

Optimizely Feature Matrix

Effective: Aug 23, 2019

Optimizely Web Projects		
Feature	Business	Enterprise
Create and Launch Experiences		
Traffic Allocation	✓	✓
One-Line Implementation	✓	✓
Visual Editor	✓	✓
Preview Mode	✓	✓
Cross-Browser Testing	✓	✓
Project JavaScript	✓	✓
Multi-Page (Funnel) Tests	✓	✓
Dynamic Website Support	✓	✓
Conditional Activation	✓	✓
Experiment Change History	✓	✓
Multivariate Testing (MVT)	✓	✓
Experiment Scheduler	✓	✓
Extensions	✓	✓
Mutually Exclusive Experiments	✓	✓
Custom Snippets		✓
Personalization Campaigns		✓
Recommendations		✓
Number of Experiments	Unlimited	Unlimited
Number of Projects	Unlimited	Unlimited
Results		
Analytics and Heatmap integrations	✓	✓
Numeric Metrics	✓	✓
Custom analytics integrations	✓	✓
Exit / Bounce rate	✓	✓
Cross-Project Events		✓
Campaign Results Page		✓
<i>Default segmentation by:</i>		

Browser Type	✓	✓
Device Type	✓	✓
Source Type	✓	✓
Campaign	✓	✓
Referrer	✓	✓
Targeting		
<i>Available Audience Builder conditions:</i>		
Referrer URL	✓	✓
Query Parameter	✓	✓
Custom JavaScript	✓	✓
Cookies	✓	✓
IP Address	✓	✓
Traffic Source	✓	✓
Device	✓	✓
Browser	✓	✓
Language	✓	✓
Ad Campaign	✓	✓
New vs Returning Visitors	✓	✓
Geotargeting	✓	✓
Time of Day	✓	✓
Custom Attributes	✓	✓
Third Party Data Audience		✓
Uploaded Audiences		✓
Dynamic Customer Profiles (External attributes)		✓
Behavioral Targeting		✓
Security and Administrative Control		
PCI Compliant Snippet		✓
Performance		
CDN Load Balancing	✓	✓
Custom TTL for Datafile and Snippet		✓

Optimizely Full Stack Projects		
Feature	Business	Enterprise
Create and Launch Experiences		
Traffic Allocation	✓	✓
Mutually Exclusive Experiments	✓	✓
Number of Experiments	Unlimited	Unlimited
Number of Projects	Unlimited	Unlimited
SDKs		
Optimizely Server Side SDKs	✓	✓
Optimizely Mobile SDKs	✓	✓
Optimizely OTT SDKs	✓	✓
Targeting		
Audience Builder	✓	✓
<i>Available Audience Builder Conditions:</i>		
Custom Attributes	✓	✓
Feature Management		
Feature Flags	✓	✓
Feature Rollouts	✓	✓
Feature Variables	✓	✓
Implementation		
Whitelisting	✓	✓
Logging	✓	✓
Environments	✓	✓
User Profiles	✓	✓
Shared Features and Support		
<i>The following features are shared across Optimizely Web and Optimizely Full Stack Packages. Specific features depend on package level, as indicated below.</i>		
Feature	Business	Enterprise
Results		

Experiment Results Page	✓	✓
Stats Engine	✓	✓
Metrics	✓	✓
CSV Export	✓	✓
Offline Events	✓	✓
Custom Segmentation	✓	✓
Bot Filtering	✓	✓
Flexible Segmentation	✓	✓
Stats Accelerator		✓
Optimizely Program Management		
<i>Teams:</i>		
Number of Teams	1	Unlimited
Idea Backlog	✓	✓
Experiment Documentation	✓	Customizable
Idea Scoring	✓	✓
Commenting	✓	✓
Results Repository		✓
Workflow & Approvals		✓
<i>Program Reporting:</i>		
Testing Velocity	✓	✓
Win Rate	✓	✓
Operational Reports		✓
Automated Program Analysis		✓
Reporting Filtering		✓
Security and Administrative Control		
Multi-Account Login	✓	✓
Individual 2-Step Verification	✓	✓
Single Sign-On	✓	✓
GDPR Compliance	✓	✓
User-Based Roles and Permissions	✓	✓
Account level 2-Step Verification	✓	✓
Collaborator Roles	Unlimited	Unlimited

API		
Webhooks	✓	✓
REST API	✓	✓
Event Data Export	✓	✓
Support		
Community	✓	✓
Knowledge	✓	✓
Academy	✓	✓
Online Tickets	✓	✓
Enterprise Onboarding	✓	✓

Support and customer enablement are subject to our [Customer Enablement and Support Policy](#).

Additional Terms and Definitions

Please contact your account executive for pricing. Pricing is based on tier and Impression band. For Optimizely X Full Stack projects, Impressions are counted each time an experiment or variation is activated by the Optimizely Service. For Optimizely X Web projects, Impressions are counted each time an experiment or variation is activated by the Optimizely Service on a Page. "Pages" are sections of a webpage that a user chooses to personalize or experiment on. They can be an entire webpage or specific elements of a webpage, as defined by a customer. Multiple experiments running on a single "Page", or an experiment running on multiple Pages (e.g. on a header element), will result in multiple Impressions. Impressions listed on your Order Form are shared across all Optimizely Services and counts are based on Optimizely's tracking technology.

The Optimizely Web Project includes features from Optimizely X Web Experimentation, Optimizely X Web Recommendations, and Optimizely X Personalization. The Optimizely Full Stack Project includes features from Optimizely X Mobile SDK, Optimizely X Full Stack SDK, and Optimizely X OTT SDK. Specific features depend on your package level, as shown in the "Package Details" section above. Please see Service-Specific Terms at <https://www.optimizely.com/service-specific-terms/> for further product details.