



OPTIMIZEZY CLASSIC PACKAGES AND FEATURES

Optimizely provides A/B testing, multivariate testing, and personalization for websites and mobile apps. Below you will find Optimizely's plans and features.

Optimizely Testing

	Standard	Professional <i>Everything in Standard +</i>	Premium <i>Everything in Professional +</i>
Create	A/B / Multivariate tests; Preview Changes; Conditional Activation	Multi-page (funnel) tests; Cross-Browser Testing; Experiment Scheduler; Project JS	Same
Discover	Segmentation by Source Type, Browser, Campaign, Mobile or not Mobile Device; Data Export	10 Custom Segments, Customs Reports, Reporting Annotations	Same
Target	Browser or Device; Referrer URL; Query Parameters; Traffic Source; Language; Ad Campaign; New or Returning	Custom Event; Custom Javascript; Custom Dimension(s); Cookies	Custom tags; Time of Day; Location (Geo); IP Address; Third Party Data Experiences
Integrate*	Standard Integrations; JS API; REST API (500 calls/day)	Professional Integrations; REST API (2,000 calls/day)	Premium Integrations; REST API (2,000 calls/day)
Manage	Change History; 2-Step Verification; Up to 10 Admin or Project Owners	Up to 20 users with full role-based permissions: Admin, Project Owner, Viewer, Editor	Account Level 2-Step Verification; Detailed Change History; Single Sign-On
Mobile (if included)	Advanced Mobile Developer Tools (available for Native iOS or Android Apps, depending on licensed Customer App); Instant Rollout; Targeting for Device, App Version, Custom Tags, Locale and Language; Integrations with Mixpanel, Amplitude, Google Analytics; Session & Retention Metrics; Manual Activation; Custom Attributes		
Platform	One-line snippet on the web; easy SDK install on iOS and Android; Visual Editor; Stats Engine; CDN balancing		

For Optimizely Testing, Unique Visitors are counted based on the number of Visitors exposed to at least one experiment on a Customer Property, as identified by Optimizely's cookies or other tracking technology. Usage across all Customer Properties (Customer Sites and/or Customer Apps) will count towards the Unique Visitor allocation set forth on the Order Form.

Optimizely Personalization

	Standard	Professional <i>Everything in Standard +</i>
Create	Campaign management; Extensions; Scheduler; Preview; Asynchronous Loading; Experimentation in Personalization (only available to customers with a current Testing subscription)	Same
Discover	Impact measurement; Results Segmentation	Same
Target	Browser or Device; Referrer URL; Query Parameters; Traffic Source; Language; Custom tags; Time of Day; Location (Geo); IP Address; Third Party Data Experiences; Ad Campaign; New or Returning; Custom Event; Custom javascript; Custom Dimension(s); Cookies; Behavioral Targeting; Multi-Audience Targeting; Behavioral Targeting API	Uploaded Audiences; Dynamic Customer Profiles; Zipcode Targeting
Integrate	Standard Personalization Integrations; REST API (2000 calls/day)	Professional Personalization Integrations
Manage	Roles-based permissions; Single Sign-On; Account Level 2-Step Verification	Same
Platform	One-line snippet installation; Visual Editor; Stats Engine; CDN balancing	

For Optimizely Personalization, Unique Visitors tiers are based on the estimated total number of Visitors to Customer Properties (as identified on the Order Form). Customer and Optimizely agree to discuss actual Unique Visitor counts and other product usage quarterly during the Subscription Term.

**Additional information about available integrations is available at: <https://help.optimizely.com/hc/en-us/articles/203729580>.*