



with



Building a Smarter Technology Stack

Deliver frictionless, personalized experiences that delight customers

In the age of the customer, delivering delight with effortless digital experiences has become a necessity for brands to keep customers engaged. Quantum Metric and Optimizely work together to make improving your customer experience easier, helping you drive smarter, real-time decision-making through experimentation.



Trying new tools like Quantum Metric and Optimizely has enabled us to actually push boundaries in ways that we didn't think were possible in the pharma industry."

Optimizely customer



The Challenge

Developing a data-driven approach to experimentation

Data drives the entire experimentation cycle. When it comes to experimenting with the customer experience, you need to sift through the noise and find the right signals in your data to ensure you're optimizing what matters to customers. But turning siloed data into unified customer profiles and actionable insights can be a messy process – and many companies today are struggling to realize the full potential of experimentation because of their data processing strategy.



The Optimizely & Quantum Metric Solution

Gather meaningful customer data and insights at speed with Quantum Metric to inform and iterate on your experiments in Optimizely

Optimizely's best-in-class digital experience platform offers advanced capabilities for personalization and experimentation. Once integrated, Quantum Metric turns behavioral and technical data into meaningful customer insights, better enabling organizations to develop hypotheses, gather more comprehensive feedback and make real-time decisions.





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

 ATlassian

 Mazda

 Microsoft

 Peloton

 IBM

How to Start

Check out [Quantum Metric's integration](#) on the Optimizely App Marketplace.



The Benefits

Whether you're just getting started or looking to take your experimentation program to the next level, partnering with Quantum Metric and Optimizely helps you simplify this journey and accelerate outcomes.

Gain a more holistic view of your customers' behaviors

Quantum Metric provides a deep and visual understanding of customer behaviors, so you can quickly identify friction points and frustration signals in your user's journey, prioritize issues that will have the most impact on your bottom line and run experiments in Optimizely to validate solutions.

Turn real-time data into real-time decisions

By integrating Quantum Metric and Optimizely, you can easily compare the performance of your experiments to learn what's working and what's not. Gain a real-time perspective into exactly how users respond to changes so that you can iterate quickly and keep the customer at the center of your experiments.

Achieve a continuous state of improvement

Quantum Metric's detailed reporting gives you insight into which variations performed the best and why, allowing you to iterate on the fly and proactively improve the customer experience. Leverage these insights in Optimizely to make informed decisions about future optimization efforts and what to test next.

About Quantum Metric

As the pioneer in Continuous Product Design, Quantum Metric helps organizations put customers at the heart of everything they do. The Quantum Metric platform empowers a customer-centric culture, helping business and technology teams align faster on customer needs and prioritize the opportunities that will drive the most value.

Today, Quantum Metric captures insights from 29 percent of the world's internet users, supporting globally recognized brands in retail, travel, financial services, and telecommunications.

quantummetric.com

About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. Our leading digital experience platform (DXP) equips teams with the tools and insights to create and optimize in new and exciting ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 800+ partners and 1100+ employees in offices globally are proud to help over 9,000 brands, including Electrolux, Uber, Visa, WSJ, Santander, The Red Cross, and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

optimizely.com