

From Insights to Instant Impact

Make smarter content choices backed by live performance data

→ Optimizely and Niteco Performance Insights integrate seamlessly with Optimizely Content Management System (CMS), combining content management with real-time performance analytics. Marketers can track Core Web Vitals and see how content updates impact site speed, all within the CMS. This enables smarter, data-driven decisions and ensures every digital experience is fast, engaging, and high-performing.



Supported product:



**Content
Management
System**

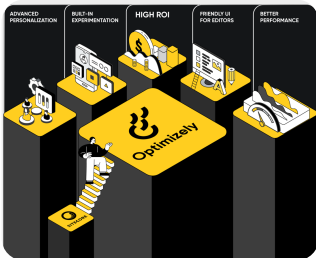


Speed That Scales

Automatic performance monitoring to ensure speed at any scale

Niteco Performance Insights acts as an embedded performance guardian within Optimizely CMS, automatically monitoring every page for Core Web Vitals, Lighthouse scores, and other critical performance factors as soon as it's published. This ensures bottlenecks are detected and addressed before they impact users. With this integration, organizations can:

- Automatically monitor every page for performance issues, including unoptimized images, excessive scripts, or layout shifts, ensuring a smooth user experience at scale.
- Gain real-time visibility within the CMS, eliminating the need for multiple external tools and enabling immediate, actionable fixes.
- Continuously optimize pages post-publication, keeping websites fast and responsive even as content grows.
- Reduce reliance on developers for routine performance fixes, empowering marketers and content teams to maintain speed and reliability independently.

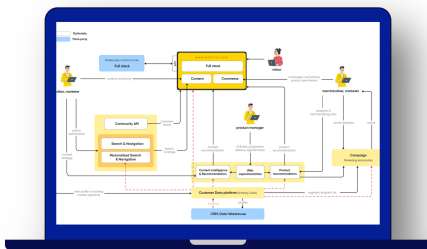


End-to-End Optimization

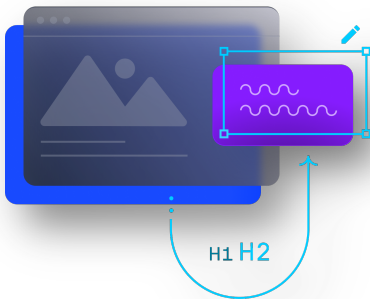
Optimize smarter with real-time insights, no extra tools required

Niteco Performance Insights integrated with Optimizely CMS provides real-time content and performance insights directly within the CMS, allowing teams to understand the impact of every change and continuously optimize digital experiences. With this integration, organizations can:

- Turn insights into action instantly, identifying which content drives engagement and where optimizations are needed.
- Continuously refine content performance, ensuring every page is optimized for speed, engagement, and conversions.
- Deliver holistic, end-to-end improvements, maximizing business outcomes while maintaining seamless digital experiences.



Founded in 2010, Niteco is the world's largest Optimizely partner with the highest number of Optimizely certified experts (++120 Optimizely Certified Developers).



Niteco is a trusted partner of Optimizely with evident technical expertise in Optimizely and web technologies in general, which is not an easy feat to find in the APAC region. Projects are cost-efficient but still delivered to the highest quality. The team has a great working attitude & a long-term partnership mentality.

Yuliana Sadeli

Digital Program Manager
Electrolux



Publish with Confidence

Validate performance and quality before hitting publish, every time

Niteco Performance Insights integrated into Optimizely CMS validates and monitors content before publication, ensuring every page is fast, user-friendly, and optimized, so teams can release content without hesitation. With this integration, organizations can:

- Automatically check layout, responsiveness, and performance before a page goes live, preventing errors and inconsistencies.
- Maintain consistent, high-quality digital experiences, protecting brand integrity across the site.
- Empower teams to publish at scale, balancing speed, quality, and continuous optimization.

About Niteco Performance Insights

Niteco Performance Insights is a performance monitoring solution built for Optimizely CMS, giving teams real-time visibility into speed and Core Web Vitals without leaving the CMS.

Founded in 2010, Niteco is a global digital solutions provider with deep Optimizely expertise, helping organizations deliver fast, scalable, and engaging digital experiences. With 400+ experts worldwide, Niteco empowers businesses across industries to optimize content and performance seamlessly.

[Niteco Performance Insights's Website](#)

About Optimizely

Unlock confident decision-making

We help you optimize based on real-time data and insights with suggestions on content, campaigns, products, and layouts while continuously experimenting along the way.

Get automatically better

Provide customers a 'next-best' experience with your brand so that every time your customer digitally interacts with your organization, it's a better experience than the last.

A platform built for the whole team

Understand what content you need, create it with ease and make optimizations quickly, all in one place.

[Optimizely Website](#)