Create & Launch Experiments

Bring your ideas to life quickly and start making decisions with actionable data.

	Standard	Professional	Premium
A/B Tests	✔	✔	✔
Visual Editor	✔	✔	✔
Project Javascript	✔	✔	✔
Preview Tool	✔	✔	✔
Mutually Exclusive Experiments		✔	✔
Multi-page (funnel) Tests		✔	✔
Experiment Scheduler		✔	✔
Cross-browser Testing		✔	✔
Extensions			✔

Discover Visitor Insights

Learn more about the visitors that connect with you on your websites and mobile apps.

	Standard	Professional	Premium
Source type	✔	✔	✔
Browser type	✔	✔	✔
Campaign	✔	✔	✔
Device type	✔	✔	✔
Custom Attributes		✔	✔
Custom Reports		✔	✔
Report Annotations		✔	✔

Target Optimized Experiences

Focus on your highest value visitors.

	Standard	Professional	Premium
Referrer URL	✓	✓	✓
Query Parameter	✓	✓	✓
Traffic Source	✓	✓	✓
Language	✓	✓	✓
Ad Campaign	✓	✓	✓
New vs. Returning visitors	✓	✓	✓
Click Events	✓	✓	✓
Custom JavaScript	✓	✓	✓
Cookies	✓	✓	✓
Custom Attributes		✓	✓
Uploaded Audiences			✓
Time of Day			✓
Geotargeting			✓
IP Address			✓
Third Party Data Audiences			✓

Integrate Data Across Platforms

Seamlessly integrate with the tools you already use.

	Standard	Professional	Premium
API Access	✓	✓	✓
Plan Specific Integrations	✓	✓	✓
Data Export	✓	✓	✓

Security and administrative control

Empower your team with a platform trusted by over 6,000 organizations around the world.

	Standard	Professional	Premium
Multi Account Login	✓	✓	✓
Experiment Change History	✓	✓	✓
2-Step Verification	✓	✓	✓
User-Based Roles and Permissions		✓	✓
Admin 2-Step Verification			✓
PCI Compliance			✓
Single Sign-on			✓
Number of Collaborators	10	20	20+

Platform Features

Industry-leading capabilities at the core of the Optimizely platform.

	Standard	Professional	Premium
One-line implementation	✓	✓	✓
Visual Editor	✓	✓	✓
Stats Engine	✓	✓	✓
CDN Balancing	✓	✓	✓

Support

World-class support resources available at your fingertips.

	Standard	Professional	Premium
Community	✓	✓	✓
Knowledge Base	✓	✓	✓
Academy	✓	✓	✓
Online Tickets	✓	✓	✓
Enterprise Onboarding	✓	✓	✓

Learn more at **optimizely.com/plans**