

LivePerson + Optimizely Integration Guide

Overview

This integration allows you to personalize LivePerson chat experiences using Optimizely experiment data. By passing variation data from Optimizely to LivePerson, you can trigger targeted bots, messages, or agent routing.

Setup Steps

1. Add Required Scripts

Ensure both scripts are installed on your website:

- Optimizely snippet (should load first)
- LivePerson tracking tag (lpTag)

2. Retrieve Experiment Variation/ Activate Optimizely Experiments

Use the Optimizely JavaScript SDK to get the user's variation:

```
const variation = optimizelyClient.activate('experiment_key', 'user_id');
```

3. Pass Data to LivePerson

Send the variation data to LivePerson:

```
window.lpTag = window.lpTag || {};  
window.lpTag.sdes = window.lpTag.sdes || [];  
  
window.lpTag.sdes.push({  
  type: "personalization",  
  personalization: {  
    optimizelyVariation: variation  
  }  
});
```

4. Configure in LivePerson

In your LivePerson Conversational Cloud, use the personalization variable to create targeting rules for specific campaigns. [1, 2, 3, 4]

Use the `optimizelyVariation` variable in LivePerson to:

- Trigger specific bots
- Show targeted messages
- Route users to the right agents

Best Practices

- For Single Page Applications (SPAs):

Refresh engagement when content changes:

```
window.lpTag.pageCount++;
```

- **Loading Order Matters:**

Ensure Optimizely runs before LivePerson uses the data

- **Handle Async Behavior:**

Ensure that if LivePerson relies on an Optimizely decision, the interaction handles cases where Optimizely might take longer to return a decision.

Summary

This integration enables real-time personalization in LivePerson by leveraging Optimizely experimentation data, improving user engagement and support experiences.