

Optimizely Feature Matrix

Effective: September 17, 2020

Optimizely Full Stack Packages			
Feature	Rollout Plus	Accelerate	Scale
Create and Deliver Experiences			
Number of Full Stack Projects	Unlimited	Unlimited	Unlimited
Number of Concurrent Experiments	1 Per Project	Unlimited	Unlimited
Full Stack Experiments	✓	✓	✓
Feature Management			
Feature Flags	✓	✓	✓
Feature Rollouts	✓	✓	✓
Feature Variables	✓	✓	✓
Targeted Rollouts	✓	✓	✓
Implementation			
Whitelisting	✓	✓	✓
Logging	✓	✓	✓
Environments	✓	✓	✓
User Profiles	✓	✓	✓
SDKs			
Optimizely Server Side SDKs	✓	✓	✓
Optimizely Client-Side SDKs	✓	✓	✓
Optimizely Mobile SDKs	✓	✓	✓
Optimizely OTT SDKs	✓	✓	✓

Optimizely Web Packages			
Feature	Grow	Accelerate	Scale
Create and Deliver Experiences			
Experiments	✓	✓	✓
Visual Editor	✓	✓	✓
Preview Mode	✓	✓	✓

Feature	Grow	Accelerate	Scale
Cross-Browser Testing	✓	✓	✓
Project JavaScript	✓	✓	✓
Dynamic Website Support	✓	✓	✓
Conditional Activation	✓	✓	✓
Experiment Scheduler		✓	✓
Extensions		✓	✓
Personalization Campaigns			✓
Campaign Results Page			✓
Number of Web Projects	Unlimited	Unlimited	Unlimited
Number of Concurrent Experiments	Unlimited	Unlimited	Unlimited
Experiment Types			
Multi-Page (Funnel) Tests	✓	✓	✓
Multivariate Testing (MVT)			✓
Implementation			
One-Line Implementation	✓	✓	✓
Custom Snippets			✓
Results			
Analytics and Heatmap integrations	✓	✓	✓
Campaign	✓	✓	✓
Exit / Bounce rate	✓	✓	✓
Browser Type	✓	✓	✓
Device Type	✓	✓	✓
Referrer Segmentation	✓	✓	✓
Source Type Segmentation		✓	✓
Campaign Results Page			✓
Targeting			
Referrer URL	✓	✓	✓
Query Parameter	✓	✓	✓
Custom JavaScript	✓	✓	✓

Feature	Grow	Accelerate	Scale
Cookies	✓	✓	✓
IP Address	✓	✓	✓
Traffic Source	✓	✓	✓
Device	✓	✓	✓
Browser	✓	✓	✓
Language	✓	✓	✓
Ad Campaign	✓	✓	✓
New vs Returning Visitors	✓	✓	✓
Geotargeting		✓	✓
Time of Day		✓	✓
Security and Administrative Control			
PCI Compliant Snippet	✓	✓	✓
Performance			
Performance Edge for Optimizely Web Experimentation	✓	✓	✓
Custom TTL for Datafile and Snippet			✓

Shared Features and Support				
<i>The following features are shared across Optimizely Web and Optimizely Full Stack Packages. Specific features depend on package level, as indicated below.</i>				
Feature	Rollout Plus (Full Stack Only)	Grow (Web Only)	Accelerate	Scale
Create and Deliver Experiences				
Experiment Change History	✓	✓	✓	✓
Traffic Allocation	✓	✓	✓	✓
Experiment Types				
Stats Accelerator		✓	✓	✓
Multi-Armed Bandits			✓	✓
Mutually Exclusive Experiments				✓

Feature	Rollout Plus (Full Stack Only)	Grow (Web Only)	Accelerate	Scale
Results				
Experiment Results Page	✓	✓	✓	✓
Stats Engine	✓	✓	✓	✓
Metrics	✓	✓	✓	✓
CSV Export	✓	✓	✓	✓
Bot Filtering	✓	✓	✓	✓
Cross-Project Events	✓	✓	✓	✓
Custom Segmentation		✓	✓	✓
Offline Events		✓	✓	✓
Targeting				
Audience Builder	✓	✓	✓	✓
Custom Attributes	✓		✓	✓
Optimizely Program Management				
Number of Teams			✓	✓
Idea Backlog			✓	✓
Experiment Documentation			✓	✓
Idea Scoring			✓	✓
Commenting			✓	✓
Results Repository			✓	✓
Workflow & Approvals			✓	✓
Testing Velocity			✓	✓
Win Rate Reporting			✓	✓
Operational Reports			✓	✓
Automated Program Analysis			✓	✓
Reporting Filtering			✓	✓
Security and Administrative Control				
Individual 2-Step Verification	✓	✓	✓	✓

Feature	Rollout Plus (Full Stack Only)	Grow (Web Only)	Accelerate	Scale
Single Sign-On	✓	✓	✓	✓
GDPR Compliance	✓	✓	✓	✓
User-Based Roles and Permissions	✓	✓	✓	✓
Account level 2-Step Verification	✓	✓	✓	✓
Collaborator Roles & Permissions	✓	✓	✓	✓
Multi-Account Login		✓	✓	✓
API				
Webhooks	✓	✓	✓	✓
REST API	✓		✓	✓
Event Data Export			✓	✓
Support				
Community	✓	✓	✓	✓
Knowledge	✓	✓	✓	✓
Academy	✓	✓	✓	✓
Online Tickets	✓	✓	✓	✓

Add-ons				
<i>The following add-ons are available for an additional fee.</i>				
Feature	Rollout Plus (Full Stack Only)	Grow (Web Only)	Accelerate	Scale
Advanced Personalization for Web				
Adaptive Audiences			Add-on	Add-on
Adaptive Recommendations				
Dynamic Customer Profile (External Attributes)				
Personalization Campaigns				
Uploaded Audiences				
Behavioral Targeting				
Third Party Data Audience				
Campaign Results Page				
Premium Integration Add-ons				
Optimizely Data and Attribution for Salesforce	Add-on	Add-on	Add-on	Add-on

Partnership Products	
<i>The following features are available with purchase of the partnership products</i>	
Feature	OpX for Salesforce
Call Center Experimentation	✓
Requires DnA Add-on	Required Add-on

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