

Web Experimentation

Explore the plans and key features of the world's leading A/B testing platform

Create and Launch

* **Grow**, **Accelerate**, and **Scale** each include 500,000 MAUs

Monthly Active Users (MAU) Model				
Feature	Description	Grow	Accelerate	Scale
Number of Concurrent Experiments	Number of concurrent experiments that you can run	Unlimited	Unlimited	Unlimited
Number of Projects	Number of projects you can create in your account	Unlimited	Unlimited	Unlimited
Traffic Allocation	Use traffic allocation to roll your code out to only a subset of your visitors	•	•	•
Change History	View of log of changes to all project entities, including flags, experiments, audiences, and events	•	•	•
Visual Editor	Make changes to your site or single page app without needing to code	•	•	•
Preview Mode	Preview your experiment before running it live on your site or app	•	•	•
Cross-Browser Testing	Preview your experiments across 18 browsers at once	•	•	•
Cross-Project Events	Track visitor conversions across all your projects within the same account	•	•	•
Project JavaScript	Insert custom JavaScript that runs before the Optimizely snippet, without having to deploy manual changes to your site's code	•	•	•
Dynamic Website Support	Use Optimizely on single-page applications	•	•	•

Feature	Description	Grow	Accelerate	Scale
Conditional Activation	Activate an experiment on a page dynamically after the page has finished loading	•	•	•
Experiment Scheduler	Schedule experiments to run when you want		•	•
Extensions	Create reusable elements on pages		•	•
Multi-Page (Funnel) Tests	Create an experiment that makes changes across multiple pages, like a funnel or a site-wide experience	•	•	•

Experiment Types

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Multi-Armed Bandits	Dynamically allocate traffic to variations that are performing well with machine learning		•	•
Mutually Exclusive Experiments	Create experiments that have mutually exclusive visitors			•
Multivariate Testing (MVT)	Experiment on multiple elements at once to find the best combination		•	•

Implementation

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Custom Snippets	Use pages and events across projects			•
One-Line Implementation	A small snippet of JavaScript to implement Optimizely	•	•	•

Advanced Personalization (Add-on)

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Personalization Campaigns	Ordered evaluation of audiences within a campaign		Add-on	•
Campaign Results Page	Measure impact of personalization efforts		Add-on	•
Uploaded Audiences	Advanced audience condition that enables you to target and optimize experiences to audiences built from your own data		Add-on	Add-on
Dynamic Customer Profiles (External attributes)	Directly expose content attributes in the browser to deliver 1-1 personalization to your customers		Add-on	Add-on
Third Party Data Audience	Add visitors to your experiment based on audiences created from third party data integrations		Add-on	Add-on
Behavioral Targeting	Use website behavior to include visitors in your experiences		Add-on	Add-on

Reporting

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Analytics and Heatmap Integrations	Use our pre-built integrations to send experiment data to web analytics tools	•	•	•
Experiment Results Page	See results for your experiment on a results page	•	•	•
Stats Engine	A new approach to experience optimization that aligns statistics with the way businesses actually run experiments	•	•	•
Numeric Metrics	Configure the metrics to track the performance of your experiments	•	•	•
Exit/Bounce Rate	Measure how your experiments affect engagement levels of landing and down-funnel pages	•	•	•
Browser Type	Segment results by browser type	•	•	•

Feature	Description	Grow	Accelerate	Scale
CSV export	Export the results page data to a CSV file	•	•	•
Offline events	Programmatically send events to Optimizely results using the offline events endpoint	•	•	•
Device Type Segmentation	Segment results by device type (mobile vs desktop)	•	•	•
Source Type Segmentation	Segment results between Direct, Referral, and Search	•	•	•
Campaign Segmentation	Segment results by visitors with the parameter utm_campaign	•	•	•
Referrer Segmentation	Segment results based on the website visitors came from	•	•	•
Stats Accelerator	Reach statistical significance by dynamically adjusting traffic allocation	•	•	•

Targeting

Available Audience Builder conditions:

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Referrer URL	Add visitors to your experiment based on the referrer website the visitor is coming from (Google, Facebook, etc.)	•	•	•
Query Parameter	Add visitors to your experiment based on whether they come to your page using a URL that contains a certain query parameter	•	•	•
Custom JavaScript	Add visitors to your experiment based on your own JavaScript condition that must be matched by a visitor	•	•	•
Cookies	Add visitors to your experiment based on whether they have a certain cookie, or whether the cookie is set to a certain value	•	•	•
IP Address	Add visitors to your experiment based on their IP address range	•	•	•

Feature	Description	Grow	Accelerate	Scale
Traffic Source	Add visitors to your experiment based on the referrer (campaign, search, referral, or direct)	•	•	•
Device	Add visitors to your experiment based on the device a visitor is using	•	•	•
Browser	Add visitors to your experiment based on the browser the visitor is using	•	•	•
Language	Add visitors to your experiment based on the preferred language choice that they set in their browser	•	•	•
Ad Campaign	Add visitors to your experiment based on the utm_campaign parameter	•	•	•
New vs Returning Visitors	Add visitors to your experiment based on whether they are a new or returning visitor	•	•	•
Custom Attributes	Add visitors to your experiment based on custom information	•	•	•
Geotargeting	Add visitors to your experiment based on their city, country, state, or region		•	•
Time of Day	Add visitors to your experiment based on a specific day and/or time they visit		•	•
Audience Builder	Create your audience based on criteria you set	•	•	•

Optimizely Program Management

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Number of Teams	Number of dashboards your account can create for tracking of experiments within a team		Unlimited	Unlimited
Idea Backlog	Teams can capture ideas for experimentation		•	•
Experiment Documentation	Teams can document hypotheses, goals, and other requirements for your experiments		•	Customizable

Feature	Description	Grow	Accelerate	Scale
Idea Scoring	Teams can score ideas and prioritize them appropriately		•	•
Commenting	Comment on ideas, experiments, and analyses to facilitate better team communication		•	•
Results Repository	Teams can search an archive of experiment results and analysis		•	•
Workflow & Approvals	Assign different phases of the experiment process to your team and approve next steps		•	•
Test Velocity Reporting	Experiments Started Over Time		•	•
Win Rate Reporting	Reporting for the percentage of experiments that result in a positive impact to your business		•	•
Operational Reports	Operational reports that show how efficiently your experimentation program runs		•	•
Automated Program Analysis	Automated insights on how to improve your experimentation program		•	•

Security and Administrative Control

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Single Sign-on (SSO)	Increase the security of your account by logging into Optimizely using your existing corporate credentials	•	•	•
Account level 2-Step Verification	Increase the security of your Optimizely account by enforcing that each collaborator on your account uses a password as well as an authenticator app to log in	•	•	•
Individual 2-Step Verification	Increase the security of your user account by adding a second level of authentication when signing in	•	•	•
Multi-Account Login	Log in to multiple Optimizely accounts and seamlessly switch between them	•	•	•

Feature	Description	Grow	Accelerate	Scale
User-Based Roles and Permissions	Assign different roles (Administrators, Project Owners, Editors, and Viewers) to each person on the team using Optimizely	•	•	•
GDPR Compliance	Comply with electronic privacy laws in your region	•	•	•
PCI Compliant Snippet	Experiment securely throughout the purchase funnel and optimize credit card checkout flows	•	•	•

Performance

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Custom TTL for datafile and snippet	Configure how long our snippet is cached			•
Performance Edge	Performance Edge makes experiments run faster by moving experiment processing from the browser to the edge (CDN)	•	•	•

API

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
REST API	Use the REST API to control your experiments	•	•	•
Event Data Export	Access your Optimizely event data programmatically		•	•
Webhooks	Let Optimizely notify your systems whenever a project is updated	•	•	•

Support

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Online Tickets	Get your questions answered by submitting a ticket to our Technical Support Engineers	•	•	•
Community	A thriving online community where experimenters unite, explore, and optimize together	•	•	•
Knowledge Base	Search and browse for answers and documentation online	•	•	•
Academy	Grow your optimization skills with educational courses & certifications	•	•	•

Salesforce

Monthly Average Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Custom TTL for Datafile and Snippet	Connect Optimizely and Salesforce to display experiment history on Leads and Contacts and measure the down funnel impact of your experiments	Add-on	Add-on	Add-on

Migration Services (One-time fee Add-On)

Monthly Active Users (MAU) Model

Feature	Description	Grow	Accelerate	Scale
Strategy workshops	Help you (re)start your experimentation practices	•	•	•
Technical support	Help you (re)build your key experiments	•	•	•
Dedicated project manager	Help you with (re)onboarding processes	•	•	•
Rapid experimentation team support	Help you co-deliver your first experiment	•	•	•