



# Fuel Hyper-Personalization and Drive Experimentation with Real-Time Customer Data

Drive unprecedented Digital Growth and Revenue



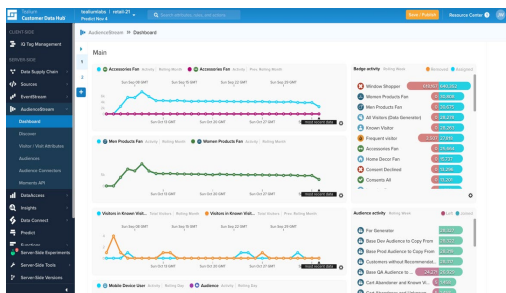
This powerful integration unites Optimizely's leading experimentation platform with Tealium's industry-leading, real-time CDP. By fueling Optimizely with unified, high-quality customer data across all touchpoints, organizations gain unprecedented audience granularity. This allows them to move beyond basic targeting to deliver true hyper-personalization, thus creating meaningful and optimized end-to-end customer experiences that skyrocket engagement, drive conversions and accelerate business goals.



## Hyper-Targeted Experimentation

Fuel Optimizely's A/B and Multivariate Testing with Rich, Real-Time Audiences from Tealium

Tealium's AudienceStream CDP unifies customer data from online, offline and multi-channel sources, then segments users in real-time. These enriched, granular audiences are seamlessly synced to Optimizely, enabling you to test and deliver highly relevant content, features, and offers to the exact right segment, replacing guesswork with certainty.



- **Targeted Experiments:** By leveraging the real-time Tealium's Optimizely Data Platform (ODP) Connector, you can sync rich Tealium AudienceStream data and signals to ODP. ODP then converts this into real-time audiences for Experimentation, enabling highly targeted, hyper-personalized campaigns across all channels.
- **Optimized Experiences:** Integrating with Optimizely Web and Feature Experimentation and/or Optimizely Content Management System (CMS) Visitor Groups for advanced audience targeting. By continually testing and refining different variations of your website or app pages and testing their performance, you can optimize your customer journeys and increase conversion rates.



## Real-Time Personalization & Activation

Activate Data-Driven Experiences Instantly Across All Digital Touchpoints

The integration ensures that when a customer joins a segment in Tealium (e.g., "high-value shopper with cart abandonment history"), Optimizely can immediately apply the corresponding personalized experience or experiment variation. This real-time, flicker-free delivery ensures maximum impact on the customer journey, from ad click to conversion, driving loyalty and revenue.



- Capture real-time or historical behavioral data to create visitor groups and design the most relevant and rewarding experiences.
- Support the configuration of simple or complex promotions, discounts, and offers to track performance and attribution.
- Run targeted tests and personalization campaigns based on real-time data points such as cart abandonment, product interest, and content engagement.



## Simplified Data Management & Agility

Streamline Implementation and Maintain a Single Source of Truth for Customer Data



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

 ATlassian

 mazda

 Microsoft

 PELOTON



Leverage Tealium's iQ Tag Management to easily deploy and manage the Optimizely snippet (synchronous or asynchronous) and all related event tracking. By centralizing data collection and audience creation in Tealium, IT and Product teams simplify their tech stack, improve data governance, and give marketing teams the agility to launch sophisticated campaigns and tests faster.

### About Tealium

As the most trusted CDP, Tealium connects data so businesses can better connect with their customers. Tealium's real-time data infrastructure allows brands to power their AI models and activate data for enhanced in-the-moment experiences. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections from the world's most prominent technology experts. Tealium's solutions include a real-time customer data platform with machine learning, tag management, an API hub, and data management solutions that make customer data more valuable, actionable, privacy-compliant, and secure. Named as a Leader in the Gartner® Magic Quadrant for Customer Data Platforms™, more than 850 leading businesses globally trust Tealium to power their customer data strategies.

[Tealium Website](#)

### About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip 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. Building sophisticated solutions has never been simpler.

Optimizely's 1000+ partners and 1500+ employees in offices around the globe are proud to help more than 10000+ brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

[Optimizely Website](#)