



## Send data from Optimizely to hundreds of Segment partners with a single integration

For marketing, product and engineering teams to ship high-quality experiences faster, with data-driven confidence in the results, they need a single view of the customer across all platforms and channels.

Segment is a customer data platform that helps teams access clean and reliable customer data to make real-time decisions, accelerate growth, and personalize experiences. With Segment and Optimizely you can:

- Take action on your experiment results in hundreds of technology providers connected through Segment
- Use Optimizely data in all aspects of your organization's decision-making tools
- Ensure data is properly formatted and accurately communicated using Segment's robust backend workflows

And, with Segment, Optimizely, and an advanced analytics tool like Amplitude, it's easy to measure which of your CTAs (or any A/B tests for that matter) result in more conversions and better business outcomes.

### How Optimizely works with Segment

Segment .track calls are automatically sent to Optimizely as potential conversion events or segmentation criteria for your experiments. Additionally, Segment automatically generates a .track call when an Optimizely experiment runs, and sends these "Experiment Viewed" events to other downstream tools connected to your Segment account.

### About Segment

Segment provides the customer data infrastructure that businesses use to put their customers first. With Segment, companies can collect, unify, and connect their first-party data to over 250 marketing, analytics, and data warehousing tools. Today, thousands of companies across 71 countries use Segment, from fast-growing businesses such as Atlassian, Bonobos and Instacart to some of the world's largest organizations like Levi's, Intuit and Meredith. Segment enables these companies to achieve a common understanding of their users and make customer-centric decisions.

### 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.



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