

Optimizely Personalization

General Overview

Personalization is an Optimizely software service designed to help Customers personalize the experiences they deliver through their Customer Properties. To use this Software Service, the Customer first installs the applicable Optimizely Snippet on licensed Customer Properties, then uses the editing and configuration tools of the Software Service to select Content to test and to configure personalization campaign parameters. Optimizely Personalization uses Visitor Data and other Customer Data to determine what Content variations to display to Visitors. Personalization is designed to help Customers gain actionable insights on the personalization of their Content. Personalization may be stopped at any time, in which case the Content variations will no longer be displayed to Visitors.

Functionalities, Capabilities and Features

The functionality and capabilities of the Subscription may vary depending on whether the Features are part of the Subscription, and/or have otherwise been activated or de-activated by the Customer

Features include, amongst others as described in the Documentation -

- Visual campaign editor
- Automated campaign results analysis
- Targeting options (including behavioral targeting)
- Contextual bandits
- Security and administrative control
- Audience builder
- Omni-channel event tracking capabilities
- Third-party analytics and audience integrations
- Campaign preview mode
- Edge delivery
- Reporting

AI features

Optimizely Opal features

See