

- [Third-party integrations with ODP](#) – Other third-party 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](#).

[Optimizely Content Recommendations](#)

General Overview

Content Recommendations let the customer personalize each visitor's online experience, one-to-one and in real time across all channels including but not limited to: online, mobile, email, in-store, call center, and print. Individuals see content suggestions, messages, promotions, images, and banners that are personally relevant to them.

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 –

- Omni-channel tracking into the Recommendations Engine
- Content recommendations

AI features

AI and machine-learning features

- [Uses Natural Language Processing \(NLP\)](#) to match content that shares the greatest similarity of an individual user's profile in real-time.
- [Identify content gaps and saturation point](#) using NLP with the Insights dashboard.
- [Generate real-time interest profiles](#) based on content consumption.

Prerequisite Optimizely Software Services

Not applicable.

APIs

<https://docs.developers.optimizely.com/recommendations/docs/recommendations-api>

Optimizely Options and Add-Ons

- **Content Management System (PaaS)** – Use the recommendation service and tracking scripts to process content and profile interests of Visitors to the Customer's site. Content recommendations are defined through sections and delivered in widgets added to the page templates.

Integrations to Other Optimizely Software Services

- **Configured Commerce** – Lets Customers [create B2B profiles](#) in ODP based on bill-to and ship-to data in addition to user data, allowing Customers to target Visitors more holistically.

Third-party software and Platform Integrations

Not applicable.

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