**Optimizely (https://www.optimizely.com/)**

Optimizely (similar to Google Analytics) is a web analytics platform used for testing and personalizing a website based on the customer’s needs. It creates and delivers the best digital experience for each customer across devices. Optimizely is advantageous as it is:

* Easy to use – Compared to other web analytic tools such as Google Analytics and Adobe Analytics, Optimizely is easier to use.
* Can integrate with other analytics software like Google and Adobe Analytics.
* Testing a website – Test various versions of your website and see the preferred one among the customer. Optimizely allows three versions of testing:
	+ A/B testing – It involves randomizing 2 different versions of a web page and displaying it to the user.
	+ Multivariate testing – Similar to A/B testing but here we change multiple variables/things across a web page
	+ Multipage testing (PAID) – We can also randomize content across multiple web pages instead of a single web page.
* Analytics – We need to set a goal for analyzing the data like the number of clicks and/or number of visitors and so on. Based on the goal set, Optimizely presents statistics and reports of how each variant is performing.
* Personalization – After seeing, the data and reports, we can analyze what works for our website and what not. We can either infer recommendations from the data or own or use Optimizely’s personalization tool (PAID so not recommended).

Apart from its features, Optimizely stands apart from the other softwares due to the various options it provides. Some of the popular options are:

* Instant website rollout – Have the option to roll out as soon as the changes are made.
* Provides mobile developer tools – Have the option to customize the mobile version of your website.
* Website can be further customized by targeting audiences on the basis of:
	+ Browser or device
	+ Referral URL (like coming from Facebook)
	+ Query parameter
	+ Traffic source
	+ Browser language
	+ New vs returning users (PAID)
	+ Ad campaign (PAID)
	+ Custom event/JavaScript (PAID)
	+ IP address (PAID)
	+ Cookies (PAID)
	+ Time of the day (PAID)
	+ Location (PAID)
* Preview experiments
* Allocate number of users to different variants. For instance, let us say variant 1 gets you the maximum users, so you can allocate the maximum number of users to variant 1.
* Ability to show results in graphical forms.

The list of benefits of using Optimizely does not end here. It provides much more features, which the users can explore on www.optimizely.com.

Optimizely allows a user to test a website for free (except Multipage testing). Using a free account, a user can only work on a single project/website, which can have just 3 collaborators. The good thing is that we can perform unlimited experiments, even in the free version. Based on the needs, a user can also access all the paid features with a minimal fee. The paid version of a website with decent traffic is $49 per 1000 users except some rare features that are only in the enterprise (higher priced ~$12,000 per year) version.

Major companies like Disney, Skype, Microsoft, New York Times, Spotify use Optimizely to test, analyze and personalize websites based on the customer’s liking. The speed with which these companies are progressing shows the popularity of analytics and specifically Optimizely in the real world.

Engagement (number of people clicking any part of the experiment page)

Clicks

Page views

Custom (any JAVA script)