

Optimizely Campaign

General Overview

Optimizely Campaign lets you run omnichannel marketing campaigns and send professional marketing messages by email, mobile push, web push, direct mail, or SMS from a single software-as-a-service solution.

Functionalities, Capabilities and Features

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 -

- Omnichannel marketing and one-shot campaigns
- Marketing automation
- Transactional mails
- A/B-Testing
- WYSIWYG content editor
- Opt-in processes
- Recipient management
- Self-service recipient list management
- Powerful segmentation
- Analytics
- Self-service domain management

AI Features

Optimizely Opal features

Not applicable. Not available.

AI and machine-learning features

- [Subject-line generator](#) (powered by GPT 3.5). This feature can be turned off by submitting a Support request.
- [Text generator](#) (powered by GPT 3.5). This feature can be turned off by submitting a Support request.

Prerequisite Optimizely Software Services

Not applicable.

APIs

- [REST-API](#)
- [HTTP-API](#)
- [SOAP-API](#)
- [SMTP-API](#)

Optimizely Options and Add-Ons

- **Coupon System** – Send promotional coupons.
- **Countdown Timers** – Display the time remaining to when your offer ends.
- **Sent Time Optimization** – Send messages when individuals are usually active in their inbox.
- **Email-App Preview** – Preview your emails in the most common email providers and browsers.
- **Post-click tracking** – Analyze actions by email recipients on your website.
- **Content interface** – Link external product databases to the content interface or content management system to display your shop products in your mailings.
- **Closed-loop/Batch-Sending interface** – Integrate data from your data warehouse or campaign management system into Optimizely Campaign and dispatch the campaign directly after the transfer of the data.
- **Webhook real-time reporting interface** – Send real-time event data about your campaigns from Optimizely Campaign to other applications.
- **Custom blocklists** – Manage multiple custom blocklists to exclude specific groups of mailing recipients who are not part of the global blocklist. The global blocklist is always applied.

Integrations to Other Optimizely Software Services

(With URL link to other relevant Documentation)

- [Optimizely Data Platform](#) – Store Visitor information and provide it to other products to enhance marketing activities.

Third-party Software and Platform Integrations

Apps and integrations offered by Optimizely for third-party integrations that may assist with productivity and the streamlining of processes.

- [Ecommerce integrations](#)
- [Web analytics integrations](#)
- [CRM integrations](#)

Included Services

The following services are included in this Software Service.

- Onboarding
 - Onboarding is described in the applicable Onboarding Documentation.
 - Onboarding services are only available in the initial subscription term, unless otherwise stated in the Order Form.
- Support – [Support Policy](#).