



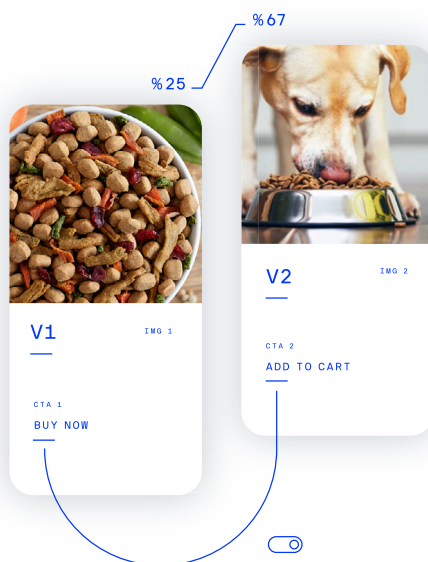
Bring experimentation into your CMS to optimize content strategy, across all channels, at scale

Content management and experimentation are usually performed in silos. This makes it difficult to understand the impact of content across channels, share insights across teams, and execute using the most impactful content.

The Optimizely app for Contentful provides an out-of-the-box solution for web developers and marketing teams to quickly integrate an industry-leading CMS platform with a best-in-class testing platform to make it easy to understand which content is moving the needle and driving intended outcomes.

How we do it: INTERCOM

As Intercom grew rapidly, it expanded to new audience segments. That required the ability to A/B test, iterate, and experiment with new ways of communicating. Lauren Ottinger, Product Manager, Intercom says Contentful and Optimizely “help us iterate faster, do faster launches, and support components more quickly. It’s pretty seamless, so that’s great.”



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Lauren Ottinger /
Product Manager / Intercom

About Contentful

Contentful, the global leader in headless content management, powers digital experiences for 28% of the Fortune 500 and thousands of leading global brands. It enables enterprises to deliver omnichannel digital experiences with greater speed and scale than with a traditional CMS. Contentful unifies content in a single hub, structures it for use in any digital channel, and integrates seamlessly with other tools through open APIs. Companies such as Spotify, Urban Outfitters, Jack in the Box, The British Museum, Xoom, Lenovo and many others rely on Contentful’s content platform.

About Optimizely

Optimizely is the world’s leader in Progressive Delivery and Experimentation. Its platform includes technologies for modern software development, such as feature flags, A/B testing at scale, AI-powered personalization, and streaming analytics. Millions of experiments and feature flags have been run on our platform to understand what works - and what doesn’t - eliminating guesswork. The world’s greatest companies choose Optimizely to power their product development and experimentation teams, including Visa, H&M, StubHub, IBM, Atlassian, BBC, and many more.