

Optimizely Opal

General Overview

Optimizely Opal is available as a chat interface and presents a variety of interactable in-app elements depending on the product. It is designed to empower Customers to make data-driven decisions, streamline workflows, and unlock new levels of efficiency and productivity. Customers must be on Opti ID to benefit from Optimizely Opal's features.

Optimizely Opal is available in most, but not all, software services. The applicable software services are listed below. Standalone Opal comes with all Optimizely Opal app functionality and OCP. Customers are responsible for connecting Optimizely Opal to their third-party applications and platforms.

Managing Optimizely Opal app

Administrators can manage instance access to Optimizely Opal and create and configure instruction agents that customize Optimizely Opal's responses.

LLM Model

See [Artificial Intelligence](#) to understand how Optimizely uses LLMs.

HIPAA

Optimizely Opal is not HIPAA enabled. Optimizely Opal should not be utilized, and should be disabled, by Customers utilising a HIPAA-enabled Software Service (CMS or Experimentation).

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.

For Customers on Opti ID, Administrators can turn off all applicable Optimizely Opal and AI features from [Admin Center > Settings > Generative AI](#). Customers who are not on Opti ID are not eligible for Optimizely Opal and must refer to each software service's included AI feature for the method of turning off.

Optimizely Opal app. Features include, amongst others as described in the Documentation –

- [Chat with Optimizely Opal and view chat history.](#)
- Generate images and videos.
- Configure and add [pre-built instructions](#).
- Create [custom instructions](#).
- Add [default agents](#).
- Create custom agents using [specialized agents](#).
- Add [system tools](#).
- Create [custom tools](#).
- Create [workflow agents](#).

Analytics. Features include, amongst others as described in the Documentation -

- [Chat with Optimizely Opal.](#)
- [Interpret and summarize the data in your explorations.](#)
- [Generate explorations using natural language.](#)

Collaboration. Features include, amongst others as described in the Documentation -

- Use AI to write experimentation plans and suggest hypotheses and variations from the [global header](#).
- [Use AI to refine](#) variations and written briefs.

Commerce Connect. Features include, amongst others as described in the Documentation -

- [Chat with Optimizely Opal.](#)
- [Translate individual products and variants.](#)

Configured Commerce. Features include, amongst others as described in the Documentation -

- [Chat with Optimizely Opal.](#)
- [Map job step fields with Optimizely Opal.](#)

Content Management System (PaaS). Features include, amongst others as described in the Documentation -

- [Get AI assistance with Optimizely Opal.](#)

Content Management System (SaaS). Features include, amongst others as described in the Documentation -

- [Get AI assistance with Optimizely Opal.](#)

Content Marketing Platform. Features include, amongst others as described in the Documentation -

- [Chat with Optimizely Opal.](#)
- [Generate AI content](#) for a task.
- [Get writing assistance.](#)
- [Translate content into a locale using the omnichannel editor.](#)
- [Use AI campaign kits to create campaigns.](#)

Feature Experimentation. Features include, amongst others as described in the Documentation -

- [Chat with Optimizely Opal.](#)
- Brainstorm ideas for flag [variables](#).
- Brainstorm ideas for flag [variations](#).
- [Summarize experiment results.](#)
- [Get test ideas.](#)
- [Use @PersonalizationAdvisor](#) to get personalization ideas.
- [Use @ExperimentPlan](#) to get feedback on a test plan.

Optimizely Data Platform (ODP)¹⁶. Features include, amongst others as described in the Documentation -

- [Create Opal-suggested real-time audiences](#).¹⁷
- [Generate a summary of a customer's event history](#).

Optimizely Data Platform (ODP) + Content Recommendations¹⁸. Features include, amongst others as described in the Documentation -

- [Enable generative AI topic enrichment](#) for customer records.

Personalization. Features include, amongst others as described in the Documentation -

- [Chat with Optimizely Opal](#).
- [Summarize descriptions for variations](#).
- [Generate copy suggestions](#) for variations in the Visual Editor.
- [Use @PersonalizationAdvisor](#) to get personalization ideas.

Web Experimentation. Features include, amongst others as described in the Documentation -

- [Chat with Optimizely Opal](#).
- [Summarize descriptions for variations](#).
- [Generate copy suggestions](#) for variations in the Visual Editor.
- [Summarize experiment results](#).
- [Get test ideas](#).
- [Use @PersonalizationAdvisor](#) to get personalization ideas.
- [Use @ExperimentPlan](#) to get feedback on a test plan.
- Modify and update existing website elements, create new ones, and generate and apply enhancement suggestions using the [AI variation development agent](#).
- Review your experiment configuration and recommend changes to maximize your odds of reaching statistical significance using the [Experiment Review Agent](#).

Prerequisite Optimizely Software Services

Customers must have at least one of the following software services to gain access to the relevant Optimizely Opal features.

- **Analytics** – Enables Customers to use their data warehouse as the source of truth, combining event-based and state-based data from various systems to define and analyze metrics critical to the success of their business.

¹⁶ Only for United States-based ODP customers.

¹⁷ This feature uses <insert LLM>. NEED INPUT for phrasing; this actually runs on Eleanor (a flavor of ChatGPT) in the background instead of Gemini; will be updated to Gemini in November.

¹⁸ Only for United States-based ODP + Content Recommendations customers.

- **Commerce Connect** – Provides catalog management, cart, pricing, transactions, order management, and promotion capabilities for Content Management System (PaaS).
- **Configured Commerce** – Provides tools and capabilities to build, host, and run commerce websites. It includes a headless commerce engine, a front-end visual editor/content management system (CMS), catalog search engine, and sundry commerce capabilities.
- **Content Marketing Platform** – Lets teams share plans, collaborate on assets and execute campaigns.
- **Content Management System (PaaS)** – Includes a multi-lingual enterprise search and navigation engine, a delivery network, web application firewall, and managed services.
- **Content Management System (SaaS)** – A fully managed multi-lingual enterprise CMS with search capabilities, Visual Builder, a GraphQL-based delivery API, and a REST management API.
- **Feature Experimentation** – Lets the Customer control their application using feature flags and run experiments across all implemented channels.
- **Data Platform** – Lets Customers harmonize their data from any system or tool via integrations or APIs to build a 360-degree view of their visitors.
- **Personalization** – Help Customers personalize the experiences they deliver through their Customer Properties.
- **Web Experimentation** – Lets the Customer build and launch various experiments within the context of the browser.

APIs

Not applicable.

Optimizely Options and Add-Ons

- **Collaboration** – Lets the Customer manage their experiment ideation, planning, and hypothesis-creation process with Feature Experimentation, Web Experimentation, or Personalization.

Integrations to Other Optimizely Software Services

- **Optimizely Connect Platform (OCP)**¹⁹ – Use OCP to [host custom tools](#) on a publicly available URL for Optimizely Opal to connect to.

Third-party Software and Platform Integrations

[Third-party integrations](#) – Integrations made available maintained by Optimizely that may make Optimizely Opal available for use in third-party apps and agent-to-agent use cases.

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](#).

¹⁹ OCP is not a HIPAA enabled Software Service.