

Supercharge Your Experimentation Program

Build a culture of customer-centric experimentation while increasing testing velocity and accuracy

Integrating Quantum Metric with Optimizely drives alignment around experimentation and feature flag deployment, enabling organizations to develop better hypotheses, gather quicker and more comprehensive feedback, and enable real-time decisioning.



Benefits

Data-Driven Ideation

Evaluate what to test next by gaining a deep and visual understanding of how customers are engaging with your product

Comprehensive Analysis

Compare the performance of your experiments and feature flags across 60+ out of the box behavioral and technical dimensions

Real-Time Decisions

Deploy or suppress experiments and feature flags based on user experience, delivering in-moment personalized content



Use Cases

1. Data Driven Ideation

Challenge: How do I make decisions on where to place content on a page?

Solution: Quantum Metric surfaces product and feature-level insights into engagement and friction with quantified conversion rate or revenue opportunities to prioritize what to test first. Learn how a new feature impacts interaction with other page elements, beyond your test KPI.

2. Comprehensive Analysis

Challenge: I know which test won but I am not sure why, or what the underlying learnings are that I should apply to future experiments.

Solution: Whether it's through an analytics report or behavioral visualization, Quantum Metric provides a detailed view on the differences in behavior that lead to certain treatments outperforming. It will also allow you to understand if a certain test outperforms because it drives customers to utilize on-site search vs perusing the page.



Over 9,000 brands worldwide have chosen Optimizely to unlock their digital potential



Challenge: How can I tell if my experiment results are biased by underlying issues?

Solution: By capturing all aspects of a site's technical performance, Quantum Metric surfaces performance issues/bugs that have the potential to sway the results of a test. A fast page will almost always perform better than a slow page, regardless of the creative. Quantum Metric eliminates this underlying bias.

3. Real-Time Decisions

Challenge: How do I trigger experiments or features to hit the customer at a critical moment in their journey?

Solution: Quantum Metric identifies customer engagement (or struggle) in real-time, triggering, or suppressing, experiments based on a predefined set of experience indicators. This recently reduced abandoned carts by two thirds for a large retailer who implemented the feature at the point of checkout.

About Quantum Metric

Today's digital products change faster than ever. But data is siloed, teams take too long to prioritize, and impact is hard to quantify. Quantum Metric changes that through Continuous Product Design—a fundamentally new approach that helps organizations deliver digital products that have greater impact, with speed and confidence.

quantummetric.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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