Glassbox + Optimizely

Leverage continued experimentation and experience analytics to create better digital journeys for your customers

Unlock the full potential of your Optimizely A/B testing by integrating it with Glassbox digital experience analytics. Find better test candidates, validate from the moment of deployment, select winners faster and understand visually how to optimize even further.

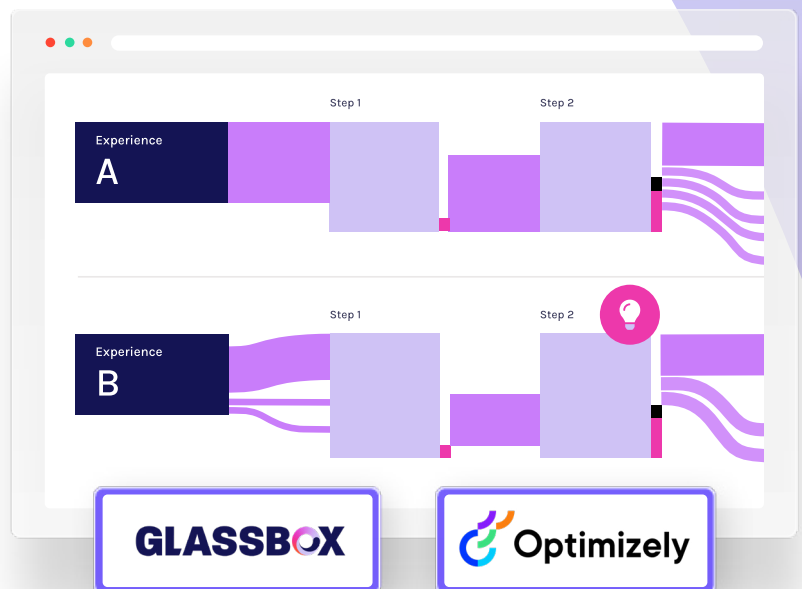### Test where you can make the most impact

With Glassbox **Augmented Journey Map™** you get a birds eye view of how your users interact with your digital properties. It automatically locates behavioural & technical struggles and correlates them with trends in business metrics such as conversion and revenue. By visualizing where the friction points are and their impact on business metrics you can uncover high potential test candidates.

Validate variants in real-time

Immediately detect issues with variants instead of waiting for the test results. Glassbox **Out-of-the-box struggle and error tracking** gives you the confidence each variant is functioning as you expected. And **replaying sessions** from users who interacted with specific variants shows you exactly how the changes are impacting their experience.

Iterate faster and more accurately

Comparing user behaviour side by side for each variant in page **Interaction Maps** enables you to visually understand why one performed better than the other. Layer the tests in the **Augmented Journey Map™** to get a holistic view of how the experiments are impacting user journeys. With these insights you can quickly and confidently choose a winner and spin up more tests to drive more improvements.