Turning Anonymous Visitors into Known Opportunities

Gain clarity on every visitor to drive higher engagement and conversions

Epsilon and Optimizely offer an intelligent, identity-driven personalization experience by integrating Epsilon's durable, privacy-compliant insights with Optimizely Web Experimentation and the Optimizely Data Platform (ODP).
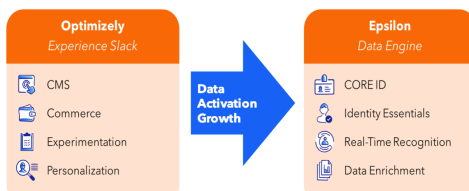
Supported product:

Data Platform

Web Experimentation

Optimizely Marketplace

Optimizely *Experience Slack*	Data Activation Growth	Epsilon *Data Engine*
CMS	→	CORE ID
Commerce		Identity Essentials
Experimentation		Real-Time Recognition
Personalization		Data Enrichment

Sell Through Partnership: Educate - Enable - Grow Together

Personalization at Scale

Deliver relevant experiences to every visitor in real time

Epsilon's durable, privacy-compliant identity data and rich consumer signals integrate directly into Optimizely Web Experimentation and Data Platform, enabling marketers to tap into demographics, lifestyle, intent, and behavior as soon as a visitor interacts. This allows personalization to happen dynamically- no manual data stitching required. With this integration, organizations can:

- Automatically enrich visitor profiles known or anonymous with third-party data (demographics, interests, purchase intent), creating the foundation for meaningful personalization.

- Run experiments and personalize in real time, allowing optimizations and messaging to adapt instantly based on who the visitor is.

- Scale personalized experiences across large and evolving customer bases — delivering relevant messaging without needing complex data infrastructure or manual segmentation.

Smarter Audience Targeting

Connect data to action for the right customer, every time

Epsilon's privacy-compliant customer insights integrate seamlessly with Optimizely Web Experimentation, providing marketers with real-time access to demographics, purchase intent, interests, and behavioral signals. This allows teams to target the right audience segments accurately, personalize experiments, and deliver impactful experiences across web and digital channels. With this integration, organizations can:

- Refine audience segments dynamically as visitors interact, ensuring personalized content reaches the most relevant users.

- Engage both known and anonymous visitors with real-time, data-driven experiences, improving campaign performance and reducing wasted impressions.

- Run targeted experiments to identify the best-performing variations for each segment, accelerating actionable insights and optimization.

- Simplify audience management by eliminating manual segmentation and data stitching, enabling marketers to focus on strategy and creative execution.

RTR/ Identity Essentials
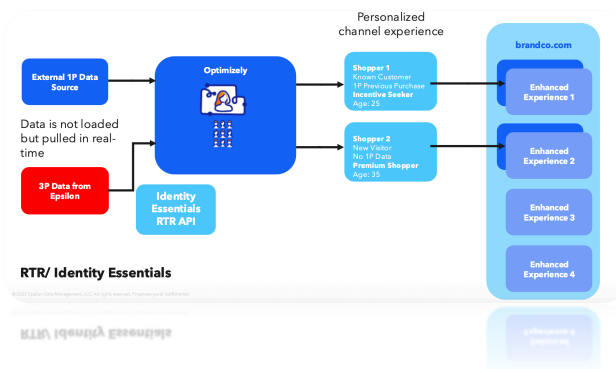
Advantages of personalization

50% Reduction in consumer **acquisition costs**

15% Lift in **revenue**

30% Increase in **marketing ROI**

McKinsey, 2023

Leverage Epsilon's integrations across all channels with 100+ partners

Unified, Future-Proof Profiles

Future-ready profiles for seamless personalization

Epsilon integrated with Optimizely's Data Platform unifies customer data into enriched, long-lived profiles. Marketers can deliver consistent, personalized experiences across web, email, push, and other channels, while future-proofing identities even as cookies and tracking methods evolve. With this integration, organizations can:

- Automatically consolidate customer data from multiple sources, creating unified, complete profiles that include both known and anonymous visitors.

- Deliver consistent, personalized experiences across all touchpoints, ensuring messaging aligns with each customer's journey.

- Maintain future-proofed profiles that work as privacy regulations evolve and cookies are deprecated, reducing reliance on fragmented identifiers.

About Epsilon

Epsilon is a customer data and personalization solution that integrates with Optimizely Web Experimentation and Data Platform, giving teams real-time access to rich, privacy-compliant customer insights for dynamic personalization across web, email, push, and media.

Founded in 1969, Epsilon is a global marketing innovator with deep expertise in data intelligence, identity resolution, and AI-driven personalization. With thousands of experts worldwide, Epsilon empowers businesses across industries to deliver relevant, high-performing, and scalable digital experiences.

[Epsilon's Website](#)

About Optimizely

At **Optimizely,** we're on a mission to help people unlock their digital potential. As the world leader in marketing and digital experience, our Digital Experience Platform (DXP) equips 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. Validated as a consistent market leader by top analyst firms including **Gartner, Forrester,** and **IDC, Optimizely** powers over **40,000** websites and has run **2 million+** experiments, delivering a proven 370% return on investment.

Optimizely's **1,000+** partners and **1,500+** employees across **21** locations around the globe are proud to help more than **10,000** global customers. Leading brands including **Disney, Tesla, Nike, Walmart, Visa,** and **Mazd**a rely on **Optimizely** to enrich their customer lifetime value, increase revenue, and grow their brands.

[Optimizely Website](#)