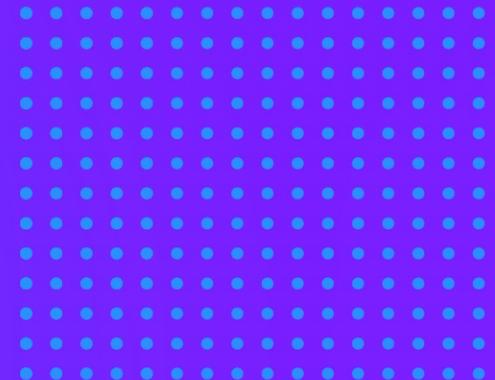




Optimizely Experimentation: Product Roadmap

What's new for the most powerful product development tool on the planet



Speaker Introduction



Thilo Richter

VP Product, Experimentation

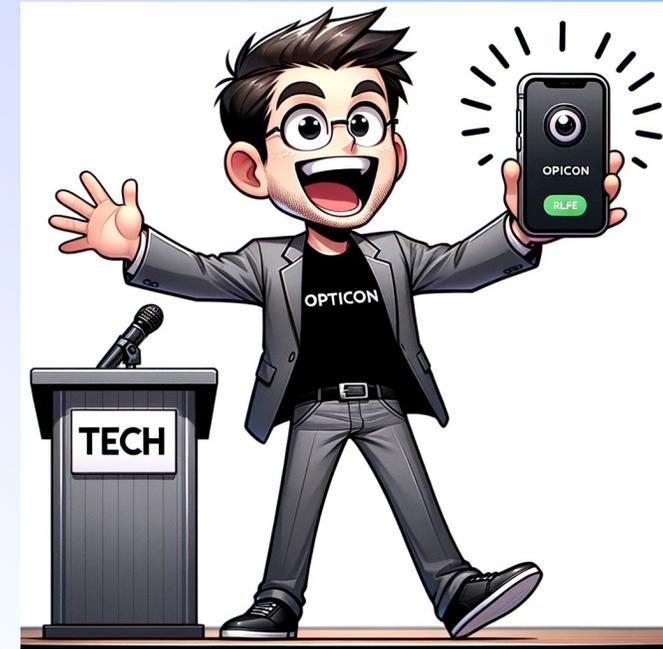
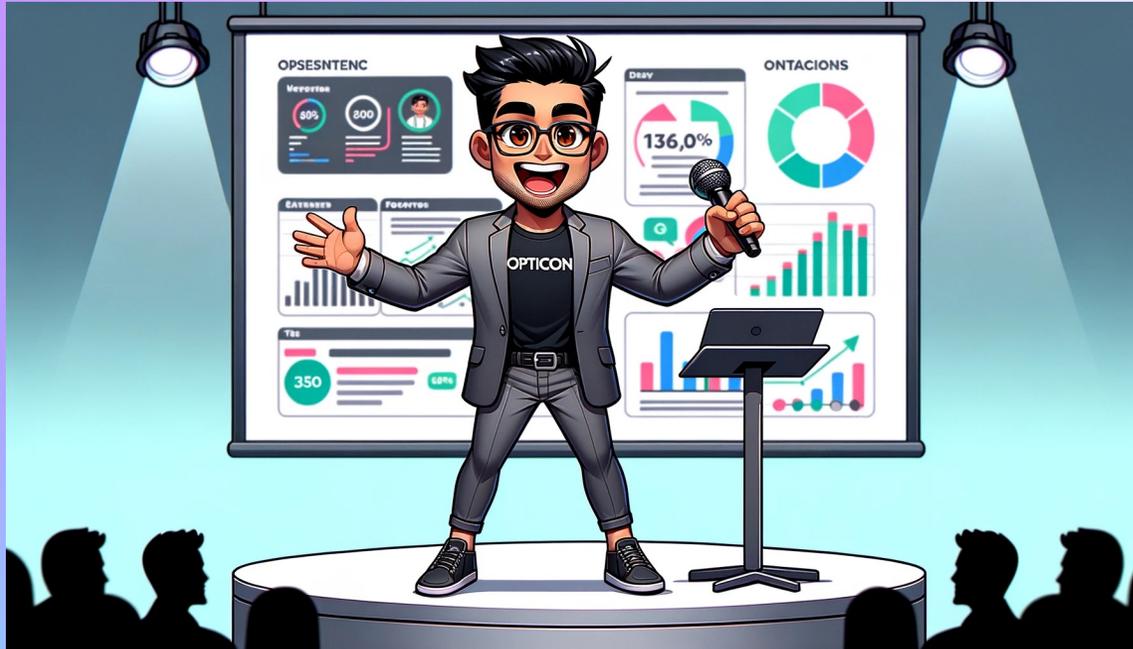
Optimizely



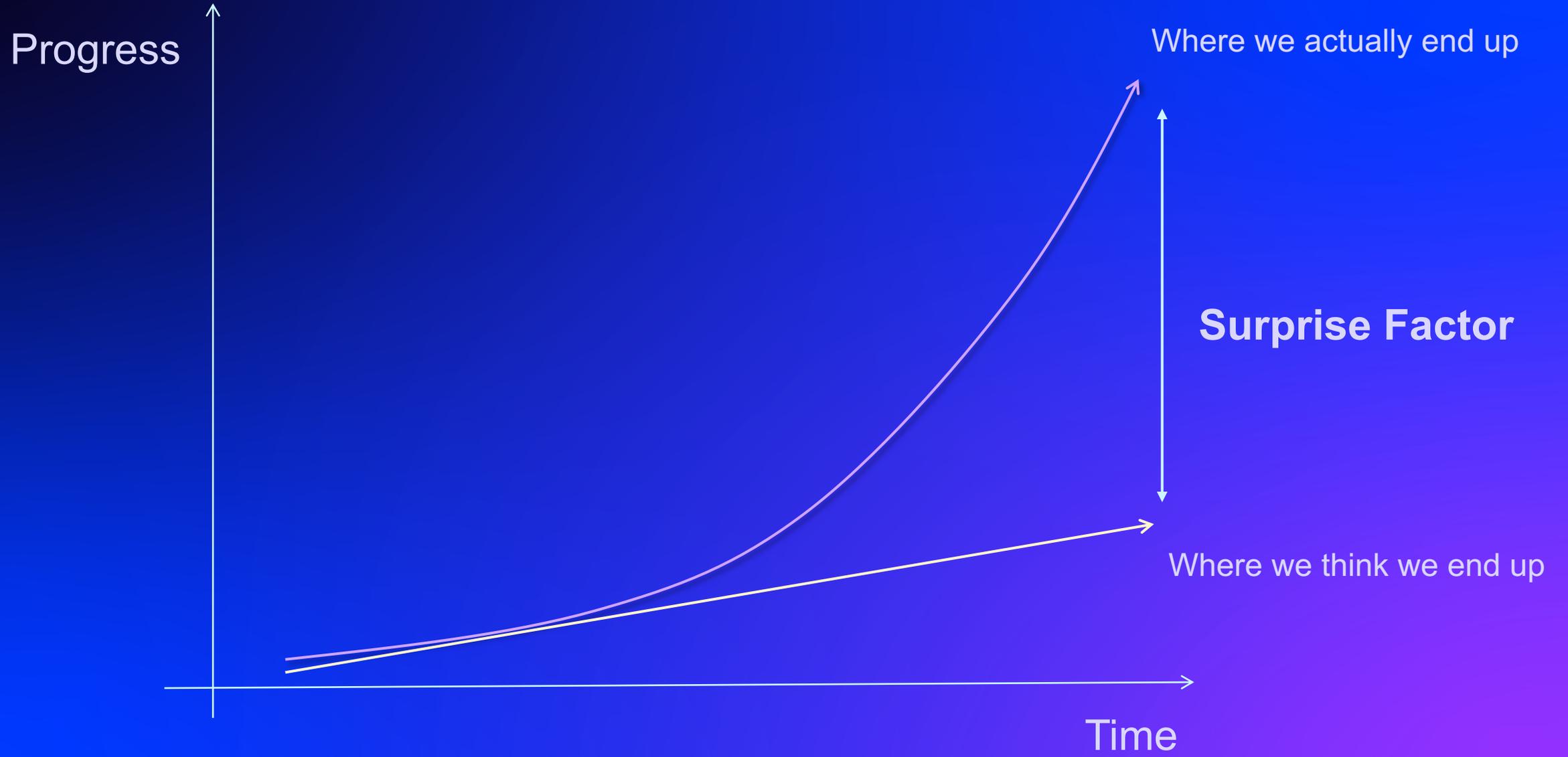
Britt Hall

Director, Web Experimentation

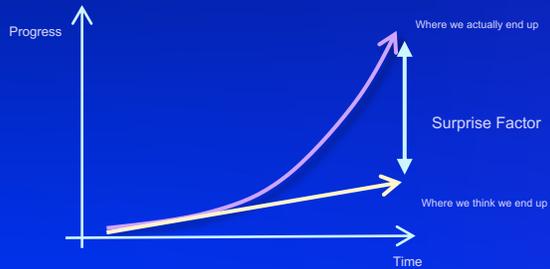
Optimizely



"Presenting the future of technology... or just a new ringtone? Either way, he's excited!"



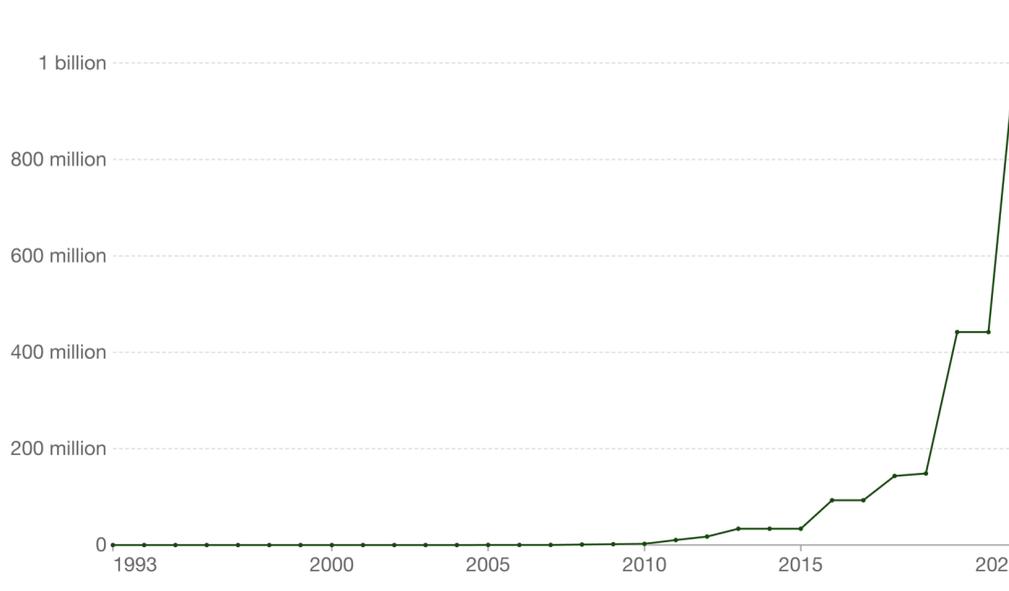
Law of Accelerating Returns



Computational capacity of the fastest supercomputers, 1993 to 2022

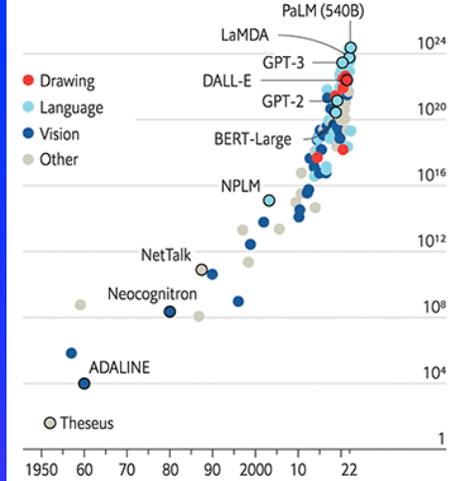
The number of [floating-point operations](#dod:flop) carried out per second by the fastest supercomputer in any given year. This is expressed in gigaFLOPS, equivalent to 10^9 floating-point operations per second.

Our World in Data

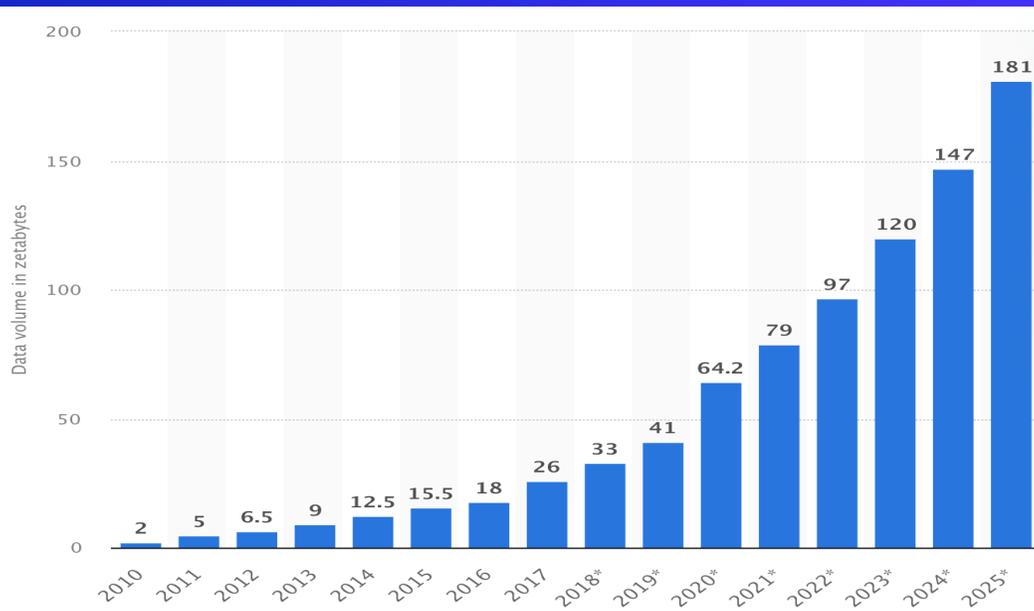


The blessings of scale

AI training runs, estimated computing resources used
Floating-point operations, selected systems, by type, log scale



Sources: "Compute trends across three eras of machine learning", by J. Sevilla et al, arXiv, 2022; Our World in Data





Explosion of Compute

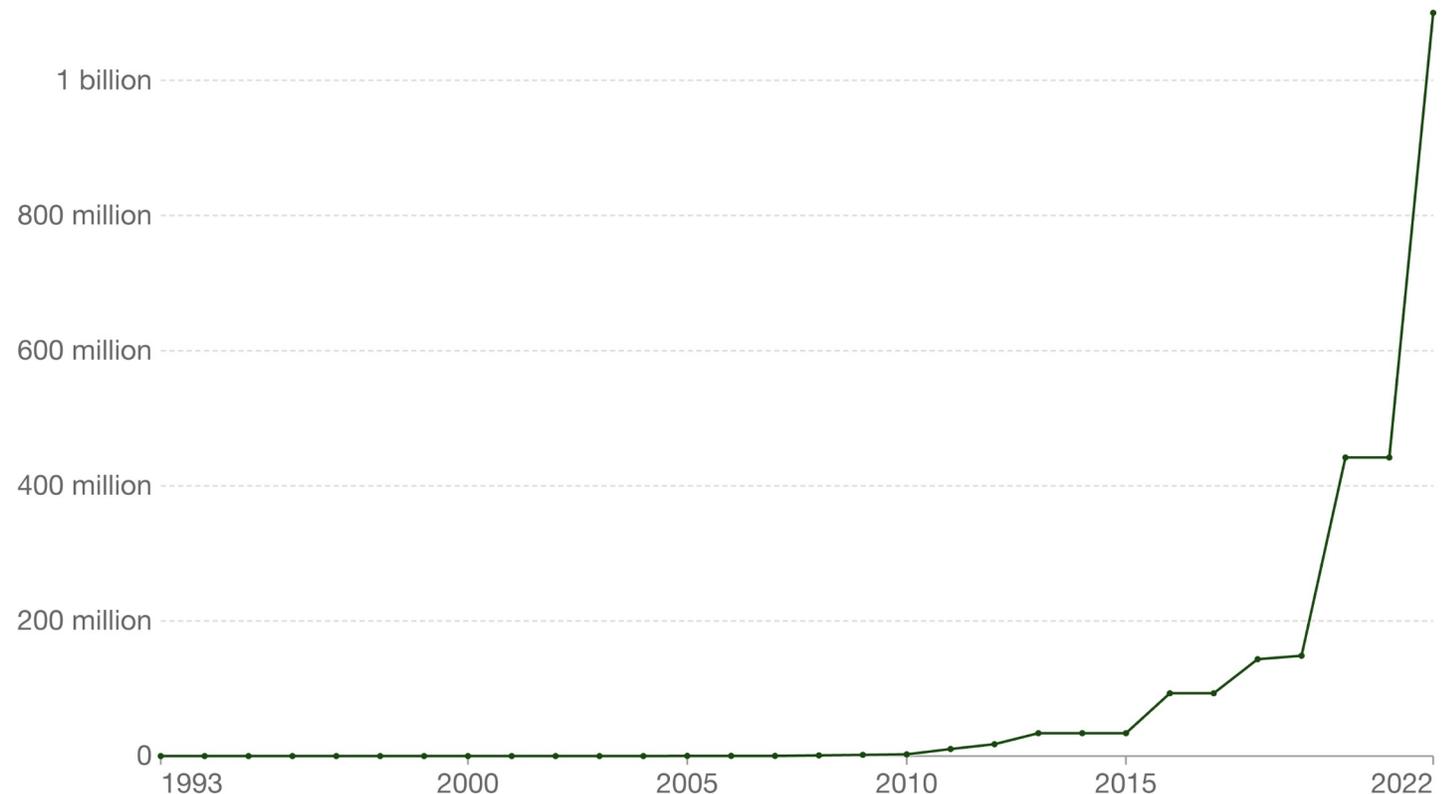
Power of chips doubles every ~2y (Moore's Law)

Your smartphone is 1B times faster than the computer in Apollo 11

Computational capacity of the fastest supercomputers, 1993 to 2022

Our World
in Data

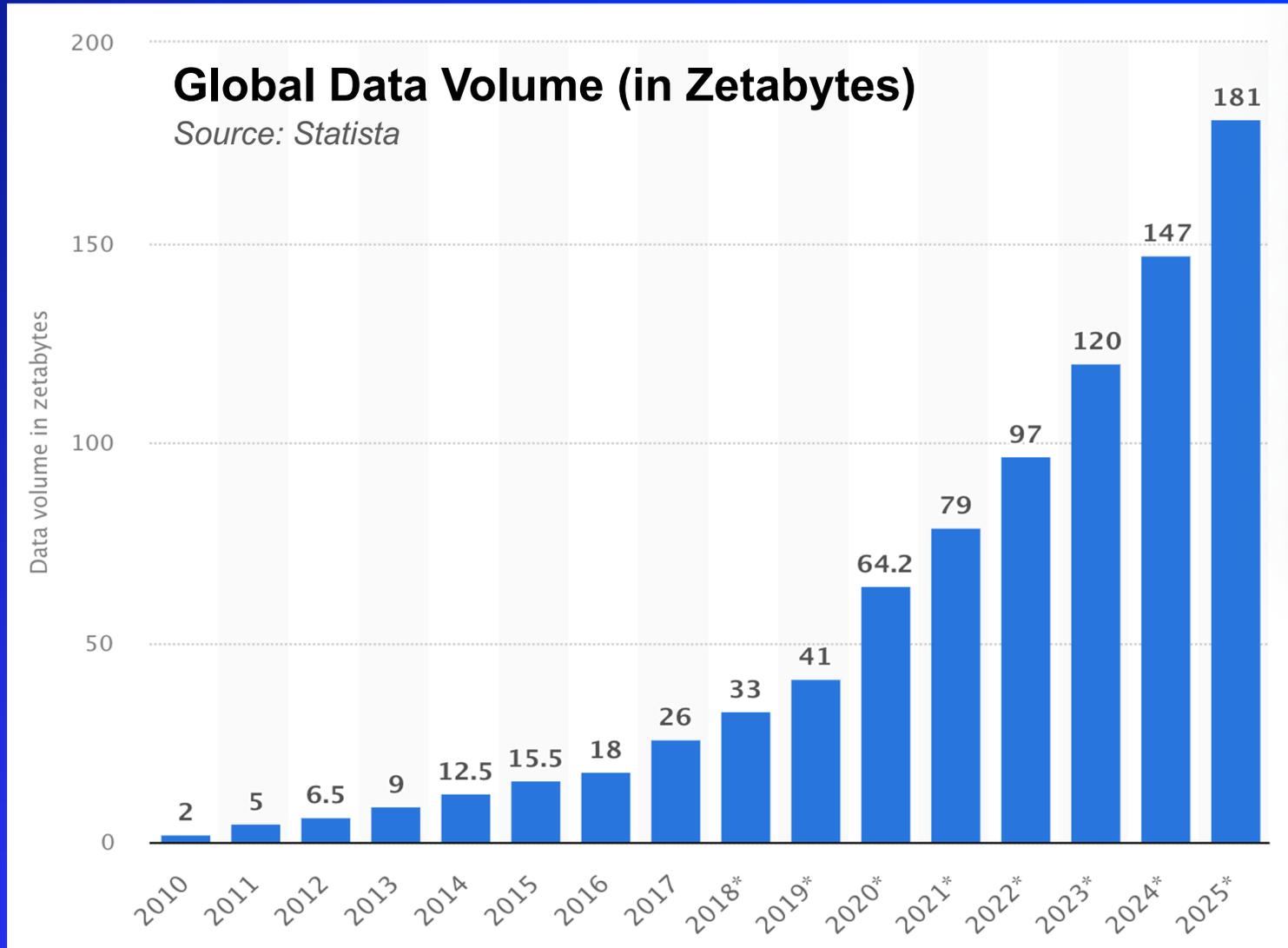
The number of [floating-point operations](#dod:flop) carried out per second by the fastest supercomputer in any given year. This is expressed in gigaFLOPS, equivalent to 10^9 floating-point operations per second.





Explosion of Data

Amount of data created, consumed, and stored is growing exponentially



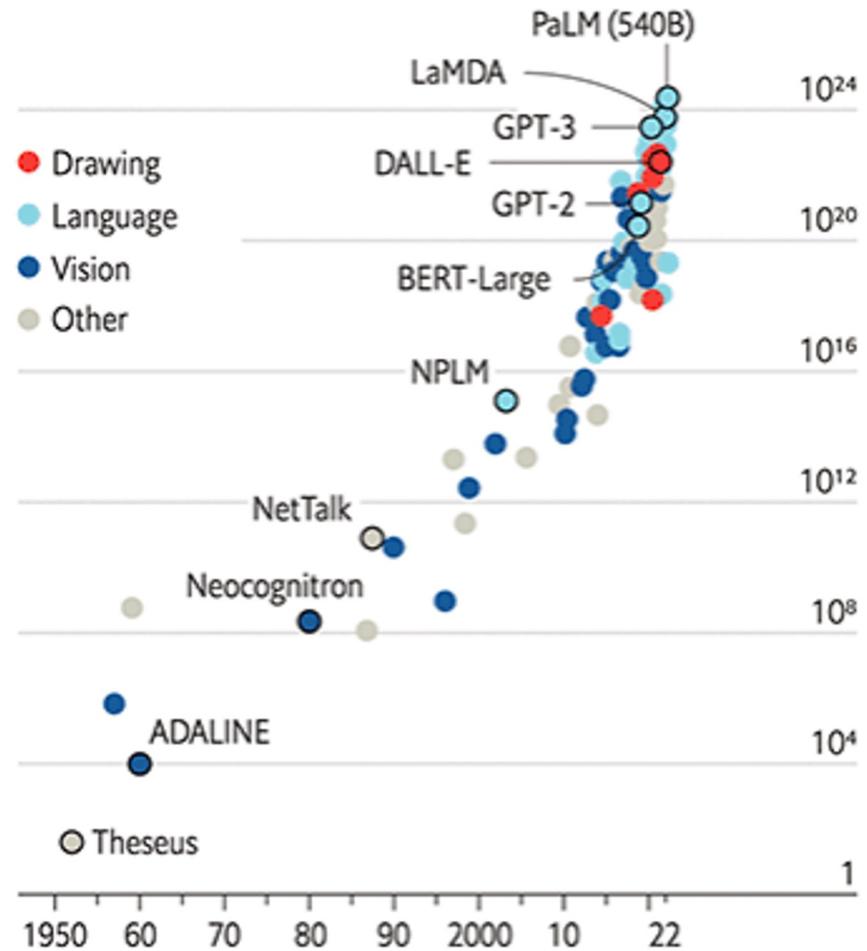


Model Explosion

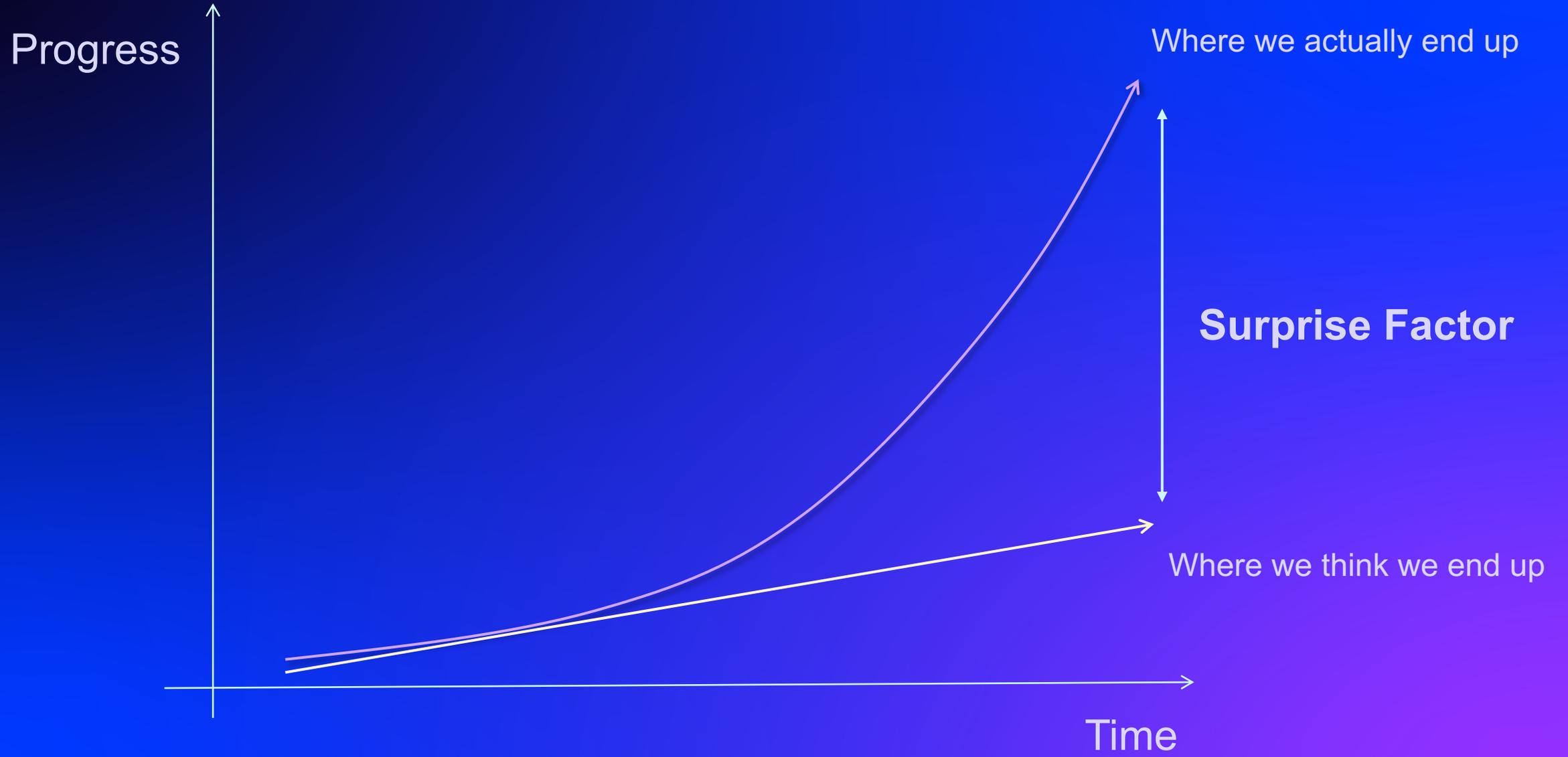
- Since 2010, the amount of training compute for AI models has grown by a factor of **10 billion**
- Compute resources used to train models **double** every **6 – 10 months**

The blessings of scale

AI training runs, estimated computing resources used
Floating-point operations, selected systems, by type, log scale



Sources: "Compute trends across three eras of machine learning", by J. Sevilla et al., arXiv, 2022; Our World in Data



Experimentation

offers a structured way to explore uncertainty, helping businesses find their way even when the path ahead isn't clear and amplify their impact

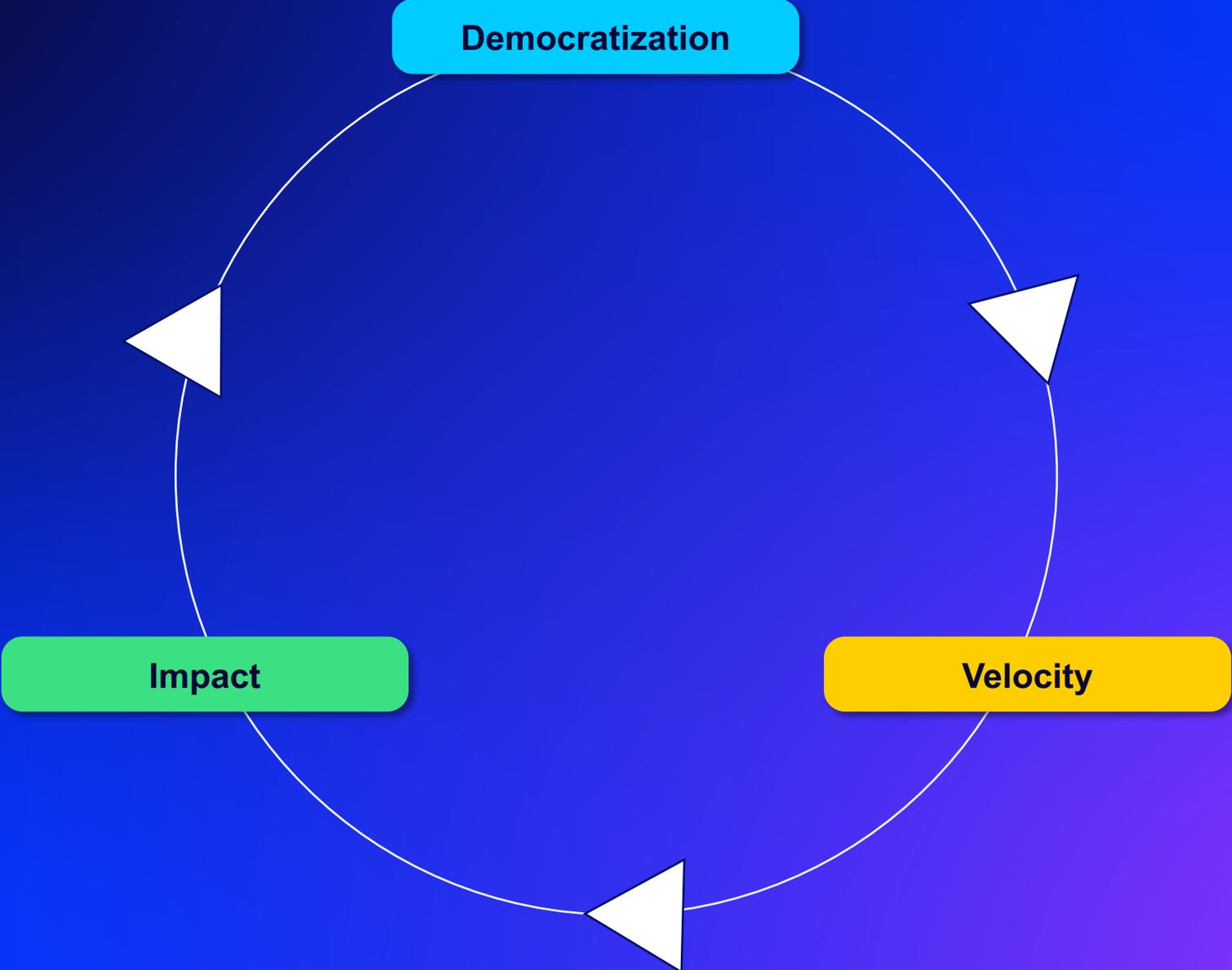
Democratization of Experimentation

Velocity of Learning

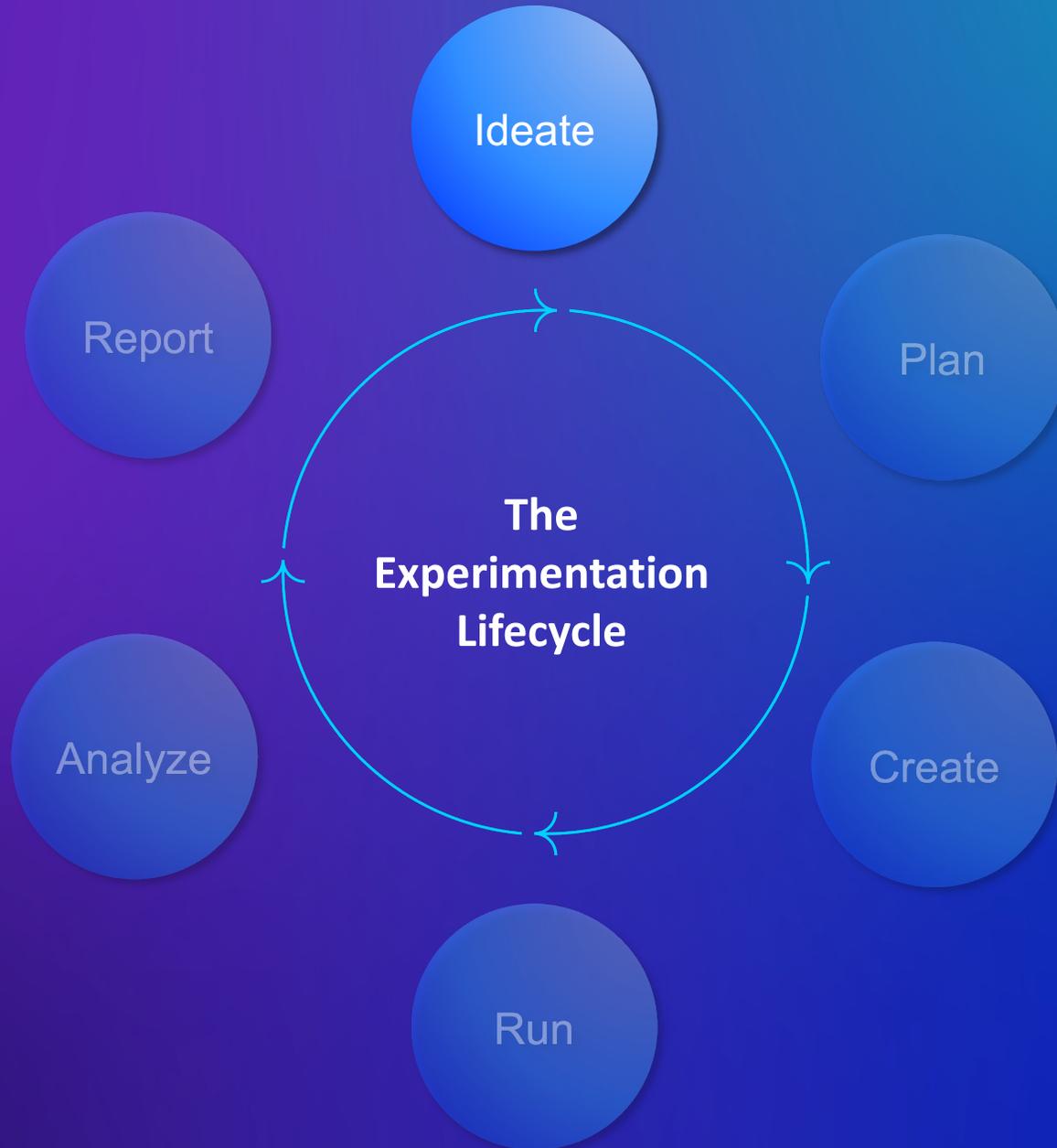
Impact Amplification



Experimentation Flywheel









Feature Experimentation



Web Experimentation

Intelligent Idea Intake



Build a central source of truth for your experimentation backlog.

- Guide high-quality idea intake through curated, dynamic form templates
- Build a backlog of crowdsourced ideas
- Set rules to automatically assign priority and assignee
- Collaborate with idea initiators throughout the experimentation process

Democratization

Velocity

Request	Priority	Assignee	Status	Exp
WRQ-48 Increase Average Order Value by better showcasing bundled ...	Low		Accepted	Exp
WRQ-47 Attic & Button - Add to Cart Variations	Low		Accepted	Exp
WRQ-46 IA - Direct visitors to Services page from the Home page	High		Accepted	Exp
WRQ-45 Experiment to improve TOF engagement metrics	Low		Accepted	Exp
WRQ-44 Great New Idea	Medium		Accepted	Exp
WRQ-43 VK: Consider placing the filter facets on the left on PLP	Low	Petri Isola	Accepted	Exp
WRQ-42 Experiment to improve TOF engagement metrics	Medium	Daniel O'Neil	Accepted	Exp
WRQ-41 Home content prioritization experiment	Low	James Stout	Accepted	Exp

Start ▾
Link To
Mark Complete
⋮

Accepted

WRQ-35

Rearrange pre-checkout functions to prioritize promotions

Priority: Medium Assignees:

Requested by James Stout on Aug 17, 2023 11:30 AM via Experiment Idea - Work Request

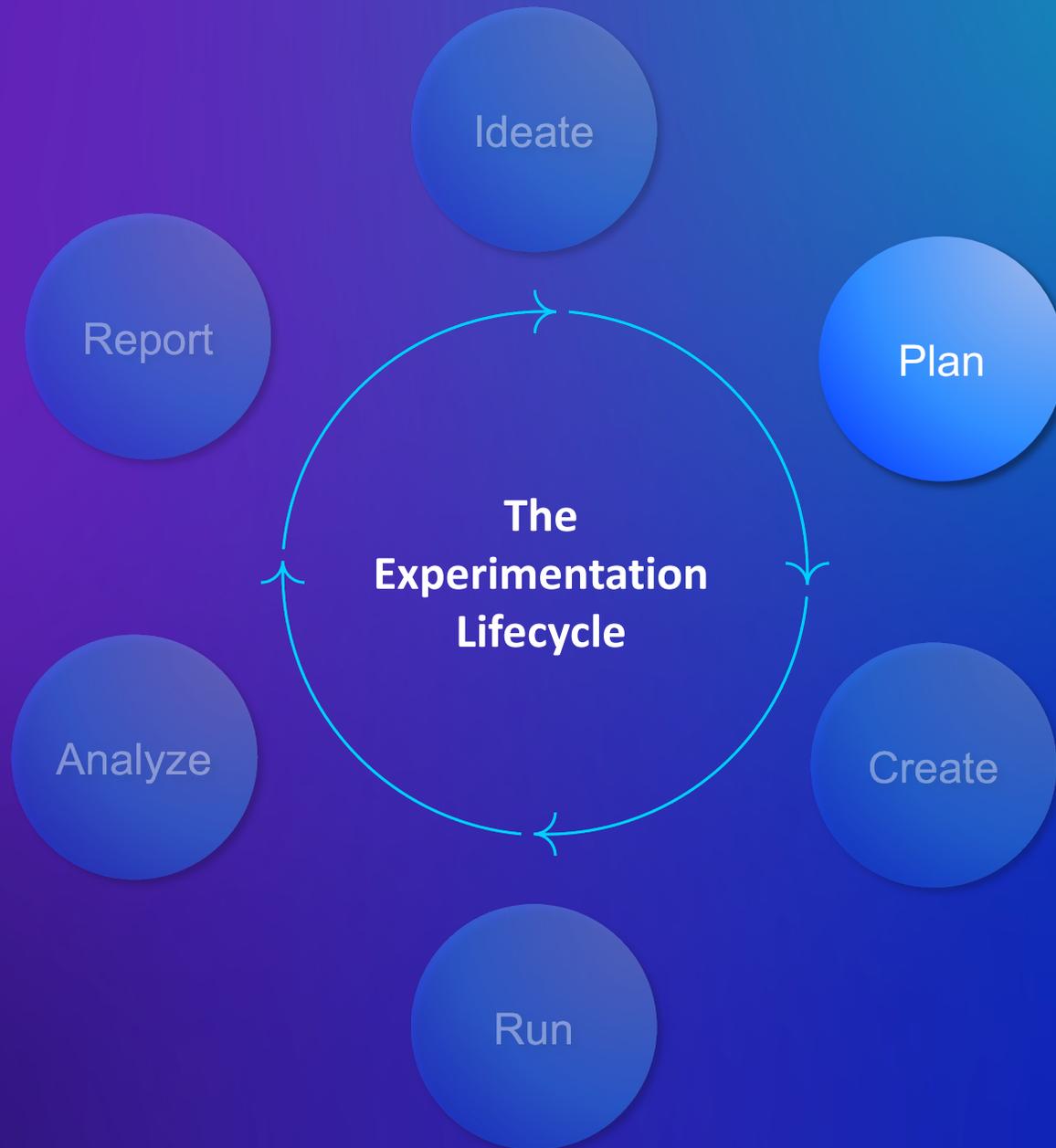
Hypothesis
If the pre-checkout functions are rearranged to put promotions first, more promotions will be used and therefore more conversions will result.

Problem this solves
Increase cart-to-checkout conversion rate

Business Goal
Increase Conversion

Page / URL
<https://fashionizely.opti-demo.net/en/cart/>

Comments | Related¹ | Approved Assets | History





Feature
Experimentation



Web
Experimentation

Test Brief Templates



Ensure every experiment meets your testing standards.

- As an idea becomes reality, drive intentional testing through a repeatable process.
- Align all decision-makers and key stakeholders
- Collaborate across functions to ensure all necessary resources are involved

Impact

Democratization

Mosey Business Website > Signup Flow > Hypothesis | HPT-92

Experiment to increase scroll depth and attention span Overdue

Brief Variations Experiment Fields History

You are using template **Experiment Idea - Work Request** Cancel Save

Title *

Experiment to increase scroll depth and attention span

54/80

Hypothesis *

Tell us what your idea is? What should we be testing, please give us a description:

If we reduce the article length to 500 characters max and change the font size from 10pt to 13pt and type to Sans-serif - we will get more engagement from our visitors

Problem this solves *

What problem does this solve for the business?

increase engagement and scroll depth

Business Goal *

Increase Loyalty Signups X

Page / URL

Please give us an example page URL where this appears?

https://dam-lite.opti-demo.online/en/Articles/tech/is-an-out-of-the-box-cms-a-viable-option-for-your-business/



Feature Experimentation



Web Experimentation

Automated Workflows



Never miss another deadline.

- Build a repeatable process that improves testing efficiency and ensures quality
- Curate workflow templates that can be repeated at the click of a button
- Automatically calculate due dates based on pre-set SLAs
- Connect workflows with 3rd party tools like Jira to ensure all teams stay on track

The screenshot displays an 'Experimentation Workflow' interface. The main view shows a list of steps: 1. Requirements (3 items), 2. Backlog, 3. Creative Design (expanded), 4. Experiment Build (Oct 24), and 5. Experiment QA (Oct 31). The 'Creative Design' step is expanded to show sub-steps: 'Complete design requirements' (Assigned to Britt Hall, In Progress) and 'Approve designs' (Assigned to Bradley Yee, In Review). A detailed view of the 'Complete design requirements' sub-step is shown on the right, featuring a text input field, a 'Comment' button, and a comment from Bradley Yee: 'I left a few notes on the variations. We're close!' with a thumbs-up reaction.

Velocity

Democratization



Web
Experimentation



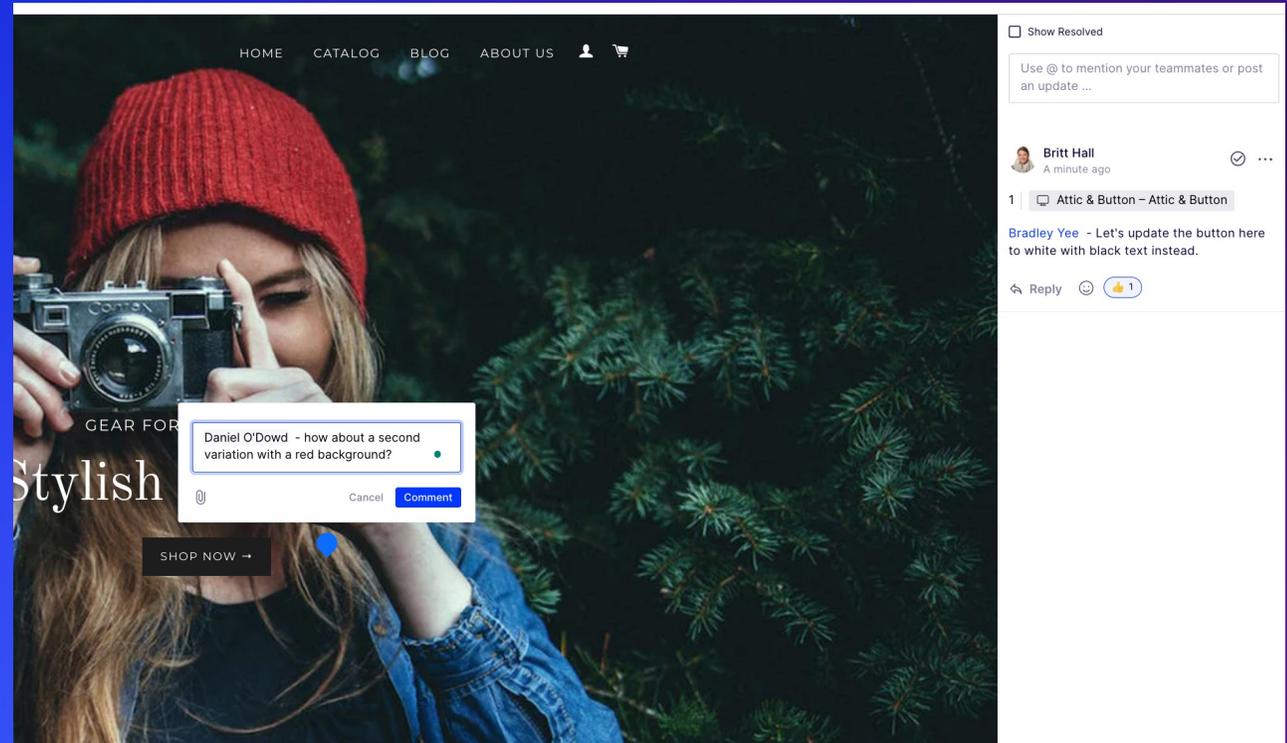
Feature
Experimentation

Design Collaboration



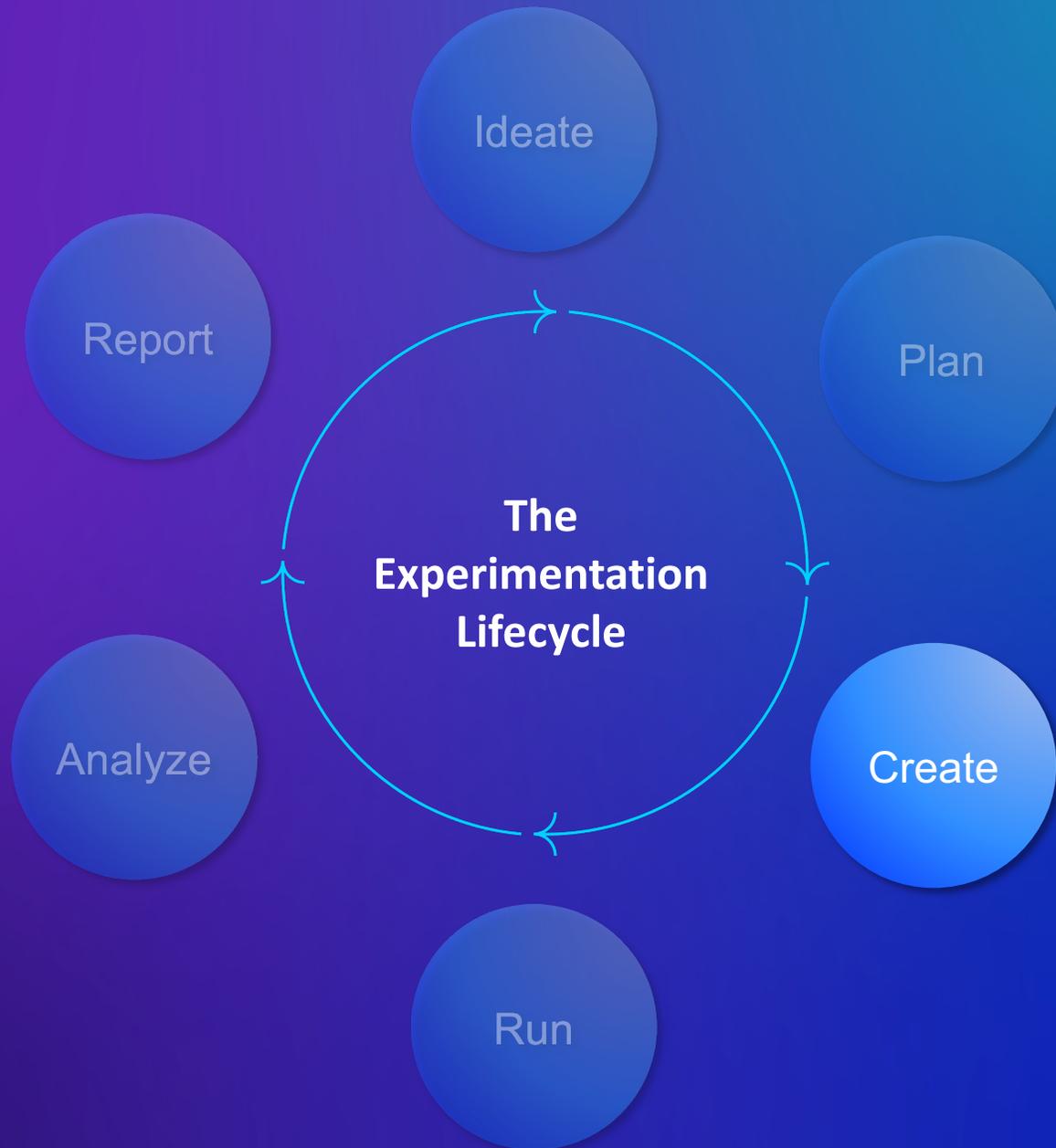
Stop emailing design documents.

- Centralize design decisions into a single tool for review by all stakeholders.
- Connect with Figma, InVision, and more for real-time collaboration in the tools you already love
- Contextualize designs with test brief and stakeholder review workflow steps



Velocity

Democratization





AI-Powered Copy Variations



Cure the creativity slump with AI.

- Use the visual editor to select copy, then generate suggestions and provide feedback
- Automatically create new variations for each copy suggestion used

Project name
[← Element Change](#)

Content Suggestions

Use artificial intelligence (AI) to generate additional copy variations for this experiment.

Buy Now

Add to Cart

Purchase Now

Find a Deal

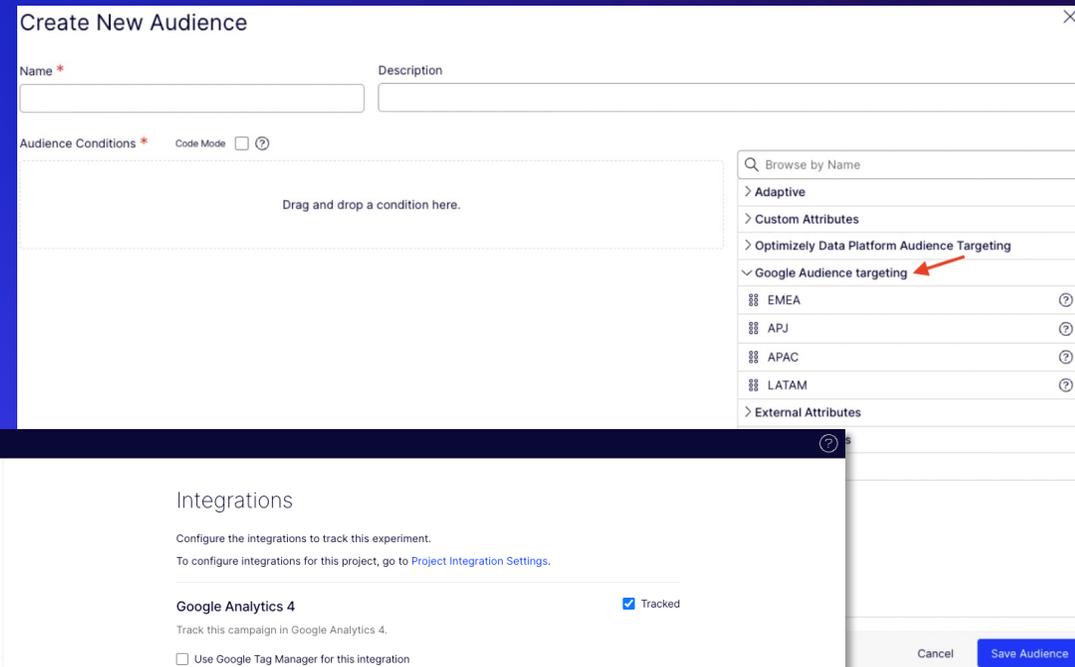
Order Now

Google Analytics Partnership



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

- Send event data from Optimizely Web to GA4 in a click.
- Send experiment variations to GA4 as audiences, eliminating the need to manually create custom dimensions/segments.
- Target GA4 audiences as audience conditions in Web.



Create New Audience

Name * Description

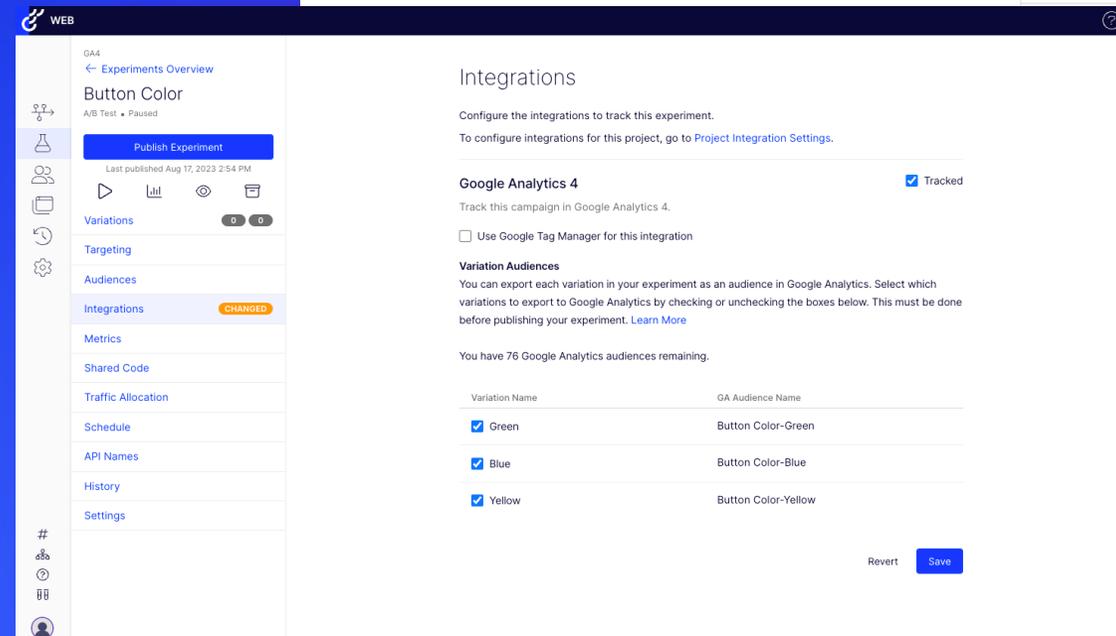
Audience Conditions * Code Mode ?

Drag and drop a condition here.

Browse by Name

- > Adaptive
- > Custom Attributes
- > Optimizely Data Platform Audience Targeting
- ✓ Google Audience targeting
- EMEAE
- APJ
- APAC
- LATAM
- > External Attributes

Cancel Save Audience



WEB

GA4 Experiments Overview

Button Color

A/B Test • Paused

Publish Experiment

Last published Aug 17, 2023 2:54 PM

Variations

Targeting

Audiences

Integrations **CHANGED**

Metrics

Shared Code

Traffic Allocation

Schedule

API Names

History

Settings

Integrations

Configure the integrations to track this experiment.

To configure integrations for this project, go to [Project Integration Settings](#).

Google Analytics 4 Tracked

Track this campaign in Google Analytics 4.

Use Google Tag Manager for this integration

Variation Audiences

You can export each variation in your experiment as an audience in Google Analytics. Select which variations to export to Google Analytics by checking or unchecking the boxes below. This must be done before publishing your experiment. [Learn More](#)

You have 76 Google Analytics audiences remaining.

Variation Name	GA Audience Name
<input checked="" type="checkbox"/> Green	Button Color-Green
<input checked="" type="checkbox"/> Blue	Button Color-Blue
<input checked="" type="checkbox"/> Yellow	Button Color-Yellow

Revert Save

Impact

Beta: Q4
GA: Q1 24'



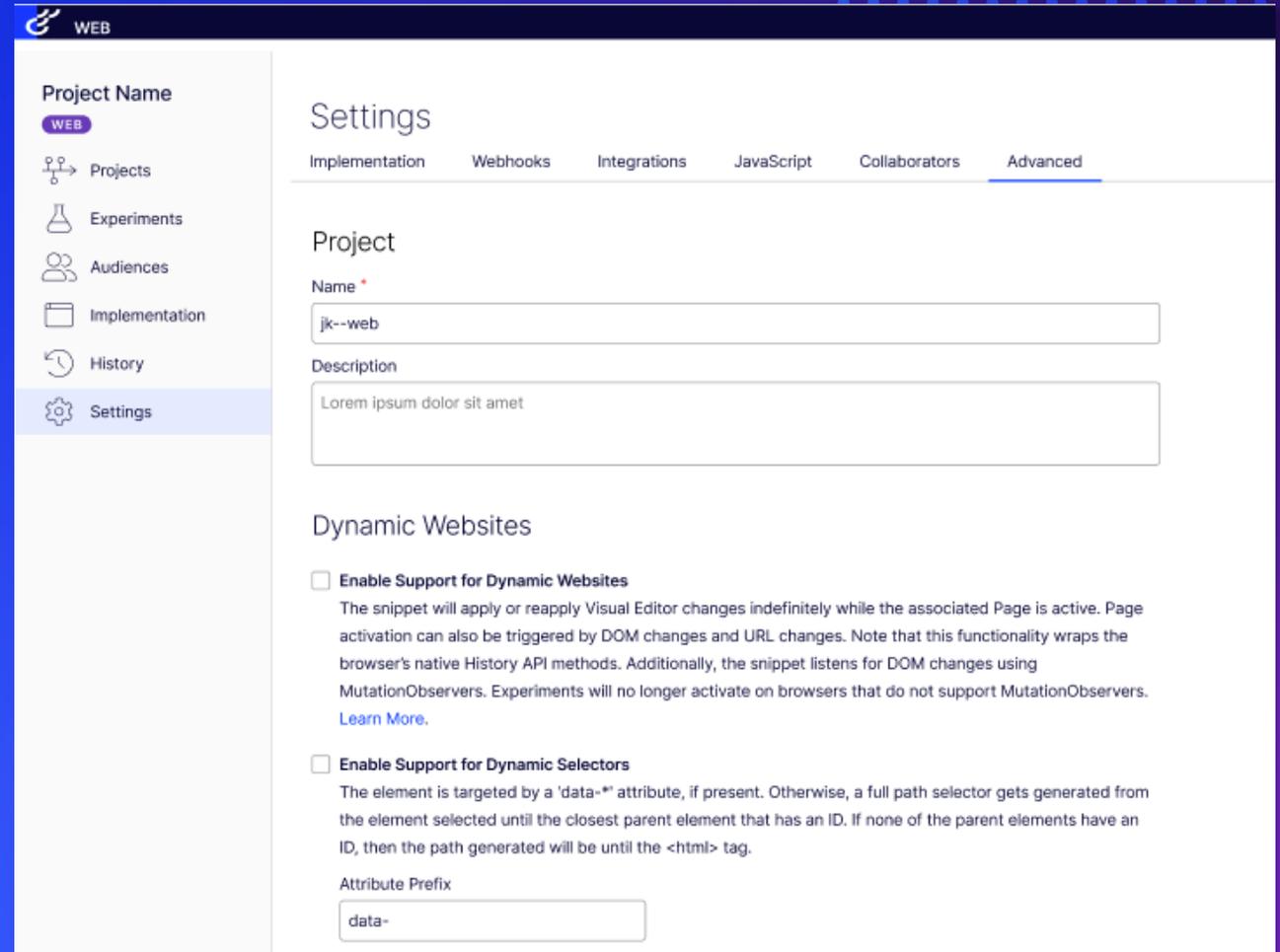
Web
Experimentation

Dynamic Selector Support



Test everywhere, on your own.

- Reduce experiment configuration time and empower marketing teams to author experiments without relying on developers.
- Configure visual editor support for single page applications via JavaScript frameworks, including React and NextJS.



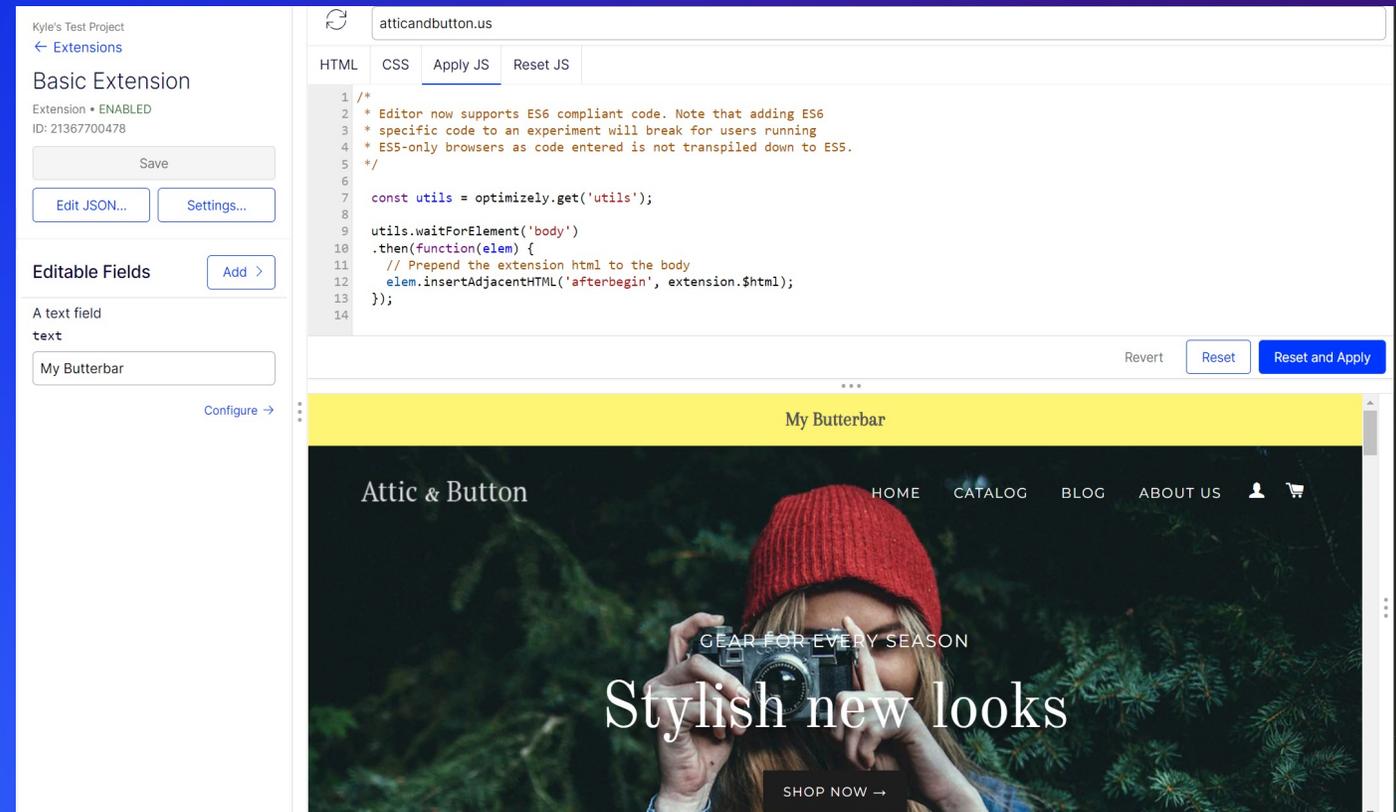
Velocity

Extensions in Performance Edge



Stop asking your developers to re-build common test scenarios.

- Increase experiment velocity by eliminating the manual creation of changes for Performance Edge experiments
- Build and store an extension, then use it again and again in test variations



The screenshot displays the Performance Edge interface for a project named "atticandbutton.us". On the left, the "Basic Extension" configuration panel shows the extension is enabled with ID 21367700478. It includes a "Save" button, "Edit JSON..." and "Settings..." buttons, and an "Editable Fields" section with an "Add >" button. Below this, a text field is configured with the value "My Butterbar". On the right, the "Apply JS" tab is active, showing JavaScript code that uses the `optimizely` utility to inject the extension HTML into the page body. The bottom of the interface shows a live preview of the website "Attic & Button" with a yellow header containing the text "My Butterbar". The main content area features a navigation menu and a promotional banner for "Stylish new looks" with a "SHOP NOW" button.

Velocity



Advanced Audience Targeting



Test smarter, not harder.

- Out-of-the-box, low-code targeting across Web and Feature Experimentation
- CDP Integrations to enable targeting of external audiences
- Powered by Optimizely's Connect Platform

The screenshot shows the 'Edit Audience' interface. At the top, there are fields for 'Name' (containing 'Free Package Users in California') and 'Description'. Below these are 'Audience Conditions' and a 'Code Mode' checkbox. A blue informational box states: 'Not all Optimizely Data Platform segments are applicable to your implementation. Learn more about how Pre-Built Segments are defined. Using Optimizely Data Platform segments has a minimum SDK version requirement. See the compatibility matrix for more information here.' The main area is divided into two sections: 'Optimizely Data Platform - Custom Segments' and 'Optimizely Data Platform - Pre-built Segments'. The 'Pre-built Segments' dropdown is open, showing a list of segments such as 'Customer from Facebook campaign | ≈41249 users/month', 'Interested in wellness | ≈41249 users/month', 'Customer interested in Lighting | ≈41249 users/month', 'MVP Customers | ≈41249 users/month', 'RINE1222_New_Era_Winning_Weekend | ≈41249 users/month', and 'Interest in Chemical Biology | ≈41249 users/month'. On the right side, there is a 'Browse by Name' search bar and a list of 'Attributes' including 'package_type' and 'state'. Below that is a section for 'Optimizely Data Platform Audience Targeting' with options for 'Custom Segments' and 'Pre-built Segments'. At the bottom of the interface, a red text note reads: 'Both Pre-built and Custom RTS are appearing under the Pre-Built Segments option'.

Velocity

Impact



Rule Scheduling

Beta: Live



Feature Experimentation



Reclaim your weekends.

- Schedule a Flag or Rule to toggle on/off
- Schedule traffic allocation percentages
- Faster experimentation velocity with confidence in scheduled changes
- Smoother progressive rollouts

New Scheduled Change

Select the date and time for your scheduled change below. You can add additional changes for the same date and time by clicking the "Add Change" button

Date	Time	Time zone	Environment
Oct 02, 2023	12:00 AM	America/New York	Production

Change applies to	Changed Element	Value	
Entire Flag	Status	On	

Change applies to	Changed Element	Value	
Repeat Buyers TD	Status	On	

Change applies to	Changed Element	Value	
Repeat Buyers TD	Percentage Included	50 %	

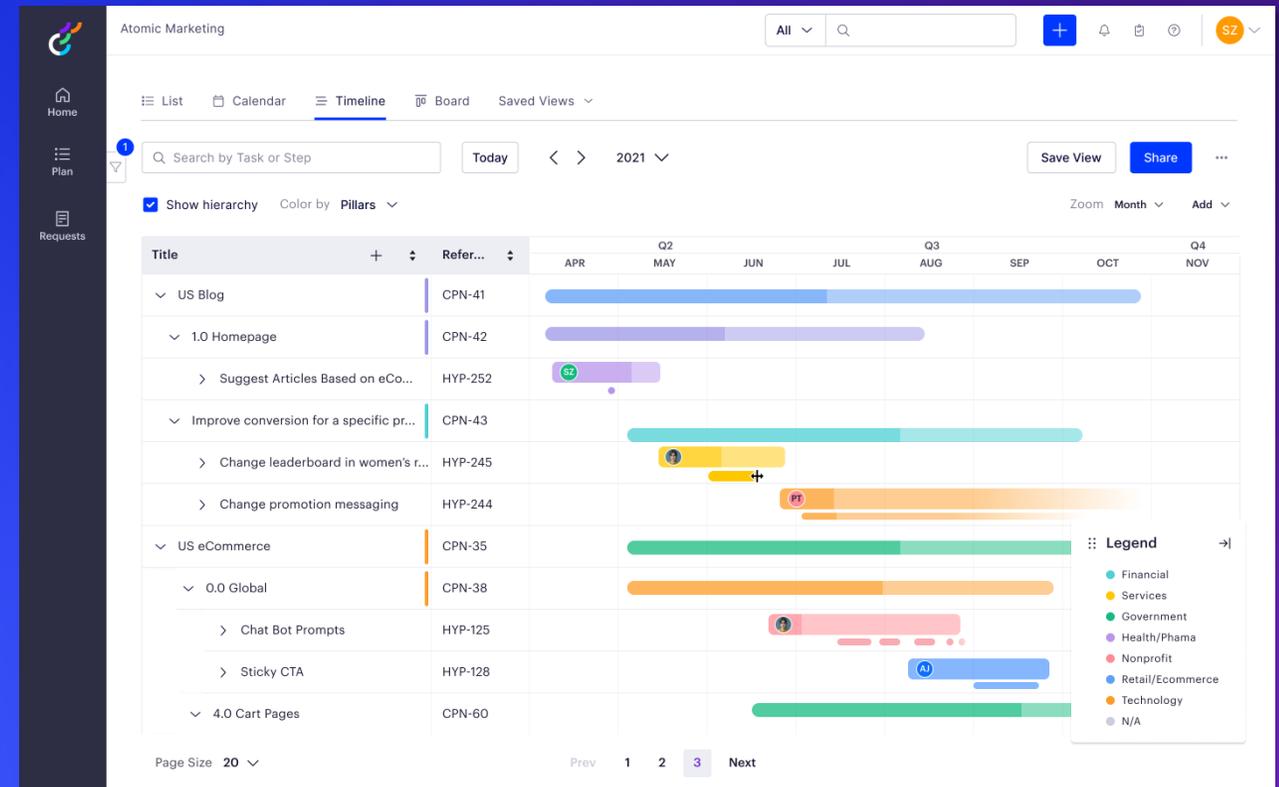
Velocity

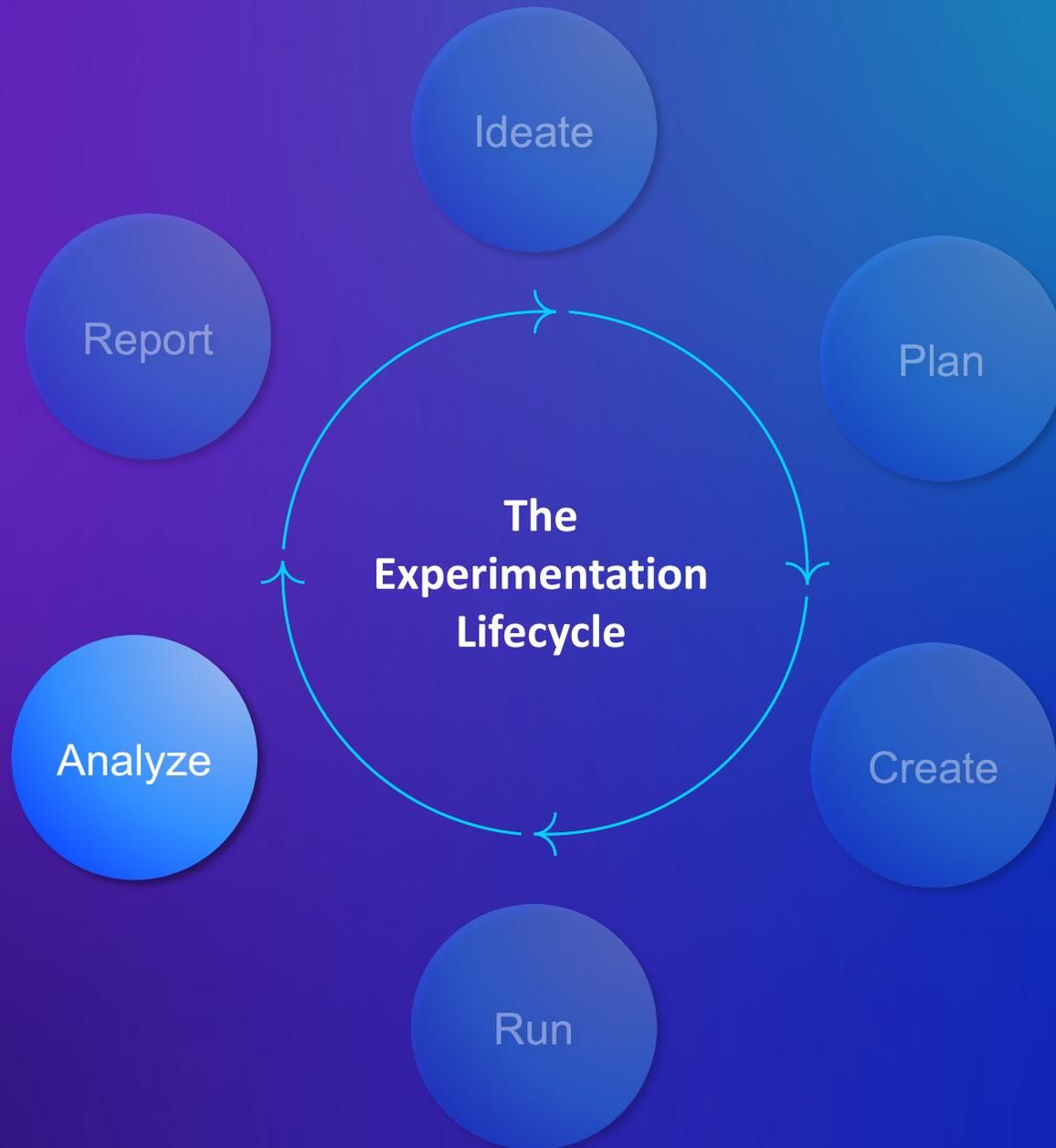
Live Calendars



Never format another PowerPoint timeline.

- Drive visibility and cross-team alignment on key experimentation initiatives
- Combine real-time testing data with upcoming plans
- Filter, save, and share views across the organization





Statistical Significance Notifications



Feature Experimentation



Web Experimentation



No peeking! We'll let you know when to look.

- Receive notifications when any metric in an experiment reaches statistical significance.

Statistical Significance BETA

Select the projects below you would like the email notifications from. We will notify you when any experiment within that project reaches statistical significance. [Learn more](#)

Note: Legacy Full Stack projects can not use notifications, but you can [upgrade your project](#) to receive notifications.

Project Name	Project Type	Email Notifications
[Legacy FS] Fog Light Coffee	Full Stack (Legacy)	<input type="checkbox"/>
AAT React SDK Bug Bash	Feature Experimentation	<input type="checkbox"/>
AAT Simple Demo	Feature Experimentation	<input type="checkbox"/>
APPX-3030	Feature Experimentation	<input type="checkbox"/>
APPX-3030-V2	Feature Experimentation	<input type="checkbox"/>



Sample Ratio Mismatch Detection



Trust your process, trust your data.

- Improve quality of experiments by detecting anomalies
- Get automatic alerts when your experiments experience sample ratio mismatch errors

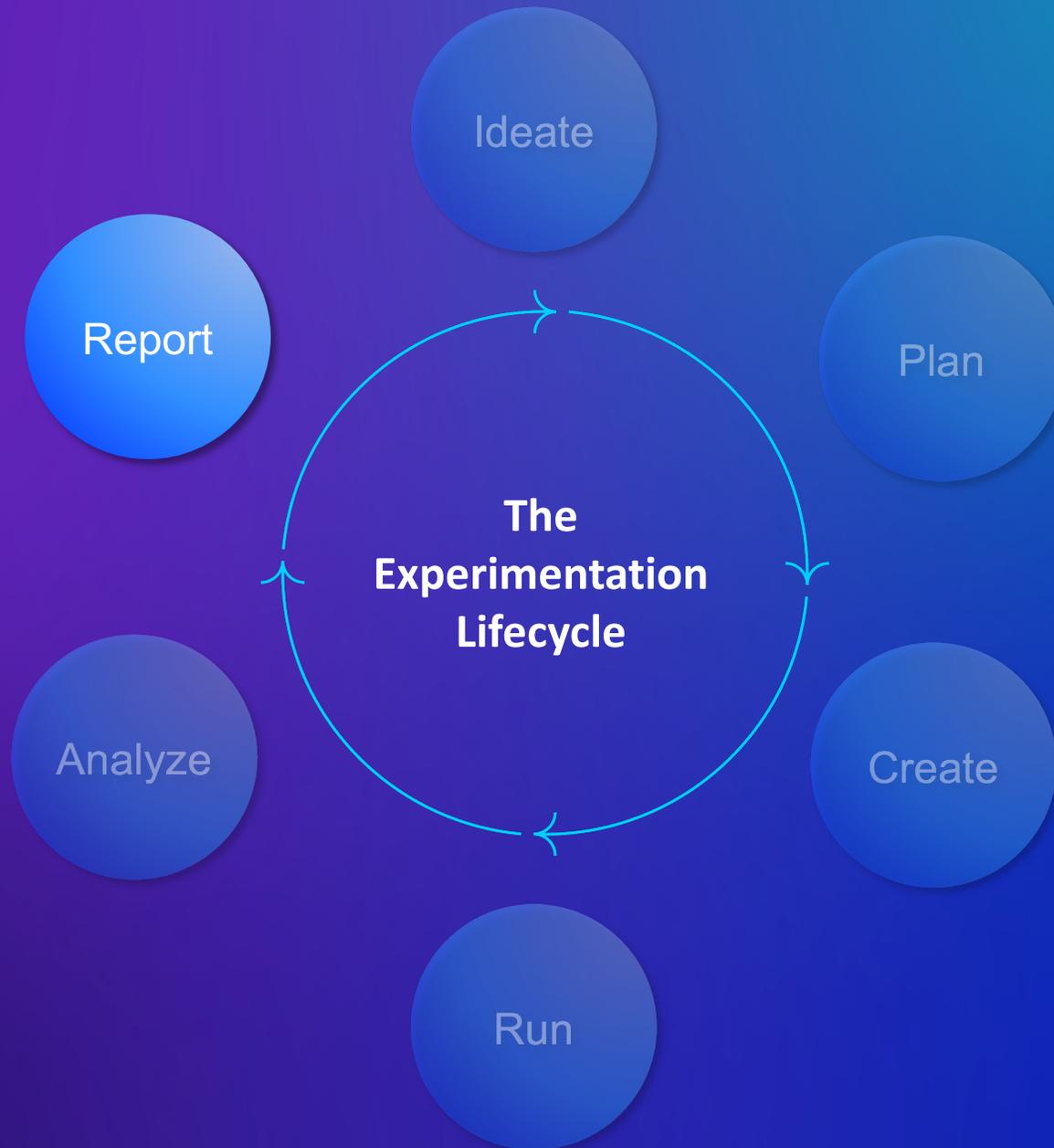
The screenshot shows the 'Experiment Results' page for an experiment named 'Experiment name lorem ipsum'. A yellow alert banner at the top reads 'Visitor imbalance detected. Click to view details.' The interface includes a sidebar with navigation icons, a top navigation bar with 'Project name' and 'Variations', and a main content area with filters for 'Date Range' (Apr 7, 2022 - Aug 11, 2022), 'Segment' (All Visitors), and 'Baseline' (Original). The 'Summary' section shows 'Variations' and 'Visitors' counts.

Visitor Imbalance Detected

Our automatic sample ratio mismatch test has detected an imbalance in visitors between this experiment's variations.

Variations	Target Percentage	Actual Percentage	Difference
Original	50.0%	47.2%	-2.8%
New Heading	50.0%	50.1%	+0.1%

Optimizely alerts their customers to any experiment deterioration as soon as possible. However, a visitor imbalance does not always mean that your experiment results are invalid. So we recommend you take action and we are here to help you. Read more about visitor imbalances, also called [Sample Ratio Mismatch \(SRM\)](#), and our suggested next steps in our knowledge base. If your visitor imbalance requires substantial intervention, you may want to restart your test after resolving the issue.





Winner Rollouts



Roll out a winning variation without asking for help.

- Automatically roll out winning variations to all users at the push of a button - without requiring additional development resources

The screenshot shows the 'WEB' interface for an experiment titled 'Button color test'. The status is 'Concluded'. The 'Variations' section shows three options: 'Original' (0% traffic), 'Red button' (100% traffic, marked as 'DEPLOYED'), and 'Green button' (0% traffic). The 'Red button' variation is highlighted with a blue 'DEPLOYED' badge. The interface includes a sidebar with navigation options like 'Targeting', 'Audiences', 'Integrations', 'Metrics', 'Shared Code', 'Traffic Allocation', 'Schedule', 'API Names', and 'History'. A 'Publish Experiment' button and a 'View Results' link are also visible.

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



Feature Experimentation



Web Experimentation

Experiment Program Reporting

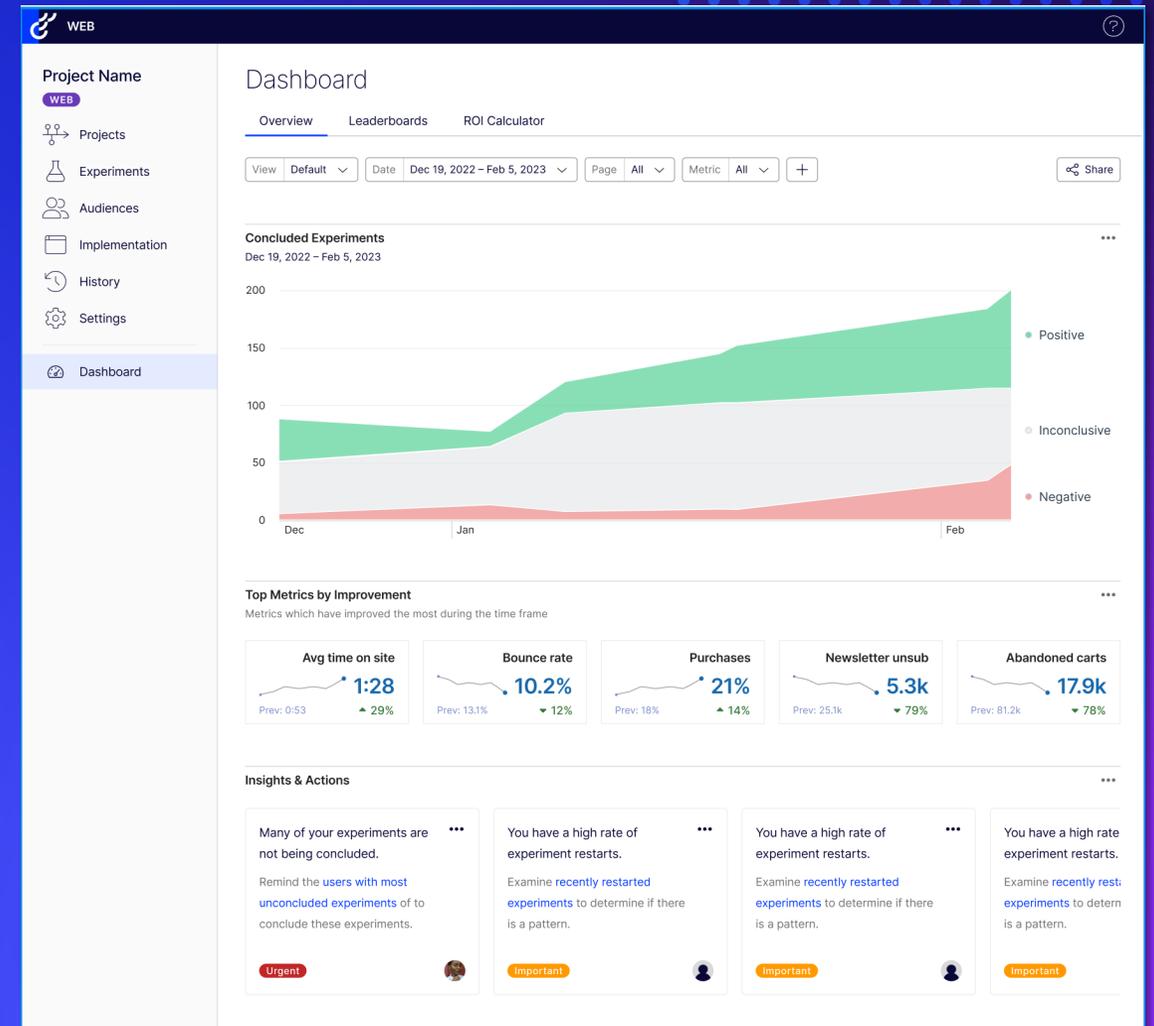


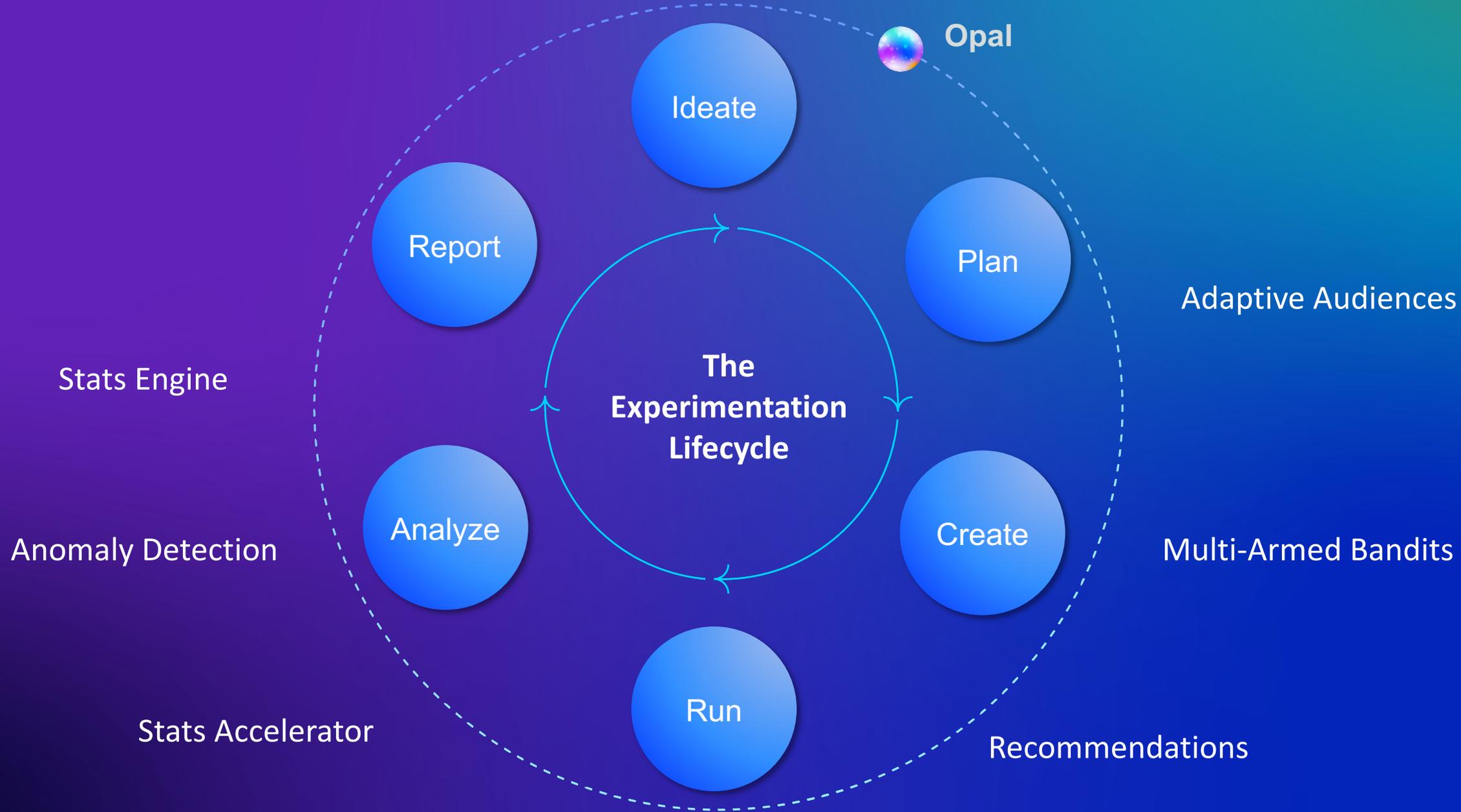
Share just the right insights with just the right people.

- Get insights into operational metrics, understand program impact and ROI, and build customized reports suiting your program needs

Democratization

Impact





Experiments

Overview Exclusion Groups

🔍 Filter by name, key, or description

Status
Active ▾

Name	Type
Product Switcher CTA Test	A/B Test

Experiment with Opal

Clear All ✕



Hello! I'm Opal, Optimizely's AI assistant. What can I help you with today?

How does Optimizely calculate statistical significance?



Product S...

Experiments

Overview Exclusion Groups

Status Active ▾

Name	Type
Product Switcher CTA Test	A/B Test

Experiment with Opal

Clear All ✕



Hello! I'm Opal, Optimizely's AI assistant. What can I help you with today?

- ects
- periments
- iences
- ementation
- ory
- ings
- aborate
- Community
- am Management
- imizely Classic
- unt Settings
- ut
- Optimizely. [Privacy](#)



Experiments

Overview Exclusion Groups

Filter by name, key, or description

Status
Active

Name

Type

Product Switcher CTA

A/B Test

Test

Experiment with Opal

Clear All X

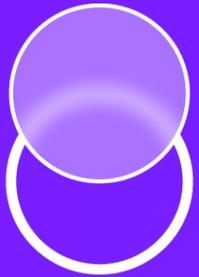
Hello! I'm Opal, Optimizely's AI assistant. What can I help you with today?

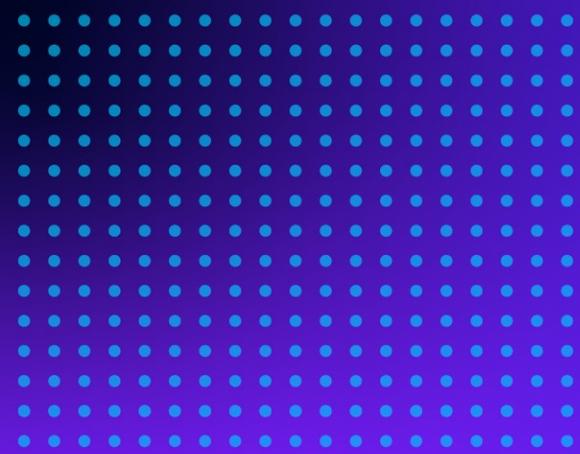
What are some good personalization use cases for a B2B business?



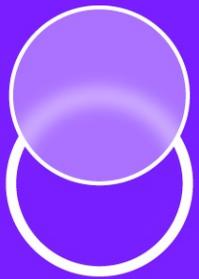


Thank you!





APPENDIX





Existing

Ideation

Planning

Setup & Execution

Analysis

**Action?
Reporting?**

- Asana, Powerpoint, Excel,
- On average people use XXX tools

- Client Side / Server Side
- X channel
- Categories
 - Targeting
 - X-Channel Experimentation
 - Visual Editor

- Program Reporting

New

- Collab Feature 1
- Collab Feature 2

Speaker bio

Optional sub header goes here: arial bold 18pt

Our customers achieve more from experimentation than any other optimization strategy (personalisation included).

More experiments = more results.

So, how do we enable more and sooner?



Important stats slide: Arial bold 44pt

86%

Of all tests run are *not* winners.

\$2.2M

Supporting text right here: arial 16pt Lorem ipsum dolor sit amet, adipiscing elit.

34%

Supporting text right here: arial 16pt Lorem ipsum dolor sit amet, adipiscing elit.

10X

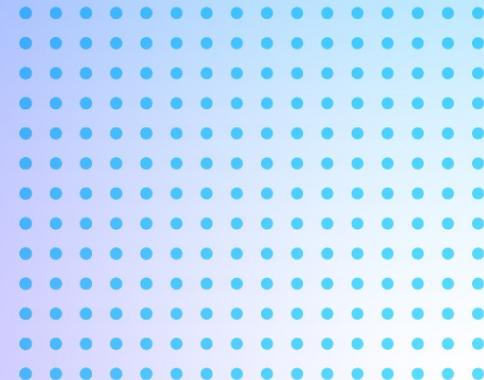
Supporting text right here: arial 16pt Lorem ipsum dolor sit amet, adipiscing elit.



Our customers achieve more from experimentation than any other optimization strategy (personalisation included).

More experiments = more results.

So, how do we enable more and sooner?



Problem #1: Collaboration

No matter what stage of maturity

Experimentation programs rely on cross team collaboration. The more collaborative teams are, the better their experiment cadence and the bigger the results.

So we drew from the best of breed collaboration features of CMP to create a powerful yet intuitive Experimentation Collaboration tool.

Bring in Flexible Columns here.



Experiment Collaboration

key features:

Idea Intake

Variation Proofing

Custom Workflows

Variation Proofing

Bundled with Web and Feature Experimentation

Then go into your details below: arial regular 16pt.
Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

Placerat orci nulla pellentesque dignissim enim sit amet. Nibh venenatis cras sed felis eget velit aliquet sagittis id. A erat nam at lectus. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor.

Advanced Audience Targeting key features:



No code integration with Web and Feature Experimentation

Then go into your details below: arial regular 16pt.
Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

Placerat orci nulla pellentesque dignissim enim sit amet. Nibh venenatis cras sed felis eget velit aliquet sagittis id. A erat nam at lectus. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor.

**But wait, there's
more**

New Features:

Then go into your details below: arial regular 16pt. Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

Placerat orci nulla pellentesque dignissim enim sit amet. Nibh venenatis cras sed felis eget velit aliquet sagittis id. A erat nam at lectus. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor.

New Features:

Then go into your details below: arial regular 16pt. Bullet points or short body paragraphs are encouraged— breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

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Usability improvements:

Then go into your details below: arial regular 16pt. Bullet points or short body paragraphs are encouraged– breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

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Performance improvements:

Then go into your details below: arial regular 16pt. Bullet points or short body paragraphs are encouraged– breaking up your info will help your audience scan the content from a distance quickly.

Please be clear and straight to the point. Only use this slide if you absolutely must show multiple body paragraphs. Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod tempor incididunt ut wed beat

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**Headline goes
right here: Arial
bold 44pt**

Main point goes here: Arial bold 18pt

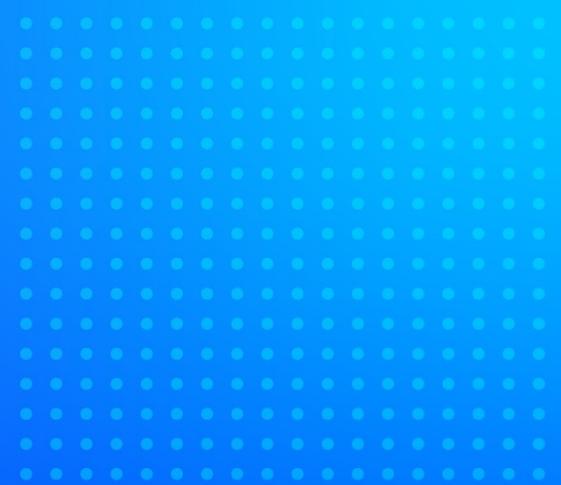
Then your supporting text and/or details go here. Stick to just one paragraph here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



55%

**Arial bold 28 pt: Stat
information and general
context can go here
lorem ipsum dolor sit
amet, consec adipisc
elit, sed diam**

Step-by-step or key points slide



**First main point
goes right here:
Arial bold 18pt**

And optional
supporting text: Arial
reg 16pt



**Second main point
goes right here:
Arial bold 18pt**

And optional
supporting text: Arial
reg 16pt



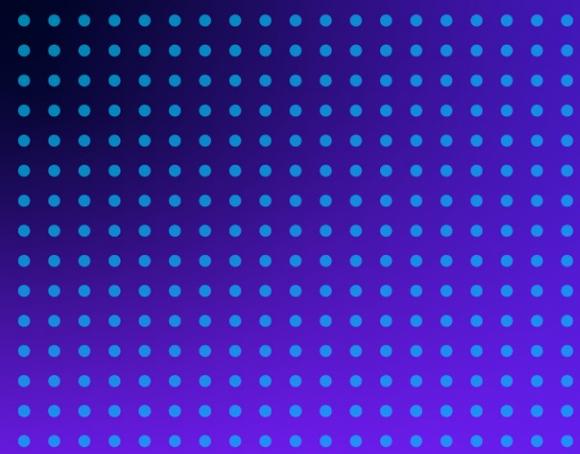
**Third main point
goes right here:
Arial bold 18pt**

And optional
supporting text: Arial
reg 16pt



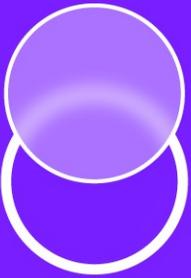
**Fourth main point
goes right here:
Arial bold 18pt**

And optional
supporting text: Arial
reg 16pt



**Conclusion, CTA, or thank you
message here: Arial bold 44pt**

Optional short and sweet supporting text here: Arial reg 16pt



PLEASE READ

Instructions and resources

- Please hide slides 1, 2, and 3 for your final presentation.
- Stick to using the template slides as much as possible.
- Reference the example slides below for more detailed instructions on how to use each slide. Do not delete the example slides until your presentation is final so that you do not lose valuable instructions. We recommend duplicating the examples and adding in your content from there for ease of use.
- Ensure that your slides are readable from a distance: Refrain from creating text heavy slides and ensure your text is a minimum of 16pt.
- Speakers are limited to 20 slides max per presentation.
- Speakers may not alter the presentation theme.

Ensure your text is visually accessible:



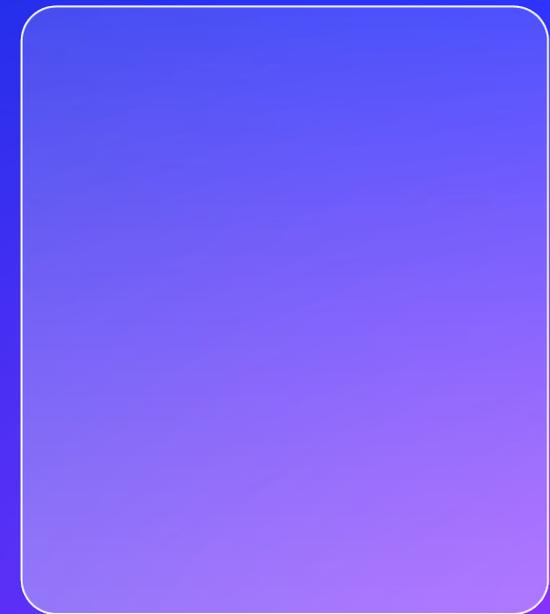
Numbers

01 02 03 04 05 06 07 08 09

Pills for sub-headers / flowcharts



Framing box



Arrows for Flow / Points



Quote marks



High-quality customer logos – scale as needed



Today's agenda

01 Connecting the Optimizely suite

02 Key Product Themes
→ New Product Highlights
→ Roadmap Sneak Peek

03 Q&A + Resources

Opti ID and new navigation

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

Available Now



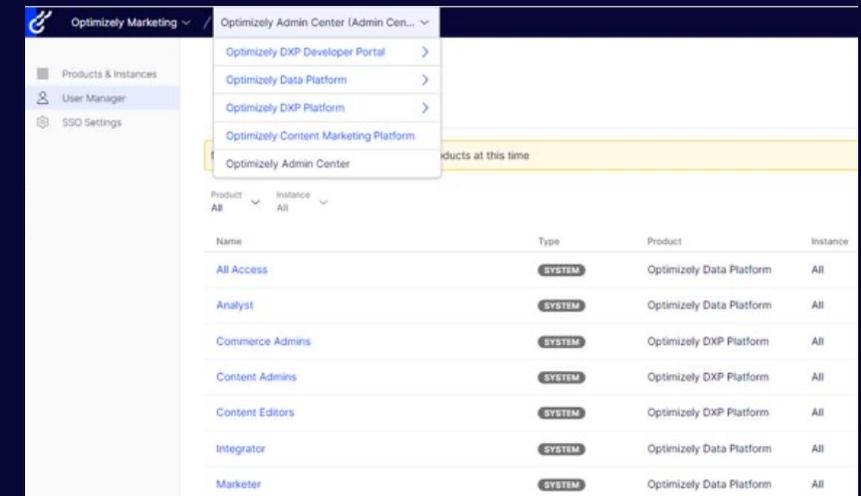
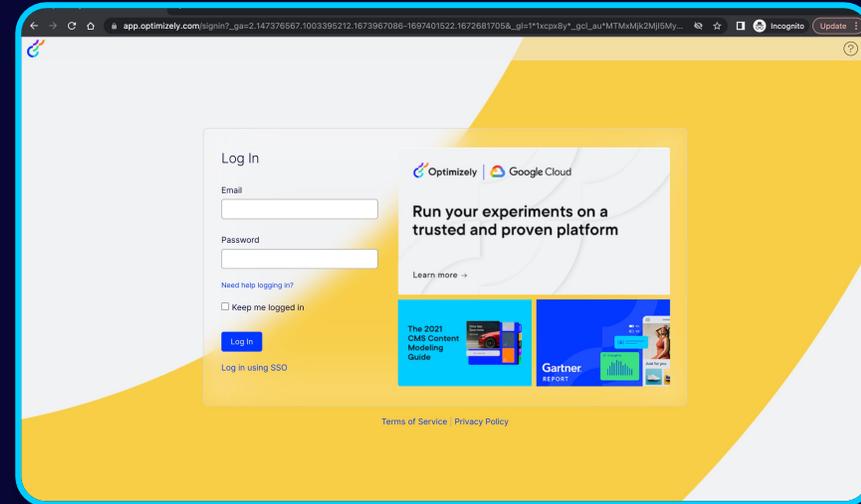
Authentication

Streamlined and secure login with SSO, MFA, and local login



Authorization

Seamless navigation across apps



Reach out to your Customer Success manager for access.

Admin Center

Allows account admins to efficiently manage users, roles, and even create custom permissions to suit organizational needs.

What's Next



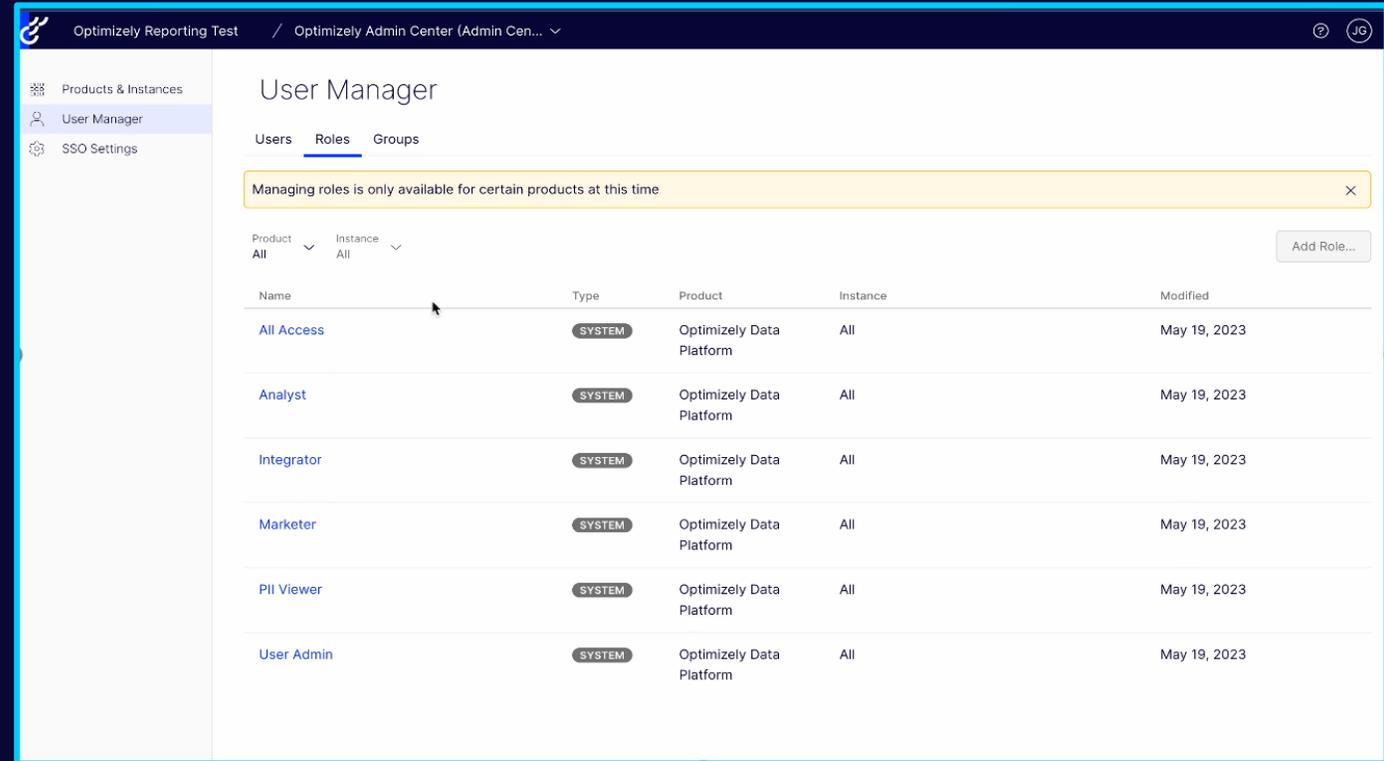
Roles and Permissions

Roles and permissions are managed centrally in the Admin Center



Optimizely platform controls

Manage instances, login settings, and more.



Rolling out over 2023. Reach out to your Customer Success manager for access.

Connect Platform

An open, developer-friendly, solution that simplifies building and deploying low-code/no-code integrations across the Optimizely ecosystem.

Available Now



Developers & Partners have access to our open platform and serverless environment to build integrations and apps on Optimizely.



Customers have access to a growing App Directory of one-click integrations.



Available with Optimizely Data Platform. Reach out to your Customer Success manager for access.

Today's agenda

01 Connecting the Optimizely suite

02 **Key Product Themes**
→ New Product Highlights
→ Roadmap Sneak Peek

03 Q&A + Resources



Optimizely Experiment

Integrated Optimization Stack for Marketing, Product and Engineering Teams

Target & Integrate

Identity Stitching

Real-Time Segmentation

Integration Platform (OCP)

Experiment and Personalize at Scale

Integrate

Deliver

Learn

Optimize

Web / App / OTT / Server

Feature Rollouts

Concurrent Experiments

Auto-Allocation

API First

Personalization

Stats Analysis

Bandits

Native Integrations

A/B Testing

Stats Accelerator

...

Reimagine Collaboration

Ideation

Prioritization

Workflow

Planning

Idea Intake Forms

Idea Scoring

Approvals

Calendar

Content Repository

Custom Scoring Models

Workflow Designer

Kanban Boards



Experiment

Faster. Better. Smarter.

**Targeting &
Integration**

**Experiment &
Personalize at Scale**

**Reimagine
Collaboration**

Advanced Audience Targeting:

Targeting Real-Time Segmentation in WX & FX



Join the beta!

Beta



Use ODP real-time segments *out of the box* in your WX & FX experiments, personalization campaigns, and targeted deliveries



Anonymous Targeting: target users before they log in and personalize their experience



(Coming Soon) Upload lists of users to target in Web and Feature Experimentation

Edit Audience

Name * Description

Audience Conditions * Code Mode ?

Not all Optimizely Data Platform segments are applicable to your implementation. Learn more about [how Pre-Built Segments are defined](#). Using Optimizely Data Platform segments has a minimum SDK version requirement. See the [compatibility matrix](#) for more information [here](#).

Optimizely Data Platform - Custom Segments

Custom Segments

Select an audience +

or

Optimizely Data Platform - Pre-built Segments

Pre-built Segments

Select an audience +

Customer from Facebook campaign | ≈41249 users/month

Interested in wellness | ≈41249 users/month

Customer interested in Lighting | ≈41249 users/month

MVP Customers | ≈41249 users/month

RINE1222_New_Era_Winning_Weekend | ≈41249 users/month

Interest in Chemical Biology | ≈41249 users/month

Both Pre-built and Custom RTS are appearing under the Pre-Built Segments option

* Required field

Cancel Save Audience

Browse by Name

Attributes

- package_type
The user's in-car entertainment package type
- state
The user's current state in the USA

Optimizely Data Platform Audience Targeting

- Custom Segments
- Pre-built Segments

Advanced Audience Targeting: CDP Integrations



Join the beta!

Beta

→ Use existing segments from your CDP (mParticle, Segment, and more ...) in Web and Feature Experimentation

→ Build integrations with custom data sources through OCP

Edit Audience

Name * Description

Audience Conditions * Code Mode ?

Not all Optimizely Data Platform segments are applicable to your implementation. Learn more about [how Pre-Built Segments are defined](#). Using Optimizely Data Platform segments has a minimum SDK version requirement. See the [compatibility matrix](#) for more information [here](#).

Optimizely Data Platform - Custom Segments

Custom Segments

Select an audience +

or

Optimizely Data Platform - Pre-built Segments

Pre-built Segments

Select an audience +

Customer from Facebook campaign | ≈41249 users/month

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MVP Customers | ≈41249 users/month

RINE1222_New_Era_Winning_Weekend | ≈41249 users/month

Interest in Chemical Biology | ≈41249 users/month

Both Pre-built and Custom RTS are appearing under the Pre-Built Segments option

* Required field

Cancel

GA4 Integration – Audience Targeting

Use your established and refined user segments from GA4 in Experiments

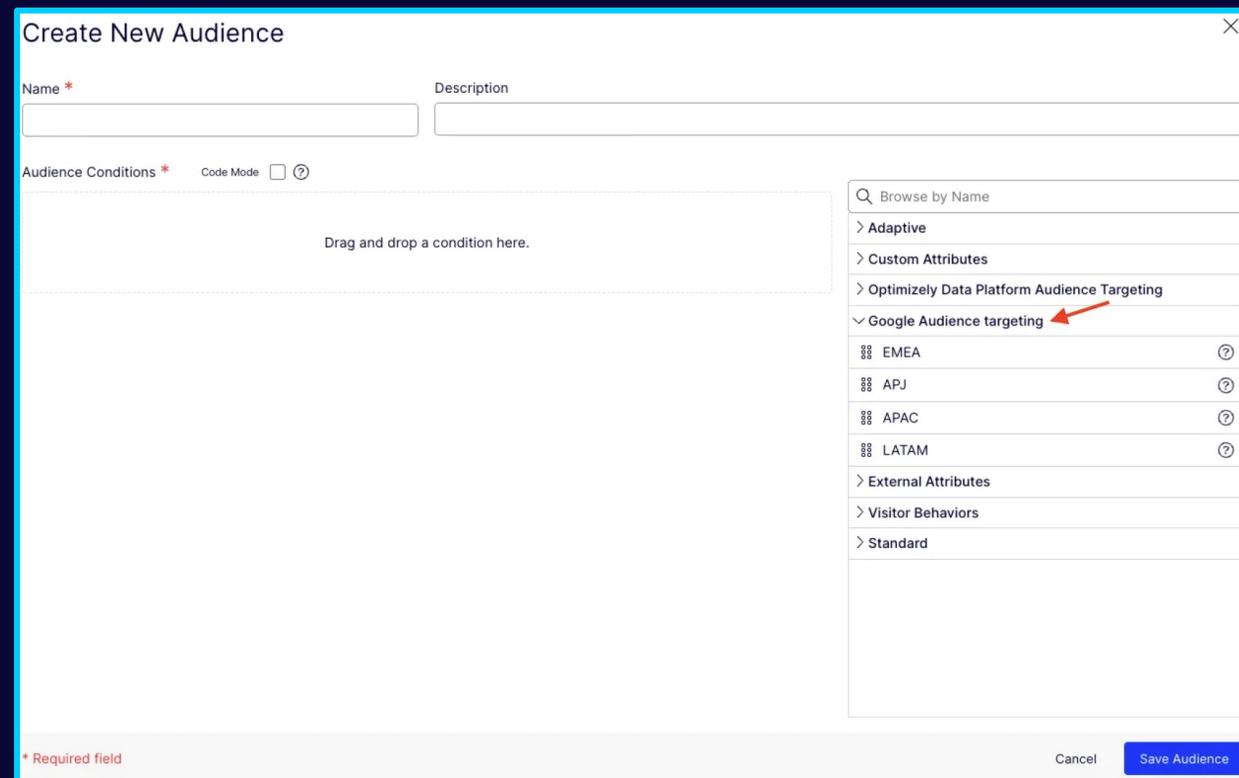
What's Next



Run experiments on your GA4 audiences by sending audience segments directly to Optimizely Experimentation, all from the GA4 interface.



Eliminate the need to recreate segments and unlock new targeting capabilities.



Create New Audience

Name * Description

Audience Conditions * Code Mode ?

Drag and drop a condition here.

Browse by Name

- > Adaptive
- > Custom Attributes
- > Optimizely Data Platform Audience Targeting
- < Google Audience targeting 
- EMEA ?
- APJ ?
- APAC ?
- LATAM ?
- > External Attributes
- > Visitor Behaviors
- > Standard

* Required field

Cancel Save Audience

Experiment

Faster. Better. Smarter.

Targeting &
Integration

Experiment &
Personalize at Scale

Reimagine
Collaboration

GA4 Integration – Report Generation

Compare and contrast variation performance via GA4 audience reports.

Join the beta!

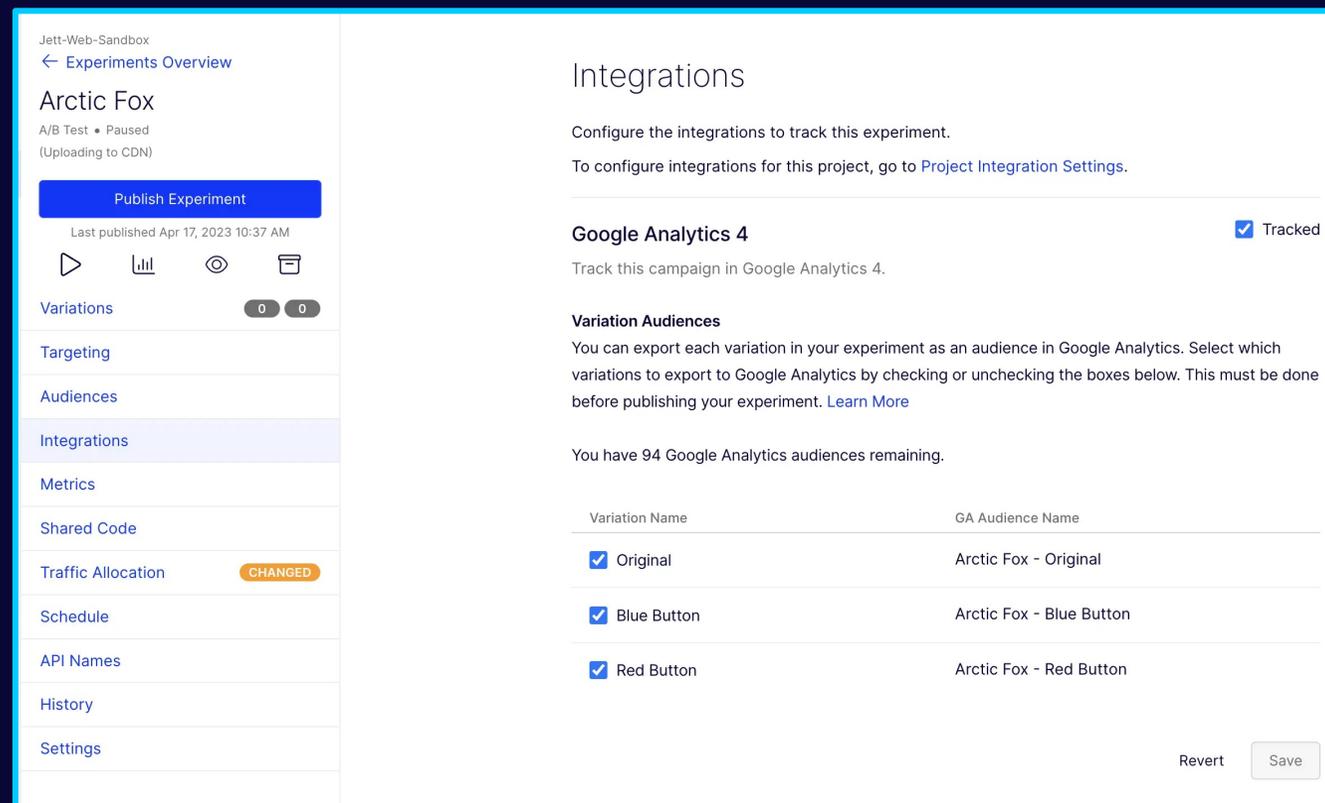
Beta



Automatically generate experiment reports in GA4 for your experiments



Eliminate manual configuration of reports through custom dimensions and segments.



The screenshot shows the 'Integrations' page for an experiment named 'Arctic Fox'. The left sidebar contains a navigation menu with options: Targeting, Audiences, Integrations (selected), Metrics, Shared Code, Traffic Allocation (CHANGED), Schedule, API Names, History, and Settings. The main content area is titled 'Integrations' and includes instructions to configure integrations. A 'Google Analytics 4' integration is shown as 'Tracked'. Under 'Variation Audiences', there is a table mapping experiment variations to GA audience names.

Variation Name	GA Audience Name
<input checked="" type="checkbox"/> Original	Arctic Fox - Original
<input checked="" type="checkbox"/> Blue Button	Arctic Fox - Blue Button
<input checked="" type="checkbox"/> Red Button	Arctic Fox - Red Button

At the bottom right of the integrations section, there are 'Revert' and 'Save' buttons.

Shadow DOM Support

Make changes to any element on a page, regardless of how it's structured

Now Available

→ Navigate through your shadow tree in the Visual Editor and select elements within it

→ Create visual experiments on sites with nested shadow DOMs

Settings

Implementation Webhooks Integrations JavaScript Collaborators Advanced

Enable Support for Dynamic Websites

The snippet will apply or reapply Visual Editor changes indefinitely while the associated Page is active. Page activation can also be triggered by DOM changes and URL changes. Note that this functionality wraps the browser's native History API methods. Additionally, the snippet listens for DOM changes using MutationObservers. Experiments will no longer activate on browsers that do not support MutationObservers. [Learn More.](#)

Trim Unused Pages

Only include Pages if they are used for Targeting or Pageview Metrics in running experiments or campaigns. Pages that are only used for Behavioral Targeting Audience conditions will be excluded. This can result in event tracking issues as page trimming will not consider cross-project events when evaluating pages. You can force Optimizely to include a Page in its Page Settings. Check with your team to make sure Pages are safe to exclude from the snippet. [Learn more](#) about how Pages may be used.

Enable Support for Shadow DOM

The snippet will apply or reapply Visual Editor changes to the nodes in the Shadow DOM. The visual editor will recognize Shadow DOMs and allow selection of elements from the Shadow DOM or the "regular" DOM. [Learn more](#)

Mutually Exclusive Experiments for Edge

Remove experiment overlap on the fastest Web experimentation solution on the planet

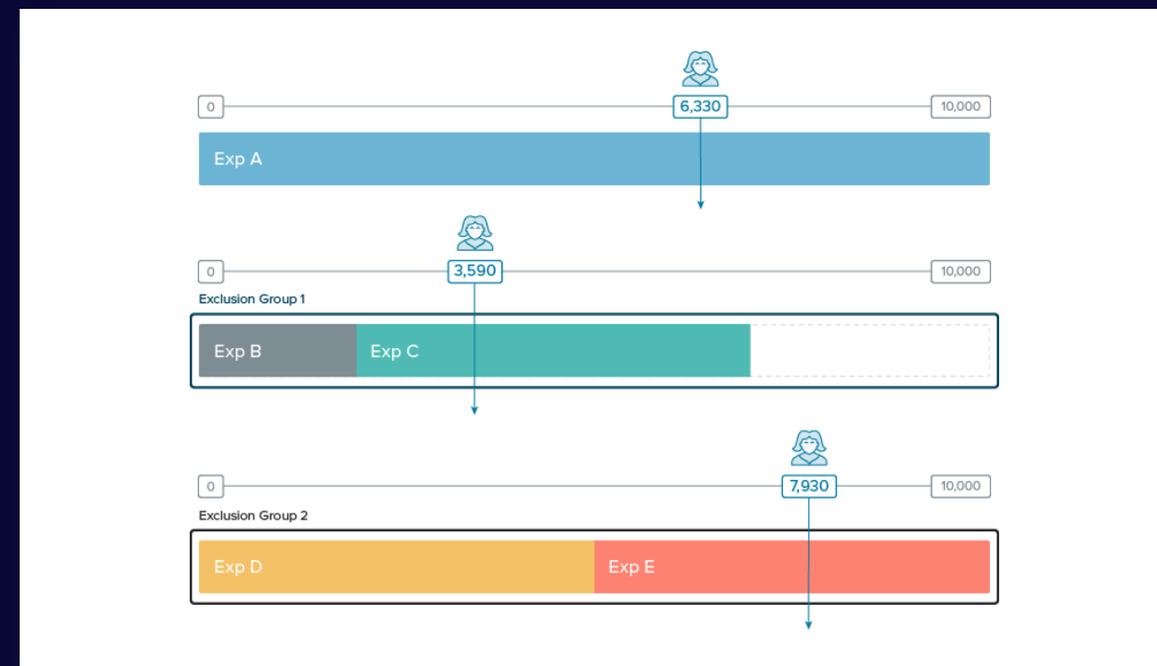
Now Available



Provide 'exclusion groups' to make experiments mutually exclusive for non-biased results and an increase in concurrent experiments run.



Isolate related experiments that are related. Don't want a visitor to see multiple experiments at the same time.



Flexible Experiment List Columns

Run concurrent experiments without compromising user experience

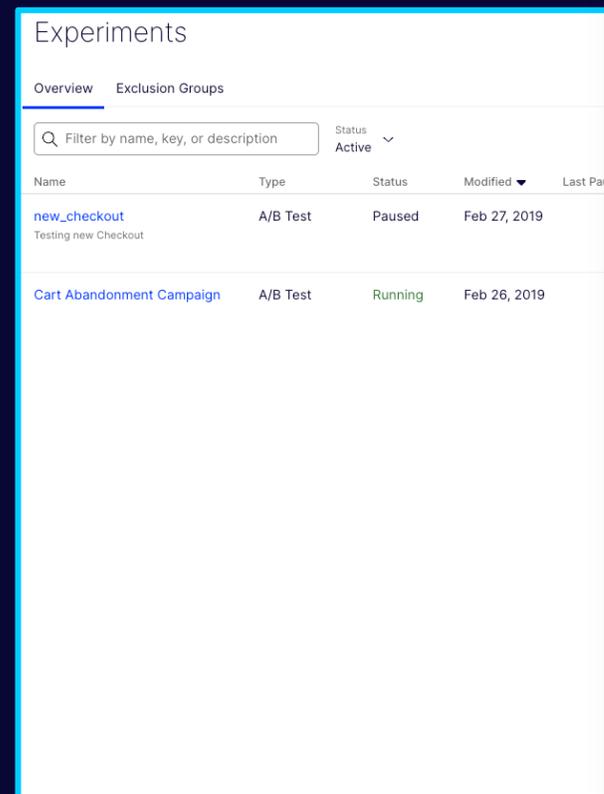
Now Available



Build your own dashboard for your experiments, customizing columns shown to maintain a quick overview of experiments



Share custom views with colleagues through direct links



Experiments

Overview | Exclusion Groups

Filter by name, key, or description

Status: Active

Name	Type	Status	Modified	Last Paused
new_checkout Testing new Checkout	A/B Test	Paused	Feb 27, 2019	
Cart Abandonment Campaign	A/B Test	Running	Feb 26, 2019	

Show/Hide Columns

Select which columns to show or hide by clicking the checkboxes below. You can also [bookmark and share](#) this view.

Select all | Deselect all

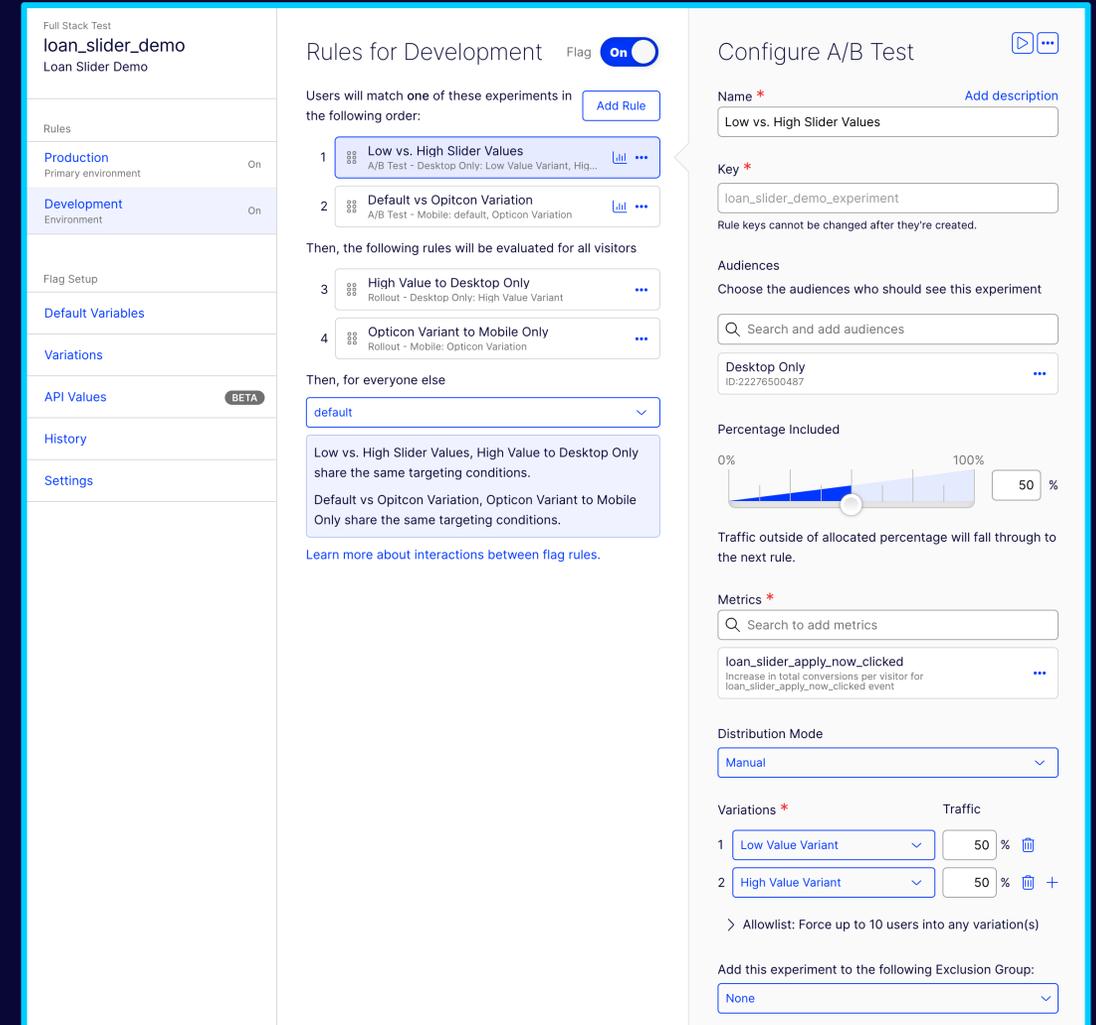
- Name
- Type
- Status
- Creator
- Modified
- First Published
- Last Paused
- Last Published
- Primary Metric
- Days Running
- Variations
- Pages
- Audiences
- Targeting Method
- Experiment ID
- Traffic Allocation
- Distribution Mode
- Results

Multiple Experiments per Flag

Leading no-code capabilities to improve experimentation velocity

Now Available

- ➔ Run multiple experiments without additional coding or deployment on the same feature (no-code experimentation)
- ➔ *Personalize* through targeting different feature deliveries to different audiences
- ➔ Run similar experiments on different audiences concurrently, with separate results
- ➔ Use feature variables to safely give power to business users to run more experiments



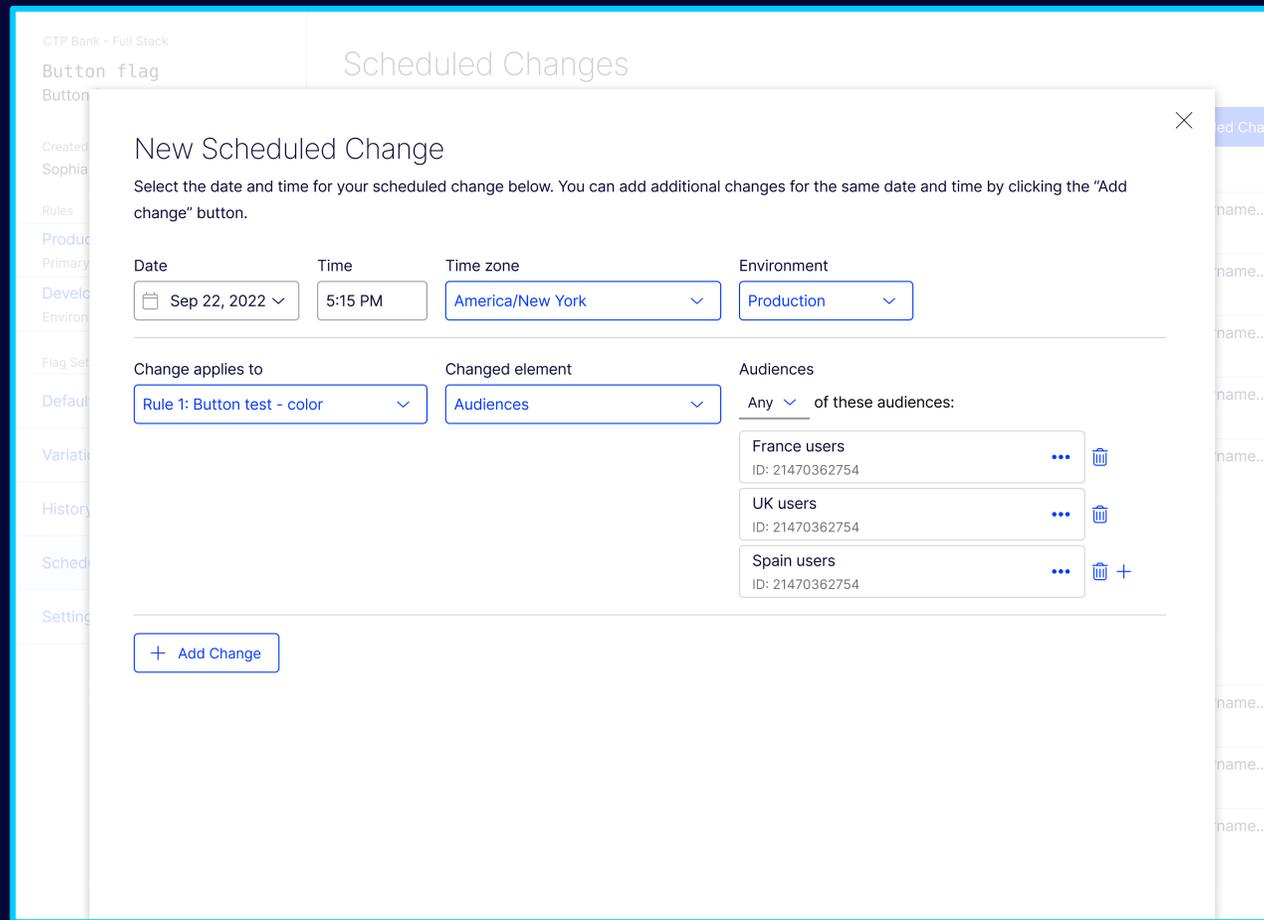
The screenshot displays the 'loan_slider_demo' configuration page. On the left, a sidebar shows environment status: Production (On) and Development (On). The main area is titled 'Rules for Development' with a 'Flag On' toggle. It lists four rules in order: 1. 'Low vs. High Slider Values' (A/B Test - Desktop Only), 2. 'Default vs Opticon Variation' (A/B Test - Mobile), 3. 'High Value to Desktop Only' (Rollout - Desktop Only), and 4. 'Opticon Variant to Mobile Only' (Rollout - Mobile). Below the rules, a 'default' dropdown indicates that the first two rules share targeting conditions, and the last two share theirs. The right panel, 'Configure A/B Test', shows the test name 'Low vs. High Slider Values', key 'loan_slider_demo_experiment', and a 'Desktop Only' audience. The 'Percentage Included' slider is set to 50%. The 'Metrics' section includes 'loan_slider_apply_now_clicked'. The 'Distribution Mode' is set to 'Manual', and two variations are defined: 'Low Value Variant' (50% traffic) and 'High Value Variant' (50% traffic). An 'Allowlist' option is available to force up to 10 users into any variation.

Rule Scheduling

Progressive delivery of features and experiments

What's Next

- ➔ Schedule a flag or rule to toggle on/off
- ➔ Schedule changes to audiences, traffic allocation, to occur at any future point
- ➔ Smoother progressive rollouts
- ➔ Plan experiment execution ahead of time



CTP Bank - Full Stack

Button flag

Scheduled Changes

New Scheduled Change

Select the date and time for your scheduled change below. You can add additional changes for the same date and time by clicking the "Add change" button.

Date: Sep 22, 2022

Time: 5:15 PM

Time zone: America/New York

Environment: Production

Change applies to: Rule 1: Button test - color

Changed element: Audiences

Audiences: Any of these audiences:

- France users (ID: 21470362754)
- UK users (ID: 21470362754)
- Spain users (ID: 21470362754)

+ Add Change

1-Click Migration

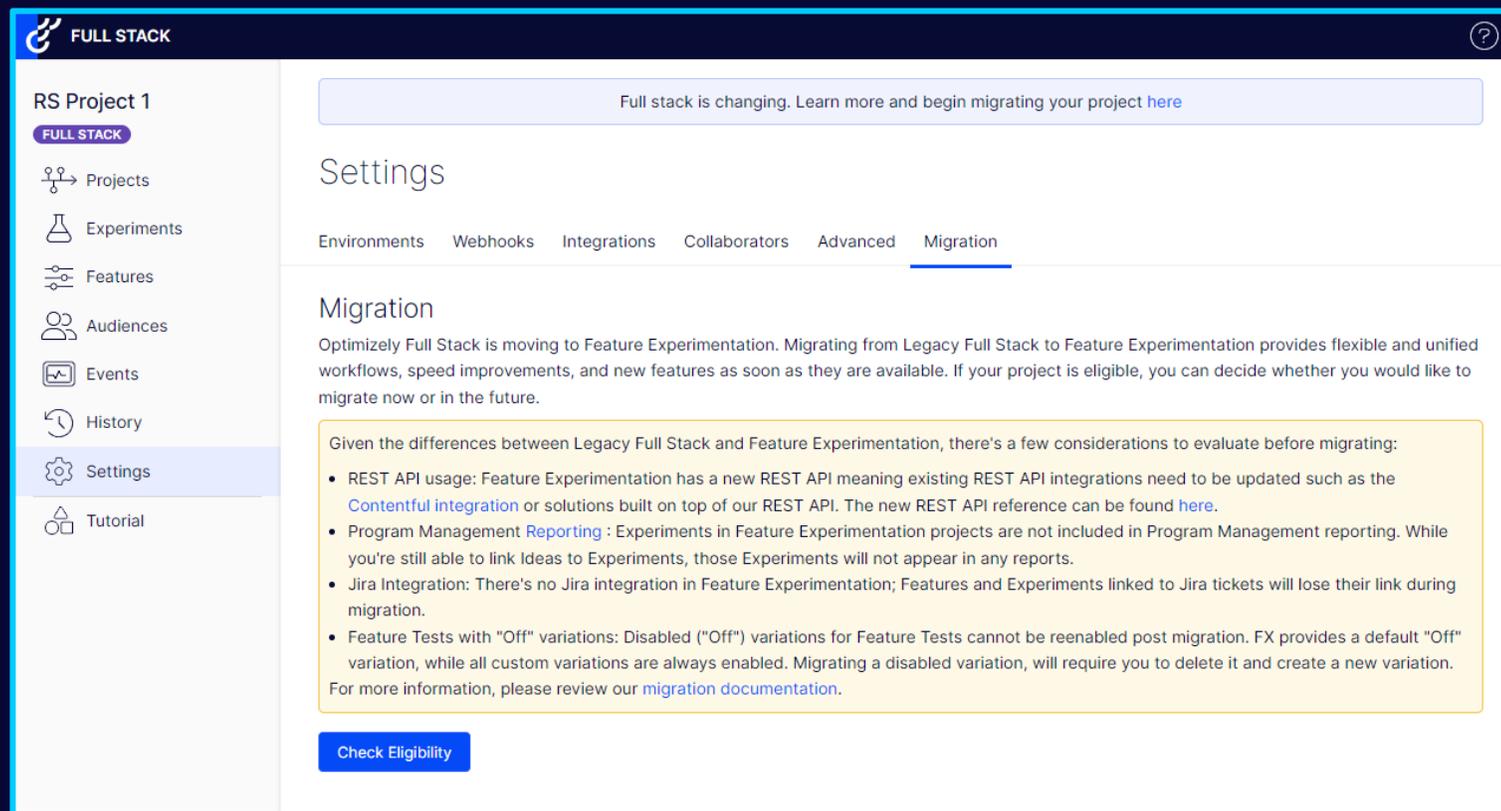
Migrate existing Full Stack projects to Feature Experimentation with ease

Now Available

→ Self-service migrate your project within minutes without impacting live experiments

→ New & significantly faster UI performance

→ Migration retains all flags and experiments allowing a seamless transition



The screenshot shows the 'FULL STACK' interface for 'RS Project 1'. A notification banner at the top states 'Full stack is changing. Learn more and begin migrating your project [here](#)'. The left sidebar contains navigation options: Projects, Experiments, Features, Audiences, Events, History, Settings (selected), and Tutorial. The main content area is titled 'Settings' and has tabs for Environments, Webhooks, Integrations, Collaborators, Advanced, and Migration. The 'Migration' tab is active, displaying a 'Migration' section with the following text: 'Optimizely Full Stack is moving to Feature Experimentation. Migrating from Legacy Full Stack to Feature Experimentation provides flexible and unified workflows, speed improvements, and new features as soon as they are available. If your project is eligible, you can decide whether you would like to migrate now or in the future.' Below this is a yellow box with the heading 'Given the differences between Legacy Full Stack and Feature Experimentation, there's a few considerations to evaluate before migrating:' followed by a bulleted list of considerations: REST API usage, Program Management Reporting, Jira Integration, and Feature Tests with 'Off' variations. A 'Check Eligibility' button is located at the bottom of the migration section.

Statistical Significance Notifications

Know when your tests can inform decisions

Join the beta!

Beta

→ Reduce operational risk by being alerted when primary metrics reach statistical significance

→ Increase experiment velocity by timely concluding experiments and launching next experiments

Profile

[Preferences](#)
[Notifications](#)
[API Access](#)

Statistical Significance BETA

Select the projects below you would like email notifications from. We will notify you when any experiment within that project reaches statistical significance.

Project Name ▲	Project Type	Email Notifications
Marketing site - US	Web	<input checked="" type="checkbox"/>
Marketing site - UK	Web	<input checked="" type="checkbox"/>
Marketing site - US	Web	<input checked="" type="checkbox"/>
Server-Side Experimentation	Full Stack	<input checked="" type="checkbox"/>
Charitable Foundation	Web	<input checked="" type="checkbox"/>
Test project - FS	Full Stack	<input checked="" type="checkbox"/>
Android App	Full Stack	<input checked="" type="checkbox"/>
iOS App	Full Stack	<input checked="" type="checkbox"/>
Profile	Full Stack	<input checked="" type="checkbox"/>
Platform	Full Stack	<input checked="" type="checkbox"/>

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

Impression Usage

Select the box below to receive notifications when your impressions utilized exceed 75% of your impressions included in your plan.

Impression usage notifications	<input checked="" type="checkbox"/>
--------------------------------	-------------------------------------

Save

(Sequential) Sample Ratio Mismatch

Identify allocation issues to increase experiment trustworthiness

Join the beta!

Beta

→ Identify Sample Ratio Mismatch issues in your experiments with insights on how to recover

→ Test can be performed after every data point without increasing false positives and reducing the time to detect SRM issues

Sample Ratio Mismatch ✕

We have detected that the traffic percentage received by one or more variations in this experiment does not match the target percentage of traffic that this variation should receive. Below is a summary of the issue:

Variations	Target Percentage	Actual Percentage	Difference
Original	50.0%	47.2%	-2.8%
New Heading	50.0%	50.1%	+0.1%

This is an important issue which could invalidate the results of your test. We flag this issue if the "Difference" value is 0.5% or greater for any of the variations. Read more about [Sample Ratio Mismatch \(SRM\)](#) and what can cause it in our knowledge base. Once you have resolved the issue, you may want to restart your test.

Close

Experiment

Faster. Better. Smarter.

Targeting &
Integration

Experiment &
Personalize at Scale

Reimagine
Collaboration

Introducing

Experiment Collaboration

A new collaboration tool that will help teams scale
and control their experimentation programs

Experiment Collaboration

Project Planning

Available Soon



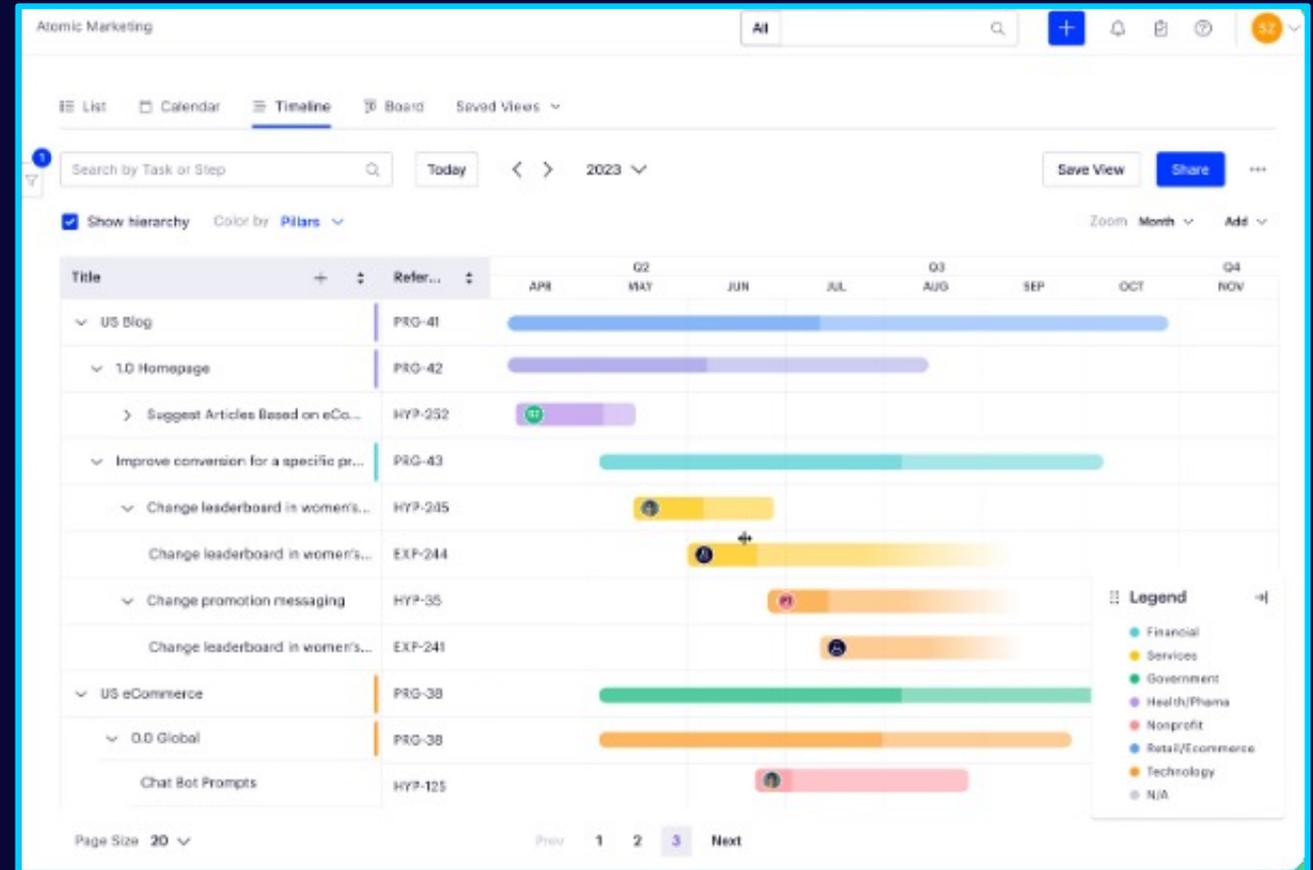
Track tasks in the design, build, and launch of an experiment to ensure experiments are launched on time



Orchestrate the program easily using the calendar, timeline, and board views



Customize and save views to share with other stakeholders



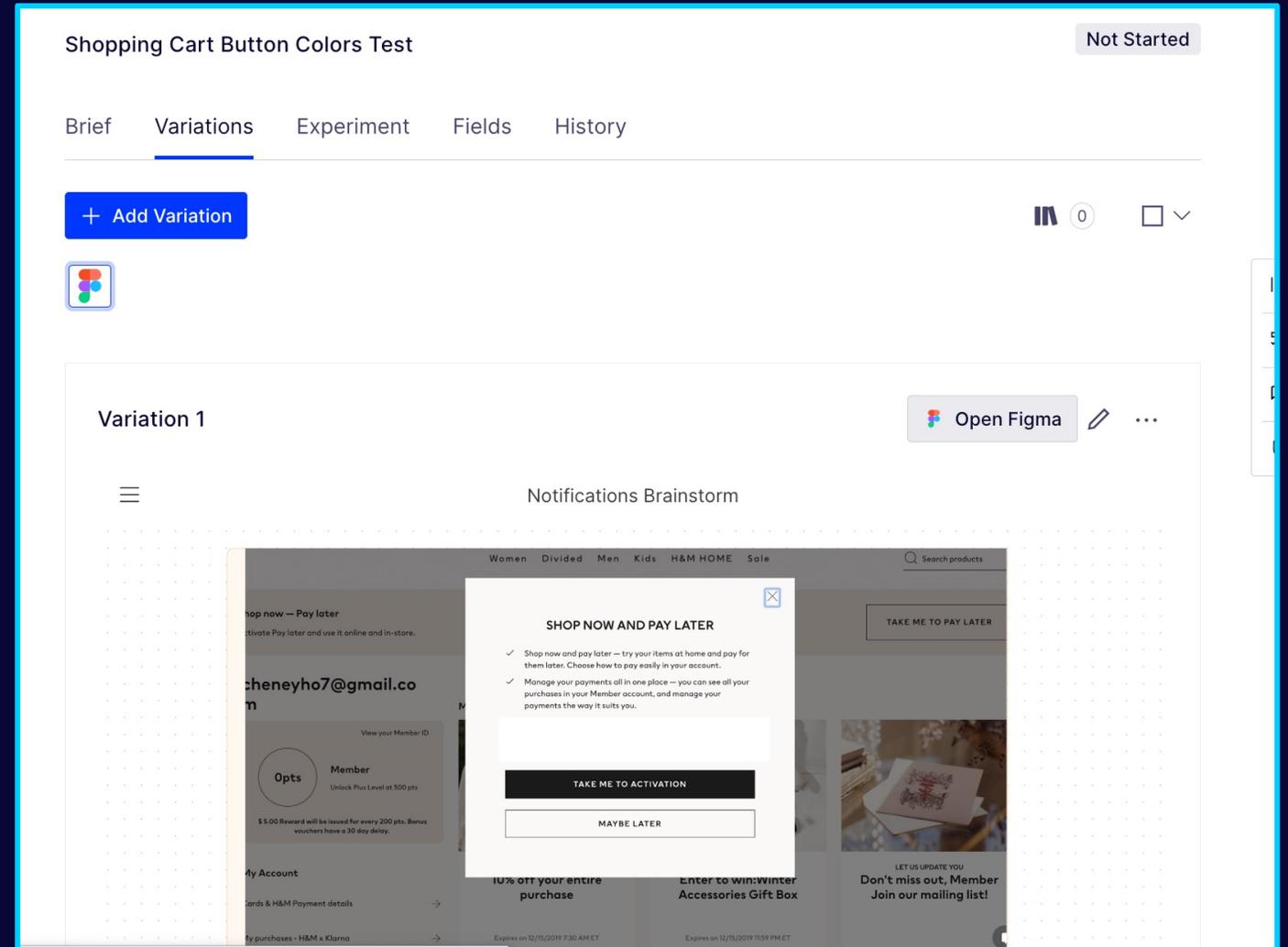
Experiment Collaboration

Test Planning and Collaboration

Available Soon

→ Collaborate on test planning documents to prompt meaningful discussion upfront

→ Embed design files and directly annotate screenshots to make it easier to collect feedback and land on a winning idea



Shopping Cart Button Colors Test Not Started

Brief Variations Experiment Fields History

+ Add Variation

Variation 1 Open Figma

Notifications Brainstorm

Shop now — Pay later

Activate Pay later and use it online and in-store.

chenehyo7@gmail.co

View your Member ID

Opts Member

Unlock Plus Level at 500 pts

\$5.00 Reward will be issued for every 200 pts. Bonus vouchers have a 30-day delay.

My Account

10% off your entire purchase

Enter to win: winter Accessories Gift Box

LET US UPDATE YOU

Don't miss out, Member Join our mailing list!

Expires on 12/15/2019 7:30 AM ET

Expires on 12/15/2019 11:59 PM ET

Experiment Collaboration

Workflow Management and Approval



Feature Experimentation



Web Experimentation

Available Soon

- ➔ Create workflows and codify the experimentation process to build teams that are self-sufficient – regardless of maturity
- ➔ Assign approvers to have confidence that all experiments are well-designed and high-quality

The screenshot displays the 'Experimentation Collab Demo' interface. The main content area shows a workflow for 'Payment Page Optimizations > Hypothesis | HPT-3'. The current step is 'Credit Card Brands in Checkout', which is marked as 'In Progress'. The workflow is structured as follows:

- 1. Requirements**
 - Complete experiment design and measu... (Completed)
 - Determine MDE and calculate sample size (Completed by Bradley Yee)
 - Approve experiment design (Completed by Bradley Yee)
- 2. Creative Design** (2 sub-steps)

The interface also includes a sidebar with navigation options (Home, Plan, Library, Requests) and a top navigation bar with search, notifications, and user profile icons. The main content area includes sections for 'Brief - Credit Card Brands in Checkout', 'Hypothesis' (Showing credit cards available increase customer confidence in purchasing, therefore driving conversion rates.), 'Problem this solves' (Trust in the payment process), 'Business Goal' (Increase Conversion), and 'Page / URL' (https://www.mybusiness.com/account/subscription-form?id=2c92a0086614a669016615eb9d965f86).

Orchestrate your program using Timeline

The screenshot displays the Optimizely CMP interface in the 'Timeline' view. The left sidebar contains navigation options: Home, Plan, Idea Lab, and its. The main content area shows a list of experiments on the left and a corresponding timeline on the right. The timeline is set for the period 'Jul 2 - Jul 31, 2023' and is zoomed to 'Month'. The experiments are color-coded by status: green for active, red for completed, and grey for paused.

Title	Reference	Start Date	End Date
Payment Page Optimizations			
Default to Yearly Pricing	HPT-37	Jul 3, 2023	Aug 19, 2023
US Audiences		Jul 11, 2023	Jul 14, 2023
EMEA Audiences		Jul 10, 2023	Jul 14, 2023
Recommended by Humans			
Celebrity-Curated Recommendations	HPT-36	May 26, 2023	Jul 27, 2023
Pricing Page Optimizations			
Sticky CTA while Scrolling	HPT-33	May 1, 2023	Jul 27, 2023

Manage experimentation workflows on Board

The screenshot displays the Optimizely Board interface for an "Experimentation Workflow". The interface is organized into columns representing different stages of the workflow:

- 4. QA (2)**: Contains two tasks:
 - HPT-39 in None**: "Show credit card logo to increase trust". Assigned to "QA Engineers - Complete QA check...". Target: "Increase Conversion". Due date: "Aug 31".
 - HPT-32 in Payment Page Optimization**: "Payment icon testing".
- 5. Launch Approval (0)**: No tasks are currently in this column.
- 6. Ready to Launch (0)**: No tasks are currently in this column.
- 7. Development in Jira (0)**: No tasks are currently in this column.

The interface includes a top navigation bar with "List", "Calendar", "Timeline", and "Board" views. A search bar and "Save View" / "Share" buttons are also present. A sidebar on the left contains navigation options for Home, Plan, Lab, and Requests.

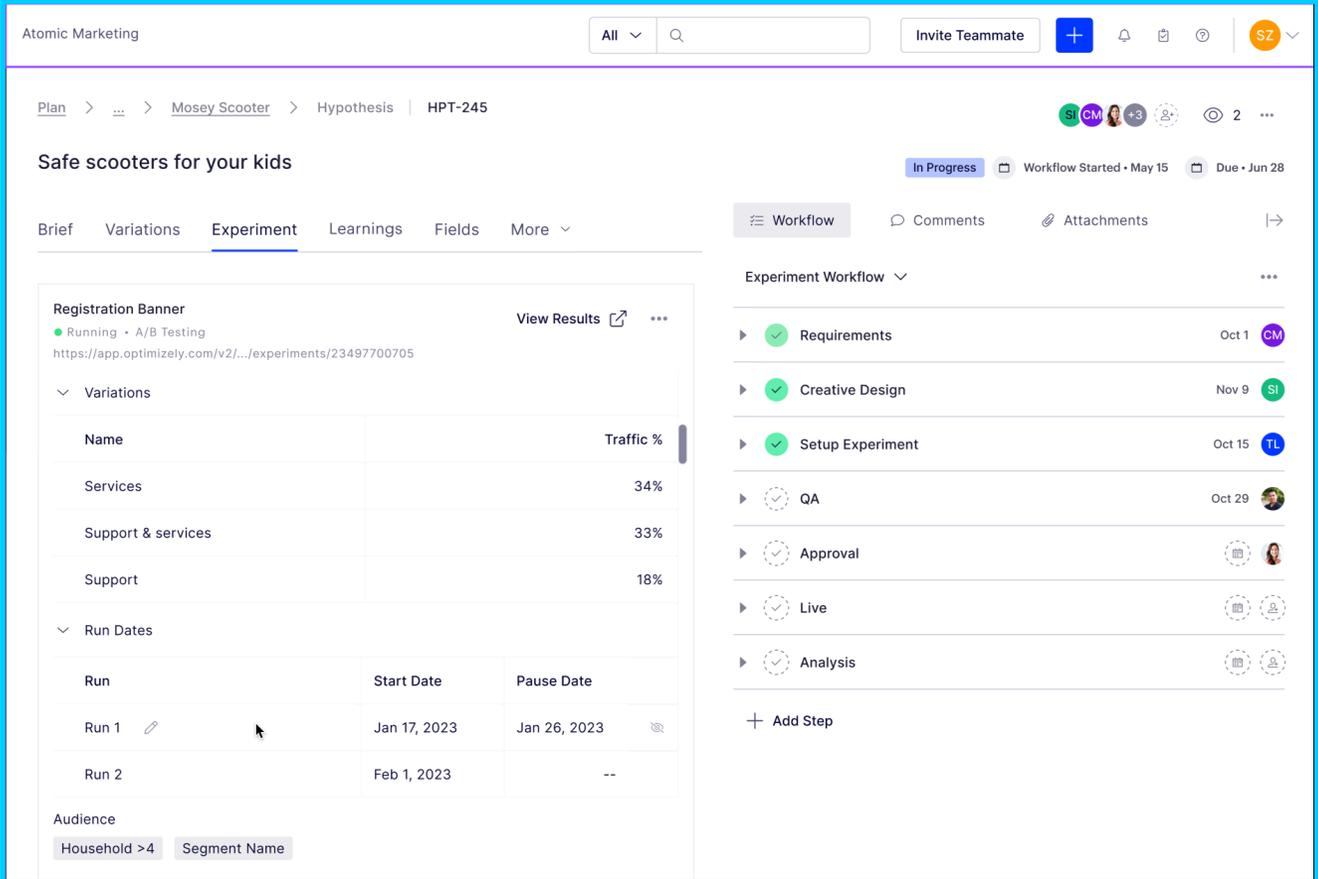
Experiment Collaboration

Linking Experiments in WX & FX

What's Next

➔ Once a hypothesis is ready to be developed, link it to an experiment

➔ Once linked, experiment metadata (running/paused status, run intervals) are synchronized across both platforms so that information is always accessible



The screenshot displays the Atomic Marketing interface for an experiment titled "Safe scooters for your kids". The interface includes a navigation bar with "Plan", "Variations", "Experiment", "Learnings", and "Fields". The "Experiment" tab is active, showing a "Registration Banner" with a status of "Running - A/B Testing" and a URL. Below this, there is a table of variations with columns for "Name", "Traffic %", and "Run Dates". The "Run Dates" table shows two runs: "Run 1" from Jan 17, 2023 to Jan 26, 2023, and "Run 2" starting on Feb 1, 2023. The "Audience" section shows "Household >4" and "Segment Name". On the right, the "Experiment Workflow" is shown as a vertical list of steps: Requirements (Oct 1), Creative Design (Nov 9), Setup Experiment (Oct 15), QA (Oct 29), Approval, Live, and Analysis. The "Setup Experiment" step is currently active.

Name	Traffic %
Services	34%
Support & services	33%
Support	18%

Run	Start Date	Pause Date
Run 1	Jan 17, 2023	Jan 26, 2023
Run 2	Feb 1, 2023	--

Experiment Collaboration

Results Sharing Template



In Consideration



Standardize how results are shared and eliminate the redundant task of copying/pasting info into a slide



Publish results in a way that fits your organization – whether as a PDF, intranet, or wiki for wider sharing

The screenshot shows an experiment results page for 'Registration Banner' in 'Atomic Marketing'. The page includes a hypothesis, two variants (A and B) with mobile device images, and a results table. The hypothesis states that few users interact with the search bar on the PDP page, and the goal is to hide it to increase conversions. Variant A is the original control, and Variant B is the new design. The results table shows that Variant B has a higher conversion rate (12.8% vs 11.5%) and more conversions (214 vs 192). The impact on conversion rate is 11%, and there is an 87% chance that B is the best design based on Bayesian analysis.

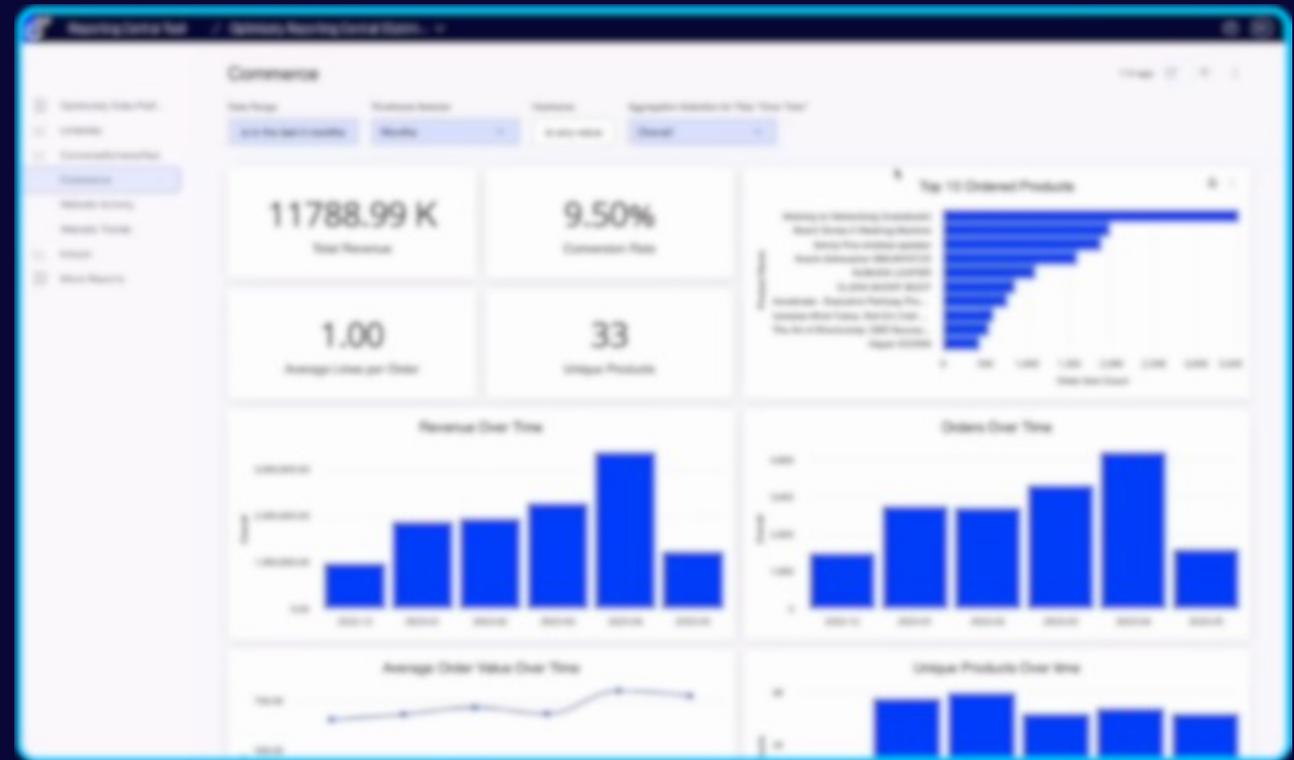
	UsersA	% CR A	Conversions A		
Variant A original - control	1,669	11.5%	192	Impact on conversion rate	% chance that B is best (bayesian)
Variant B	1,677	12.8%	214	11%	

Experiment Program Reporting

Understand the impact of your program and team performance

Coming Soon

- 
 Get insights into operational metrics like experiment velocity or win rate
- 
 Understand program impact and ROI
- 
 Build customized reports suiting your program needs



Today's agenda

01 Connecting the Optimizely Suite

02 Key Product Themes
→ New Product Highlights
→ Roadmap Sneak Peek

03 Q&A + Resources



Dan O'Dowd
Product Marketing
Manager



Thilo Richter
VP, Product

Ask us anything!

- Questions about upcoming features?
- Need clarification on a previous release?
- Want to see a demo of a particular feature?
- Have technical or implementation questions?

Extra resources

- [Q1 '23 Web Experimentation Roadmap](#)
- [Q1 '23 Feature Experimentation Roadmap](#)
- (NEW!) [Customer Product Feedback Portal](#)
- [FAQs and Recap of Optimizely's Updated Product Suite \(blog\)](#)
- [Web Experimentation Release Notes](#)
- [Feature Experimentation Release Notes](#)

