

# Celebrus + Optimizely

Enhancing identity and profile persistence to generate better test results and learnings

Optimizely's platform is built for web experimentation and personalization, with a strong focus on A/B testing and experience optimization. However, identity instability—caused by cookie restrictions and device-based limitations—creates gaps in experimentation and personalization accuracy. Celebrus fills this gap by providing best-in-class digital identity and profiling for persistent user identities across brands' tests by utilizing the BYOID framework provided by Optimizely.

This not only fixes limitations but also enhances analytics, allowing brands to generate more insights, build new hypotheses, and trigger additional experiments in Optimizely. The result is stronger personalization, a clearer view of success, and the ability to analyze both instant and latent impacts to your experiments.



## Elevate Your Optimizely Integration—Elevate Your Brand.

Celebrus replaces Optimizely's identifiers with a persistent identity graph that ensures users are accurately tracked across sessions and devices by utilizing the BYOID framework.



**Consistent User Identification:** Celebrus replaces Optimizely's identifiers with a persistent identity graph, ensuring every user stays accurately tracked across sessions and devices



**Reliable Testing:** Users remain in their designated test groups for the entire experiment, eliminating data inconsistencies caused by restricted, deleted, or blocked cookies



**Enhanced Personalization:** A stable identity solution ensures past interactions are retained, enabling Optimizely to deliver more relevant and seamless user experiences



**Accurate Insights & Metrics:** With persistent tracking, Optimizely gains a full view of customer behavior, leading to cleaner data, smarter optimizations, and more reliable test results

# Solving Your Biggest Challenges

## ID Persistence Issues

Optimizely's ID persistence strategy is limited by cookies being restricted, deleted, or blocked, disrupting consistent user identification in testing

## Missing Secondary Insights

Optimizely's dataset prioritizes primary goals like quote completions, potentially overlooking valuable outlier insights like newsletter signups

## Limited Analytical Capacity

Without stable identity data, brands lose the ability to evolve their analytics, making it harder to run follow-up tests effectively

## Loss of Test Integrity

When IDs are changed, lost, or deleted, users may not stay in their assigned A/B test group or see the correct test versions, leading to distorted results and inaccurate analysis

## Fragmented Data

Changing or lost IDs lead to fragmented data, making it difficult to conduct comprehensive downstream analysis and capture a full digital profile of a user

## Celebrus in Action

### RETAIL

An online retailer tests cart abandonment recovery strategies. While the primary goal is to boost cart completions, Celebrus captures valuable outlier insights like newsletter signups and product reviews post-abandonment, helping refine marketing strategies and re-engage customers.



### HEALTHCARE

A healthcare provider tests two versions of its online appointment booking page: one with fewer steps and one with additional information about available specialists. Celebrus ensures patient identities remain intact even if they switch devices, providing clean data to Optimizely and ensuring the test is accurately measured across all users.

### TRAVEL

A hotel chain tests whether featuring "free breakfast" vs. "late checkout" as a booking perk increases reservations. Celebrus ensures the right offer follows each user across devices, preventing inconsistencies that could disrupt the A/B test and impact its accuracy.



Meet  
 celebrus

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### Our unmatched value is what sets us apart.

Celebrus fills the gaps in Optimizely's data collection by delivering instant, comprehensive, and persistent user profiles. Celebrus eliminates Optimizely's limitations with ID persistence with our digital identity and profile solution, ensuring brands can recognize and track users across sessions, visits, and devices without relying on restricted or deleted cookies. By seamlessly capturing and connecting every interaction instantly, Celebrus enhances Optimizely's ability to run accurate A/B tests, personalize experiences, and generate meaningful insights. Brands can iterate faster, build stronger hypotheses, and execute smarter personalization strategies.

Unlike other solutions, Celebrus removes data latency and manual stitching efforts, providing a complete view of new visitors, known-but-logged-out users, and logged-in customers. This unmatched precision allows brands to conduct cleaner tests, drive deeper insights, and maximize the value of their Optimizely investment.