Stop guessing, start testing - Discover the power of Optimizely Web Experimentation

Embrace a culture of experimentation. Run tests, uncover insights and continuously refine every customer interaction.

Capabilities & Features

Empower your team to conceptualize ideas, make changes to your website, and collaborate with an easy-to-use WYSIWYG visual editor without using developer time to get things up to speed with Optimizely Web Experimentation.

Web A/B testing

Use the world's most powerful front-end A/B and multi-page experimentation product built for the enterprise. Industry-first features like exclusion groups let you safely run multiple experiments on the same page.

Visual editor

Empower your team to collaborate with an easy-to-use visual editor without using developer time to get things up and running.

Program management

Help your team increase experiment velocity by up to 5x with new tools for ideation, collaboration and program reporting.

Exclusion groups

Run multiple experiments on the same page, at the same time.

Single Page App support (PWA)

Use a platform designed to simply work with your site, out-of-the-box and on the modern web. Explore features like Support for Dynamic Websites whether you have a single page application or dynamic content.

Advanced experiment types

Built for the enterprise, leverage the world's most powerful front-end A/B and multi-page experimentation product. Use industry-first features like exclusion groups that let you safely run multiple experiments on the same page.

Targeting & personalization

Leverage experimentation and personalization to create winning experiences. Deliver targeted messaging, personalized offers and recommend the most relevant content for your users.

Analytics

Gain insight into the impact of your experiments with statistically valid results. No complex statistical analysis required.

Want to explore how Optimizely Web Experimentation can help deliver outstanding outcomes?

Talk to The Optimizely Experts.

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