

## Optimizely unveils expanded measurement capabilities to meet the needs of enterprise-wide experimentation

*New capabilities extends the platform, helping marketers, analysts and product development teams analyze and take action on their most important metrics*

**DMEXCO, COLOGNE, GERMANY - September 14, 2017** - [Optimizely](#), the world's leading Experimentation Platform, today announced expanded capabilities to provide deeper analysis and insights for enterprise experimentation programs. The latest upgrades will provide Optimizely X customers the ability to create new metrics to measure the impact of experimentation on key customer behaviors, including video engagement, digital reading and online shopping behavior. Optimizely has launched these new platform upgrades—including enterprise-scale reporting functionality—to empower businesses to collaborate and demonstrate impact across teams.

“Data and experimentation results are essential for Optimizely’s customers to reliably validate their plans for delivering exceptional marketing and product experiences,” said Frank Piotraschke, senior director of sales at Optimizely. “With these platform upgrades, they will be able to make business decisions with greater confidence, speed and flexibility.”

These capabilities will enable customers to validate their product development decisions, build highly performant customer experiences and better understand the impact of experiments on customer engagement with digital experiences. The new enhancements include:

- **New ways to measure impact**—In many A/B testing tools, metrics are limited to simple conversion and revenue tracking. Not with Optimizely, where customers will now be able to measure the impact of experiments on any numeric quantity around engagement, duration, and other customer attributes. Teams across an organization can now measure the impact of experiments on supporting metrics like the number of articles read, steps of a funnel completed, items in a shopping cart, and more.
- **Fast and flexible metrics set-up**—With Metrics Builder, Optimizely’s new natural language interface for metric setup and configuration, users can now easily create and modify metrics to determine an experiment’s effect on conversions, total values and revenue by visitor or a specific conversion event, such as purchases. Decreases in metrics can also be measured, an essential data point in experiment scenarios involving performance, where a reduction in page load time is a positive outcome.
- **Extended and enhanced reporting**—To meet the needs of analysts and larger enterprises who must centralize their data for analysis, Optimizely has rebuilt its Data Export functionality to be 2-3 times more performant. It has also introduced a new and improved Event API to enable measurement of more complex use cases, like tracking offline conversions or user behavior in more secure environments.

This announcement follows Optimizely's investments in mutually exclusive experiments, change history and custom snippets, a series of features that enable larger organizations to experiment at scale.

Optimizely's team will be demoing these expanded features at dmexco 2017 in Cologne, Germany, at Stand B059 in Hall 7. Dan Siroker, Optimizely's co-founder and Executive Chairman, will also be a keynote speaker at dmexco on September 14th at 9am CEST.

To learn more, visit [the Optimizely blog](#).

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### **About Optimizely**

Optimizely is the world's leading experimentation platform, enabling businesses to deliver continuous experimentation and personalization across websites, mobile apps and connected devices. Optimizely enables businesses to experiment deeply into their technology stack and broadly across the entire customer experience. The platform's ease of use and speed of deployment empower organizations to create and run bold experiments that help them make data-driven decisions and grow faster. To date, marketers, developers and product managers have delivered over 700 billion experiences tailored to the needs of their customers. Optimizely's global client base includes Atlassian, eBay, Fox, IBM, The New York Times, LendingClub, Hotwire, Microsoft and many more leading businesses. To learn more, visit [optimizely.com](#).