Optimizely

Web Experimentation features

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

*see Appendix for descriptions

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
Number of concurrent experiments	Unlimited	Unlimited	Unlimited	Unlimited
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

Experiment types

Run quick and simple tests or set up complex experimentation logic

Feature	Essential	Enhanced	Advanced	Ultimate
A/B/n testing	✓	✓	✓	✓
Multi-page (funnel) tests	✓	✓	✓	✓
Multi-armed bandits		✓	✓	✓
Mutually exclusive experiments			✓	✓
Multivariate testing (MVT)			✓	✓

Implementation & performance   Enjoy unbeaten performance and testing capabilities

Feature	Essential	Enhanced	Advanced	Ultimate
Dynamic website support (SPA)	✓	✓	✓	✓
Snippet size management	✓	✓	✓	✓
Custom TTL for snippet		✓	✓	✓
Performance edge		✓	✓	✓
Custom snippets			✓	✓

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

Feature	Essential	Enhanced	Advanced	Ultimate
Test brief templates		1	Unlimited	Unlimited
Flexible workflows		1	Unlimited	Unlimited
Dynamic intake forms		1	Unlimited	Unlimited
Shareable visual plans		✓	✓	✓
Experiment Calendar		✓	✓	✓
Experiment timeline / Gantt view		✓	✓	✓
Kanban board		✓	✓	✓
Hypothesis Planning		✓	✓	✓
Alerts & notifications		✓	✓	✓
Hypothesis linking		✓	✓	✓
Request dashboard		✓	✓	✓
Results repository			✓	✓
MS 365 connector			✓	✓
Live web proofing			✓	✓
External file proofing			✓	✓

Feature	Essential	Enhanced	Advanced	Ultimate
Multiple instances availability			Add-on	Add-on
Jira integration availability			Add-on	Add-on

Design and manage experiments

Our low-code base helps you design great experiments faster and manage your experiment pipeline efficiently

Feature	Essential	Enhanced	Advanced	Ultimate
Visual editor	✓	✓	✓	✓
Change history	30 days	Unlimited	Unlimited	Unlimited
Traffic allocation	✓	✓	✓	✓
Preview mode	✓	✓	✓	✓
Conditional activation	✓	✓	✓	✓
Project JavaScript	✓	✓	✓	✓
JavaScript API	✓	✓	✓	✓
Shadow DOM Support	✓	✓	✓	✓
Experiment utility functions	✓	✓	✓	✓
Variation code editor	✓	✓	✓	✓
Advanced audience combinations	✓	✓	✓	✓
Shared code		✓	✓	✓
Extensions (reusable elements on pages)		✓	✓	✓
Experiment scheduler		✓	✓	✓
Cross-project events			✓	✓
Component audit & tracking			✓	✓

Targeting

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

Feature	Essential	Enhanced	Advanced	Ultimate
Audience builder	✓	✓	✓	✓
Referrer URL	✓	✓	✓	✓
Query parameter	✓	✓	✓	✓
Custom JavaScript	✓	✓	✓	✓
Cookies	✓	✓	✓	✓
IP address	✓	✓	✓	✓
Traffic source	✓	✓	✓	✓
Device targeting	✓	✓	✓	✓
Operating system targeting	✓	✓	✓	✓
Browser	✓	✓	✓	✓
Language	✓	✓	✓	✓
New vs returning visitors	✓	✓	✓	✓
Custom attributes		✓	✓	✓
Ad campaign		✓	✓	✓
Audience integrations		✓	✓	✓

Personalization

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

Feature	Essential	Enhanced	Advanced	Ultimate
Personalization campaigns		✓	✓	✓
Campaign results		✓	✓	✓
Time-of-day targeting		✓	✓	✓
Geotargeting		✓	✓	✓
Behavioral targeting		✓	✓	✓
Experience builder		✓	✓	✓

Feature	Essential	Enhanced	Advanced	Ultimate
Personalization holdbacks		✓	✓	✓
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
List attribute targeting			✓	✓
Dynamic customer profiles (external attributes)				✓

*Optimizely Data Platform (ODP) is a separate product from Web 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	✓	✓	✓	✓
Metrics builder	✓	✓	✓	✓
Custom event metrics	✓	✓	✓	✓
Non-binomial metrics	✓	✓	✓	✓
Exit / bounce rate	✓	✓	✓	✓
Pageview metrics	✓	✓	✓	✓
Click metrics	✓	✓	✓	✓
Selectable baseline variation	✓	✓	✓	✓
Offline events	✓	✓	✓	✓
Custom statistical significance level		✓	✓	✓
Revenue outlier smoothing		✓	✓	✓
AI variation generator		✓	✓	✓

Feature	Essential	Enhanced	Advanced	Ultimate
Adaptive audiences			✓	✓

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	✓	✓	✓	✓
Analytics and heatmap integrations	✓	✓	✓	✓
Source type segmentation	✓	✓	✓	✓
Browser type segmentation	✓	✓	✓	✓
Device type segmentation	✓	✓	✓	✓
Campaign segmentation	✓	✓	✓	✓
Referrer segmentation	✓	✓	✓	✓
Visual tagging	✓	✓	✓	✓
Date range segmentation	✓	✓	✓	✓
Custom attribute segmentation	✓	✓	✓	✓
BOT filtering	✓	✓	✓	✓
Automatic SRM detection		✓	✓	✓
Event data export		✓	✓	✓
Cross-origin tracking			✓	✓
IP address filtering			✓	✓
Snowflake export			✓	✓
BigQuery direct share				✓
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 (API access)	✓	✓	✓	✓
Webhooks	✓	✓	✓	✓
GDPR compliance	✓	✓	✓	✓
2-step verification	✓	✓	✓	✓
User-based roles & permissions	✓	✓	✓	✓
Clientside logging (snippet, SDK)	✓	✓	✓	✓
Experiment name masking	✓	✓	✓	✓
Multi-account login	✓	✓	✓	✓
Custom end user IDs (BYOID)	✓	✓	✓	✓
IP address anonymization	✓	✓	✓	✓
Single sign-on (SSO)		✓	✓	✓

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 center	✓	✓	✓	✓
Academy	✓	✓	✓	✓
Developer documentation	✓	✓	✓	✓

Add-ons

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

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

Appendix

Platform administration

Number of concurrent experiments	Number of concurrent experiments that you can run
MAUs included	MAUs included in the package tier
MAUs limit	MAUs limit in the package tier
Collaboration seats included	Number of collaboration seats included in the package tier that can create and manage campaigns & hypotheses
Collaboration guest users	Number of collaboration guest seats included in the package tier that can submit work requests and can view-only campaigns & hypotheses
Number of projects	Number of projects included in the package tier

Experiment types

A/B/n testing	Compare multiple versions of a website against each other to see which performs best
Multi-page (funnel) testing	Target multiple saved pages in a single test or campaign
Multi-armed bandits	Dynamically allocate traffic to variations that are performing well using AI
Mutually exclusive experiments	Create experiments that have mutually exclusive visitors
Multivariate testing (MVT)	Experiment on multiple elements at once to find the best combination

Implementation & performance

Snippet size management	Collection of capabilities that help monitor and maintain the size of the snippet
Dynamic website support (SPA)	Capabilities that help control the timing, execution, and targeting for single-page applications
Performance edge	Deliver experiments faster by moving experiment processing from the browser to the edge (CDN)
Custom TTL for snippet	Configure how long our snippet in the client browser
Custom snippets	Define how events and page targeting are divided or shared between separate web snippets to boost performance or governance

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	Filter, save, and share list, calendar, timeline, and kanban views
Experiment calendar	Traditional calendar view showing campaigns, hypotheses, and tests planned and in-flight
Experiment timeline / Gannt 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. (email, Teams, Slack)
Hypothesis linking	Link a Web 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
Optimizely reporting for experimentation	Effectively quantify your experimentation program performance and understand its impact

Design and manage experiments

Visual editor	Deliver experience changes to your site or single page application without needing to code
Change history	View a change log of all project entities, including flags, experiments, audiences, and events
Traffic allocation	Use traffic allocation to roll your code out to only a subset of your visitors
Preview mode	Site or web application
Conditional activation	Activate an experiment on a page dynamically after the page has finished loading
Project Javascript	Insert custom JavaScript that runs before the Optimizely snippet, without having to deploy manual changes to your site's code
Shadow DOM support	Ensure that you can target all elements on your pages (including SPAs)
Javascript API	Leverage in-snippet hooks to read data or apply custom logic for your implementation
Experiment utility functions	Describes how to write JavaScript and CSS that is executed for some or all variations of an experiment
Advanced audience combinations	Match audiences when setting up audience conditions, allowing for nested & and/or logic
Variation code editor	Custom JavaScript or CSS to be run at the variation level
Shared code	Custom JavaScript or CSS to be run at the experiment level
Extensions	Create reusable elements on pages
Experiment scheduler	Schedule experiments to run when you want
Cross-project events	Track visitor conversions across all your projects within the same account
Component audit & tracking	View active/paused experiment assets (Pages, Events, Extensions, & Audiences) and an overview of Web Experimentation data

Targeting

Audience Builder	Create your audience based on criteria you set
Referrer URL	Add visitors to your experiment based on the referrer website the visitor is coming from (Google. Facebook, etc.)
Query parameter	Add visitors to your experiment based on whether they come to your page using a URL that contains a certain query parameter
Custom Javascript	Add visitors to your experiment based on your own javascript condition that must be matched by a visitor
Cookies	Add visitors to your experiment based on whether they have a certain cookie, or whether the cookie is set to a certain value
IP address	Add visitors to your experiment based on their IP address range
Traffic source	Add visitors to your experiment based on the referrer (campaign, search, referral, or direct)
Device targeting	Add visitors to your experiment based on the device a visitor is using
Operating system targeting	Add visitors to your experiment based on the operating system the visitor is using
Browser	Add visitors to your experiment based on the browser the visitor is using

Targeting continued

Language	Add visitors to your experiment based on the preferred language choice that they set in their browser
New vs Returning Visitors	Add visitors to your experiment based on whether they are a new or returning visitor
Custom Attributes	Add visitors to your experiment based on custom information
Ad Campaign	Add visitors to your experiment based on the utm_campaign parameter while maintaining campaign attribution
Audience Integrations	3rd party audience integrations (Google Analytics 4, Tealium, mParticle, Zeotap)

Personalization

Personalization campaigns	Deliver personalized experiences to behaviorally targeted audiences
Campaign results	Measure impact of personalization efforts
Time-of-day targeting	Use exact time information to include visitors in your experiences
Geotargeting	Use geographic information to include visitors in your experiences
Behavioral targeting	Use website behavior to include visitors in your experiences
Experience builder	Create, manage, and prioritize experiences for many personalized audiences as part of a single campaign
Personalization holdbacks	Track how well your personalized experiences perform compared to the generic experience, defaults to 5% of traffic
CDP Audience Sync (ODP)	Audience integrations via common CDP and cohort management vendors
Real-time segments (ODP)	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 onprofile data, omni-channel behaviors, AI-based observations, and more
Custom reports (ODP)	Build your own custom reports
List attribute targeting	Easily target externally defined user segments via an uploaded list of IDs or zipcodes
Dynamic customer profiles (External attributes)	Use non-PII customer attributes from external systems to target your customers with precision for testing and personalization

Statistics & AI

Stats engine	A new approach to experience optimization that aligns statistics with the way businesses actually run experiments
Stats accelerator	Reach statistical significance by dynamically adjusting traffic allocation
Experiment results	See results for your experiments on a flexible results page
Metrics builder	Configure metrics to track the performance of your experiments
Custom event metrics	Use custom events to capture data points, online or offline, for statistical reporting. E.g. customer service data points or product returns
Non-binomial metrics	Use event properties to find statistical significance in numeric values without predefined goals

Statistics & AI continued

Exit/bounce rate
Measure how your experiments affect engagement levels of landing and down-funnel pages

Pageview metrics
Track views on any saved page as a metric in campaigns that may or may not target that page

Click metrics
Track clicks on any CTA as a metric in campaigns that may or may not target changes for that CTA

Selectable baseline variation
Set the baseline in the results reporting to a different variation to view the data from another angle

Offline events
Programmatically send events to Optimizely results using the offline events endpoint

Custom statistical significance level
Set your own statistical significance level. Defaults to 90%

Revenue outlier smoothing
Identifies values that exceed the daily exclusion threshold and designates them as outliers

AI variation generator
Accelerate variation ideation and configuration with AI-powered suggestions in the Visual Editor

Adaptive audiences
Predict the intent of your visitors and match them with dynamic audience segments

Analytics

CSV export
Export the results page data to a CSV file

Analytics and heatmap integrations
Use visual analytics tools like Hotjar or Contentsquare with Optimizely

Browser type segmentation
Segment results by browser type

Device type segmentation
Segment results by device type (mobile vs desktop)

Source type segmentation
Segment results between direct, referral, and search

Campaign segmentation
Segment results by visitors with the parameter utm_campaign

Referrer segmentation
Segment results based on the website visitors came from

Date range segmentation
Filter statistical results using a custom date range

Custom attribute segmentation
Segment results by customer attributes such as browser, campaign, location, and custom attributes

Visual tagging
Use the visual editor to visually define enrichment data collection for events on saved pages

IP address anonymization
Automatically anonymizes the customer IP address in order to maximize user privacy

Bot filtering
Automatically exclude bot traffic from your campaign event data collection

Automatic SRM detection
In-app alerts for any experiment deterioration as soon as it's detected

Event data export
Access your Optimizely event data programmatically

Cross-origin tracking
Target, experiment and track visitors across domains, subdomains, security protocols, or ports

IP address filtering
Exclude certain IP addresses or ranges from showing up in your experiment results. E.g. exclude internal traffic

Snowflake export
With a direct Snowflake integration, Experimentation Events Export decisions and conversions display automatically in your Snowflake instance

Analytics continued

BigQuery direct share
Push/get shared views of your Optimizely data directly in your BigQuery account

Security & tech specs

REST API (API access)
Use the REST API to control your experiments

Webhooks
Let Optimizely notify your systems whenever a project is updated

GDPR compliance
Comply with electronic privacy laws in your region

2-step verification
Enhance security by mandating both password and authenticator app usage for collaborator logins and user accounts

User-based roles & permissions
Assign different roles (administrators, project owners, editors, and viewers) to each person on the team using Optimizely

Clientside logging (Snippet, SDK)
Records the execution of targeting and activation decisions, variation changes, events, and third-party integrations on a page in your browser's console

PCI compliance
Experiment securely throughout the purchase funnel and optimize credit card checkout flows

Single sign-on (SSO)
Increase the security of your account by logging into Optimizely using your existing corporate credentials

Experiment name masking
Removes project, campaign, experiment, variation, and event human-readable names from the snippet so they aren't visible to the client

Multi-account login
Log in to multiple Optimizely accounts and seamlessly switch between them

Custom end users IDs (BYOID)
Supply your own user identifier (e.g. Customer ID) instead of using an automatically generated ID from Optimizely

Support

Online tickets
Get your questions answered by submitting a ticket to our technical support engineers

Community
A thriving online community where experimenters unite, explore, and optimize together

Knowledge center
Search and browse for answers and documentation online

Academy
Grow your optimization skills with educational courses & certifications

Developer documentation
Search and browse for answers and documentation online

Add-ons

Optimizely Data Platform
Scale highly personalized, multichannel campaigns leveraging AI-powered predictive analysis, and share insights across other Optimizely products

Product recommendations
Deliver personalized product recommendations across multiple channels in real-time

Content recommendations
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**