

# Feature Experimentation features

Explore the plans and key features of the world's leading A/B testing platform

## Platform administration

Robust experimentation platform at scale to run unlimited projects and concurrent experiments with your whole team on unlimited audiences

Feature	Essential	Enhanced	Advanced	Ultimate
MAUs included	250K	500K	500K	1M
MAUs limit	2.5M	Unlimited	Unlimited	Unlimited
Collaboration seats included	Not available	10	20	40
Collaboration guest users	Not available	Unlimited	Unlimited	Unlimited
Number of projects	1	Unlimited	Unlimited	Unlimited
Number of concurrent experiments	Unlimited	Unlimited	Unlimited	Unlimited
Environments	✓	✓	✓	✓
Optimizely client side, server side, mobile, Edge SDKs	✓	✓	✓	✓

## Experiment types

Run quick and simple tests or set-up complex experimentation logic

Feature	Essential	Enhanced	Advanced	Ultimate
A/B/n testing	✓	✓	✓	✓
Multi-armed bandits		✓	✓	✓
Mutually exclusive experiments			✓	✓

## Experiment collaboration

Plan and manage experiments, proof variation designs, and seamlessly collaborate with all teams across your organization

Feature	Essential	Enhanced	Advanced	Ultimate
Dynamic intake forms		1	Unlimited	Unlimited
Test brief templates		1	Unlimited	Unlimited
Flexible workflows		1	Unlimited	Unlimited
Shareable visual plans		✓	✓	✓
Experiment calendar		✓	✓	✓
Experiment timeline/ Gantt view		✓	✓	✓
Kanban board		✓	✓	✓
Hypothesis planning		✓	✓	✓
Alerts and notifications		✓	✓	✓
Hypothesis linking		✓	✓	✓
Request dashboard		✓	✓	✓
Results repository			✓	✓
Microsoft 365 connector			✓	✓
Live web proofing			✓	✓
External file proofing			✓	✓
Multiple instances availability			Add-on	Add-on
Jira integration availability			Add-on	Add-on

## Design & manage experiments

Advanced experimentation design options for scalable feature management and experimentation

Feature	Essential	Enhanced	Advanced	Ultimate
Feature flags	✓	✓	✓	✓
Number of experiments per feature flag	1	Unlimited	Unlimited	Unlimited
Feature variables	✓	✓	✓	✓
Feature rollout	✓	✓	✓	✓

Feature	Essential	Enhanced	Advanced	Ultimate
Allowlisting	✓	✓	✓	✓
Traffic allocation	✓	✓	✓	✓
Rules engine	✓	✓	✓	✓
IDE plugins	✓	✓	✓	✓
Deployable microservice	✓	✓	✓	✓
Change history	30 days	Unlimited	Unlimited	Unlimited
Rule scheduling		✓	✓	✓
Cross-project events			✓	✓

## Targeting

Define customized ICP's for acquisition, up- and cross-sell experiments, and target with precise content

Feature	Essential	Enhanced	Advanced	Ultimate
User attributes	✓	✓	✓	✓
Audience builder	✓	✓	✓	✓
Stateless near-zero latency bucketing	✓	✓	✓	✓

## Personalization

Enhance conversion success and business impact by personalizing content for relevant audiences from existing databases or new visitors

Feature	Essential	Enhanced	Advanced	Ultimate
Number of targeted deliveries	Unlimited	Unlimited	Unlimited	Unlimited
CDP Audience Sync (ODP)*	Add-on	Add-on	Add-on	Add-on
Real-time segments (ODP)*	Add-on	Add-on	Add-on	Add-on
Custom reports (ODP)*	Add-on	Add-on	Add-on	Add-on

\*Optimizely Data Platform (ODP) is a separate product from Feature Experimentation, with separate onboarding and configuration.

## Statistics & AI

Enable faster and more precise decisions to translate experiments to topline growth

Feature	Essential	Enhanced	Advanced	Ultimate
Stats engine	✓	✓	✓	✓
Stats accelerator	✓	✓	✓	✓
Experiment results	✓	✓	✓	✓
Non-binomial metrics	✓	✓	✓	✓
Metrics visualization	✓	✓	✓	✓
Selectable baseline variation	✓	✓	✓	✓
Custom event metrics	✓	✓	✓	✓
Offline events	✓	✓	✓	✓
Custom statistical significance level		✓	✓	✓
AI variable generator		✓	✓	✓
Revenue outlier smoothing		✓	✓	✓

## Reporting & analytics

Better analytics and customized dashboards provide relevant insights into experimentation success, customer behavior and decision patterns

Feature	Essential	Enhanced	Advanced	Ultimate
CSV export	✓	✓	✓	✓
Segment-able results	✓	✓	✓	✓
Date range segmentation	✓	✓	✓	✓
Bot filtering	✓	✓	✓	✓
Automatic SRM detection		✓	✓	✓
IP address filtering			✓	✓
Snowflake export			✓	✓
BigQuery data export				✓
Optimizely reporting for experimentation				✓

## Security & tech specs

We ensure the highest level of security, compliance and interoperability so that you can focus on driving your business

Feature	Essential	Enhanced	Advanced	Ultimate
REST API	✓	✓	✓	✓
IP address anonymization	✓	✓	✓	✓
Datafile webhooks	✓	✓	✓	✓
GDPR compliance	✓	✓	✓	✓
2-step verification	✓	✓	✓	✓
User-based roles & permissions	✓	✓	✓	✓
Clientside logging (Snippet, SDK)	✓	✓	✓	✓
Multi-account login	✓	✓	✓	✓
Single sign-on (SSO)		✓	✓	✓
Secured environments			✓	✓

## Support

Get practical tips and tricks in our knowledge base and community to learn from the best - anytime and anywhere

Feature	Essential	Enhanced	Advanced	Ultimate
Online tickets	✓	✓	✓	✓
Community	✓	✓	✓	✓
Knowledge base	✓	✓	✓	✓
Academy	✓	✓	✓	✓
Developer documentation	✓	✓	✓	✓

## Add-ons

Separate Optimizely products that enhance audience targeting and enable real-time, automated 1:1 personalization across your experiences.

Feature	Essential	Enhanced	Advanced	Ultimate
Optimizely Data Platform (ODP) (see Personalization section)		Add-on	Add-on	Add-on
Product recommendations		Add-on	Add-on	Add-on
Content recommendations		Add-on	Add-on	Add-on

## Appendix

### Platform administration

MAUs included	MAUs included in the package tier
MAUs limit	MAUs limit of the package tiers
Collaboration seats included	Number of collaboration seats included in package tier that can create and manage campaigns & hypotheses
Collaboration guest users	Number of collaboration guest seats included in package tier that can submit work requests and can view-only campaigns & hypotheses
Number of projects	Number of projects included in the package tier
Number of concurrent experiments	Number of concurrent experiments that you can run
Environments	Organize your projects into logical sections that correspond to your development environments
Optimizely client side, server side, mobile, Edge SDKs	Our SDK framework natively integrates feature flags and product experimentation, so you can roll features out, roll them back and continuously iterate your flags by learning from each release

### Experiment types

A/B/n testing	Compare multiple variations against each other to see which performs best
Multi-armed bandits	Dynamically allocate traffic to variations that are performing well using AI
Mutually exclusive experiments	Create experiments that have mutually exclusive visitors

### Experiment collaboration

Dynamic intake forms	Create dynamic forms and auto-assign idea submissions to crowdsource new test ideas
Test brief templates	Document hypotheses, goals, and other requirements for your experiments using customized templates and flexible fields
Flexible workflows	Set up templated phases of your experiment process for all teams to follow
Shareable plan views	Organize and plan your experiment roadmap from multiple views
Experiment calendar	Traditional calendar view showing campaigns, hypotheses, and tests planned and in-flight

### Experiment collaboration continued

Experiment timeline/Gantt view	Illustrate test plans and their dependencies over a period of time
Kanban board	Depict hypotheses at various stages of the experiment lifecycle
Hypothesis planning	Prioritize test ideas and promote them to Hypotheses, where you can manage a brief, variation design, workflow steps, and communication with stakeholders
Alerts and notifications	Configure where and when you receive notifications. (in-app, email, Teams, Slack)
Hypothesis linking	Link a Feature Experimentation experiment to a Hypothesis to sync experiment configuration and status information
Request dashboard	Sort and manage idea submissions in a single dashboard
Results repository	Search within an archive of past experiment results and learnings
Microsoft 365 connector	Bi-directional sync of M365 files
Live web proofing	Markup & annotate images or live web pages, and track version history
External file proofing	Directly embed Microsoft, Figma, Lucidspark, or InVision files, and track version history
Multiple instances	Give global organizations the option to utilize their own instance for more direct governance
Jira integration	Bi-directional syncing of test plans, comments, and workflow

### Design & manage experiments

Feature flags	Turn features on and off for your users
Number of experiments per feature flag	Number of concurrent A/B Tests and MABs in a single flag
Feature variables	Feature variables enable you to avoid hard-coding variables in your application.
Feature rollout	Deliver a feature to a set of users
Allowlisting	QA your experiment to up to 50 selected users
Traffic allocation	Use traffic allocation to roll your code out to only a subset of your visitors

## Design & manage experiments continued

<a href="#">Rules engine</a>	Unique to Feature Experimentation enabling creation of multiple A/B Tests, MABs, and Targeted Deliveries on a single flag
<a href="#">IDE Plugins</a>	Allowing developers to manage and interact with flags in code easily
<a href="#">Deployable Microservice</a>	Use Optimizely as a self-hosted microservice
<a href="#">Change History</a>	View a change log of all project entities, including flags, experiments, audiences, and events
<a href="#">Rule Scheduling</a>	Schedule a flag to turn on, off, pause or affect certain rollout conditions
<a href="#">Cross-Project Events</a>	Track visitor conversions across all your projects within the same account

## Targeting

<a href="#">User attributes</a>	Add visitors to your experiment based on custom information
<a href="#">Audience builder</a>	Create your audience based on criteria you set
<a href="#">Stateless near-zero latency bucketing</a>	Test in performance-critical code paths, secure environments, and more.

## Personalization

<a href="#">Number of Targeted Deliveries</a>	Deliver personalized experiences to any targeted audience
<a href="#">CDP Audience Sync (ODP)</a>	Audience integrations via Amplitude, Tealium, mParticle, Zeotap, and integration with Optimizely Data Platform
<a href="#">Real-time segments (ODP)</a>	Custom Real-Time Segments provide customers with the ability to create rapidly-updating segments which can be used as audiences for testing or personalization. These segments can be based on profile data, omni-channel behaviors, AI-based observations, and more.
<a href="#">Custom reports (ODP)</a>	Build your own custom reports

## Statistics & AI

<a href="#">Stats engine</a>	A new approach to experience optimization that aligns statistics with the way businesses actually run digital experiments
<a href="#">Stats accelerator</a>	Reach statistical significance faster by dynamically adjusting traffic allocation
<a href="#">Experiment results</a>	See results for your experiments on a flexible results page
<a href="#">Non-binomial metrics</a>	A flexible numeric metric that lets you track actions beyond conversions and revenue
<a href="#">Metrics visualization</a>	Toggle between different graphs for each metric
<a href="#">Selectable baseline variation</a>	Set the baseline in the results reporting to a different variation to view the data from another angle
<a href="#">Custom event metrics</a>	Natural language metrics builder lets you define and add metrics to your experiment
<a href="#">Offline events</a>	Programmatically send events to Optimizely results using the offline events endpoint
<a href="#">Custom statistical significance level</a>	Set a project-wide significance level at which you would like Optimizely Experimentation to declare significant results

## Statistics & AI continued

<a href="#">AI variable generator</a>	Accelerate variable ideation and configuration with AI-powered suggestions
<a href="#">Revenue outlier smoothing</a>	Set an exclusion threshold to prevent outliers from skewing experiment results

## Reporting & analytics

<a href="#">CSV export</a>	Get experiment results as a CSV
<a href="#">Segment-able results</a>	Segment results by customer attributes such as browser, campaign, location, and custom-defined attributes
<a href="#">Date range segmentation</a>	Filter statistical results using a custom date range
<a href="#">Bot filtering</a>	Automatically exclude bot traffic from your campaign event data collection
<a href="#">Automatic SRM detection</a>	In-app alerts for any experiment deterioration as soon as it's detected
<a href="#">IP address filtering</a>	Exclude certain IP addresses or ranges from showing up in your experiment results. E.g. exclude internal traffic
<a href="#">Snowflake export</a>	With a direct Snowflake integration, Experimentation Events Export decisions and conversions display automatically in your Snowflake instance
<a href="#">BigQuery direct share</a>	Push/get shared views of your Optimizely data directly in your BigQuery account
<a href="#">Optimizely reporting for experimentation</a>	Effectively quantify your experimentation program performance and understand its impact

## Security & tech specs

<a href="#">REST API</a>	Use the REST API to control anything in your project
<a href="#">IP address anonymization</a>	Automatically anonymizes the customer IP address in order to maximize user privacy
<a href="#">Datafile webhooks</a>	JSON representation of flag rules in a project for realtime sync with third party apps
<a href="#">GDPR compliance</a>	Comply with electronic privacy laws in your region
<a href="#">2-step verification</a>	Enhance security by mandating both password and authenticator app usage for collaborator logins and user accounts
<a href="#">User-based roles &amp; permissions</a>	Set different permissions for different collaborator types
<a href="#">Clientside logging (Snippet, SDK)</a>	Records the execution of targeting and activation decisions, variation changes, events, and third-party integrations on a page in your browser's console
<a href="#">Single sign-on (SSO)</a>	Increase the security of your account by logging into Optimizely using your existing corporate credentials
<a href="#">Multi-account login</a>	Log in to multiple Optimizely accounts and seamlessly switch between them
<a href="#">Secured environments</a>	Add an additional layer of security and privacy to your flag rules

## Support

<a href="#">Online tickets</a>	Get your questions answered by submitting a ticket to our technical support engineers
<a href="#">Community</a>	A thriving online community where experimenters unite, explore, and optimize together
<a href="#">Knowledge base</a>	Search and browse for answers and documentation online
<a href="#">Academy</a>	Grow your optimization skills with educational courses & certifications
<a href="#">Developer documentation</a>	Search and browse for answers and documentation online

## Add-ons

<a href="#">Optimizely Data Platform (ODP) (see Personalization section)</a>	Scale highly personalized, multichannel campaigns leveraging AI-powered predictive analysis, and share insights across other Optimizely products
<a href="#">Product recommendations</a>	Deliver personalized product recommendations across multiple channels in real-time
<a href="#">Content recommendations</a>	Deliver personalized content recommendations across multiple channels in real-time

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](https://www.optimizely.com)