Optimizely

Cludo

Empowering Optimizely CMS users with Cludo to deliver superior, personalized search experiences that drive engagement, enhance content discoverability, and provide actionable insights.

Enhance Content Discoverability and User Experience

The integration between Optimizely Content Management System and Cludo's AI Site Search provides intelligent, AI-powered search capabilities that go beyond basic keyword matching. Cludo crawls content across domains and file types managed by Optimizely CMS, offering features like auto-complete, facets, and rich-media banners. This ensures visitors receive highly relevant and timely search results, significantly improving content discoverability and overall user experience.

- **AI-Powered Search:** Delivers more relevant and accurate results than standard keyword search.

- **Faceted Search:** Allows users to easily filter and refine search results.

- **Content Boosting:** Enables you to promote specific content in search results.

Drive Engagement and Conversions with Personalized Search

By connecting Optimizely Content Management System with Cludo's controllable machine learning and content boosting features, organizations can customize search relevancy and prioritize specific content. This allows for the delivery of personalized search experiences, tailoring results based on user context or business goals. This targeted approach drives higher engagement, guides users more effectively through the site, and ultimately boosts conversion rates.

- **Personalized Search Results:** Tailor search results to individual users based on their behavior and preferences.

- **Dynamic Banners and Promotions:** Display targeted promotional content within search results.

- **A/B Testing for Search:** Experiment with different search configurations to optimize for conversions.
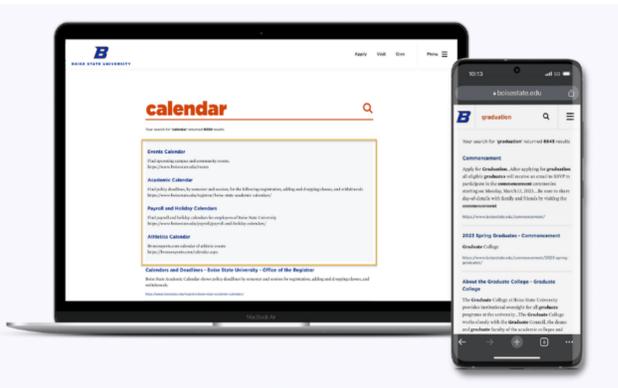
Gain Actionable Insights from Search Behavior

The integration of Optimizely Content Management System with Cludo's robust analytics platform provides deep insights into visitor search paths and content gaps. Cludo sends tracking information directly to analytics tools like Google Analytics, allowing Optimizely users to measure digital success and track website performance related to search.

- Detailed Search Analytics: Understand what users are searching for, what they're finding, and where they're struggling.

- "No Results" Tracking: Identify content that users are looking for but can't find.

- Integration with Google Analytics: Combine search data with other website analytics for a holistic view of user behavior.
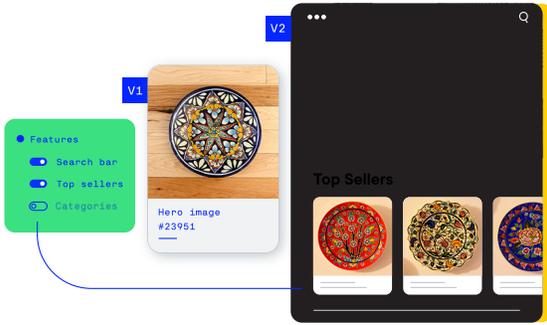
About Cludo

Cludo is an AI-powered site search and discovery platform that helps organizations create exceptional user experiences. Its intelligent search technology, which includes a hybrid vector and keyword engine, AI-driven chat, and conversational answers, allows visitors to find what they need quickly and intuitively. With a focus on ease of use and powerful analytics, Cludo empowers marketing and content teams to understand user behavior, optimize content, and drive better business outcomes. Trusted by over 1,000 websites globally, Cludo is a CMS-agnostic solution designed to unify complex content and deliver smarter, more relevant search results.

[Cludo's Website](#)

About Optimizely

At **Optimizely,** we're on a mission to help people unlock their digital potential. As the world leader in marketing and digital experience, our Digital Experience Platform (DXP) equips 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. Validated as a consistent market leader by top analyst firms including **Gartner**, **Forrester**, and **IDC**, **Optimizely** powers over **40,000** websites and has run **2 million+** experiments, delivering a proven 370% return on investment.

Optimizely's **1,000+** partners and **1,500+** employees across **21** locations around the globe are proud to help more than **10,000** global customers. Leading brands including **Disney, Tesla**, **Nike, Walmart, Visa,** and **Mazd**a rely on **Optimizely** to enrich their customer lifetime value, increase revenue, and grow their brands.

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