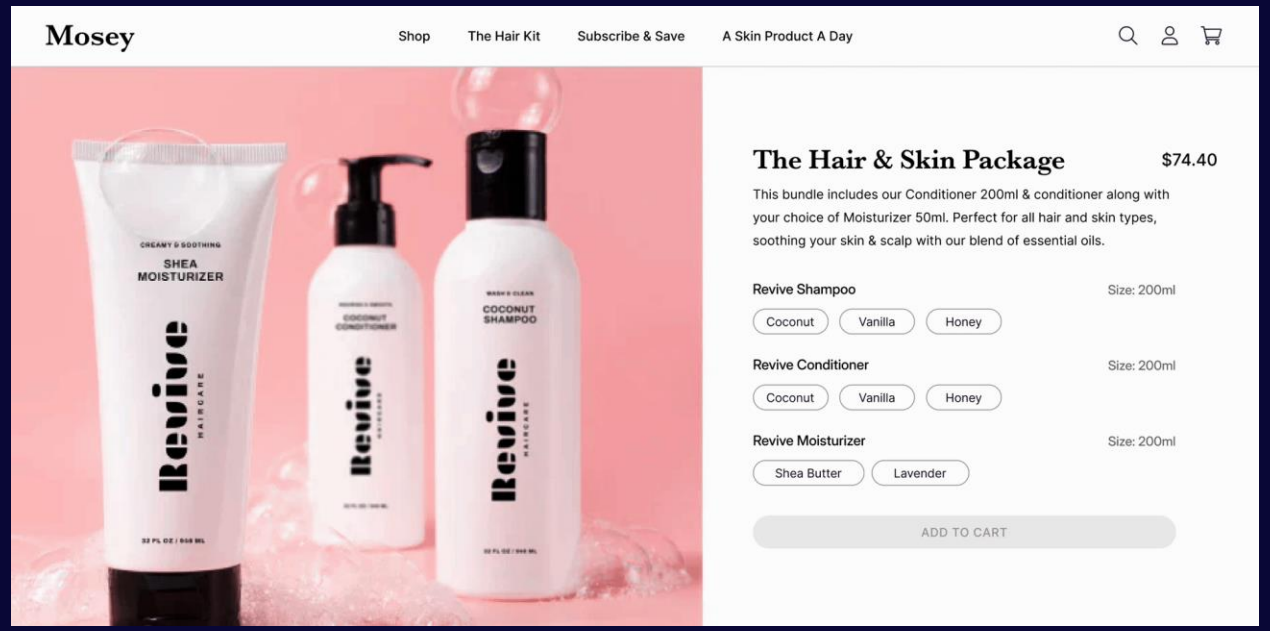
Dynamic Packages

Imminent

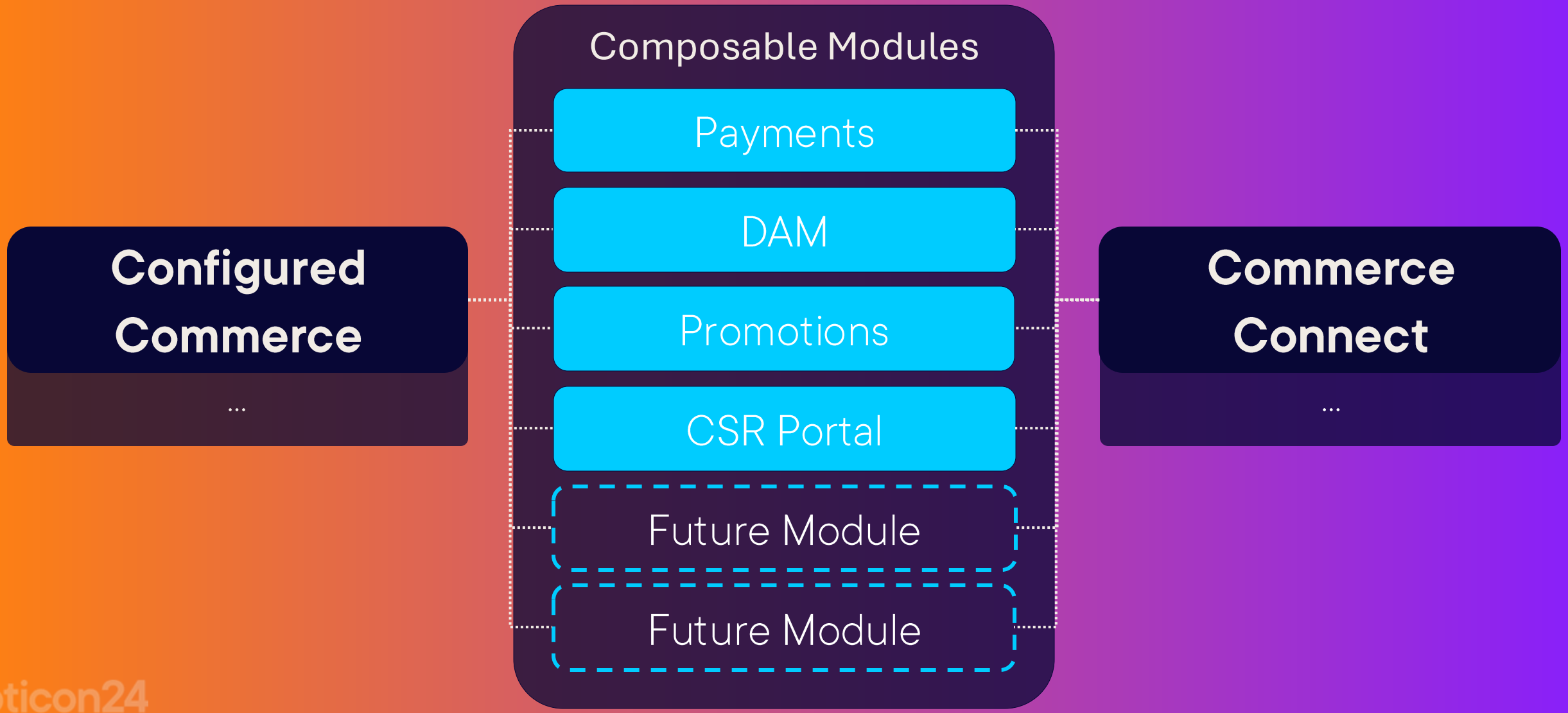
OCT

- Choose variants within packages, increasing flexibility + customer choice
- Reduced need to create multiple packages to allow multiple-choice, reducing admin workload



Composable Modules

Composable Commerce



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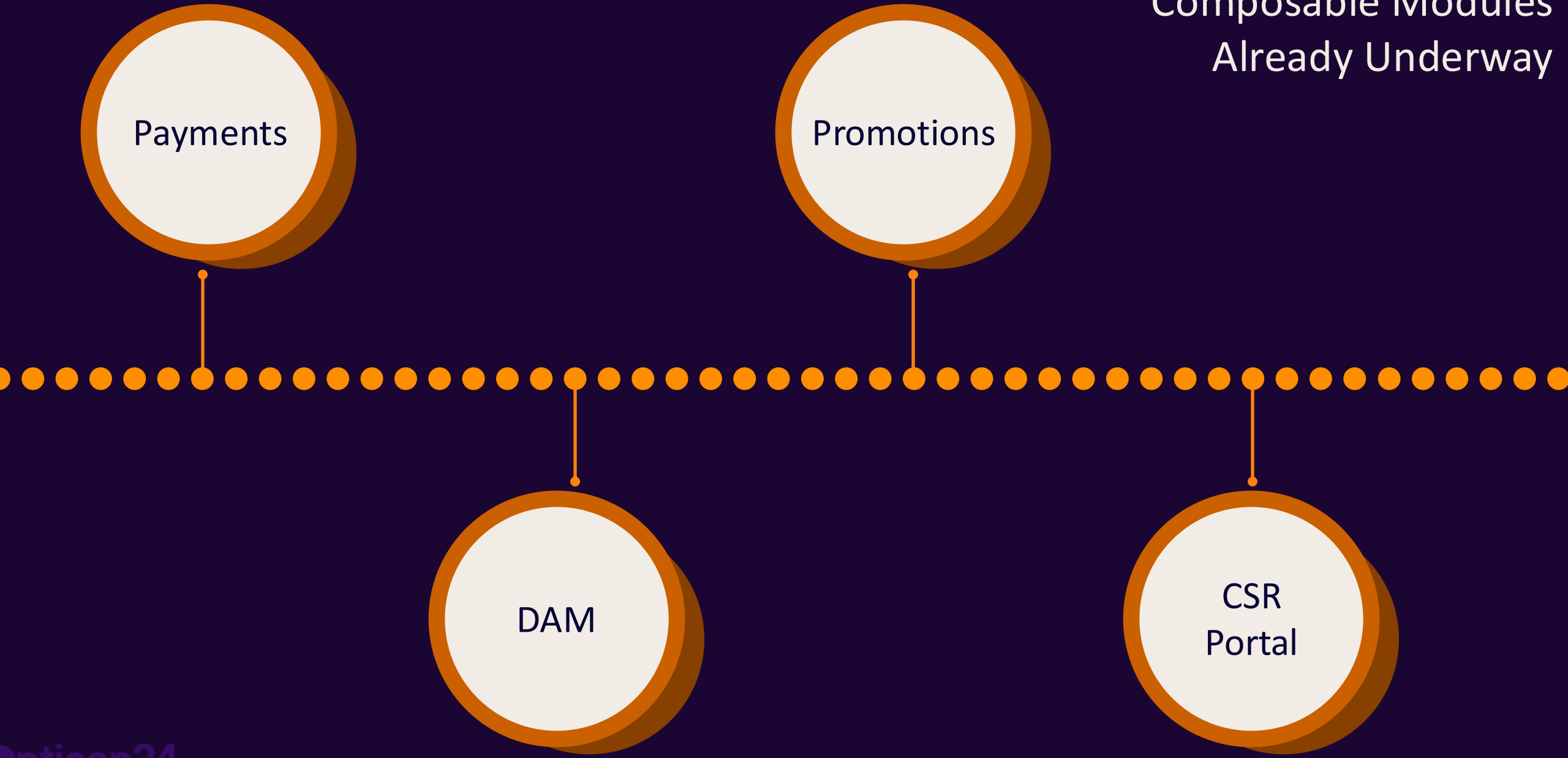
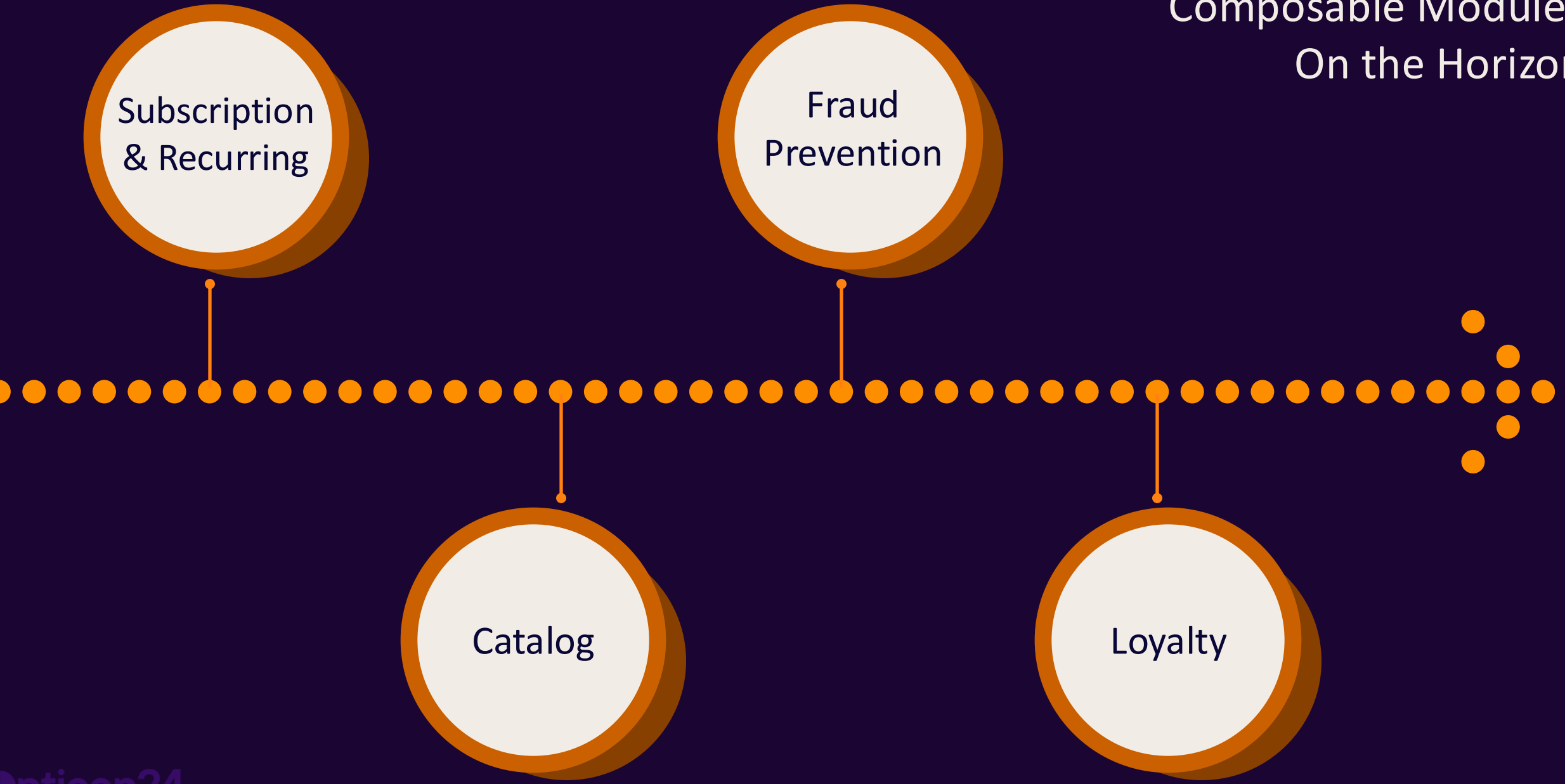
Composable Modules Already Underway



Composable Modules On the Horizon



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Payments Service

The first Composable Module for Commerce Connect

01

Benefits of the Payments Module

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Time-to-Value
Speed-to-Market

- Rapidly expand to new markets with differing payment requirements
- Add new gateways with a minimal effort
- Save time and money when launching sites or adding payment options

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Reduce Total Cost of Ownership

- Reduce partner work for basic payments set up
- Predictable implementation costs
- Spreedly keeps gateway connections up-to-date at no cost
- Switching gateways requires minimal work or investment

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Future-Proofing

Complete control of the payment data

- Tokenized card data can follow you to any supported gateway
- Easy to switch between gateways in the future

Take full advantage of future enhancements *without* having to version up

02

Use Cases for Payments Module

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01

New site or market launches

02

Changing payment providers

03

Leveraging multiple gateways for higher success rates

03

See How it Works

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The first **Composable Module** for **Commerce Connect**

- Leverages Spreedly Payment Orchestration
- Supports 100+ payment gateways and dozens of alternative payment methods
- Supported in over 228 countries
- Free for Commerce Connect cloud customers*

* Up to the subscriptions' transaction limit

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Payment service + Spreedly act as a middle layer

Card data gets vaulted in the service and not on the payment gateway

Optimizely handles the Spreedly service

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Key setup steps

1. A payment service instance is created for the merchant
2. Keys for the instance are added to site applications keys
3. Payment service settings is visible in admin pages
4. A payment service gateway is added
5. Gateway token is copied into the payment settings

03

Demo of Payments Set Up

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Payments Service

The first Composable Module for Commerce Connect

Roadmap

Commerce Connect – 1 Year Roadmap

	Q4 ‘24	Q1 ‘25	Later ‘25
Commerce Engine	Enhanced Analytics Workflows – Add Product	Embedded Experimentation Rapid Variant Builder	Refunds UI improvements Admin UI improvements
Commerce Composable Modules	Promotions (Beta)	Promotions (GA) CSR Portal (GA)	Subscriptions (Beta)
Optimizely One	Translations (Beta)	Translations (GA) Embedded Experimentation	Visual Builder

Roadmap is intended for informational purposes only, is not binding, and should not be relied upon in making any purchasing decisions.
We reserve the right to revise this Roadmap at any time without notice

Configured Commerce – 1 Year Roadmap

	Q4 ‘24	Q1 ‘25	Later ‘25
Commerce Engine	Personalization Management Admin Console UX	Customer Part Numbers My Document Center Cookie Manager	Granular Permissions Your year in purchases Upcoming Shipments
Commerce Composable Modules	Mission Control (GA) Search (Open Beta) Promotions (Beta)	Search (GA) Promotions (GA)	CSR Portal (GA) Subscriptions (Beta)
Optimizely One	DAM Translations	CMP Widget Embedded Experimentation	Segmentation

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02

Personalization

Customers expect a personalized experience

91%

Consumers are **more likely to shop** with brands that provide offers and recommendations that are relevant to them.

– Accenture

90%

Consumers are willing to **share personal behavioral data** with companies for a cheaper and easier experience.

– SmarterHQ

83%

Consumers are willing to **share their data** to create a more personalized experience.

– Accenture

Source: Forbes, 50 Stats Showing The Power of Personalization

...but most don’t feel they’re getting one.

29%

of consumers agree “companies do a good job understanding me as a person.”

5%

of online adults say that “emails are relevant and well timed to my needs.”

13%

of online adults say that “brands make me feel valued.”

Source: Forrester, The US Customer Experience Index

The Personalization Pyramid

Complexity and cost

1 : 1

Every customer is uniquely analysed, experiences and offers are dynamically assembled in real time

1 : Few

Behaviour can be modelled or predicted. Needs are anticipated based on analytics and experiences

1 : Some

More advanced segmentation based on observed behaviour or allocating customers to bespoke groups.

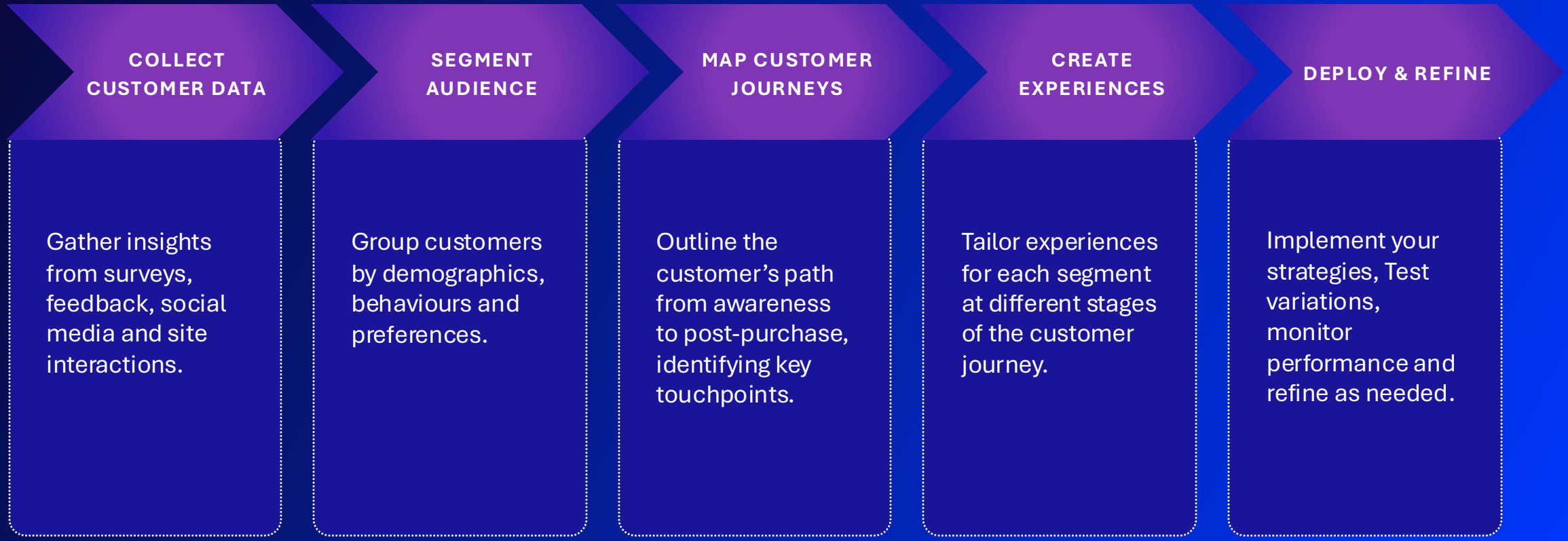
1 : Many

Customers put into groups or segments, e.g. Age, Location.

1 : All

Everyone sees the same thing and gets the same experience

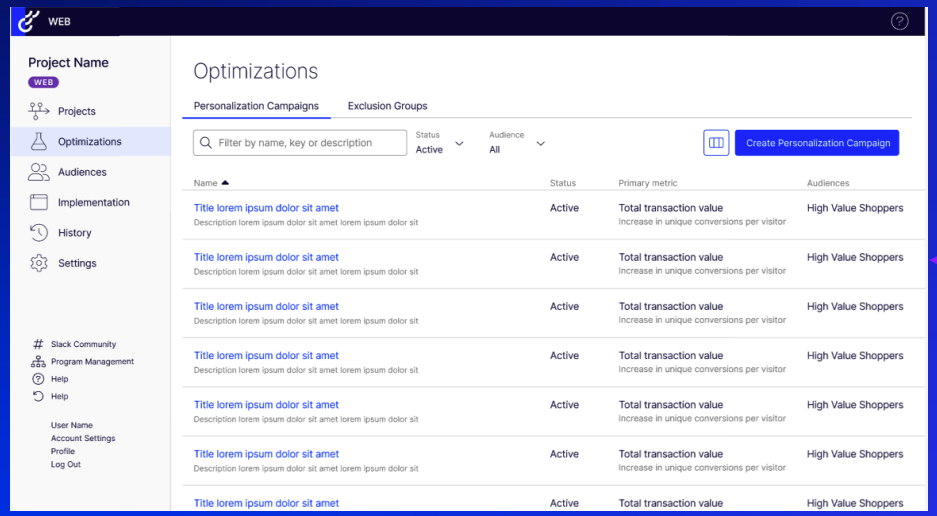
Building a Personalized Experience



To be announced at Opticon London

Personalization v Digital Optimization

Personalization (the product)



Digital Optimization (the solution)

Optimizely solves personalization as an end-to-end solution

Plan

Collaboration

- **Ideation**
- **Approvals**
- **Visibility**

Create

Create the "who"

- **360-degree profile**
- **Data integrations**
- **Segment creation**

Create the "what"

- **Experience creation**
- **Low-code templates**
- **Feature management**

Deliver

Decisioning

- **Who via real-time segments**
- **What via targeting, bandits, recs, experiments**
- **When via triggers**
- **Where via release vs. owned channels vs. paid channels**

Analyze

Results

Impact

ROI

Winner vs. losers

Insights

Journey analytics

Guidance

Data exports

Program reports

Key capabilities of Personalization

Plan

Collaboration Coming Soon

- Ideation
- Approvals
- Visibility

Create

Create the "who"

- Data integrations
- Segment creation +13 pre-built attributes

Create the "what"

- Experience creation
- Low-code templates
- Experience template

Coming Soon

Deliver

Decisioning

- Who via real-time segments
- When via event triggers
- What via Contextual Bandits

Coming Soon

Delivery

- How via Edge Delivery

Analyze

Results

- Impact
- ROI

Insights

- Learning via Stats Engine
- Data exports
- Program reports

Experience Templates

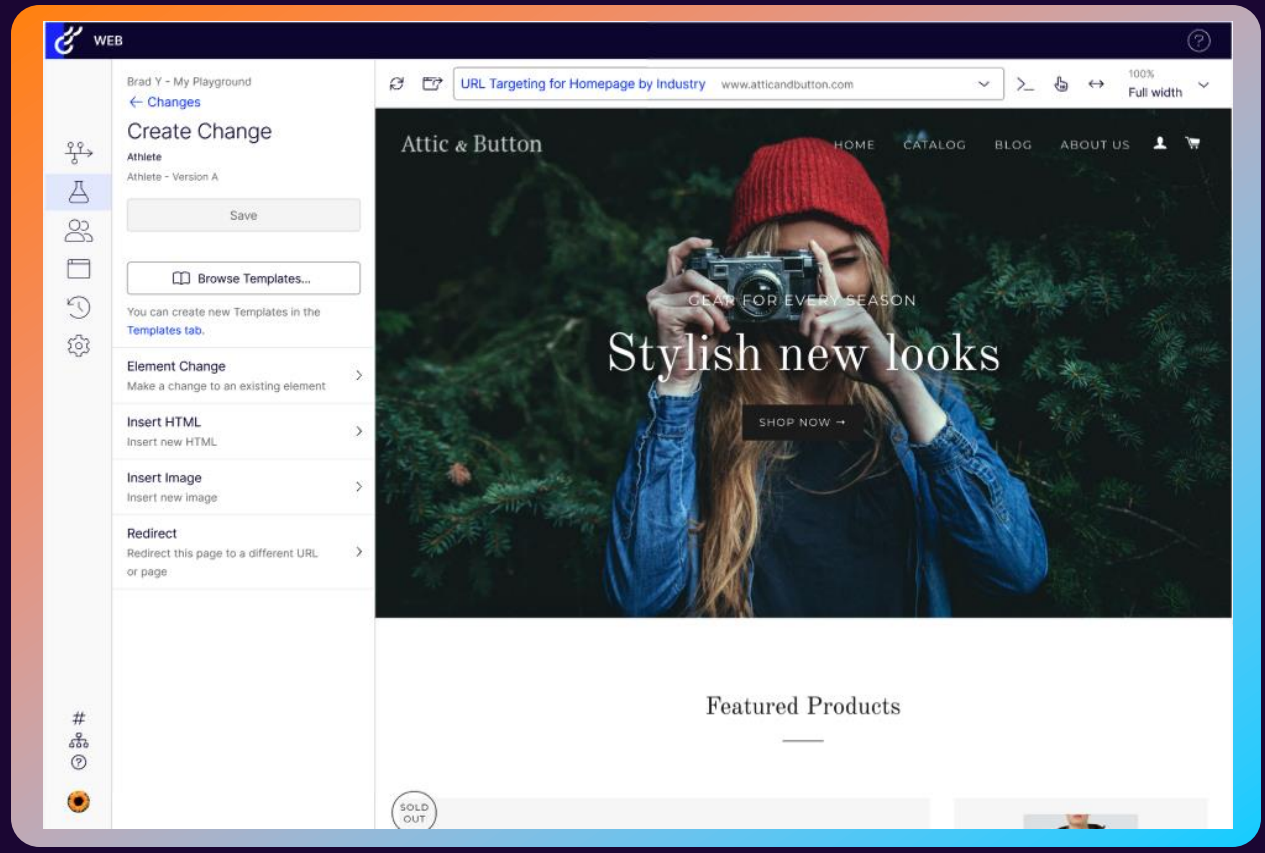
Web Experimentation

Personalization

What's next

Create on-brand web experiences for your personalization campaigns in a few easy steps.

- → Use pre-built templates for components like countdown timers, banners, exit intent pop-ups, and more
- → Select the template you want to use directly from the experience builder, where you're already working



Contextual Bandits

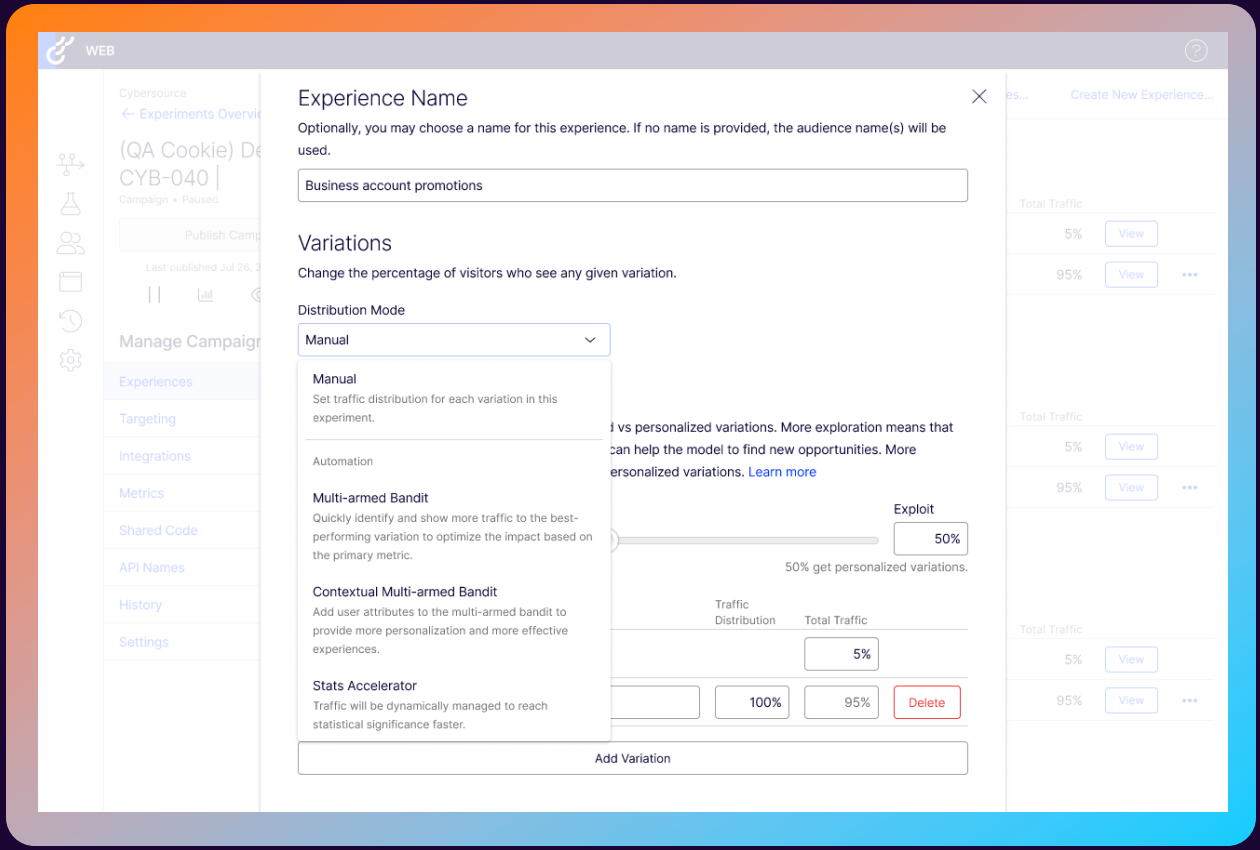
Web Experimentation

Personalization

What's next

Serve the most optimal experience to each individual.

- → Reduce guesswork with contextual bandits that harness user-level attributes to make decisions
- → Customize bandit algorithms that automatically personalize user experiences to optimize outcomes



Personalization Collaboration

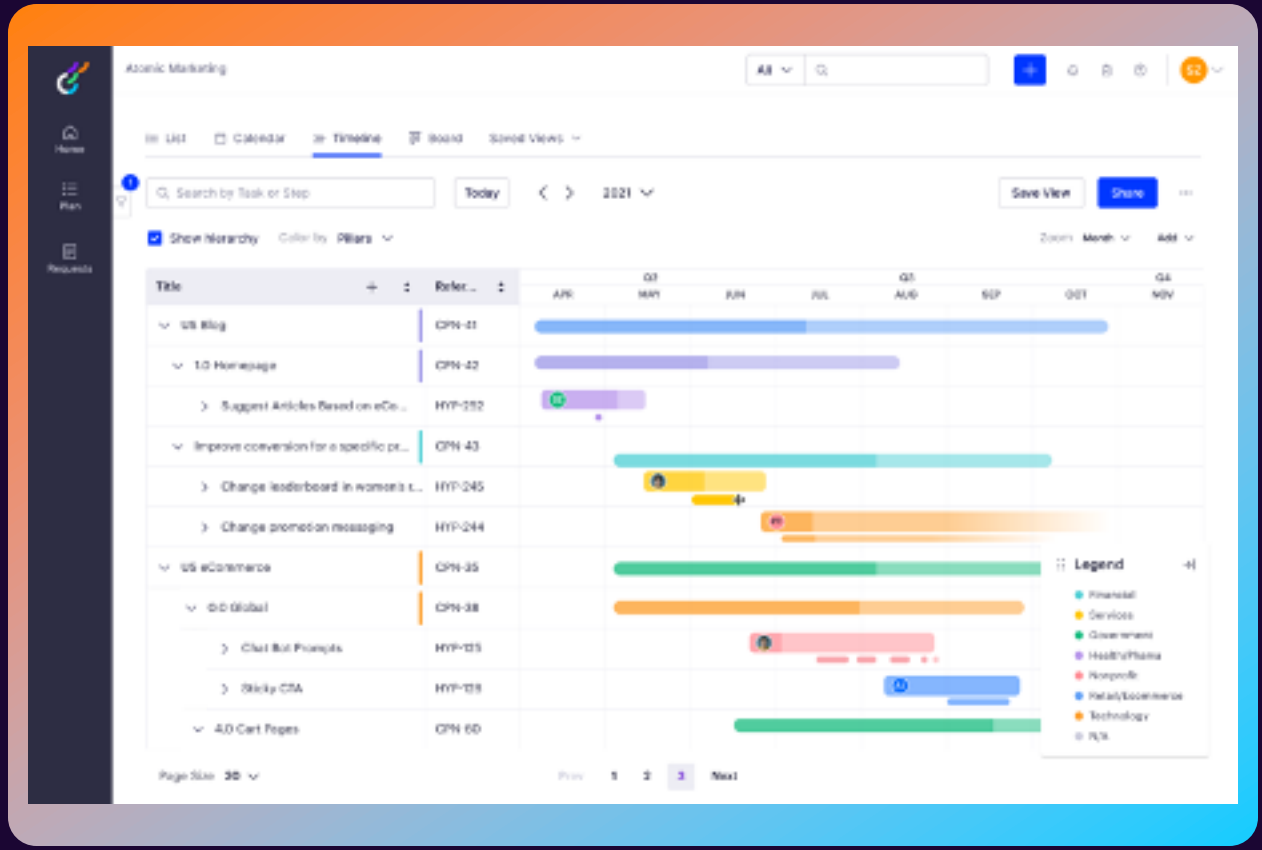
Web Experimentation

Personalization

What's next

Manage and collaborate on your personalization campaigns in one place.

- Track tasks in the design, build, and launch of a campaign
- Orchestrate your personalization program using the calendar, timeline, and view boards
- Customize and save views to share with other stakeholders

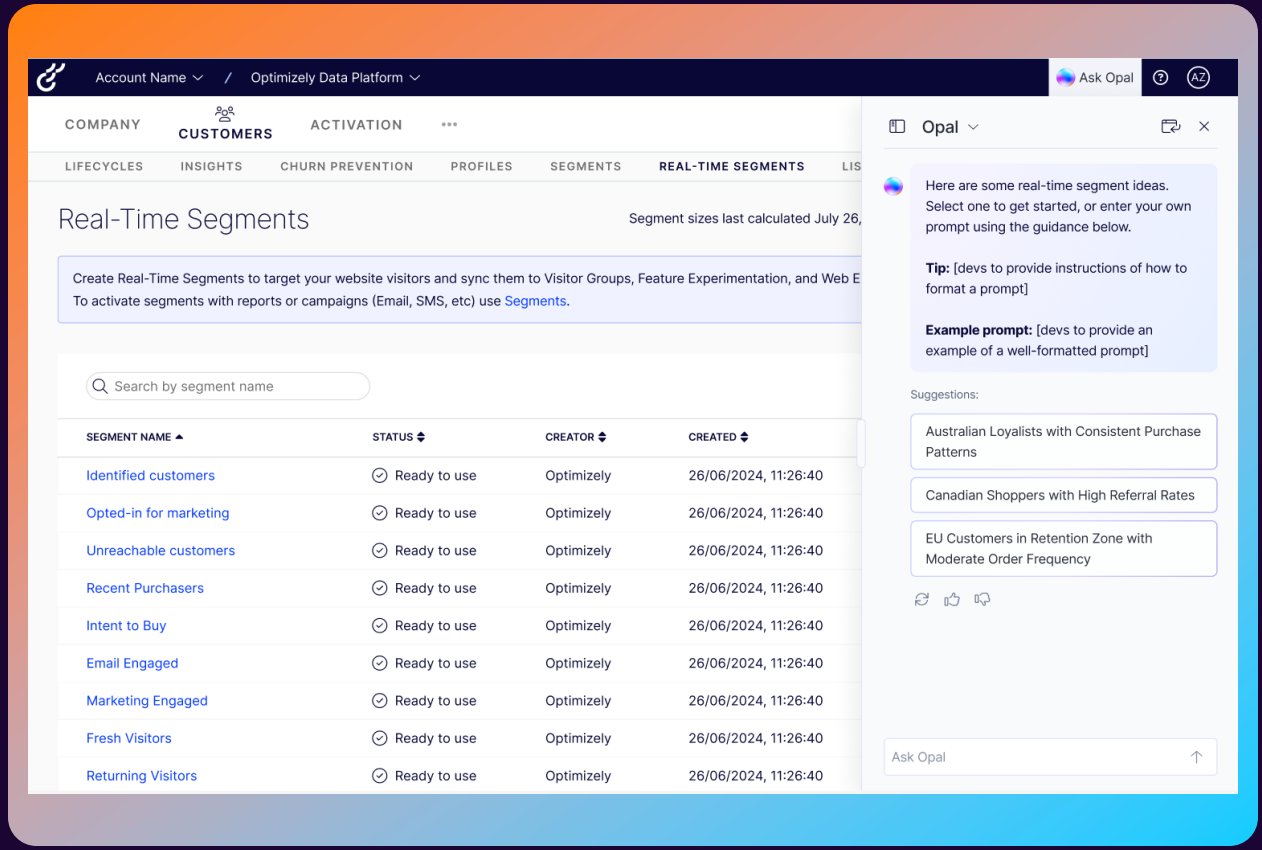


Suggested Segments

What's next

Create audiences based on existing data or user prompts

- Audiences suggested based on existing data that may be valuable like "here is an audience of high spending customers with low engagement"
- Audiences created based on a natural language request like "Give me 2 segments for clients about to churn in US"



We'd love to hear your insights!

Personalization Survey

https://www.surveymonkey.com/r/OpticonPersonalization

Thank you!

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