



Building a Smarter Technology Stack

Transform Your Digital Experience with the Most Powerful Idea-to-Experience Solution



“Optimizely and Aprimo are a core part of the modern tech stack,” said Alex Atzberger, CEO of Optimizely. “Our customers look to us to make it easier and faster to unlock their digital potential across best-in-class solutions.”

Introduction



On Brand, On Budget, On Time

Aprimo, the world’s leading content operations platform, and Optimizely, the world’s leading digital experience platform provider, have teamed up to give customers unparalleled advantage in transforming the digital customer experience, and help mutual customers scale their businesses for growth.

The Challenge



Need to Bridge Content, Commerce, & Experience?

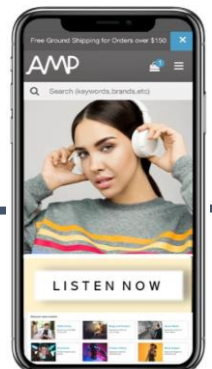
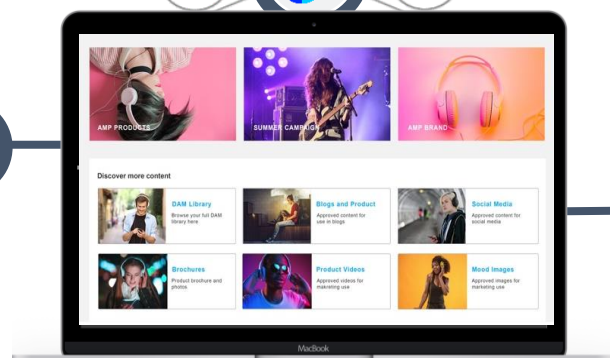
Organizations strive to deliver personalized customer experiences efficiently in market. They need to manage content for the relevant experience and enable the creatives to deliver engaging omnichannel experiences at every touchpoint. Create a single SaaS solution to bridge these silos and ensure experiences consistently support corporate goals and objectives.



The Optimizely & Aprimo Solution

Idea-to-Experience

The integration of Aprimo and Optimizely Digital Experience Cloud™ offers the most powerful and flexible Idea-to-Experience solution available. Create and manage all content seamlessly to empower marketers, developers, creatives, and commerce professionals.





Brands worldwide have chosen Optimizely & Aprimo to unlock their digital potential

Fortune 50 Leaders in:

- Financial Services
- Healthcare & Life Sciences
- Retail
- Manufacturing

How to Start

Enable Optimizely Web or FullStack using the [Optimizely Integration guide](#)



The Benefits

Essentials of the Modern Tech Stack

Right Audience, Right Experience: Create audiences with sophisticated segmentation and targeting within Optimizely and couple with the corresponding content from Aprimo for immersive experiences at scale.

In Real Time: With smart technology, optimize next best content recommendations - surface the most relevant content based on your customer's ongoing interactions with your brand.

Do It All, All in One Place: Understand what content you need, easily create it, expertly optimize it, seamlessly experiment and iterate collaboratively, all within an integrated ecosystem.

About Aprimo

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that drive business outcomes and reach customers in the right channels. Its scalable content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale. Learn more at www.aprimo.com.

About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices around the globe are proud to help more than 9,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

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