



Service Definition

Optimizely Experimentation

2026/2027



Imagine a partnership that's not just about
solving today's challenges,
but about equipping you for the future.

Through strategic insight, design and technology expertise, we create sustainable digital experiences that empower people, deliver measurable impact, and enable our clients to drive change – not just adapt to it.



Optimizely Experimentation

Netcel's Optimizely Experimentation proves what works through A/B and multivariate testing. Our service enables data-driven decisions that improve conversions and user experience. By combining experimentation best practices with the Optimizely Data Platform, we unify and activate customer data to test, learn, and accelerate digital growth for lasting measurable business impact.

Features

- Proven A/B testing combined with automated personalization
- Create, test, and roll-out personalised features and multiple experiments
- Web and feature experimentation programme planning – establishing objectives, measures and hypotheses
- Experimentation creation & management – building agreed experiments
- Experiment analysis & recommendations against agreed measures
- Target real-time customer segments, increasing effectiveness of experiments
- Visual editor to test and iterate before building in code
- Optimizely is the fastest A/B Testing solution on the market
- Stats accelerator enables getting to results of experiments much quicker

Benefits

- Embed evidence-based thinking
- Lower risk before making big investments
- Identifying the most effective feature
- Discover and measure real impact metrics
- Demonstrate incremental improvement
- Improve digital customer relationships
- Supercharge e-commerce operations, boosting both engagement and core website KPIs
- Turn business as usual into 'better as usual'



Netcel in a nutshell



We're change makers

We blend digital advisory, change management and delivery to build capability.



We specialise in Optimizely

Our business has a singular focus on Optimizely Digital Experience Platform and connected technology – holding top tier partner status since 2007.



We're not just engineers

We're a team of 40+ strategists, analysts, technologists, experience designers, based at our St Albans HQ (London), working with our global clients.



We're independent

As an independent digital product consultancy, we can maximise our people and investment to unlock the power of Optimizely for our clients.



We're growing

We're a £5million turnover business today, with a growth strategy driving 20% year-on-year growth.



We're customer obsessed

We partner with 20+ Optimizely clients, the most in the UK, each one working with us to realise the potential of the platform and deliver their business outcomes.



We're work exclusively with



WINNER

Immersive Experience
Award

LONDON

NETCEL 



20

Years'
Optimizely
knowledge

20+

The most
Optimizely
customers in
the UK



The most
OMVPs in any
UK company

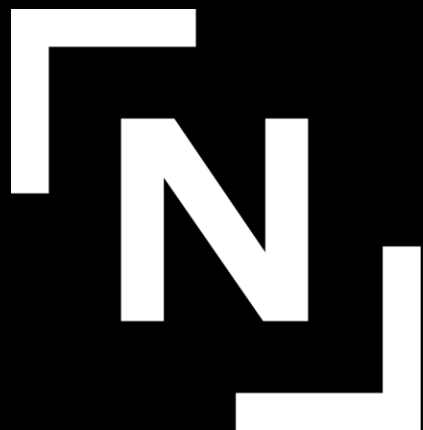


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

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