

Packages

Free Rollouts	Get started with feature flagging and experimentation.
Rollouts Plus	Allow your teams to experiment further by unlocking improved features.
Accelerate	Increase feature delivery and experiment velocity to drive impact.
Scale	Take progressive delivery and experimentation to the next level.

	Free Rollouts	Rollouts Plus	Accelerate	Scale
Create & Deliver Experiences				
Number of Concurrent Experiments	1	1	Unlimited	Unlimited
Number of Projects	1	Unlimited	Unlimited	Unlimited
Number of Collaborators	10	20	20	20
Number of MAUs/Impressions (included)	100,000	500,000	500,000	500,000
Traffic Allocation	X	X	X	X
Change History	7 days	Unlimited	Unlimited	Unlimited

Feature Management

Number of Targeted Delivery Rules (per feature flag)	3	Unlimited	Unlimited	Unlimited
Feature Rollouts	X	X	X	X
Feature Flags	X	X	X	X
Feature Variables	X	X	X	X

Experiment Types

Multi-Armed Bandits			X	X
Mutually Exclusive Experiments				X
Stats Accelerator			X	X

API

Event Data Export			X	X
Jira Integration	Upgrade to Plus	X	X	X
REST API	X	X	X	X
Webhooks	X	X	X	X

	Free Rollouts	Rollouts Plus	Accelerate	Scale
Security & Administrative Control				
Single Sign-On (SSO)	Upgrade to Plus	X	X	X
Account level-2-step Verification	Upgrade to Plus	X	X	X
Individual 2-step Verification	X	X	X	X
Multi-Account Login			X	X
User-Based Roles & Permissions	Upgrade to Plus	X	X	X
GDPR Compliance	X	X	X	X
Implementation				
Environments	X	X	X	X
Whitelisting	X	X	X	X
Logging	X	X	X	X
User Profiles	X	X	X	X
Results				
Cross-Project Events		X	X	X
Experiment Results Page	X	X	X	X
Stats Engine	X	X	X	X
Metrics	X	X	X	X
CSV Export	X	X	X	X
Offline Events			X	X
Custom Segmentation			X	X
Bot Filtering		X	X	X
Flexible Segmentation				
SDKs				
Optimizely Server Side SDKs	X	X	X	X
Optimizely Client Side SDKs	X	X	X	X
Optimizely Mobile SDKs	X	X	X	X
Optimizely OTT SDKs	X	X	X	X
Targeting				
Audience Builder	X	X	X	X
Custom Attributes	X	X	X	X
Optimizely Program Management				
Number of Teams			Unlimited	Unlimited
Idea Backlog			X	X
Experiment Documentation			X	Customizable
Idea Scoring			X	X
Commenting			X	X
Results Repository			X	X

	Free Rollouts	Rollouts Plus	Accelerate	Scale
Workflow & Approvals			X	X
Test Velocity Reporting			X	X
Win Rate Reporting			X	X
Operational Reports			X	X
Automated Program Analysis			X	X
Reporting Filtering			X	X

Support

Online Tickets	Upgrade to Plus	Email Support, 24hr SLA	X	X
Community	X	X	X	X
Knowledge Base	X	X	X	X
Academy	X	X	X	X

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