



# The Power of Unified Digital Experiences

## Seamless Experimentation and Engagement Orchestration



The integration between Optimizely and Braze unlocks a bi-directional data flow that bridges the gap between digital experimentation and cross-channel customer engagement. This strategic partnership allows marketing and product teams to leverage holistic customer data to drive hyper-personalized experiences, sophisticated A/B testing, and real-time messaging orchestration. By synchronizing rich behavioral, profile, and engagement data, organizations can move from siloed campaigns to a cohesive, optimized customer journey.



### Hyper-Personalized Messaging via Cross-Channel Activation

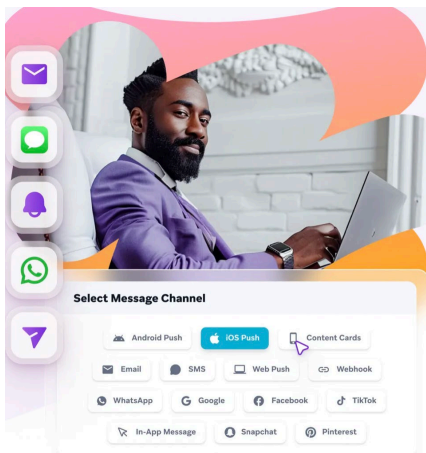
#### Activate Experimentation Insights in Real Time Across Every Channel

Stop guessing what content converts. Use Optimizely's experimentation data to power Braze's messaging, ensuring every communication is relevant and timely.

**Unified Customer Data:** Optimizely Data Platform (ODP) provides a unified view of the customer, seamlessly syncing real-time behavioral data (like product views, feature usage, and purchase history) and experiment membership data to Braze. This enriches Braze user profiles with the full context of a customer's on-site/in-app experience.

**Precision Targeting:** Go beyond basic demographics. Use ODP segments in Braze to target users based on the specific experiment variation they were exposed to on the web or in-app. For example, send a follow-up offer only to users who saw "Variation B" of a pricing page test, or who completed a specific step of a funnel test.

**Triggered Journeys (Braze Canvas):** Leverage Optimizely events—such as a user completing a high-value action or abandoning a cart during a specific test—as direct triggers for a Braze Canvas journey. This allows for immediate, hyper-relevant follow-up (e.g., a push notification or email) that is perfectly synchronized with their digital experience.



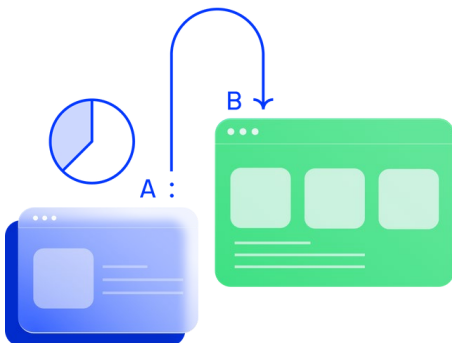
### Continuous Experimentation across the Full Customer Lifecycle

#### Test and Optimize the Performance of Every Message

Extend your testing beyond the website. With Optimizely and Braze, you can A/B test the effectiveness of your campaign creatives and channels across the entire customer journey.

**Full-Journey Optimization:** Integrate experimentation directly into your automated flows. Use ODP to sync user cohorts directly into Braze Campaigns or Canvases, allowing you to test entire journey branches, not just single messages.

**A/B Test Every Element:** Optimize key communication factors across channels (Email, SMS, Push) including Subject Line and Preview Text to boost open rates, Call-to-Action (CTA) Copy or Creative Assets to increase click-through rates and Send Time or Channel Preference to improve overall engagement.





## Seamless Data Flow for Enhanced Profiles and Insights

### Unify Data to Create a Single, Actionable View of the Customer



Over 10,000 brands worldwide  
have chosen Optimizely to  
unlock their digital potential

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 Microsoft

 PELOTON



Achieve true data synchronization. The bi-directional sync enriches customer profiles in both platforms, enabling real-time activation and comprehensive reporting.

**Bi-Directional Sync:** The integration is bi-directional. Braze user data and events enrich Optimizely's customer profiles in ODP, while Optimizely segments and data are pushed back to Braze.

**Real-Time Event Export (Braze Currents):** Utilize Braze Currents to stream messaging events (like sends, opens, and clicks) in real-time back to ODP. This ensures immediate reporting and a complete picture of message effectiveness within your overall experimentation analysis.

**Real-Time Responsiveness:** Update Braze customer profiles or add them to specific Braze Campaigns or Canvases instantly based on events captured by Optimizely (like a key conversion or experiment variation exposure), enabling faster, more relevant follow-up communications.

#### About Braze

Braze, Inc. is a leading cloud-based software company based in New York City, recognized as a provider of a comprehensive Customer Engagement Platform (CEP) that empowers B2C brands to deliver personalized, omnichannel experiences in real-time. Braze's core offering is a single, integrated platform that unifies customer data, leveraging its Braze Data Platform and Sage AI engine to help marketers orchestrate and automate highly relevant customer journeys—called Canvas—across various channels, including mobile push notifications, email, in-app messages, SMS, and web. By focusing on real-time data processing, the platform enables brands across retail, finance, media, and other sectors to move beyond siloed marketing efforts, fostering stronger customer relationships, driving increased engagement, and ultimately boosting loyalty and lifetime value.

[Braze 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](#)