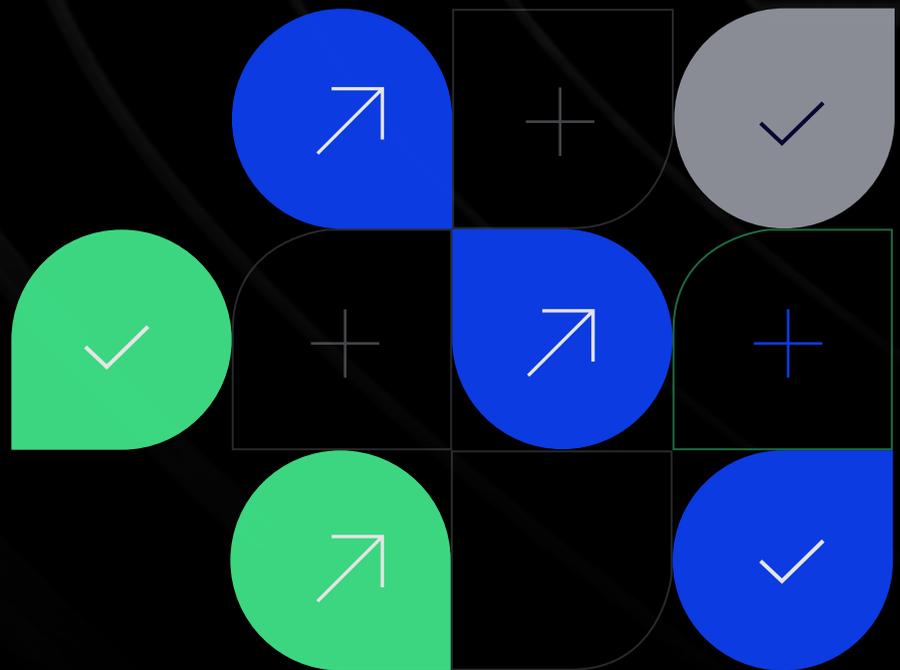


OPTICON 19

Training Day Prospectus



OPTICON 19

Training Day Prospectus

Building Blocks of Optimizely X Web Experimentation

Half Day

Level: Beginner

Price: \$450

Whether you're a new customer or prospect, or simply want a refresher course, our expert trainers are here to help. You'll learn the fundamentals of building experiments in Optimizely X, and best practices used by our most successful customers.

You will learn how to:

- Build core reusable components for your experiments in Optimizely X Web Experimentation
- Use Optimizely X's visual and code editors to create variations
- Leverage extensions to reduce your dependency on developers
- QA your experiments in Optimizely X
- Read and interpret the Optimizely X results page

This course is best suited for:

- New Optimizely users who want to learn how to build their first experiments and understand their experiment results
- Users of Optimizely X who want to refresh their knowledge of the basics of the platform

OPTICON 19

Training Day Prospectus

Foundations of Feature Management and Full Stack Experimentation for Developers

Half Day

Level: Beginner

Price: \$450

Optimizely X Full Stack enables you to experiment across almost any customer touch point. So with so many options, where do you begin? In this hands-on workshop, you'll learn our best practices for architecting an implementation of the Full Stack SDK's. Then learn how to define Features and Feature Variables in your applications in order to experiment and iterate with fewer dependencies on code releases. Then mitigate risk of feature launches by rolling them out in a phased, targeted manner.

You will learn how to:

- Architect and implement Optimizely's Full Stack SDK's across your stack and mobile apps
- Implement Full Stack in a decision service
- Create Full Stack Experiments, target Audiences, and track Events
- Define Full Stack Features and Feature Variables for experimentation
- Target features for phased rollouts
- QA Full Stack experiments

This course is best suited for:

- Front-end and back-end developers who are interested in or just getting started with Optimizely X Full Stack experimentation
- Developers who want to learn best practices for feature management

OPTICON 19

Training Day Prospectus

Beyond the Basics: Advanced Web Experimentation Techniques

Half Day

Level: Advanced

Price: \$500

If you've mastered the basics of experimentation, but want to up your game, this course is for you. The most successful optimization programs leverage Optimizely X Web Experimentation's advanced targeting, segmentation, and event tracking features to gain deep insights about their users - insights that can transform the way your business markets to, sells to, and services your customers. In this track, you'll learn the strategic skills necessary to develop actionable hypotheses for targeted audiences, then test your ideas employing advanced functionality of Optimizely X.

You will learn how to:

- Leverage your existing data to identify meaningful audiences and segments
- Ideate and hypothesize for targeted groups of visitors
- Integrate with other best-of-breed technologies to expand your targeting abilities
- Assign custom attributes to visitors for more advanced targeting and segmentation
- Track visitor actions throughout your funnel with custom events
- Employ Stats Accelerator to get statistically significant results faster
- Track metrics across Optimizely projects to broaden the reach of your results insights

This course is best suited for:

- Optimizely X Web Experimentation users who have already run several experiments
- Users that have already participated in the Optimizely Academy or Training Consultant-led trainings

OPTICON 19

Training Day Prospectus

Operationalizing Full Stack and App Experimentation for Product Managers

Half Day

Level: Intermediate

Price: \$500

Eager to experiment within your app, but unsure how to optimally align experimentation with your product development cycle? Many product organizations face the challenge of incorporating experimentation into agile release planning. This track will help you to build a process to democratize experimentation across your product team and build process.

You will learn how to:

- Identify opportunities for testing earlier within your product development process
- Leverage painted door tests and MVP's to explore a product idea before committing resources to a full build
- Shorten the feedback loop between design, development, product launch, and iteration, by experimenting within every release
- Mitigate risk of product launches by developing a rollout strategy leveraging feature targeting and flags
- Incorporate Feature Variables to enable future experimentation in your app without requiring code pushes
- Measure the impact of features to quantify value for your business

This course is best suited for:

- Users of Optimizely Full Stack, Mobile, and/or OTT
- Product Managers who own experimentation roadmaps

OPTICON 19

Training Day Prospectus

Experimentation Master Class: Improve Your Maturity through Team, Culture, Strategy

Full Day

Level: Advanced

Price: \$900

To achieve higher conversions and superior digital experiences, you need to do more than design great experiments. In this full-day training, you'll learn how to uplevel your experimentation program and create a broader culture of experimentation. From analytic techniques to user psychology to taking action on statistics, learn how to master the art and science of experimentation.

You will learn how to:

- Benchmark your experimentation program against others at each level of maturity
- Uplevel your experiment ideation by leveraging user psychology principles to analyze your users' biggest pain points
- Craft better hypotheses by understanding what questions to ask of your data
- Drive deeper insights by learning best practices for results segmentation and the statistical challenges to be aware of
- Remove ambiguity from the results analysis process by creating a stopping rule
- Move beyond front-end experimentation and learn how optimizing server-side business logic can benefit your user experience
- Organize your program to maximize knowledge sharing and building a culture of experimentation
- Optimize your toolset to facilitate collaboration among your team
- Set goals for your program to move yourself to the next level of experimentation maturity

This course is best suited for:

- Experimentation program managers that have 6+ months of experience and want to take their skills to the next level
- Experimentation programs that are rated level 2-3 in [Optimizely's maturity model](#) and want tangible actions to improve their maturity