NETCEL
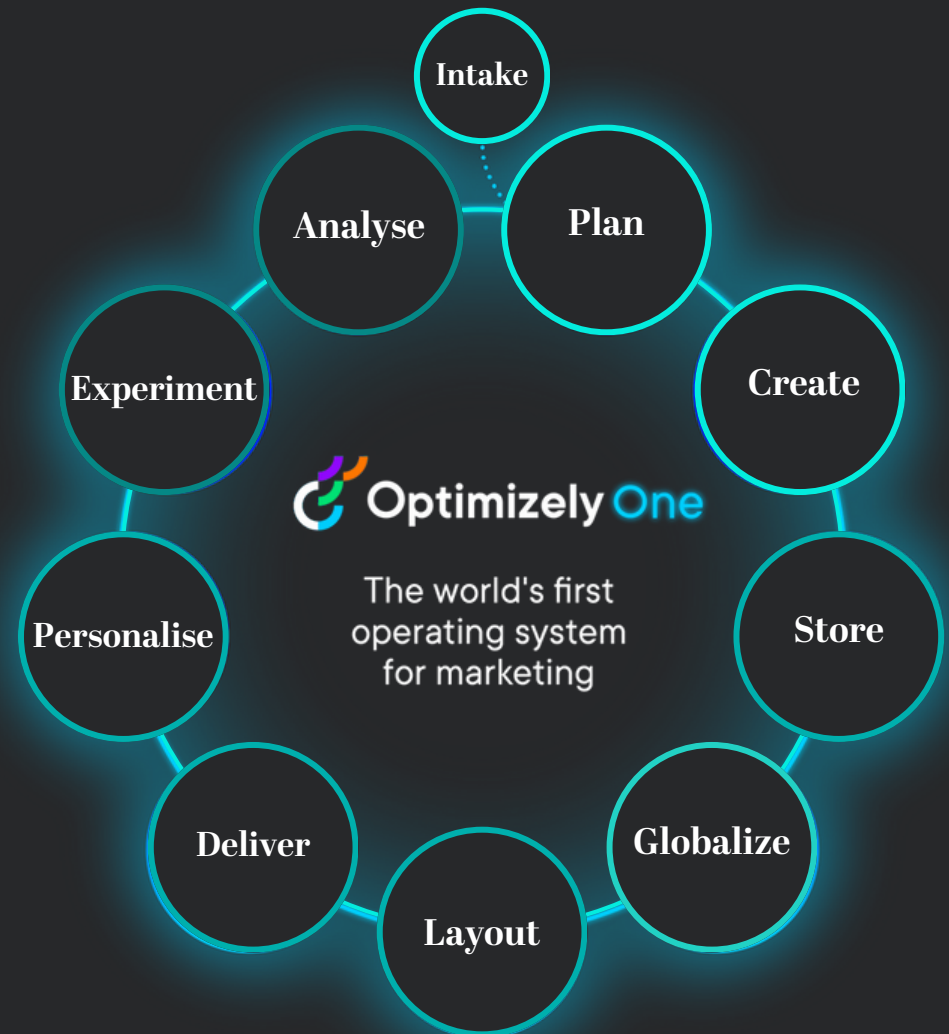
Optimizely One

STRONGER, SMARTER, FASTER

A new way to run marketing – with unprecedented visibility, unrivalled speed and incredible insight – so you can achieve your content, experimentation and commerce goals.

Netcel are an Optimizely Platinum Partner and experts in the platform. Our mission is to help organisations to maximise the value and impact of Optimizely One.

Optimizely One

The world's first operating system for marketing

- Intake
- Plan
- Create
- Store
- Globalize
- Layout
- Deliver
- Personalise
- Experiment
- Analyse

How does it work?

Optimizely One is the world's first operating system for marketing & digital teams. It connects everything from planning and content creation, to layout and publishing, to testing, personalisation, and analysis — all in one place. Read through each phase of the journey below.

Intake

Field requests, capture ideas, and collectively manage work

- Standardized intake templates streamline the process of submitting requests
- Intelligent routing rules automatically assign each request using pre-defined logic
- Shared request queues centralise each request in a single dashboard so teams can collectively triage and manage requests

Plan

Align your entire team around a shared strategy

- Visual calendars ensure everyone knows what's running (and when) across regions, teams and lines of business
- Strategic briefs enable every team member to collaboratively align on the key objectives, messaging, and ownership
- Campaign workspaces provide organisations and hierarchy, helping teams track progress and accelerate execution

Create

Ideate and collaborate on content, together

- Flexible workflows allow teams to collaborate with peers, ensure proper review and approval processes are followed, and make changes on the fly
- Multi-format editors provide tools to create, review and approve all the content that campaigns and experiments depend on — from videos and landing pages to infographics, social ads and more
- AI content generator jumpstarts content ideation and original content creation (both images and text) with just the click of a button

Store

Manage and maintain assets for reuse

- AI-based tagging applies machine-learning algorithms to automatically apply tags, improving organisation and making it easy to (re)discover assets
- Fully-integrated workflows makes it easy to repurpose content and instantly kick off new campaigns, tasks and experiments
- Brand portals allow you to curate a collection of assets to share and distribute (internally or externally) through a public link

Globalise

Translate and localise for different regions

- Language management capabilities allow you to translate content into 350+ supported languages
- Content history automatically captures the progression of every piece of content, so you can always reference point-in-time snapshots
- Asset lineage helps global teams to track where, when and how assets were repurposed for campaigns or activity in other markets
- Sell globally with multi-region, language and sites, with access to 200+ payment gateways

Layout

Assemble experiences and prepare to launch

- Drag-and-drop authoring makes it easy to structure your content and experiments exactly how you want it
- In-context editing provides a user-friendly way to make edits directly on a page and see updates in real-time
- Form and survey creation lets you create conversion-ready forms with ease — no code required

Deliver

Publish and distribute to any channel

- Omnichannel delivery enables marketers to create content once and publish anywhere – driving conversions and revenue
- Plug-and-play integrations make publishing to downstream channels a breeze
- Optimizely Graph searches and queries content for distribution to any channel

Personalise

Tailor experiences for various segments

- Rule-based targeting makes it easy to define hyper-specific audience cohorts, launch personalisation campaigns, and deliver tailored experiences
- Real-time segments help you stay one step ahead of the market with instant adjustments, based on customer attributes and events, to optimize engagement
- Predictive recommendations across content, products, email, and more ensure you're delivering the most relevant end-user experience

Experiment

Test across any channel and target with precision

- Audience builder simplifies experiment creation and variation design with a no-code UI, eliminating technical dependencies and increasing velocity
- Multi-arm bandits and stats accelerator dynamically assign more traffic to winning variations, so you can reach 'stat sig' quicker and make impactful decisions earlier
- Omnichannel experimentation means you can roll out tests across all channels and application

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Analyse

Track performance and optimize for what works

- Customer profiles unify all your first-party customer data while offering insights (across both assets and behaviors)
- Content intelligence uses Natural Language Processing capabilities to suggest topics that are most engaging for your visitors and help you stay ahead of the curve
- Unified reporting dashboards offer a single hub to visualize your analytics across customer data, operational reporting, analytics and more

That's Optimizely One. A new way to run marketing — with unprecedented visibility, unrivaled speed and incredible insight — so you can achieve your content, experimentation and commerce goals.

The result: digital experiences your customers will love. No questions asked.

Ready to get started?

Optimizely is trusted by over 9,000 leading companies for digital experiences, content management, experimentation and commerce. Take the first step to digital transformation with Netcel and Optimizely today...

Get in touch

Give us a call or drop as an email. Our friendly team will be in touch to find out more about how we can help your business.

📞 020 3743 0100

✉ hello@netcel.com

Informal consultation

Our team will help to arrange an initial consultation between your team and ours. During the consultation, you will speak to our digital experts who take a deeper dive into the ways we support you on your digital journey. To ensure you get the most suitable solution for your digital product.

Discovery session

To understand the real-world investment, value, potential uplift and savings you could achieve through Optimizely One, we recommend a workshop with key stakeholders from both teams to collaborate and build out a value model between us.

We find this is a highly effective way to establish an appropriate level of investment and understand the true benefits and value it could realise.

Business case and proposal

Once we have established a solid business case together, Netcel can provide a bespoke proposal based on your specific requirements. Then its over to you and your team to review and decide if you want to partner with Netcel to achieve your vision with Optimizely One.

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