

Optimizely Content Marketing Platform

General Overview

Content Marketing Platform (CMP) lets teams share plans, collaborate on assets and execute campaigns. CMP lets Customers see the work their marketing organization is doing, including the entire content workflow—from brief to finalized content.

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.

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

- Task management
- Task templates
- Campaign management
- Campaign templates
- Workflow management
- Content management
- Idea lab
- Omni-channel authoring
- Multi-channel publishing
- Security and user management
- Analytics and user activity logs
- Efficiency dashboard

Optimizely Digital Asset Management¹⁰. Features include, amongst others as described in the Documentation –

- Centralized storage of digital assets
- Multi-format support
- Batch uploading and labelling
- Brand templates
- Asset collections
- Asset expiry and lineage

¹⁰ Digital Asset Management (DAM) is not HIPAA enabled.

AI features

Optimizely Opal features

See