



Optimizely Classic vs Optimizely X

Feature Comparison Guide

10 Things To Know About Optimizely X

01

Optimizely X is available with most Enterprise plans today.

02

You can continue to use Optimizely Classic along with Optimizely X. As you transition to Optimizely X, all of your Classic data and experiments are easily accessible in the Optimizely interface.

03

Moving to Optimizely X simply requires a change to your project settings. There is no need to implement an entirely new snippet in your code.

04

Some features have new names or locations in the Optimizely X interface. Compare features to see what's changed in Optimizely X.

05

You can get the Optimizely X desktop application for Mac and Windows. The desktop app works seamlessly with the mobile web and dynamic content.

06

You now have greater flexibility to customize your Optimizely implementation. Reduce your snippet size, adjust caching, or even split your implementation into multiple snippets to improve site performance.

07

Optimizely X comes with Mutually Exclusive Experiments and Campaigns. Run multiple experiments on the same page without contaminating effects.

08

Optimizely X provides more flexibility for customizing your integrations. In addition to supporting integrations out of the box, we now also offer [Custom Analytics Integrations](#).

09

Future development and innovations are happening in Optimizely X. We will continue supporting Classic, but you'll need to use Optimizely X to take advantage of new features going forward.

10

Optiverse offers a [transition guide](#) to help you move from Classic to Optimizely X.



Optimizely Classic vs Optimizely X

What's in this report?

We want your move from Optimizely Classic to Optimizely X to be swift and easy. To help you get started, we've put together this Readiness Report. This report will highlight all of the new Optimizely X features and how they relate to what you are using in Optimizely Classic today. Below you will also see a list of categories in the report — these will help direct you to areas of the platform that are important to you.

Categories we will cover:

Built for Efficiency

Built for Modern Web

Built for Performance

How to use this report.

Review this report to see if you are ready for the Optimizely X experience. Then, learn more about how you can implement Optimizely X today with the rollout plan.

Built for Scale

Built for Teams

Developer Tools

Step-by-Step Transition Guide



Instrument Optimizely X

Enable the Optimizely X snippet and begin setting up your pages, events, audiences, and settings.

1



Create New Experiments and Variations

Implement changes based on hypotheses about your site.

2

3



Reach Statistical Significance

See the impact of your changes.

4

5



Switch to Standalone Snippet

Change the snippet configuration.

6

7

8



Set Up Integrations

Update any customizations that you have built on top of the API.



Launch Your Experiment

Run your experiment to at least 1,000 visitors.



Migrate Evergreen Experiments

Begin transferring experiments from Optimizely Classic to Optimizely X.



Explore Optimizely X

Get more out of Optimizely X with features such as extensions, custom snippets and exclusion groups.

Built for Efficiency

PRODUCT	WHAT'S IN OPTIMIZELY CLASSIC	WHAT'S IN OPTIMIZELY X	NEW FEATURE/ ENHANCEMENT/ DEPRECATED	WHAT'S THE DIFFERENCE?	WHAT'S THE BENEFIT?	REQUIRES TECHNICAL IMPLEMENTATION
Web Experimentation	Goals	Metrics	Enhancement	Goals are now called Metrics in Optimizely X. You can now create metrics earlier in the experiment setup process and have much more flexibility to configure metrics with the addition of Metrics Builder.	Metrics are reusable elements that save time and provide structure. Once you create a metric, you can reuse it on any experiment in the future.	No
Web Experimentation	URL Targeting	Pages	Enhancement	In Optimizely Classic, you specified the URL each time you created a new experiment. In Optimizely X, you can create a Page once and reuse it in any experiment. Pages are still configured with the same URL Targeting conditions as before.	We built Pages to provide a reusable template for the important pages that you continually test. Pages will ultimately save you time as you run more experiments.	No
Web Experimentation	Multi-page Test	Multi-page Experiments	Enhancement	In Optimizely Classic, you could create multi-page experiments by selecting a new experiment type. Optimizely X allows you to add new pages and build a multi-page experiment as part of your standard workflow.	Multi-page experiments work seamlessly with Pages, so you only have to set up a Page once. Plus, you have two ways to add Pages: the new Experiment Builder or the Visual Editor.	No
Web Experimentation	-	Extensions	New Feature	This is a new feature to Optimizely X. Developers can use Extensions to create re-usable elements—pop-ups, banners, etc.—that non-technical team members can reuse.	Extensions reduce code duplication and developer QA time; simply build a template for an experiment once and reuse it going forward.	Yes



PRODUCT	WHAT'S IN OPTIMIZEZY CLASSIC	WHAT'S IN OPTIMIZEZY X	NEW FEATURE/ ENHANCEMENT/ DEPRECATED	WHAT'S THE DIFFERENCE?	WHAT'S THE BENEFIT?	REQUIRES TECHNICAL IMPLEMENTATION
Web Experimentation	Legacy UI	Modern UI	Enhancement	The click path, experimentation workflow, and overall design aesthetic of the user interface in Optimizely X has been improved and modernized.	The Optimizely X dashboard is clean, modern, and simpler to navigate.	No
Web Experimentation	Visual Editor: Drag and Drop to rearrange	Visual Editor: Selector in Sidebar	Enhancement	Instead of dragging elements in the Visual Editor to rearrange them, you use a selector in Optimizely X to move elements around on your page.	The drag-and-drop functionality in Classic was easy to use, but sometimes introduced deformities in site CSS. In Optimizely X, you can rearrange elements without affecting the rest of your page.	Yes
Web Experimentation	Conditional Activation	Pages	Enhancement	Conditional Activation was built within an Experiment in Optimizely Classic, whereas in Optimizely X this has been moved into Pages. Now you have additional flexibility when writing code to wait for events or poll for elements before activating.	If a condition has to be frequently met before an Experiment is activated, being able to have that set within a Page reduces code duplication and QA overhead. This becomes especially impactful with Single Page Apps where the conditions for activating an Experiment on view change can be set within the Page.	Yes
Mobile	Visual Editor	SDK Projects	Deprecated	Optimizely X Mobile has been redesigned to optimize the functionality that's most useful to developers. You can now configure experiments without loading your app in edit mode.	Our new SDKs are faster and lighter. They also enable technical teams to work in a developer-friendly environment. Configure variations, traffic allocation, audience targeting, live variables, and more in just a few seconds.	Yes



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Mobile	View Goals	Custom Events and Metrics	Deprecated	In Optimizely Classic, you create Custom Goals for any events you track in the app. In Optimizely X, Goals have been replaced by events (for tracking), which are aggregated into Metrics on your Results page (for display).	Optimizely X replaces Optimizely Classic Mobile's Goals with Metrics, which provide improved configuration options over those found in Optimizely Classic. For example, you can configure Metrics to measure increases or decreases of a particular measure, and to calculate unique conversions, total conversions, total revenue, or revenue per conversion.	Yes
Mobile	Code Blocks	Live Variables	Deprecated	In Optimizely Classic, you wrote code blocks to experiment in your app. In Optimizely X, we've consolidated this feature with Live Variables, which can be used to toggle blocks of code.	Optimizely X simplifies the process of creating mobile experiments. You no longer need to choose to create an experiment on a Live Variable; instead any experiment can include either concept.	Yes



Built for Modern Web

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Web Experimentation	-	Desktop App	New Feature	Optimizely X comes with a free desktop application for Mac and Windows.	The desktop app loads your website faster and more consistently. This ensures compatibility with more websites and allows you to emulate experiments on mobile devices.	No
Web Experimentation	Preview Mode	Preview Tool	Enhancement	In Optimizely Classic, it took a combination of force parameters, cookies, and the developer console to check the functionality of an experiment. In Optimizely X, you can use the Preview Tool to toggle between variations, QA audiences, evaluate the timing of code execution, ensure that events execute, and quickly navigate your site.	You can now quickly QA multi-page tests in the Preview Tool without having to re-initiate each time.	No
Web Experimentation	Mobile View	Responsive Editor	New Feature	Optimizely Classic provides a Mobile/Tablet View, but with the Responsive Editor in Optimizely X, you can drag to preview your variations at any screen size. The desktop application also offers more powerful device emulation.	You can easily preview the design of your page at any screen size. Using the desktop application, you'll be able to emulate devices and better edit pages that are gated behind a login.	No

Built for Performance

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Web Experimentation	Standard Snippet	Custom Snippets	Enhancement	Custom Snippets allow teams to build snippet payloads that include only experiences that are relevant to the page that a visitor is on.	You have more control over what is included in the Javascript snippet. Now you can reduce your snippet size over time and improve site performance. When used with cross-project tracking, this allows you to track global elements across several projects.	Yes
Web Experimentation	Cookies	Local Storage	Enhancement	Optimizely Classic tracked visitors using cookies. Large cookies can sometimes lead to performance issues, so Optimizely X uses local storage instead.	Local storage improves the performance of your site and the user experience for your customers.	No
Web Experimentation	jQuery (Dependency)	jQuery (Optional)	Enhancement	There's no dependency on jQuery at all in Optimizely X.	You have more control over which jQuery libraries are included—or not included—in your snippet.	No
Web Experimentation	Snippet Data (Standard)	Snippet Data (Customize)	Enhancement	In Optimizely Classic, the snippet stored data about all your experiments, but Optimizely X excludes data for draft and paused experiments by default.	By default we are removing data that is not required for your currently running experiments, which reduces your overall snippet size.	No



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Web Experimentation	Synchronous Change Loading	Asynchronous Change Loading	Enhancement	In Optimizely X, you now have the option to load different changes within an experiment asynchronously.	This gives you more flexibility over when specific experiment changes will load on your site, which can further improve snippet load performance.	No
Web Experimentation	Polls for Elements to be Ready	Custom Code Runs Immediately	New Feature	Optimizely Classic ran custom code once elements were available in the Document Object Model (DOM) based on a polling mechanism built into the snippet. Optimizely X now offers full control of how custom code is executed within Optimizely by executing custom code immediately.	Developers have full control over the timing of code execution within Optimizely code boxes.	No
Web Experimentation	-	PCI Compliance	New Feature	Optimizely X is PCI compliant.	Now you can experiment across your entire purchase funnel, including checkout and other pages, with secure customer data.	Yes
Platform	Offline Conversions	Event API	Enhancement	Offline Conversions has been replaced by the Events API in Optimizely X. We've also added event batching in our snippet.	This gives developers the ability to more seamlessly add bulk uploads to their development process with a more robust API.	No

Built for Scale

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Web Experimentation	-	Mutually Exclusive Experiments	New Feature	Optimizely Classic used multiple workarounds involving custom code to make experiments mutually exclusive. Optimizely X introduces an elegant, built-in feature to help you ensure that visitors to Experiment A don't see Experiment B.	Mutually Exclusive Experiments help you increase the velocity of your experimentation program. You can run multiple experiments on the same page at the same time, without worrying about interaction effects.	No
Web Experimentation	Change History	Advanced Change History	Enhancement	In Optimizely X, we've improved Change History by adding an audit log that shows you who made each change and when.	Change History enables large teams to collaborate when building experiments. Now you'll get an accurate audit trail and you won't have to waste time trying to figure out who made changes.	No
Web Experimentation	Integrations	Integrations (Out of the Box)	Enhancement	Optimizely X still comes with the most popular integrations out of the box. We also provide more flexibility and support with the launch of Custom Analytics Integrations.	Optimizely X provides more flexibility for customizing out-of-the-box integrations. In addition, Custom Analytics Integrations allow you to integrate thousands of marketing and analytics tools with Optimizely.	Yes & No



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Web Experimentation	-	Custom Analytics Integrations	New Feature	We've introduced a new framework to write a custom integration to any of your analytics providers. You can also now customize any out-of-the-box integrations within Optimizely X.	You now have the ability to integrate with thousands of marketing and analytics providers.	Yes
Mobile	Synchronous/ Asynchronous Initialization	Custom Initialization	Enhancement	Classic iOS and Android SDKs had just two options for loading the datafile. Optimizely X SDKs give you full control over how the datafile is synchronized.	You can configure download intervals, timeouts, and more to fine-tune the behavior of Optimizely for any experiment.	Yes

Built for Teams

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Web Experimentation	Non-Retroactive Goals	Always-on Behavior Tracking via Events	Enhancement	In Optimizely Classic, you created each pageview goal that you wanted to track. Pages in Optimizely X track all pageview goals automatically. You can also create click or custom event Goals for that Page and rescue them. Events are tracked as soon as you create them, so they are retroactively available.	You'll automatically track more micro-conversions to derive more insight from each experiment. You can also now track all events retroactively, allowing you to add additional metrics after an experiment starts and backfill your data.	No
Web Experimentation	-	Metrics Builder	New Feature	We have introduced a natural-language metrics builder that streamlines the task of adding metrics to your experiments and campaigns.	You now have more control over how Optimizely measures your results. For example, you can customize whether success means a decrease or increase in a particular event. You'll also be able to track metrics per visitor, conversion, or session.	No
Web Experimentation	-	Cross-Project Event Tracking	New Feature	In Optimizely Classic, it took a high level of customization to track events between different Optimizely snippets. You can now track visitor behavior from one Optimizely project to another.	Cross-project events help large optimization teams track consistent, program-level metrics across different properties. Your most important business metrics are accessible to all Projects within your Optimizely account.	No



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Web Experimentation	Difference Intervals	Confidence Intervals	Enhancement	Statistical tests on the Results page are now measured on the improvement—the relative difference between variation and baseline measurement—instead of the absolute difference.	Analysts now have a more accurate way to measure confidence in the performance of a variation.	No
Web Experimentation	Individual Audiences	Multi-Audience Targeting	Enhancement	Optimizely Classic required that you build your audience logic within a single audience. Optimizely X is more flexible; you can mix and match audiences.	We've made audiences more flexible and reusable. You can also do more powerful segmentation and targeting when you build audiences for Personalization.	Yes
Web Experimentation	10 Custom Dimensions	100 Custom Attributes	Enhancement	We've raised the limit from 10 custom dimensions to 100.	You can now segment experiment results in more granular detail to discover how key visitors are behaving. You can also use Custom Attributes to do experiment re-targeting.	Yes
Web Experimentation	UUID	-	Deprecated	UUID was retired and is not available in Optimizely X.	If you are interested in cross-platform experimentation in Optimizely X, we recommend learning about our Full Stack Product, which supports this functionality.	-
Web Experimentation	Bot Filtering	Bot Filtering	Enhancement	Optimizely X has improved bot filtering. We now use the IAB/ABC international list of spiders and bots, which is updated monthly.	Your results are automatically filtered for non-human traffic based on a regularly updated list of bots and spiders.	No



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Web Experimentation	-	Dynamic Customer Profiles (DCP)	New Feature	In Optimizely X, Dynamic Customer Profiles allow you to programmatically define data sources and attributes and use them to create audiences.	Instead of uploading one attribute at a time, you can now programmatically source many attributes at the same time. This gives you more powerful, flexible audience targeting.	Yes
Web Experimentation	Raw Data Export	Raw Data Export	Enhancement	Data Export is now built on its own managed infrastructure, with elastic capacity and exclusive resourcing.	Raw data files are generated 2-3x faster and more predictably than in Optimizely Classic.	Yes
Optimizely X	-	Primary Metric	New Feature	The primary metric achieves statistical significance independent of all other events, which are subject to Stats Engine's methods for false discovery control.	We make it easier to find winners with your most important metrics, while protecting the integrity of the other metrics in your experiment against false discovery.	No
Mobile	Custom Tags	Custom Attributes	Enhancement	In Optimizely X, you can use a combination of pages and custom attributes to handle complex targeting requirements.	Combining the concepts of custom tags and custom segments as custom attributes provides simplicity for the developer. Whichever mechanism you choose for storing a visitor attribute, you can target or segment results according to that attribute.	-
Mobile	Mobile Integrations	Notification Listeners	Enhancement	Optimizely X provides notification listeners instead of third-party integrations to help you integrate with all major analytics SDKs.	Notification listeners provide greater flexibility to integrate with thousands of analytics providers and customize your implementation to meet specific needs.	-

Developer Tools

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Web Experimentation	-	JavaScript Utility Library	New Feature	Optimizely X provides a new utility library to make it easier to write custom code.	A library of helpful JavaScript methods gives developers more control over how and when changes are applied to their site.	Yes
Web Experimentation	JavaScript API	JavaScript API	Enhancement	Optimizely X includes an expanded Javascript API. Most calls for the JavaScript API are backwards and forwards compatible, but we recommend updating to the new API calls.	You can more granularly control the timing and activation of experiments. Additional built-in tooling enables quicker experiment build and more granular listeners for snippet execution events.	Yes
Web Experimentation	No Custom CSS in Editor	Custom CSS in Editor	Enhancement	Developers and technically savvy marketers now can write CSS in a variation directly, without converting it to jQuery.	We've removed a layer of abstraction and made it easier to make precise, manual changes to your page, without using the Optimizely UI.	No
Platform	REST API	REST API	Enhancement	<p>Optimizely X makes it easier to programmatically create, stop, and report on experiments.</p> <p>If you are using the REST API in Optimizely Classic, you will need to update your REST API calls to use the Optimizely X endpoints.</p>	By leveraging the REST API, you can manage your entire experiment workflow without touching the Optimizely UI. Better data filtering for the results endpoint enables you to build custom reporting tools.	Yes