

Optimizely Data Platform

General Overview

Optimizely's Data Platform (ODP) lets Users harmonize their Customer Data from any system or tool via integrations or APIs to build a 360-degree view of their customers. Users can view profiles, identifiers, consent/reachability, and events data in the service, collected across all channels, systems, and tools including but not limited to: online, mobile, and email. The data can be enriched by data from other channels such as in-store and call center.

Users can understand their Customer Data through insights, observations, and predictions generated via Artificial Intelligence (AI) and Machine Learning (ML). Users can get additional understanding via product catalog insights, observations, and predictions.

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 -

- Event tracking via web SDK, mobile SDK, or Rest APIs
- Historical data
- Ability to query event data via REST APIs or GraphQL
- Aggregated profiles
- Customer identity stitching and resolution
- Ability to view customer data
- Standard and Real-time audience segmentation options
- CDP Audience Sync
- ODP predictions
- Reporting
- Integrations via the Connect Platform

AI features

Optimizely Opal features

See