

Optimizely Web Experimentation

- Customer data management and customer journey mapping.
- Rich context awareness of cross-session data – 28 sessions deep
- Composability – tap into sources like order history on Shopify and target past purchasers
- High statistical rigour and bandit optimisation to guard against making the wrong product decision
- Reduce complexity and ongoing dependence on developers with an enterprise-grade visual editor
- Governance and collaboration across teams
- Feature flags, rollouts and kill switches
- Zero-latency in-code feature experimentation via SDKs
- Leverage NLP for content and trend analysis with real-time recommendations
 - Automate 1:1 personalised content.
 - Tailor experiences with advanced 1:1 product recommendations

	Fees (GBP)
Software Service Fees	£25,525.00
Onboarding Accelerator (One Time Fee)	£11,000.00
Total - Year 1	£36,525