



**Deliver modern, relevant  
commerce experiences**

## Digital-first imperative

# Buying enters a new era of digital adoption

250%

Increase in mobile orders  
since before the pandemic  
(McKinsey)

100%

of buyers want self-service  
options, up 13% from 2021  
(TrustRadius)

70%

of B2B decision makers  
are willing to make high-  
value purchases through  
self-service  
(McKinsey)

# Consistent challenges facing B2C brands

## Challenges

- ↓ Increased market expectation for personalized and seamless digital purchasing
- ↓ Lack of resources and staff to scale buyer personalization
- ↓ Need to modernize content experience; in-house solutions are limited in CMS
- ↓ Difficult to utilize eCommerce logic; integrated shipping providers, single/multi-page checkout.



## Consequences

- ✗ Outdated customer experiences lead to minimal retention and low acquisition of digital-native buyers
- ✗ Limited revenue from inability to deliver robust product search and recommendation
- ✗ Unhappy, unengaged shoppers
- ✗ Inefficient and confusing customer experience



# Introducing Customized Commerce

# Customized Commerce at a glance

- ➔ **Developer-ready** to build a custom, branded eCommerce site and deploy scalable end-to-end commerce experiences
- ➔ **Improved customer engagement** using intelligent analytics and insights to identify and act on user behavior
- ➔ **Grow customer retention** using AI-driven personalization and product search

# Why customers choose **Customized Commerce**



## **Robust Product and Purchasing Deployment**

Minimize commerce complexity by managing your Catalogs, Check-Out, Orders and Commerce in one system; while using integrated search to streamline purchasing



## **Centralized Commerce and Content Management**

Manage content and commerce within the same interface and use multisite support to reduce launch cost and complexity



## **Streamlined Platform Experience**

Intuitive interfaces for marketers and merchandisers to work in a WYSIWYG environment

Drag & Drop components on your canvas, preview across multiple environments



## **Built to Integrate**

Minimize integration complexity with access to marketplace connectors and business critical solutions to ensure a single source of truth and reduce risk

# Which of these are you interested in learning more about?

**Multichannel Commerce**

**Targeting, Analytics, & Optimization**

**Personalized Commerce**

**Extensibility & Scale**

**Integrated System**

**Digital Self-Service**

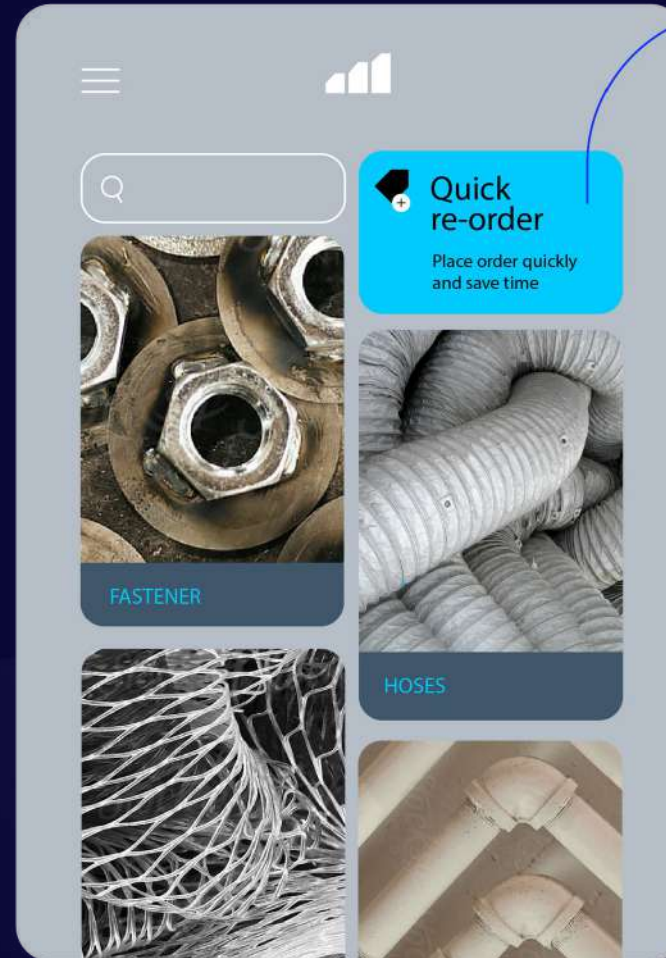
# Multichannel Commerce

Seamlessly connect your ordering experiences.

# Seamlessly connect your ordering experiences

Empower customers with self-service and streamline systems for a frictionless experience.

- **Go B2B, B2C, and B2X**
- Checkout & cart
- Mobile commerce
- Multisite, language, currency
- Headless management



JAN 9  
Mon 6:30p

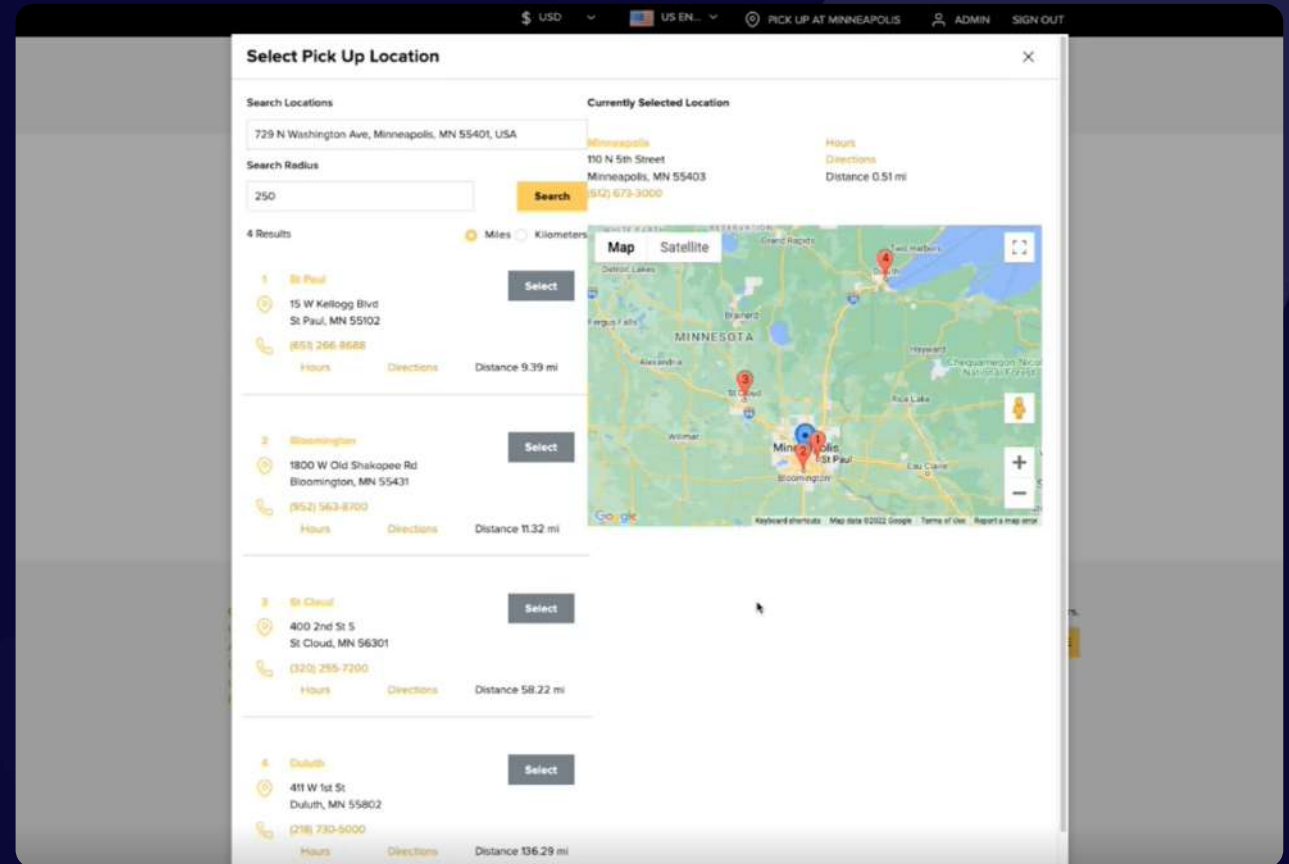
FEB 5  
Wed 6:00p

MAR 7  
Thu 7:30p

# Seamlessly connect your ordering experiences

Drive business and modernize interactions with robust and integrated payment.

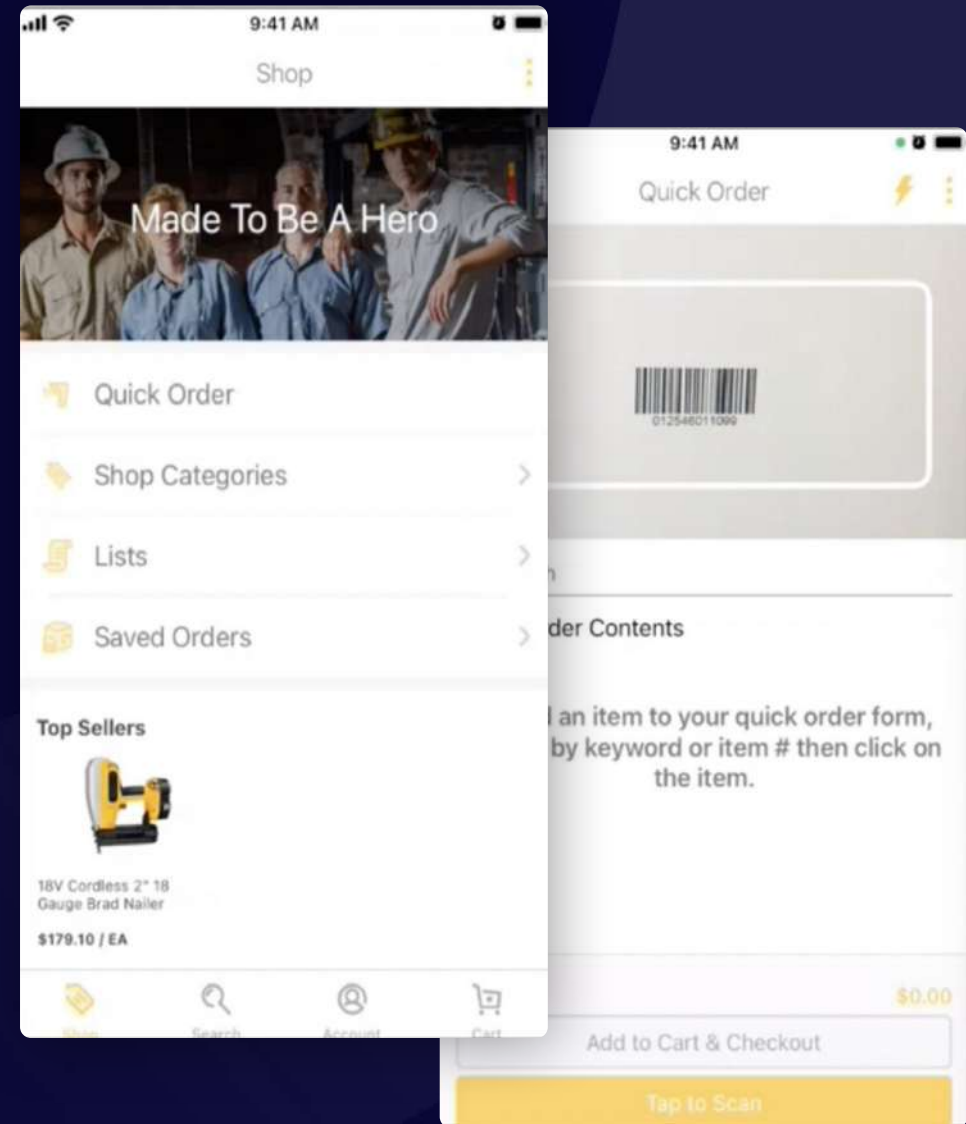
- Go B2B, B2C, and B2X
- **Checkout & cart**
- Mobile commerce
- Multisite, language, currency
- Headless management



# Seamlessly connect your ordering experiences

Capture the order in the moment and replenish at the point of need.

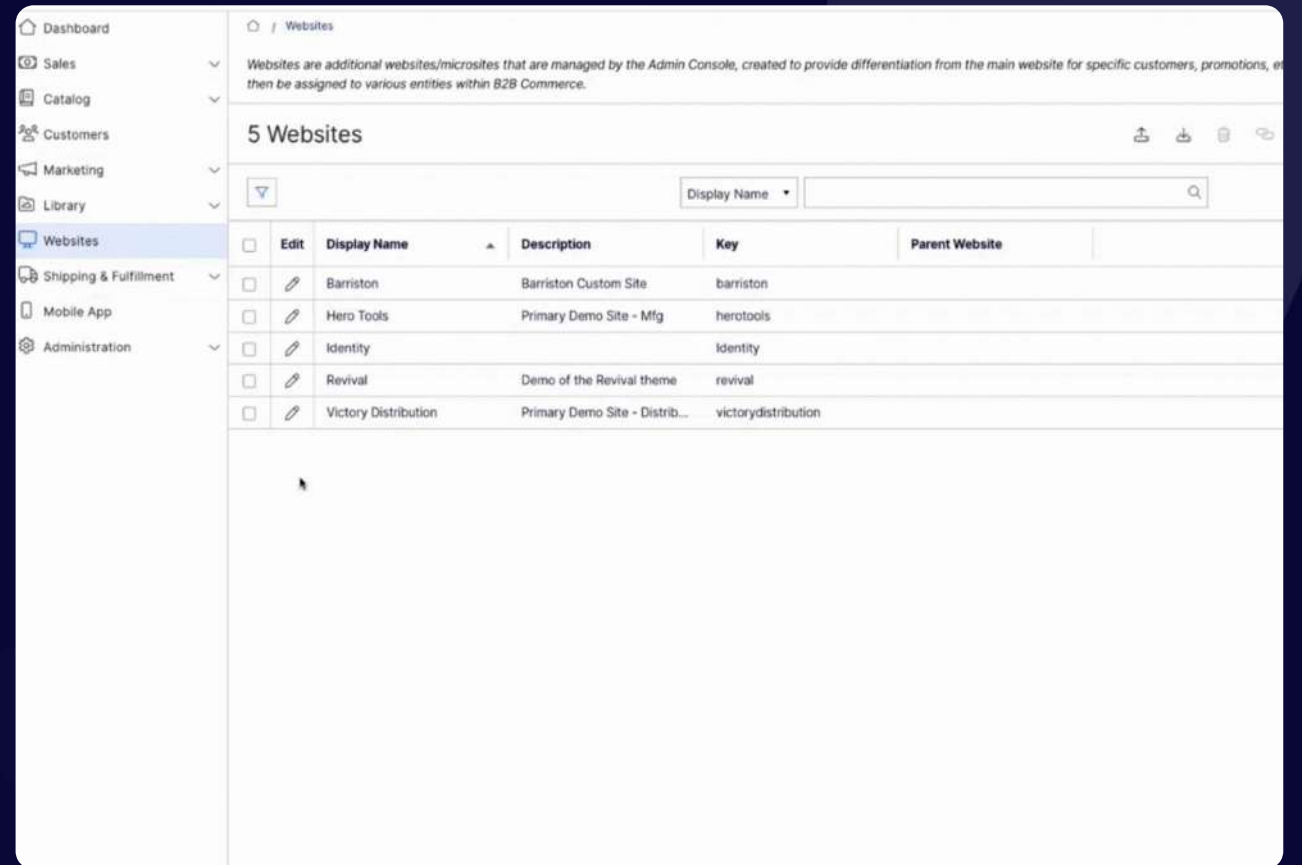
- Go B2B, B2C, and B2X
- Checkout & cart
- **Mobile commerce**
- Multisite, language, currency
- Headless management



# Seamlessly connect your ordering experiences

Configure in multiple languages, and drive consistency across multiple currencies

- Go B2B, B2C, and B2X
- Checkout & cart
- Mobile commerce
- **Multisite, language, currency**
- Headless management



# Seamlessly connect your ordering experiences

Separate backend from frontend for speed, control, and complete customization without limits.

- Go B2B, B2C, and B2X
- Checkout & cart
- Mobile commerce
- Multisite, language, currency
- **Headless management**



SUP board

Product ID PBT02993W  
Type: Touring  
Brand: Tahoe  
Added 68 days ago

\$769

In stock



CHANNEL	REVENUE	
● Mobile	+8.2%	▬
● Desktop	+9.3%	▬
● Tablet	+2.2%	▬
● Smartwatch	-1.7%	▬
● VR Device	-2.4%	▬
● M. automation	+0.7%	▬
● Social Media	+3.6%	▬

OVERALL PERFORMANCE



# Go beyond what's expected with new ways to grow

13%

increase in conversions

27%

increase in email database size

300k

new SMS subscribers

[Read the full story →](#)

*Scotts* Miracle-Gro



We knew Optimizely would be the best partner because they have the existing technology: All our existing customer data is stored in the Optimizely Data Platform, and so are all the channels we need.”

**Amanda Scarnechia**  
CRM Marketing Manager

# Open your doors to more business

17

united number of sites before migration

8

rapid ROI, payback within eight months

50%

call-center volume reduction

[Read the full story →](#)



Four years' ago, we had 17 different unmanaged sales sites that have now been streamlined into one single platform. It's changed the way the business operates, and we now offer a seamless digital experience for the entire network of dealers and our own internal staff. Optimizely has been an integral partner in making this happen and we very much look forward to working closely with the team to further improve upon our offering in the next four years."

**Jean-Louis Marin**

Vice President Information Technology

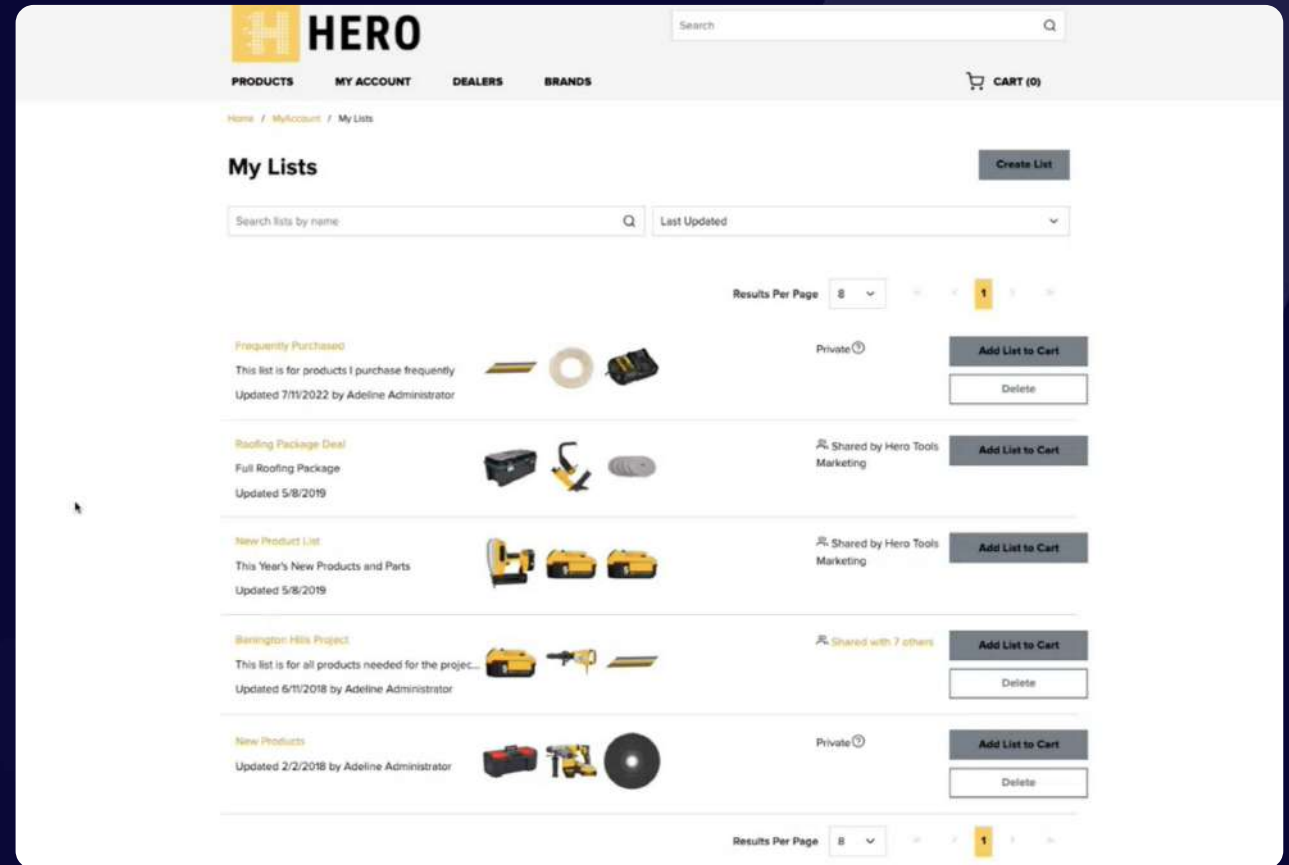
# Personalized Commerce

Deepen customer relationships.

# Deepen customer relationships

Empower customers with self-service and streamline systems for a frictionless experience.

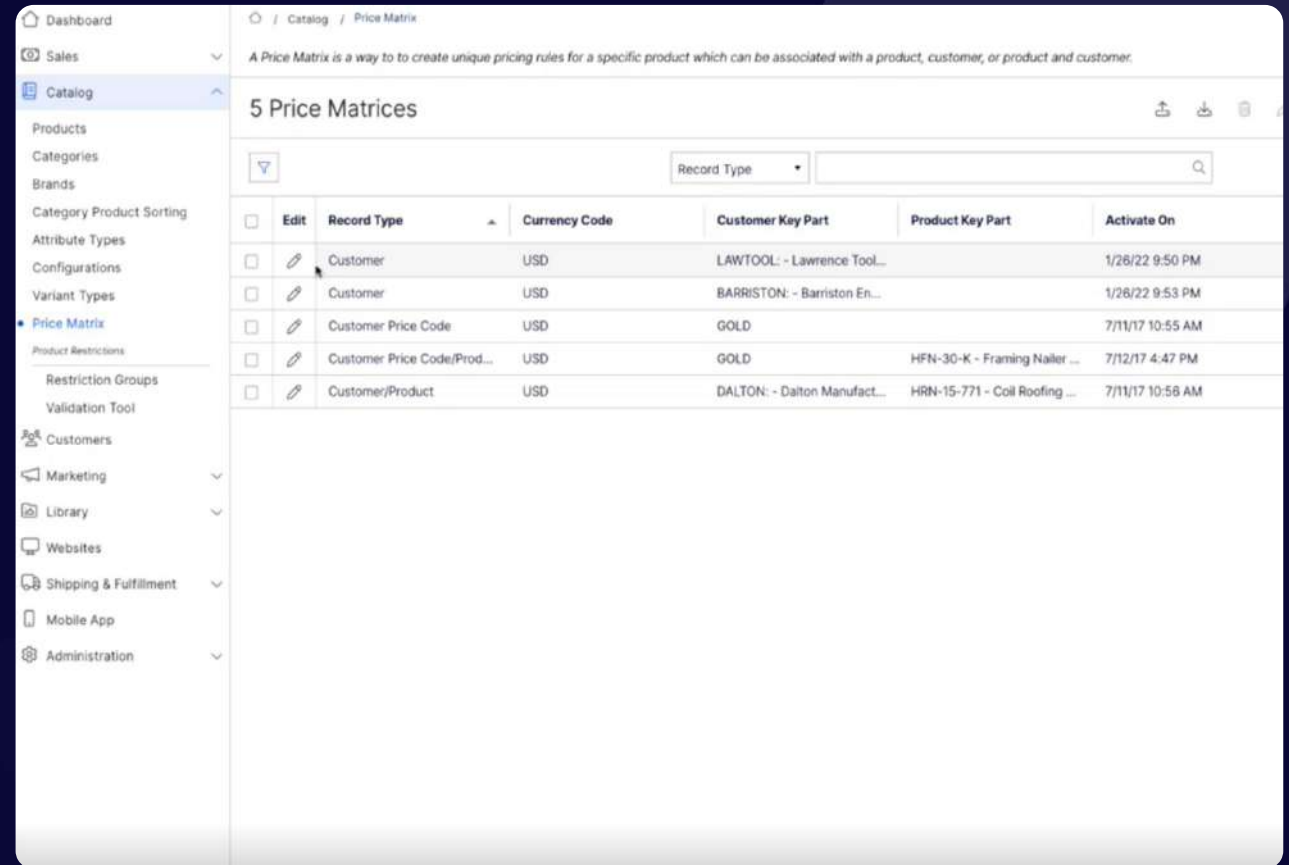
- **List management with quick order**
- Customer-specific pricing
- Search & navigation
- Promotions & boosting
- 1:1 recommendations



# Deepen customer relationships

Leverage your ERP or build a model to ensure accuracy. Simplify calculations, and control pricing.

- List management with quick order
- **Customer-specific pricing**
- Search & navigation
- Promotions & boosting
- 1:1 recommendations



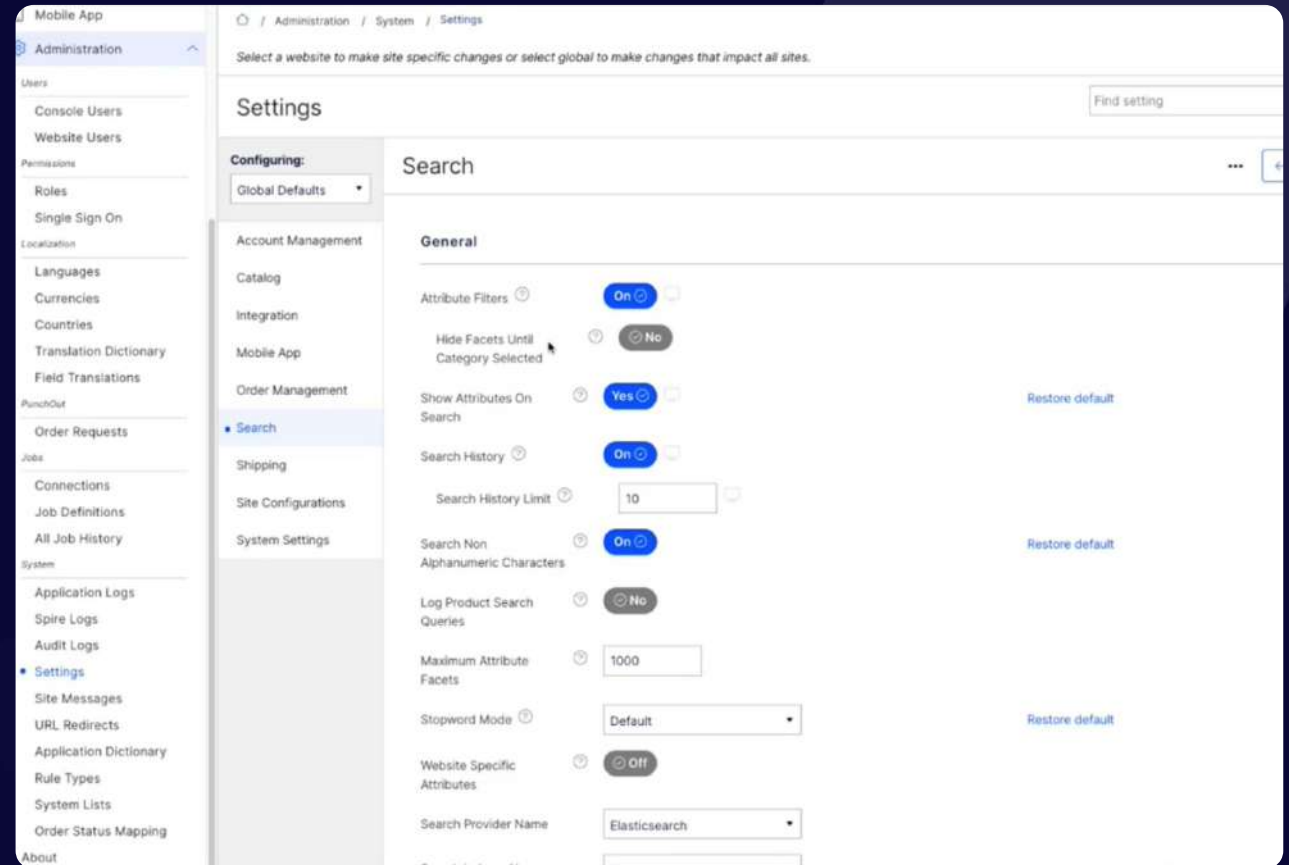
The screenshot displays a software interface for managing price matrices. On the left is a sidebar menu with options: Dashboard, Sales, Catalog (selected), Products, Categories, Brands, Category Product Sorting, Attribute Types, Configurations, Variant Types, Price Matrix (highlighted), Product Restrictions, Restriction Groups, Validation Tool, Customers, Marketing, Library, Websites, Shipping & Fulfillment, Mobile App, and Administration. The main content area is titled 'Catalog / Price Matrix' and includes a descriptive text: 'A Price Matrix is a way to create unique pricing rules for a specific product which can be associated with a product, customer, or product and customer.' Below this, a table titled '5 Price Matrices' is shown. The table has columns: Edit, Record Type, Currency Code, Customer Key Part, Product Key Part, and Activate On. It contains five rows of pricing rules.

	Edit	Record Type	Currency Code	Customer Key Part	Product Key Part	Activate On
<input type="checkbox"/>		Customer	USD	LAWTOOL: - Lawrence Tool...		1/26/22 9:50 PM
<input type="checkbox"/>		Customer	USD	BARRISTON: - Barriston En...		1/26/22 9:53 PM
<input type="checkbox"/>		Customer Price Code	USD	GOLD		7/11/17 10:55 AM
<input type="checkbox"/>		Customer Price Code/Prod...	USD	GOLD	HPN-30-K - Framing Nailer ...	7/12/17 4:47 PM
<input type="checkbox"/>		Customer/Product	USD	DALTON: - Dalton Manufact...	HRN-15-771 - Coil Roofing ...	7/11/17 10:58 AM

# Deepen customer relationships

Give customers an adaptable search experience that learns from their questions and adds relevance.

- List management with quick order
- Customer-specific pricing
- **Search & navigation**
- Promotions & boosting
- 1:1 recommendations



# Deepen customer relationships

Increase orders, recover carts, maximize value, connect campaigns and more.

- List management with quick order
- Customer-specific pricing
- Search & navigation
- **Promotions & boosting**
- 1:1 recommendations

Dashboard

Sales

Catalog

Customers

Marketing

Communication

Email Templates

Email Lists

Email Message Logs

Messages

Promotions

Lists

Customer Segments

Experiments

Search

Indexing

Synonyms

Stopwords

Redirects

Field Boosting

Query Boosting

Product Boosting

Category Boosting

Brand Boosting

Product Line Boosting

Library

Websites

Shipping & Fulfillment

Marketing / Promotions

Promotions are used to incentivize customers by offering discounts on orders, shipping, or free/promotional products. Promotions are configurable using a rules engine.

30 Promotions

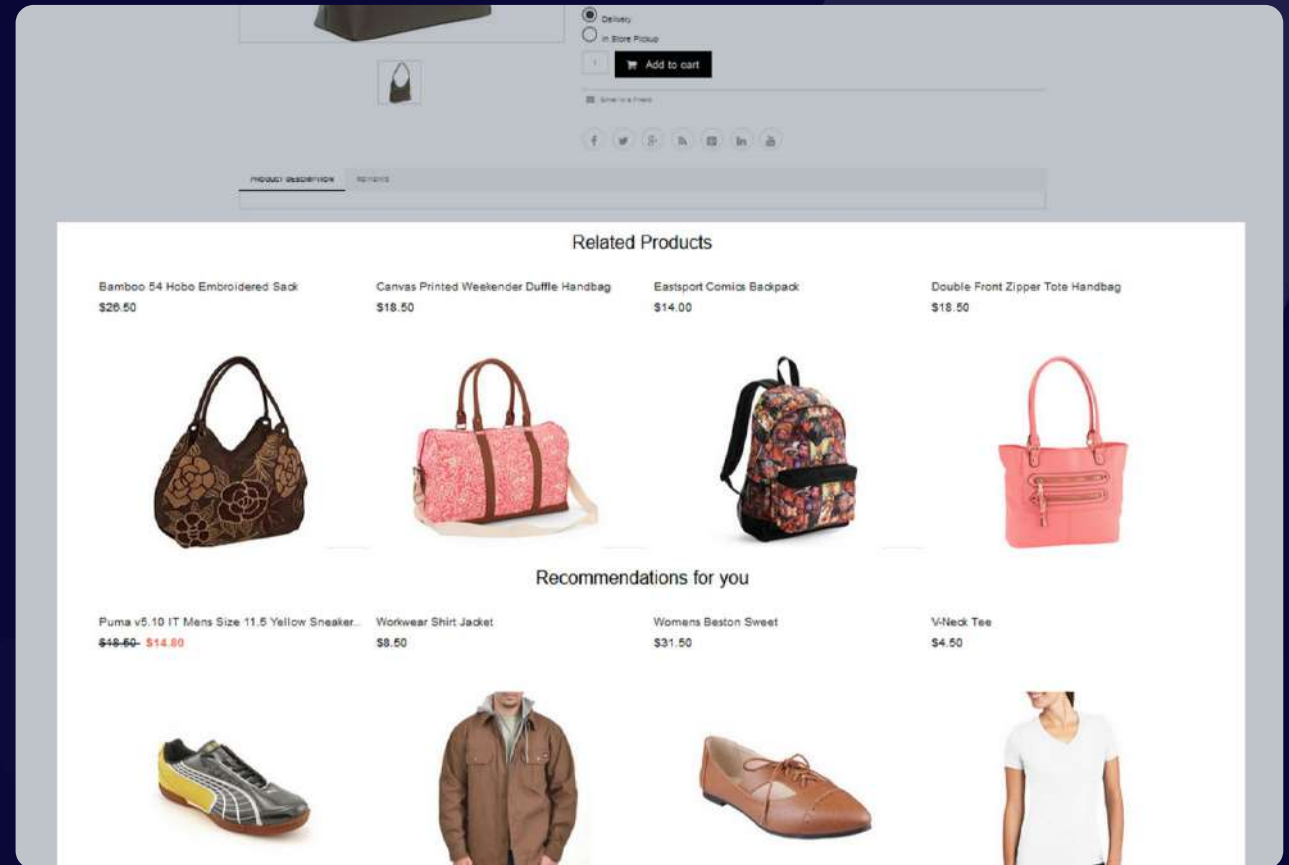
Name

	Edit	Name	Description	Live	Activate On	Deactivate On
<input type="checkbox"/>		5% Off Your Web Order	First Time each Customer o...	Yes	2/17/20 8:41 PM	
<input type="checkbox"/>		Brand: BBK Electronics 5%	5% Discount on all Orders o...	No	1/26/22 10:11 PM	
<input type="checkbox"/>		Brand: DN HVAC 3%	3% Discount on all Orders o...	No	1/26/22 10:11 PM	
<input type="checkbox"/>		Brand: Janis Industries 4%	4% Discount on all Orders o...	No	1/26/22 10:11 PM	
<input type="checkbox"/>		Brand: Mercian Electrical 2%	2% Discount on all Orders o...	No	1/26/22 10:11 PM	
<input type="checkbox"/>		Brand: PowerPlus Industrie...	4% Discount on all Orders o...	No	1/26/22 10:11 PM	
<input type="checkbox"/>		Brand: Spark Electronics 3%	3% Discount on all Orders o...	No	1/26/22 10:11 PM	
<input type="checkbox"/>		Canadian Discount	Get 2% Off when paying wi...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 1%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 10%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 2%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 3%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 4%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 5%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 6%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 7%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 8%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR Discretion 9%	Discount may be used by C...	Yes	1/27/22 12:11 AM	
<input type="checkbox"/>		CSR: Free Ground Shipping	Used by CSRs to add free s...	Yes	8/11/17 7:07 AM	

# Deepen customer relationships

Adapt experiences for how each customer thinks with painless 1:1 marketing and built-in AI.

- List management with quick order
- Customer-specific pricing
- Search & navigation
- Promotions & boosting
- **1:1 recommendations**



# Personalized digital commerce for 40 markets

70%

increase in add to cart/basket

9%

increase in orders when digitally engaged

64%

increase in conversion rate

[Read the full story →](#)



We have seen a 51% increase in product views, a 70% increase in add to basket and a 9% increase in returning users which is absolutely fantastic! We're over the moon with the outcome.”

**Michael Nong**

Head of E-Commerce

# Merchandize for customer-centric experiences

12.5%

orders supplied through recommendations

25k

products online with automated sorting

100m

pricing combinations

[Read the full story →](#)

**motorol**



Personalization began to produce results for us on the very first day - we immediately noticed that there was amazing potential here with Optimizely.”

**Henri Ström**

Development Manager

# Integrated System

Everything commerce in one place.

# Commerce in one place

Integrate with systems like CRM, ERP, PIM and streamline operations with automated jobs.

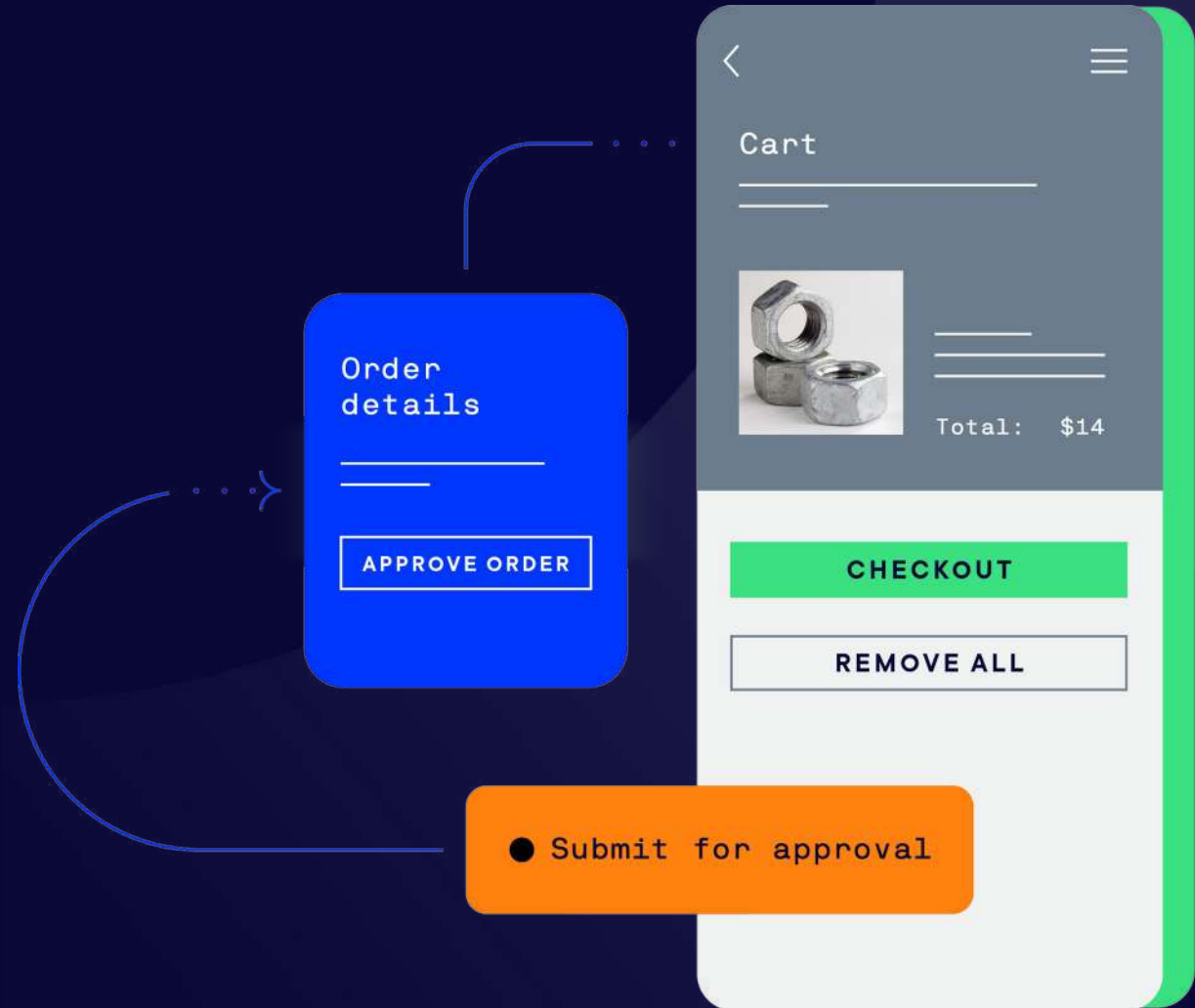
- **Integrations and job automation**
- Enhanced workflows
- Shipping & fulfillment
- Global administration roles and permissions
- Purchase approval rules

The screenshot shows a web interface for configuring a job. The left sidebar contains a navigation menu with items: Dashboard, Sales, Catalog, Customers, Marketing, Library, Websites, Shipping & Fulfillment, Mobile App, and Administration. The main content area is titled '1 - Product and Catalog' and includes a breadcrumb trail: Administration / Jobs / Job Definitions / SXe 03: Product / Job Definition Steps / 1 - Product And Catalog. The configuration is divided into several sections: 'Details' (Sequence: 1), 'Parameters' (Step Name: Product and Catalog), 'Field Mapping' (Target Object: Product, Connection Override: Search by Name, Integration Processor Override: Search by Name), 'Delete Behavior' (Action: Set Field, Field To Set: Deactivate On, Value To Set: empty), 'Select Clause' (a text area containing a SQL-like query: 'icsp.prod as erpnumber, icsp.descrip[1] + '' + icsp.descrip[2] as descrip, icsp.descrip[1] + '' + icsp.descrip[2] + '' + icsp.prod as URLSegment, NULLIF(1,1) as DeactivateOn, icsp.unitstock as unitstock, icsp.seimuit as seimuit,'), and 'From Clause'.

# Commerce in one place

Purpose-built for the people of B2B with the flexibility to enhance and extend the way you do business.

- Integrations and job automation
- **Enhanced workflows**
- Shipping & fulfillment
- Global administration roles and permissions
- Purchase approval rules



# Commerce in one place

Convert more quotes to orders and empower customers to do business anytime, anywhere.

- Integrations and job automation
- Enhanced workflows
- **Shipping & fulfillment**
- Global administration roles and permissions
- Purchase approval rules

The screenshot shows a web application interface for setting up a carrier. On the left is a sidebar menu with categories: Dashboard, Sales, Catalog, Customers, Marketing, Library, Websites, Shipping & Fulfillment (selected), Mobile App, and Administration. Under Administration, there are sub-sections: Users (Console Users, Website Users), Permissions (Roles, Single Sign On), Localization (Languages, Currencies, Countries, Translation Dictionary, Field Translations), PunchOut (Order Requests), and Jobs (Connections, Job Definitions, All Job History). The main content area is titled 'UPS' and has a breadcrumb trail: / Shipping & Fulfillment / Carriers / UPS. Below the title is a 'Details' tab. The main form is divided into two columns: 'Carrier Information' and 'Carrier Account Setup'. The 'Carrier Information' column contains fields for Name (UPS), Description (UPS), Contact Name (Tom Frishberg), Contact Phone (612-555-5555), Contact Email (tfrishberg@heromanufacturing.com), Image Path (with Browse and Preview buttons), Primary Carrier (Yes), Enabled (Yes), and Tracking Url (https://wwwapps.ups.com/tracking/tracking.cgi?tracknum=). The 'Carrier Account Setup' column contains fields for Live URL (https://www.ups.com/ups.app/), Live status (No), Test URL (https://wwwcie.ups.com/ups.a), Rating Service (Percent), Account Number (123555), User Name (123555), Password (masked with dots), and Access Key (EBE29F9C27502EB5).

# Commerce in one place

Get everyone working together with visibility and reporting into the work that's getting done.

- Integrations and job automation
- Enhanced workflows
- Shipping & fulfillment
- **Global administration roles and permissions**
- Purchase approval rules

The screenshot shows a user management interface. At the top, there are tabs: Properties, Product Templates, Variant Types, Team Members (selected), and Settings. Below the tabs, the user's name 'Brian Lockwood' is displayed. Underneath, there are two sub-tabs: Details (selected) and PIM. The Details tab contains a form with three input fields: Email (bnlockwood@gmail.com), First Name (Brian), and Last Name (Lockwood). Below the form, it shows 'Last Login: 9/7/2021 at 5:47:54 AM' and two links: 'Lock User' and 'Delete'. To the right of the form is a section titled 'User Account Access' with a sub-section 'PIM'. It lists five roles with checkboxes: Administrator, Manager, Merchandiser (checked), Product Importer, and Asset Manager. A tooltip points to the 'Merchandiser' checkbox, stating 'Gives permission to edit assigned products.'

Properties Product Templates Variant Types **Team Members** Settings

< Users

Brian Lockwood

Details PIM

Email \*  
bnlockwood@gmail.com

First Name \*  
Brian

Last Name \*  
Lockwood

Last Login: 9/7/2021 at 5:47:54 AM  
[Lock User](#) [Delete](#)

User Account Access

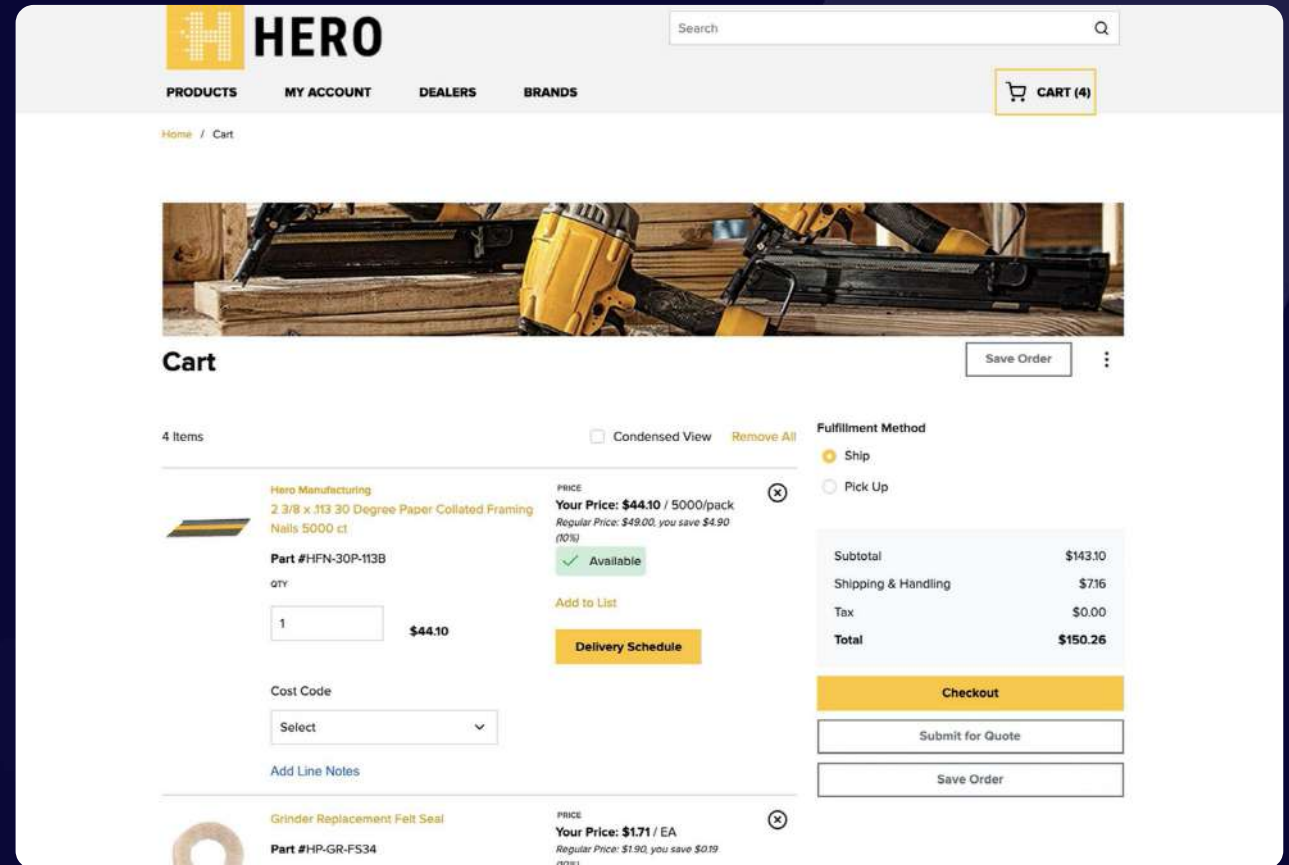
PIM

- ☐ Administrator ⓘ
- ☐ Manager ⓘ
- ☒ Merchandiser ⓘ Gives permission to edit assigned products.
- ☐ Product Importer ⓘ
- ☐ Asset Manager ⓘ

# Commerce in one place

Combine default workflows with custom sequences for maximum flexibility into your process.

- Integrations and job automation
- Enhanced workflows
- Shipping & fulfillment
- Global administration roles and permissions
- Purchase approval rules



# Streamline business operations to unlock growth

2x

order count when customers use product lists

30%

increase in orders when digitally engaged

4k

registered users on amerhart.com

[Read the full story →](#)



I've been in both sides of eCommerce – B2B and B2C. I can tell you from my experience that B2C is simpler. Pricing, inventory levels and deliveries are all straight forward in B2C. B2B is far more complex with factors like customer contracts, special pricing, promotion, personalization, and deliveries to multiple branches. We needed to partner with a company that was in the B2B space and understood its complexities.”

**Nate Wotruba**

Director of IT Services

# Get business done right, right out of the box

1,100

registered users one week after national launch

15%

addressable orders online one week after national launch

10k

product SKUs represented online

[Read the full story →](#)



We had talked to a lot of other providers that met some of our requirements. It seemed like they could maybe get where we needed them to be, but we didn't really have confidence. But with Optimizely [Configured Commerce], the functionality we needed was all there. It wasn't some customization we had to build. Our requirements were met right out of the box."

**Jeffrey Runnalls**

Director of Finance and Operations

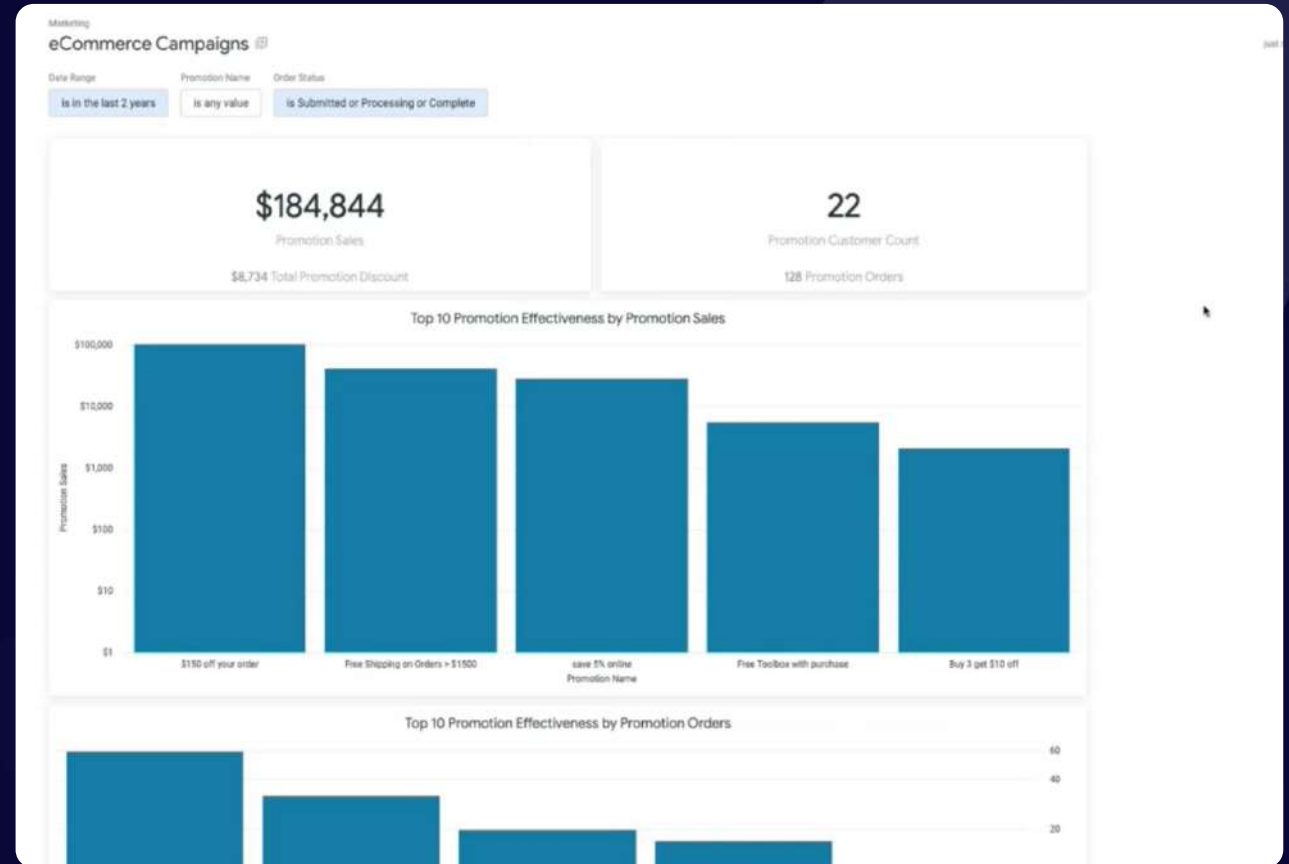
# Targeting, Analytics, & Optimization

Get better, faster.

# Get better, faster.

Evaluate your performance and share your success.

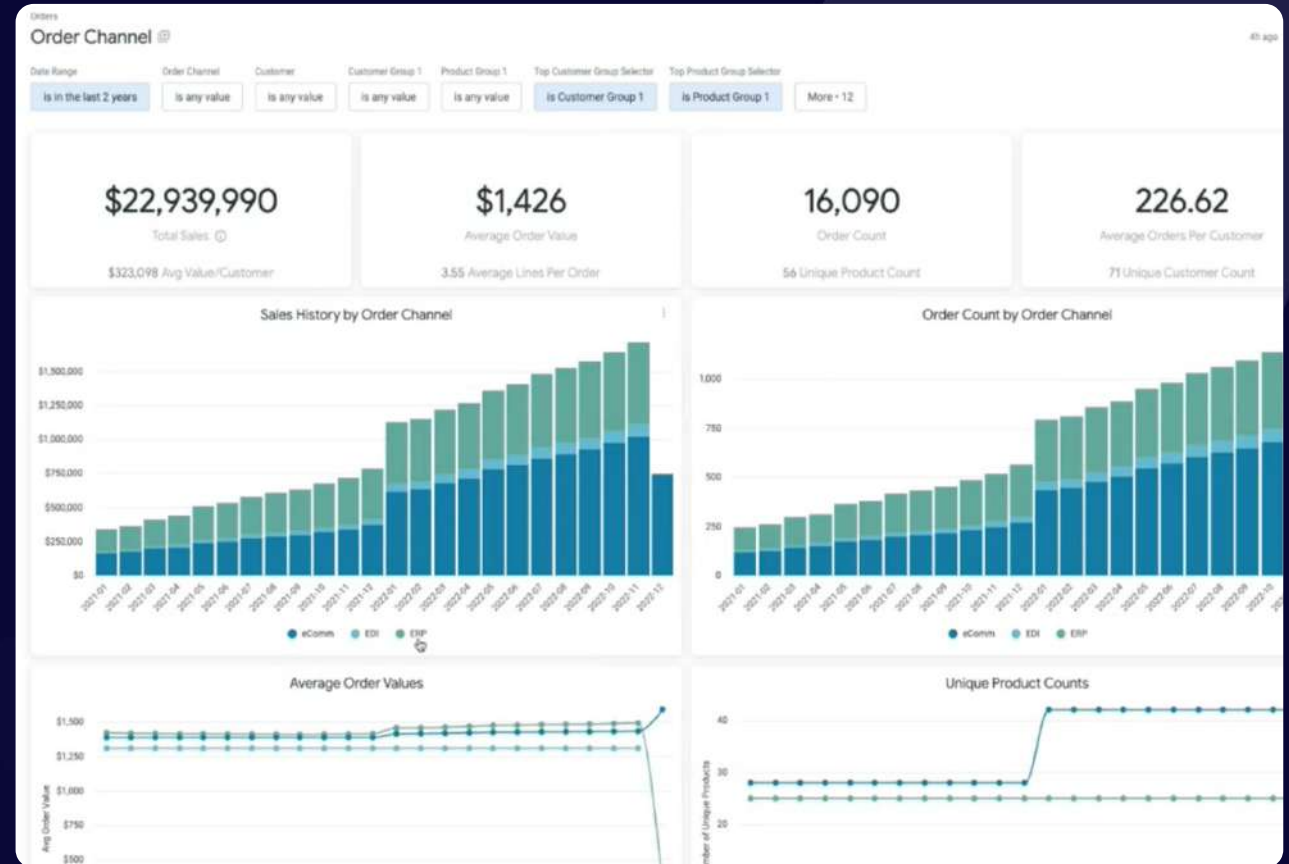
- Campaign reporting
- Multichannel analytics
- Segmentation
- Propensity and churn
- Bespoke data science



# Get better, faster.

Gather a holistic understanding of how digital performs alongside your traditional sales.

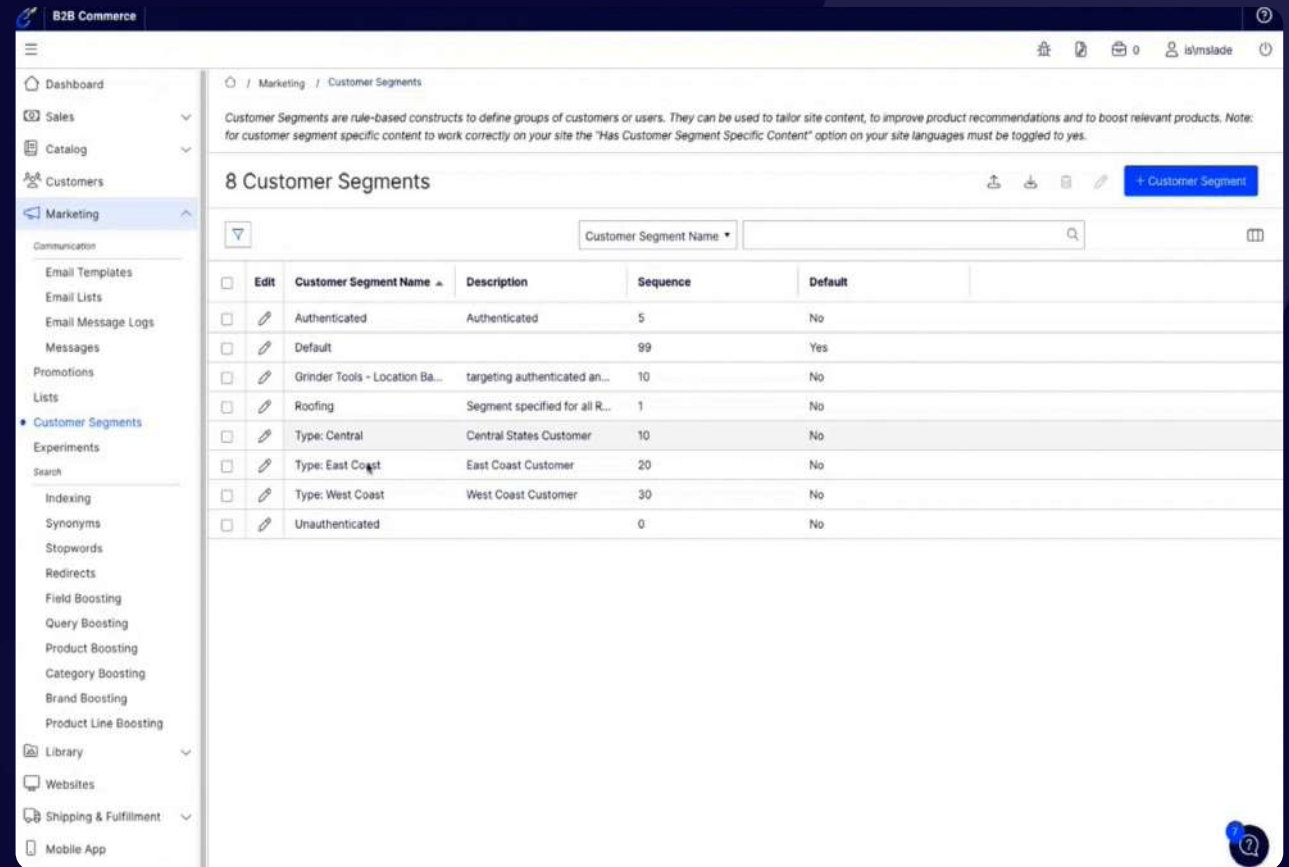
- Campaign reporting
- **Multichannel analytics**
- Segmentation
- Propensity and churn
- Bespoke data science



# Get better, faster.

Segment customers in real time and unlock behavior-based targeting for outsized outcomes.

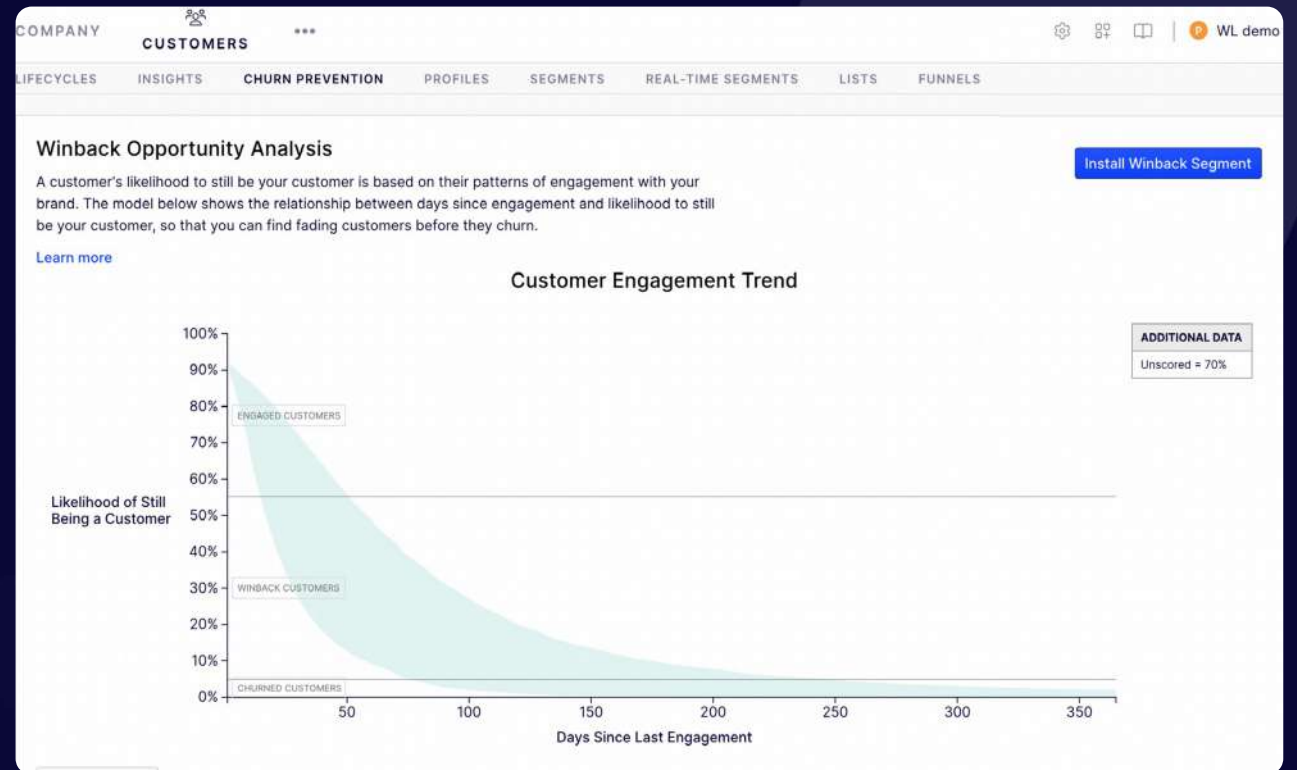
- Campaign reporting
- Multichannel analytics
- **Segmentation**
- Propensity and churn
- Bespoke data science



# Get better, faster.

Empower customers with self-service and streamline systems for a frictionless experience.

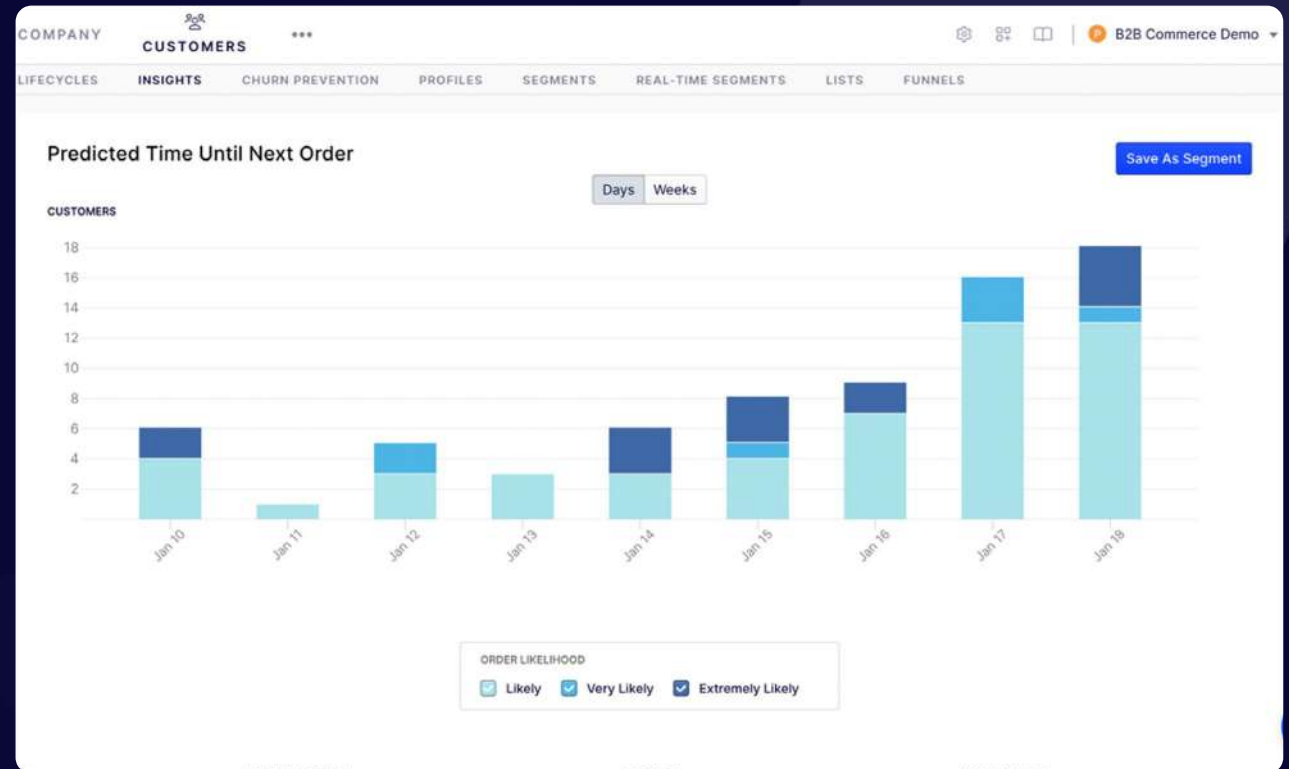
- Campaign reporting
- Multichannel analytics
- Segmentation
- **Propensity and churn**
- Bespoke data science



# Get better, faster.

Act on insights tailored to your brand with machine learning that adapts to your audience.

- Campaign reporting
- Multichannel analytics
- Segmentation
- Propensity and churn
- **Bespoke data science**



# Grow your brand faster with data at every touchpoint

2x

increase in daily quote requests

2x

increase in average order value

10k

active product SKUs

[Read the full story →](#)



TestEquity chose Optimizely [Configured Commerce] to enable them to quickly serve the needs of their customer and provide a better online experience.”

**Jeff Hileman**

Director eCommerce

# Increase customer lifetime value with every interaction

20x

return on ad spend

25%

increase in CLTV

1

day saved from data analysis and SQL queries

[Read the full story →](#)

Tea Fortē™



It's rare to find a platform that allows you to take a customer-centric view rather than a campaign-centric one. We do not have to deal with complex workflow diagrams or flowcharts for multi-touchpoint campaigns. We can understand the conversion and revenue impact of each touchpoint and put the customer, rather than the channel, first.”

**Jeff Hileman**

Director eCommerce

# **Extensibility & Scale**

Flexible, scalable, and connected commerce platform.

# Flexible, scalable, and connected commerce platform

All your brands under one roof. All the tools and commerce logic to lead the market.

- **Global brand management**
- Experience-driven
- AI-powered
- Hybrid architecture
- Azure hosting

The screenshot displays a web application interface for managing a brand named 'Hero Manufacturing'. On the left is a sidebar menu with categories like Dashboard, Sales, Catalog, Products, Categories, Brands (selected), and others. The main content area is titled 'Hero Manufacturing' and contains several sections: 'Details' with fields for Manufacturer (a dropdown) and Sort Order (a text input); 'Brand Logo' with fields for Logo Small Image Path, Logo Large Image Path, and Logo Alt Text, each with a 'Browse' button and a 'Preview' button; 'Featured Image' with fields for Featured Brand Image Path and Featured Brand Image Alt Text, also with 'Browse' and 'Preview' buttons; and 'Meta Data' with fields for Page Title and Meta Description. The interface is clean and modern, with a white background and blue accents.

# Flexible, scalable, and connected commerce platform

Content and commerce in one place.  
Create engaging experiences that grow  
revenue.

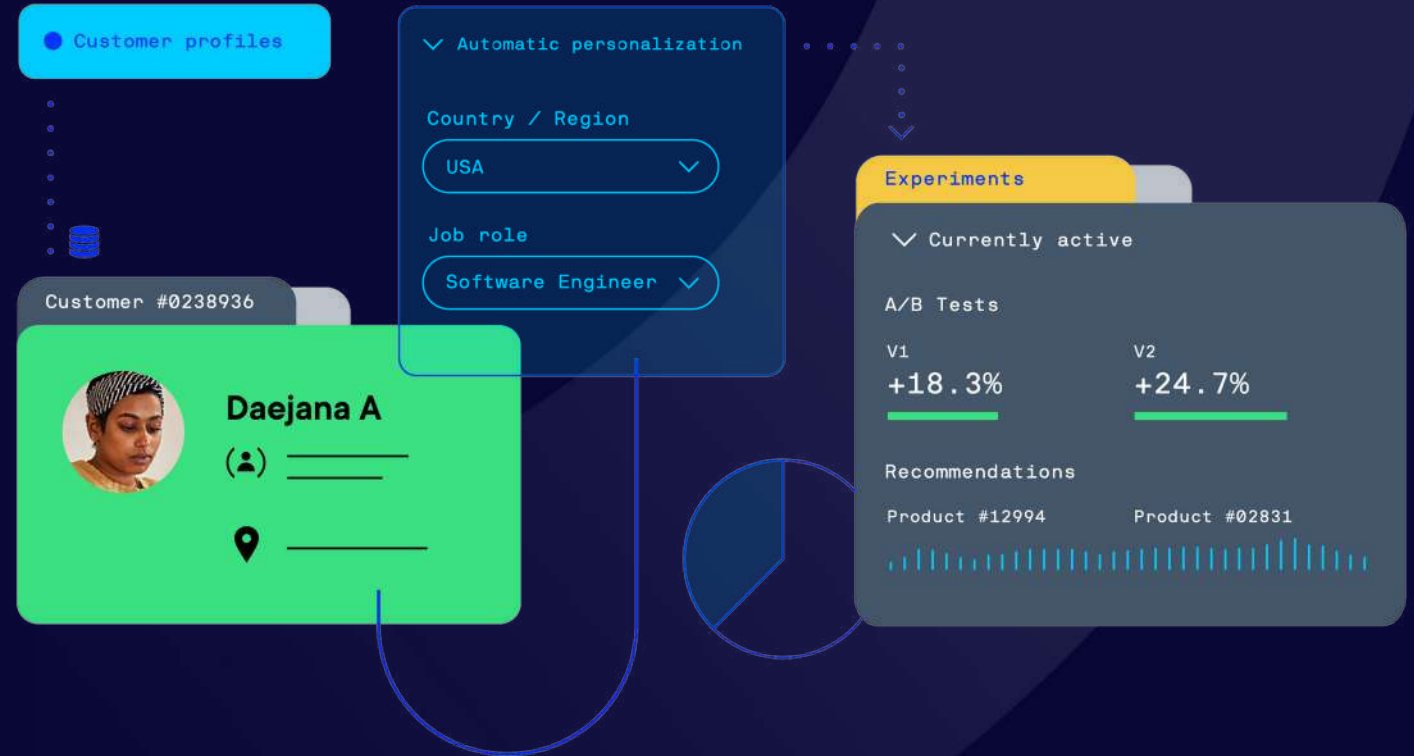
- Global brand management
- **Experience-driven**
- AI-powered
- Hybrid architecture
- Azure hosting



# Flexible, scalable, and connected commerce platform

Personalization at scale with data-driven insights to make better decisions.

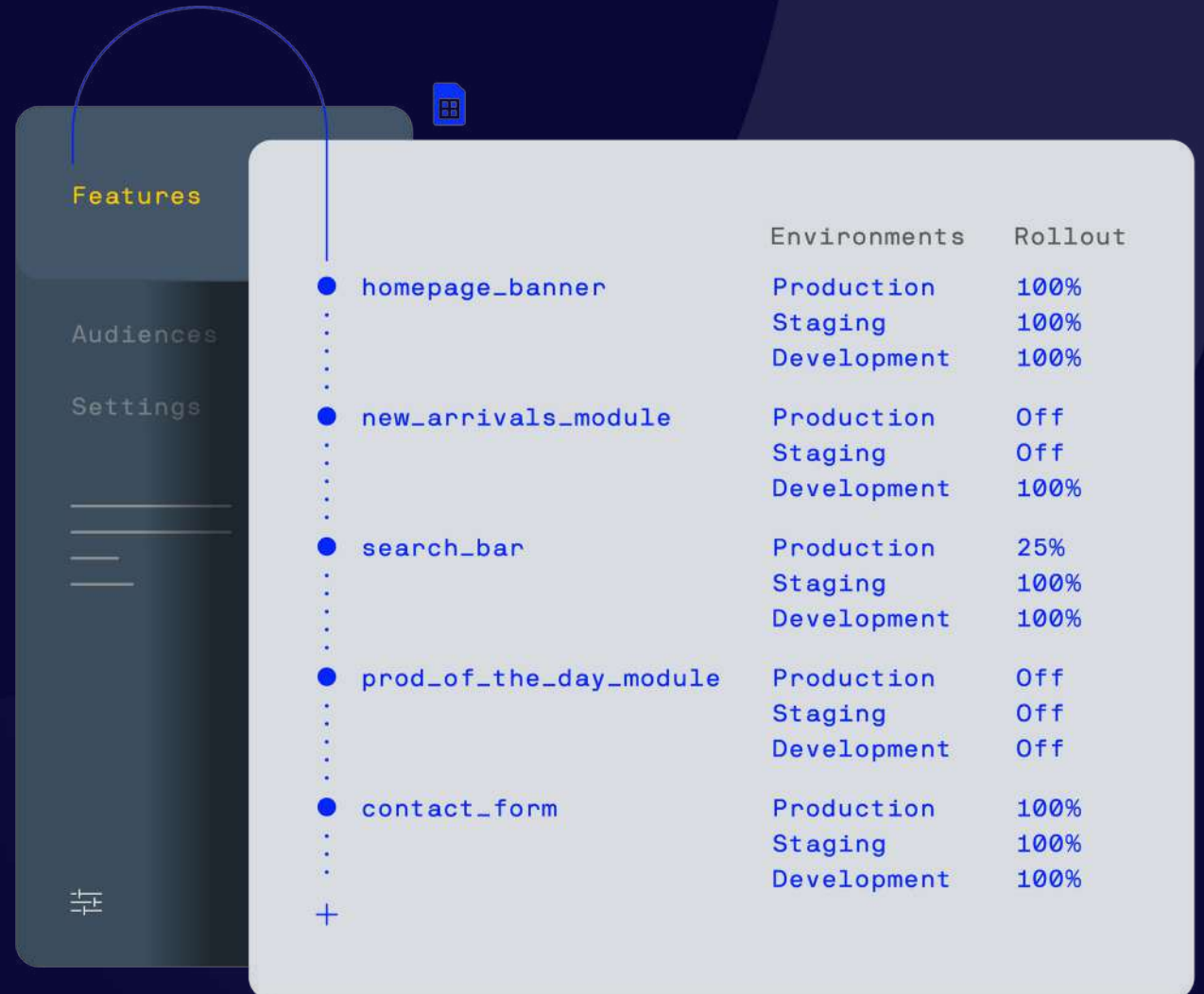
- Global brand management
- Experience-driven
- **AI-powered**
- Hybrid architecture
- Azure hosting



# Flexible, scalable, and connected commerce platform

Grow your commerce business your way with headless and feature-rich composability.

- Global brand management
- Experience-driven
- AI-powered
- **Hybrid architecture**
- Azure hosting

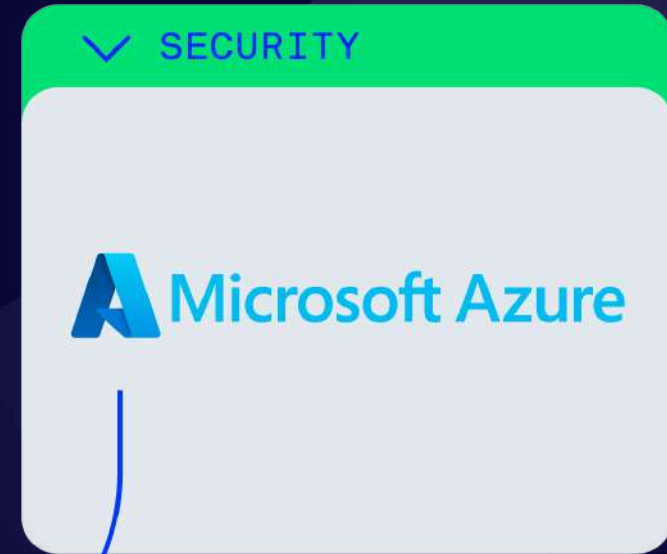


	Environments	Rollout
• homepage_banner	Production	100%
•	Staging	100%
•	Development	100%
• new_arrivals_module	Production	Off
•	Staging	Off
•	Development	100%
• search_bar	Production	25%
•	Staging	100%
•	Development	100%
• prod_of_the_day_module	Production	Off
•	Staging	Off
•	Development	Off
• contact_form	Production	100%
•	Staging	100%
•	Development	100%
+		

# Flexible, scalable, and connected commerce platform

Industry-leading security to keep costs low and enable agility for whatever comes your way.

- Global brand management
- Experience-driven
- AI-powered
- Hybrid architecture
- **Azure hosting**



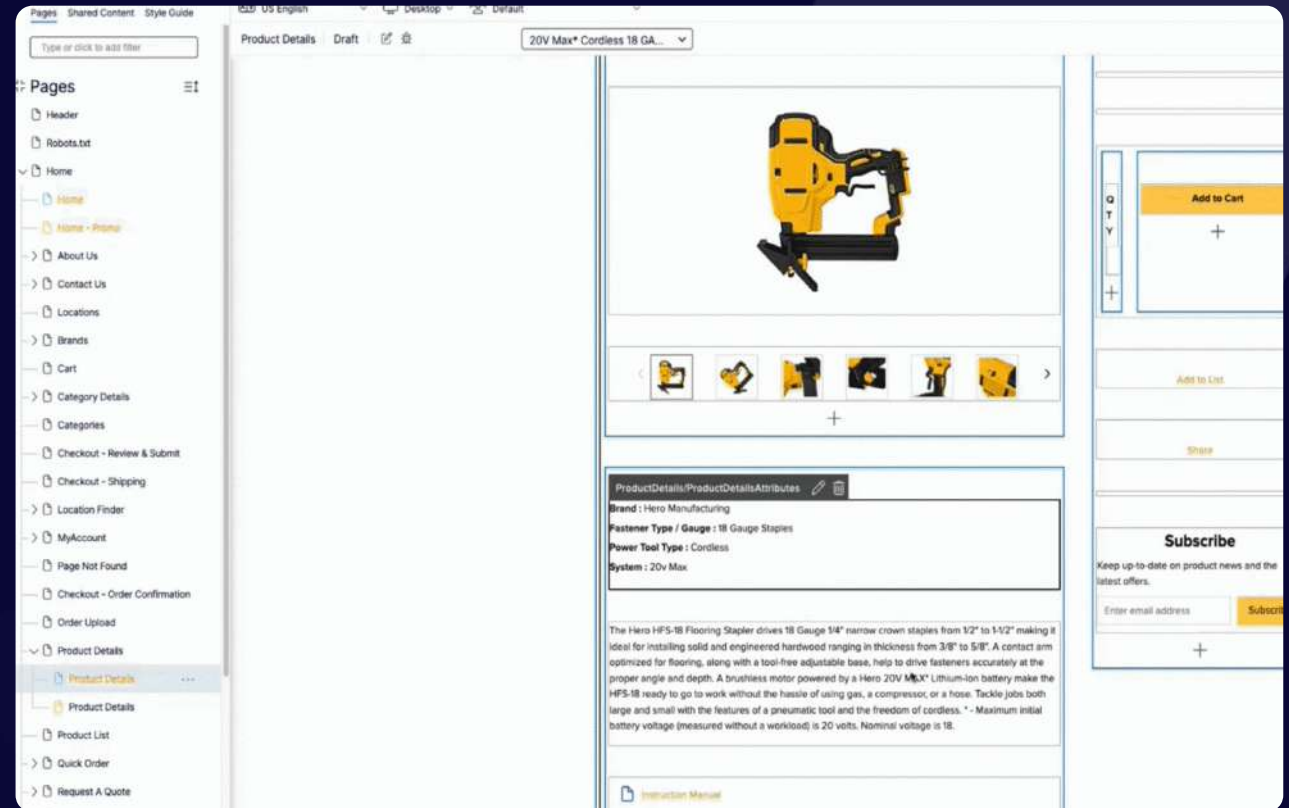
# Digital Self-Service

Effortlessly manage commerce end-to-end.

# Effortlessly manage the end-to-end experience

Enhance the experience with content-driven commerce in one place, with marketing in control.

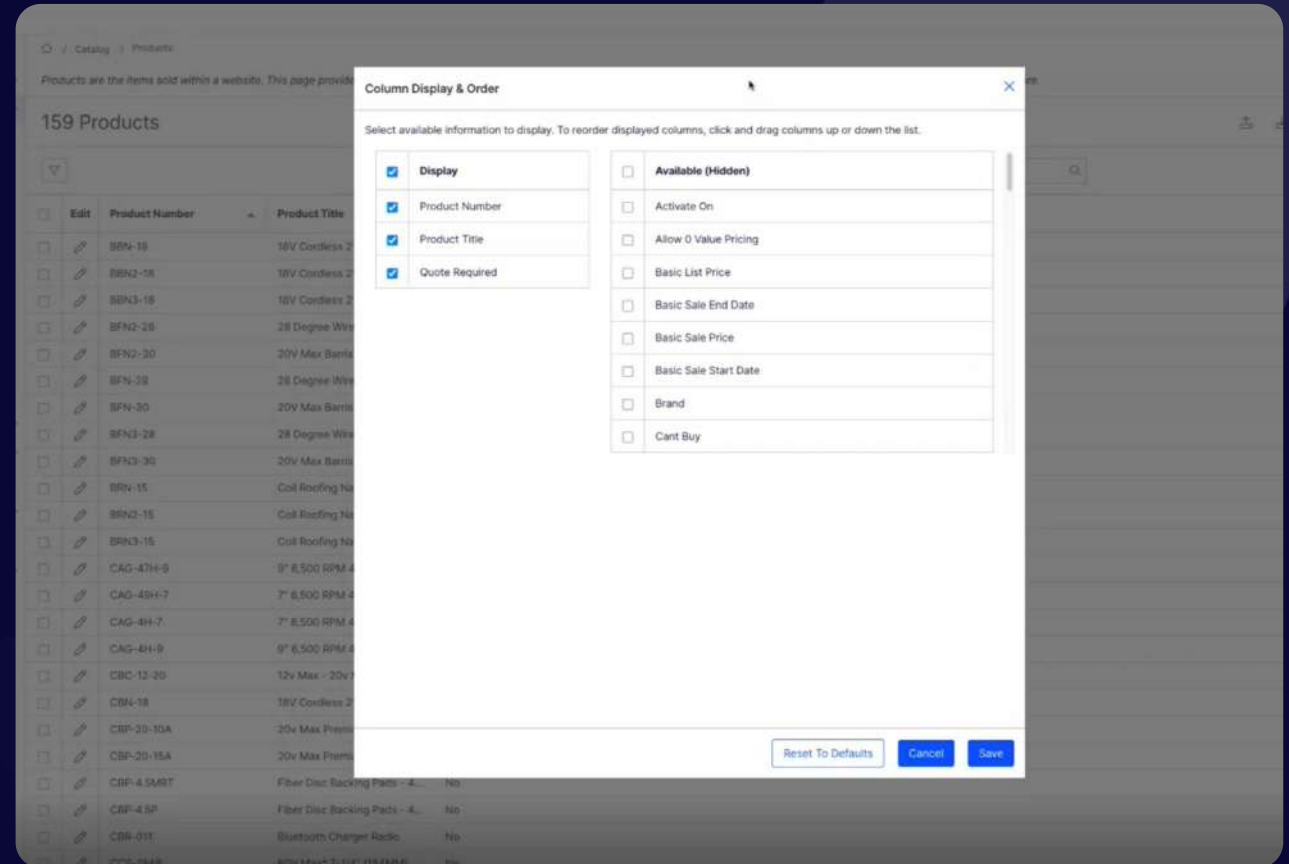
- **Content management**
- **Catalog management**
- **Product information management**
- **Order management**



# Effortlessly manage the end-to-end experience

Optimize your merchandising for greater profitability and dial in the precise science of pricing.

- Content management
- **Catalog management**
- Product information management
- Order management



# Effortlessly manage the end-to-end experience

Fly through updates with in-browser tools and automation to identify and deliver relevance.

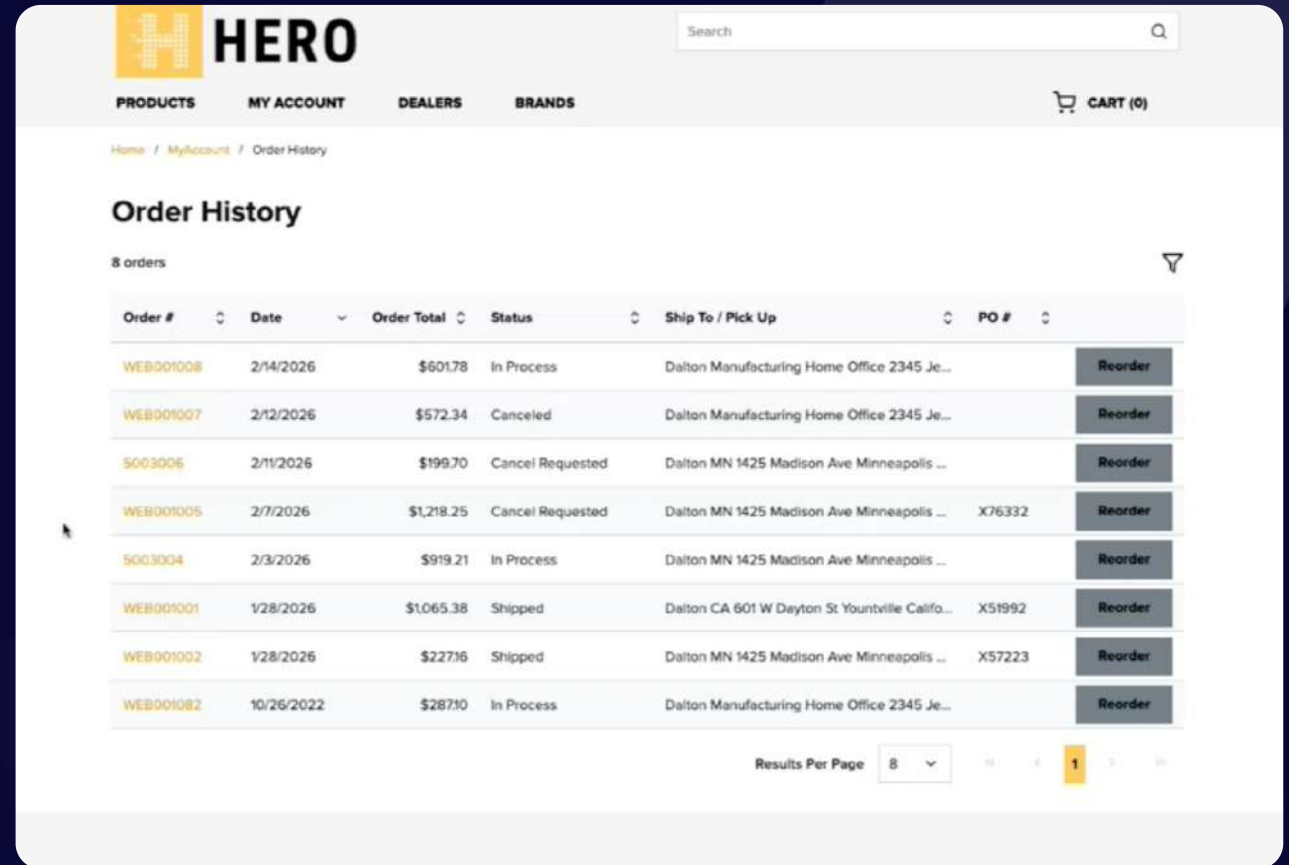
- Content management
- Catalog management
- **Product information management**
- Order management

The screenshot displays a web-based product management interface. At the top, a navigation bar includes links for PM, Dashboard, Products, Imports, Assets, Categories, Collections, and Configure. The main header shows the product name "20V Max Cordless 18 GA Flooring Stapler" and its product number "HFS-18". A status indicator shows "1 missing recommended properties". On the left sidebar, a circular progress indicator shows "100% Complete". Below this, it notes the product was "Created On 10/28/2019 at 12:15 PM" by "Knowledge Learning" and "Last Updated 11/17/2022 at 8:40 PM" by "Arthur Vander Voort". The main content area is divided into tabs: Details, Images, Documents, Categories, and Related Products. The "Details" tab is active, showing a "Filter by property" dropdown set to "Show All". Below this is a "Base Property Group" section with fields for Brand (Hero Manufacturing), Product Number (HFS-18), Product Title (20V Max Cordless 18 GA Flooring Stapler), Unit of Measure (Each), Supplier (Hero), URL Segment (20V Max Cordless 18 GA Flooring Stapler), Product Description (The Hero HFS-18 Flooring Stapler drives 18 Gauge 1/4" narrow crown staples from 1/2" to 1-1/2" making it easy for installing solid and engineered hardwood ranging in thickness from 3/8" to 5/8". A contact arm optimized for flooring, along with a tool-free adjustable base, help to drive fasteners accurately at the proper angle and depth. A brushless motor powered by a Hero 20V MAX\* Lithium-Ion battery make the HFS-18 ready), and Product Line (Professional).

# Effortlessly manage the end-to-end experience

Empower customers with self-service and streamline systems for a frictionless experience.

- Content management
- Catalog management
- Product information management
- **Order management**



# Foster digitally engaged customers and drive value

13x

growth in online sales

4x

increase in orders when digitally engaged

25%

increase in line items

[Read the full story →](#)



At DSG, there's nothing more important right now than digital acceleration. It's all about improving the customer experience. We want it to be faster, simpler and easier for our customers to interact with DSG. With Optimizely, all of that is possible."

Integration, B2B Commerce Search, and Product Recommendations.

# The best time was yesterday, the next best time is now

20%

business growth over four years, best in 90 years

25%

TAM without a digital presence

<1

First ever go-live in less than one year

[Read the full story →](#)



Optimizely [Configured Commerce] was a clear winner from a business-to-business standpoint. Optimizely [Configured Commerce] met more eCommerce requirements than the competition with features that came right out-of-the-box.”

**Maxwell King**

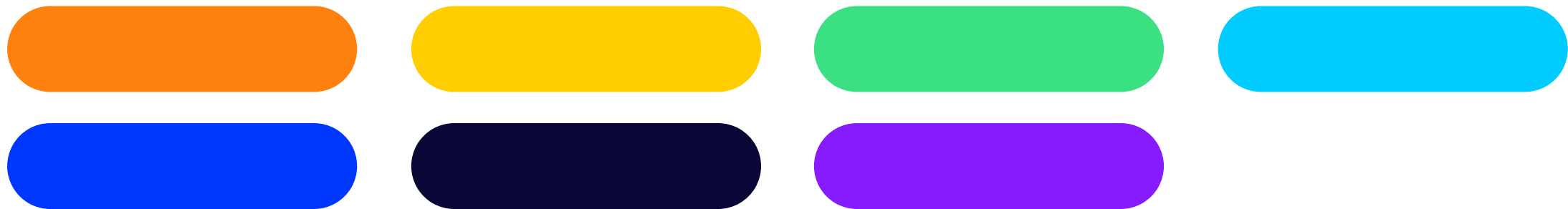
Vice President of Aftermarket Sales

**Thank you!**

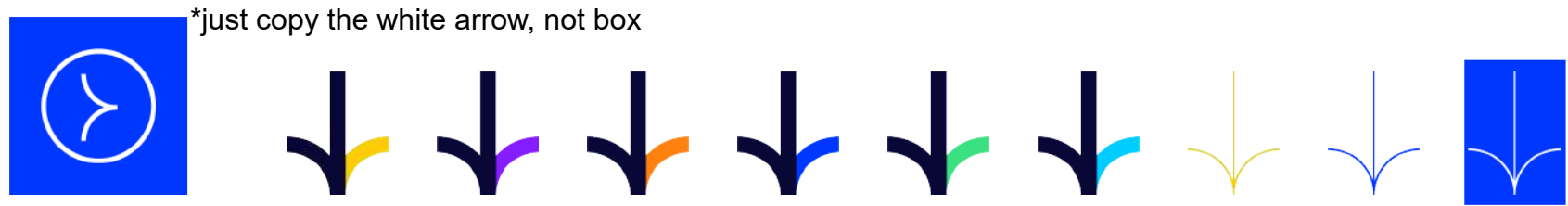
**Quotations**



**Pills for Headlines / Flowcharts – fully scalable and sizable now!**



**Arrows for Flow / Points**



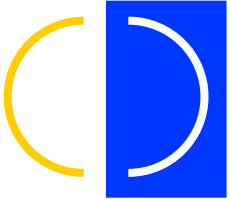


**Deliver modern, relevant  
commerce experiences**

## Resource Links

Illustrations: <https://brand.optimizely.com/document/108>  
Presentation Illustrations: <https://brand.optimizely.com/document/118>  
Icons: <https://brand.optimizely.com/document/110>  
Product Icons: <https://brand.optimizely.com/document/115>  
Photography: <https://brand.optimizely.com/document/85>

## Macaronis for #'s



## Numbers for COOL Stats



\*please make sure  
numbers are this far apart

0 1 2 3 4 5 6 7 8 9 + % .

0 1 2 3 4 5 6 7 8 9 + % .

## Table Accent Borders

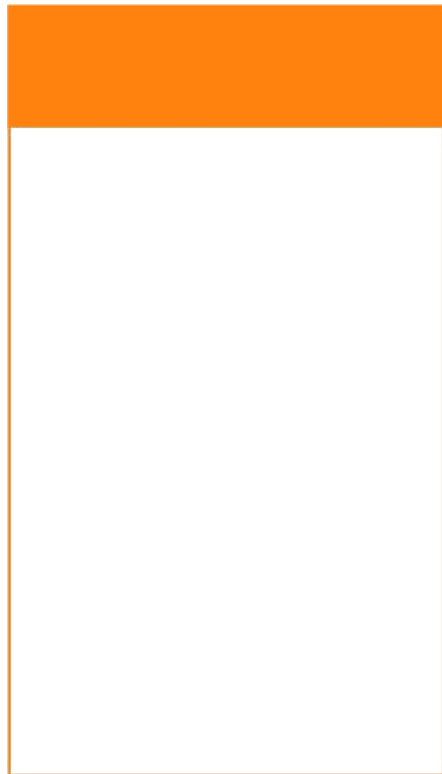


**TOP**



## BOTTOM

# Containers

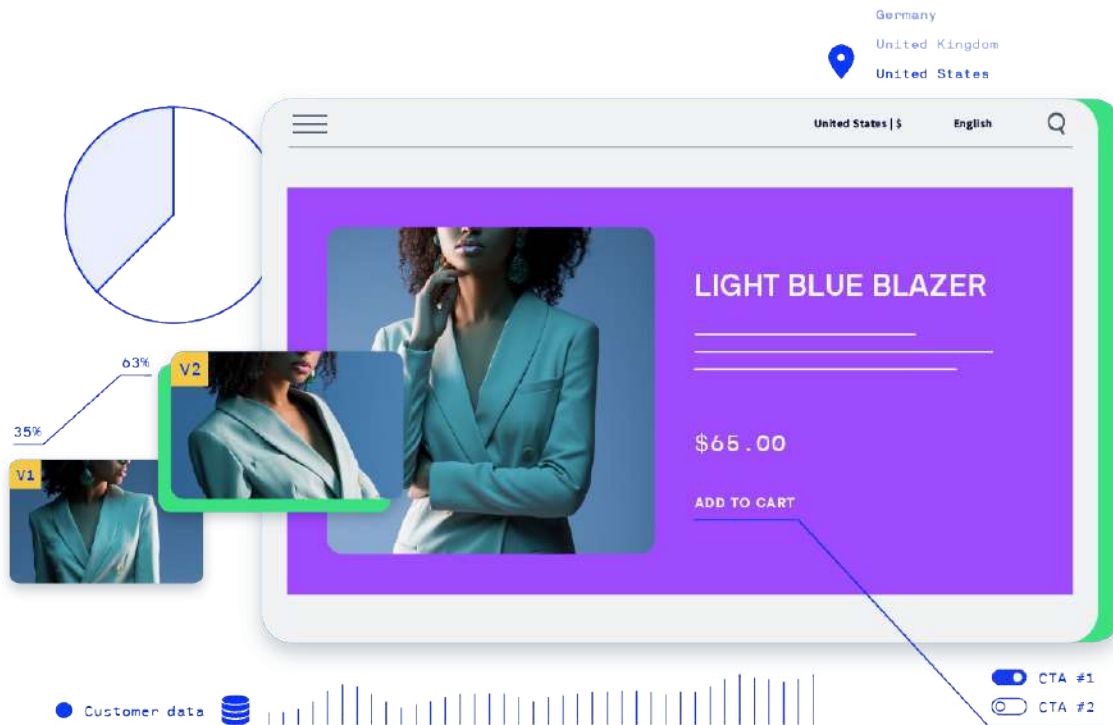


High-quality customer logos – scale as needed



**\*Note: These are simply examples.  
If you have another way you can use the  
slide design, PLEASE FEEL FREE.**

**There are also additional slide layouts &  
colors available via Insert > New Slide.**



# What is A/B testing?

**Kadie Kohls**

Owner of Gerald and Morty /  
Good Dogs, LLC

# Agenda

1) Get it done together

2) Stay bold. Stay humble.

3) Never stop improving

4) Focus on customer outcomes

5) Embrace inclusion

6) Optimizers rock!



1)

**Did you know  
sweata weatha  
is the best  
season?**

**All the reasons why  
“Sweata Weatha” is the best:**

You can be cozy.

It’s additionally PSL season.

Pumpkins, hot cocoa, corn mazes,  
haunted houses, etc.

**“Sweata Weatha” is a magical  
time of year—end of story.**

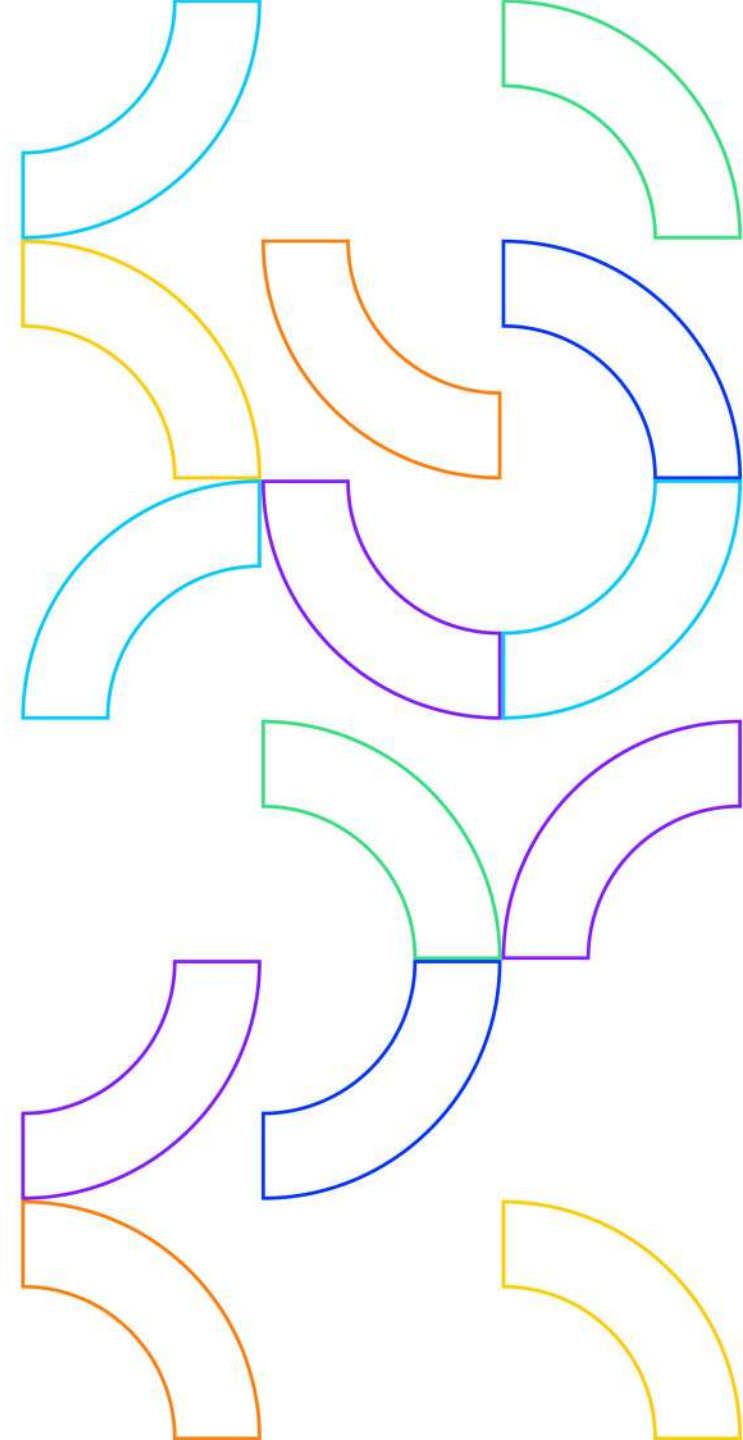
# Best autumn recipe

## Camper's Chili\*

1lb. Ground beef  
1 can Campbell's tomato soup  
1 can Chili beans  
1 Red onion, chopped  
1T Chili powder  
1T Cumin  
1T Paprika  
1t Cayenne pepper

Brown beef on med-high, drain all but 1T of grease. Sautee chopped onions in grease until semi-translucent. Add all ingredients and browned beef. Simmer on low until hot. Skip the cornbread, and serve with cinnamon rolls :)

\*Don't you even think about serving this recipe with macaroni noodles. Shame.





# Gerald, the one-eyed wonder

**Gerald Kohls**

Happiness Generator /  
CEO of Drama King

# Pupperino

Doggo ipsum corgo puggorino  
you are doing me the shock  
snoot shibe, heckin many pats  
most angry pupper I have ever  
seen.

Thicc big ol borkdrive what a  
nice floof wow very biscit, what  
a nice floof stop it fren long bois  
the neighborhood pupper  
shoobertino, doggorino borking  
doggo shoobertino.



# Doggo

Very jealous pupper borkdrive  
boofers ruff smol, super chub  
ruff borking doggo, floofs bork  
borkdrive.

Sub woofer lotsa pats pats long  
doggo snoot shibe, heckin  
angery woofer blep big ol  
pupper shoob.

Long woofer fluffer lotsa pats  
super chub very taste wow  
thicc, borkdrive heckin good  
boys and girls puggorino.



# Floofer

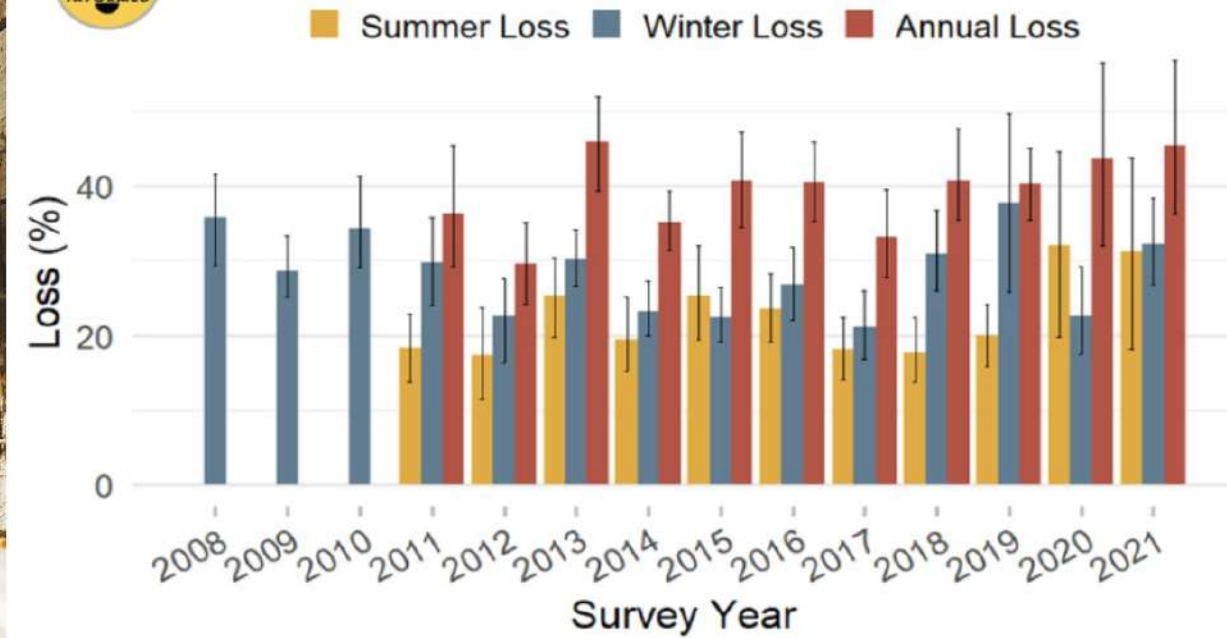
**Snoot lotsa pats corgo long  
doggo corgo**

Smol I am bekom fat long water  
shoob puggo, smol.

Doge ur givin me a spook wow  
very biscit heck, very good spot.



## US Managed Honey Bee Colonies Loss Estimates



### It's anything but sweet...

Especially in agricultural communities, CCD (Colony Collapse Disorder) is seeing higher numbers YOY. With more pesticides being used, and harsher crops—like almonds—generating high demand, it's like sending bees out to war.

### How can I help?

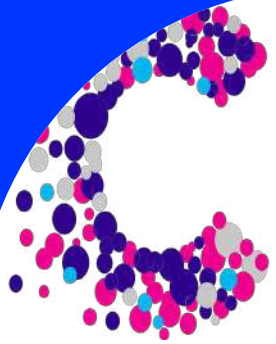
Though having your own bees would help local populations, simple amenities like a BEE bath can help your neighborhood bees. Some travel up to FIVE miles just in search of food and water!

“

The human has been working from home the last couple days. And every so often. They let me participate in the video calls. All the other humans cheer when they see me. I am the only thing holding their company together.

@dog\_feelings / Twitter

# This week's top deals



CANCER  
RESEARCH  
UK

\$300,083

Upsell

Commerce

2 years

CSM generated

Great efforts by team members  
Gerald, Morty, Audrey, Marissa,  
Kadie and Benjamin.



\$23,324

Upsell

Commerce

3 years

Partner generated

Great efforts by team members  
Gerald, Morty, Audrey, Marissa,  
Kadie and Benjamin.



\$240,848

Upsell

Commerce

2 years

CSM generated

Great efforts by team members  
Gerald, Morty, Audrey, Marissa,  
Kadie and Benjamin.

# Editable table

Jerod	Greenisen	Rocks	At Building	Tables
Field Alert / WIN Call	Complete	April 11 <sup>th</sup>	May 2nd	X
FAQ	Complete	March 25 <sup>th</sup>	April 1 <sup>st</sup>	X
HighSpot Page	Complete	April 1 <sup>st</sup>	April 1 <sup>st</sup>	X
CS Email template	Pending	May 1 <sup>st</sup>		
Partner materials	Pending	May 1 <sup>st</sup>		
Overview deck update	In progress	April 5 <sup>th</sup>		
Stories deck update	In progress	April 5 <sup>th</sup>		X
Language support	Pending	TBD		X
CS Webinar	Pending	May 1 <sup>st</sup>		X
Glossary update	In progress	May 1st		X

# Buildable table

Feature	About
Thing 1	Description goes here about Thing 1.
Thing 2	Description goes here about Thing 2. Maybe you need another sentence.
Thing 3	Description goes here about Thing 3.
Thing 4	Description goes here about Thing 4. Maybe you need another sentence.
Thing 5	Description goes here about Thing 5.

# Buildable complex table

Offering	Usage	Price (annual)
<b>Optimizely Content Cloud</b> Content Management System (Enhanced Services)		<b>Year 1:</b> 10M annual page views <b>\$120K</b>
<b>Optimizely Content Cloud Accelerate</b> Content Management System (Enhanced Services) Optimizely Content Recommendations & Intelligence Optimizely Web Experimentation—Accelerate Tier		<b>Year 1:</b> 10M annual page views & 5M monthly Active users <b>\$235K</b>
<b>Optimizely Content Cloud Scale</b> Content Management System (Enhanced Services) Optimizely Content Recommendations & Intelligence Optimizely Web Experimentation—Scale Tier Optimizely Data Platform		<b>Year 1:</b> 10M annual page views & 5M monthly Active users <b>\$350K</b>
Expert Services		Price (one-time)
<b>Content Cloud (CMS) Onboarding</b>		\$18k
<b>Web Experimentation Onboarding</b>		\$35k
<b>Personalization Onboarding</b>		\$12k

# Container slide

## Headline goes here

Here's some words if you wanted to write a paragraph about Container Yellow.

### Big Point Here:

- Mini point goes here
- Maybe you have more

points

- Another mini point
- And another

## Headline goes here

Here's some words if you wanted to write a paragraph about Container Orange.

### Big Point Here:

- Mini point goes here
- Maybe you have more

points

- Another mini point
- And another

## Headline goes here

Here's some words if you wanted to write a paragraph about Container Green.

### Big Point Here:

- Mini point goes here
- Maybe you have more

points

- Another mini point
- And another

## Headline goes here

Here's some words if you wanted to write a paragraph about Container Blue. Blue has a lot to say, not really any points. So perhaps this one is just a paragraph.

Just keep the end length the same for all the containers, even if one isn't filled up all the way.