

Optimizely Experimentation

General Overview

- **Web Experimentation** – Helps Customers test website experience they deliver through Customer properties. Customers must install the applicable Optimizely snippet on licensed Customer Properties, then use the editing and configuration tools of the Software Service to select content to test and configure test parameters.
- **Feature Experimentation** – Gives Customers the ability to create feature flags and run experiments anywhere within the Customer Property technology stack. Customers must install the applicable Optimizely X software development kit (e.g., the 'Optimizely Feature Experimentation SDK') within its Customer Property technology stack, then they can begin to track events and view results in Feature 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

Web Experimentation. Lets the Customer build and launch various experiments within the context of the browser. Features include, amongst others as described other published Documentation for Experimentation-

- Visual experiment editor
- Automated experiment results analysis
- Experiment targeting options
- Audience builder
- Security and administrative control
- Omni-channel event tracking capabilities
- Third-party analytics and audience integrations
- Experiment preview mode
- Edge delivery
- Reporting

Feature Experimentation. Lets the Customer control their application using feature flags and run experiments across all implemented channels. Features include, amongst others as described other published Documentation for Experimentation-

- Access to SDKs for >12 programming languages
- User interface to configure feature flags, feature variables, rollouts, and experiments
- Attribute targeting capabilities
- Configuration of arbitrary development environments
- Automated results analysis
- Security and administrative control
- Audience builder
- Omni-channel event tracking capabilities

- Webhooks
- Reporting

HIPAA ePHI enabled

As from 1 January 2025, Experimentation is available for a new Subscription as an ePHI-enabled Software Service. A Business Associate Agreement ('BAA') is required before Customer may process any ePHI in ePHI-enabled Software Service. Optimizely may suspend ePHI processing until a BAA has been executed by Optimizely and the Covered Entity.

AI features

Optimizely Opal features

Feature Experimentation

See