Accelerate content time-to-market with Optimizely Orchestrate
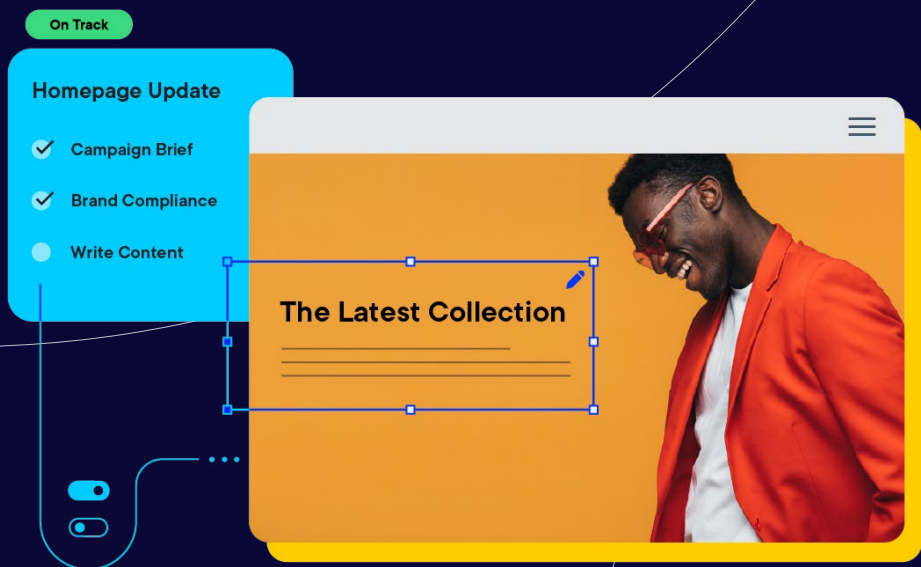
Plan, ideate, create, and publish faster than ever — all in one place.

On Track

Homepage Update

- ✓ Campaign Brief
- ✓ Brand Compliance
- ○ Write Content

The Latest Collection

Optimizely

Common challenges

Today's marketers are challenged to create high quality, multiformat content that fuels engagement throughout the customer journey. But delivering great customer experiences is hard, and marketers are often faced with:
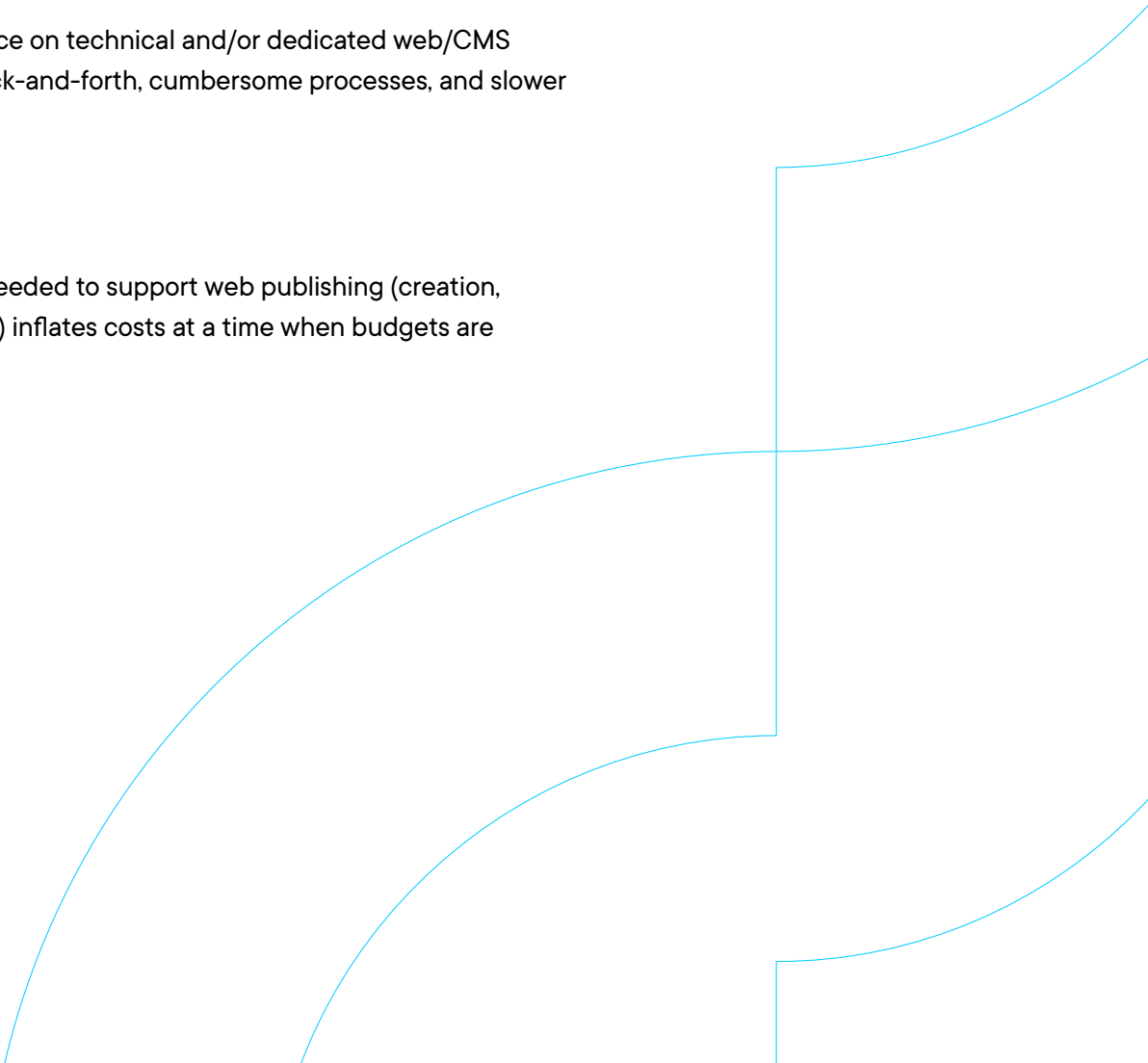
Unnecessary complexity

Marketers are using multiple tools to plan, create, execute, and measure content and campaigns, making collaboration difficult and visibility impossible.

Publishing delays

Marketing's dependence on technical and/or dedicated web/CMS teams means extra back-and-forth, cumbersome processes, and slower time-to-market.

High costs

Additional resources needed to support web publishing (creation, proofing, revisions, etc.) inflates costs at a time when budgets are minimizing.

Introducing Orchestrate: The most complete content solution

End-to-end content lifecycle management

Optimizely is revolutionizing the entire content and campaign process by enabling teams to plan, ideate, create, and publish content from a single, fully-integrated solution. By bringing together content and campaign creation, content publishing, asset management, and AI-powered content recommendations, teams are able to work more collaboratively, produce content faster, and deliver more consistent, engaging customer experiences.

PLAN → CREATE → STORE → PUBLISH → PERSONALIZE → ANALYZE

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A 5x category-leading Content Marketing Platform (CMP). Plan and build exceptional content and campaigns with ease.

Content Marketing Platform highlights

→ **Plan** and execute integrated campaigns through strategic briefs, campaign templates, workflows and more.

→ **Leverage** ideation insights, with data-driven recommendations to brainstorm new content topics.

→ **Govern** the content creation and approval processes with customizable intelligent workflows.

→ **Create and preview** web content with native, easy-to-use content editors.

→ **Create and publish** your content seamlessly to the Optimizely CMS—all from one place.

→ **Measure** the impact of content with engagement metrics and ROI analytics.

→ **Monitor** all content and campaign activity through shareable, highly visual calendars.

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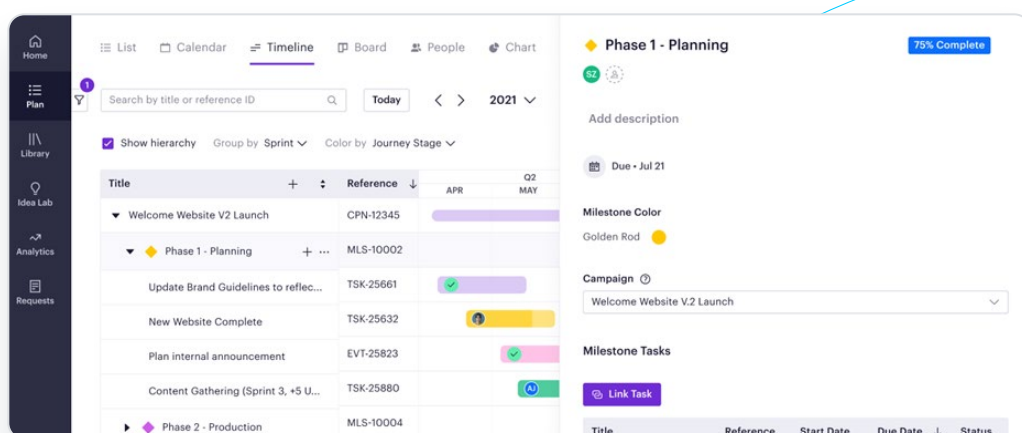
Modern, fully-integrated Digital Asset Management (DAM). Get more use out of all your assets.

Digital Asset Management highlights

→ **Store marketing assets** for easy access, all in one place.

→ **Upload any file type**, with user-friendly filtering and search capabilities.

→ **Automatically apply tags** (via AI) to uploaded images, making it easy to filter, discover, and reuse assets.

→ **Maximize content usage** via fully-integrated workflows to easily repurpose/reuse assets.

→ **Track the lineage and history** of assets (when they were used, where, and by whom.)

→ **Browse existing assets** and easily drag-and-drop them into the Editor.

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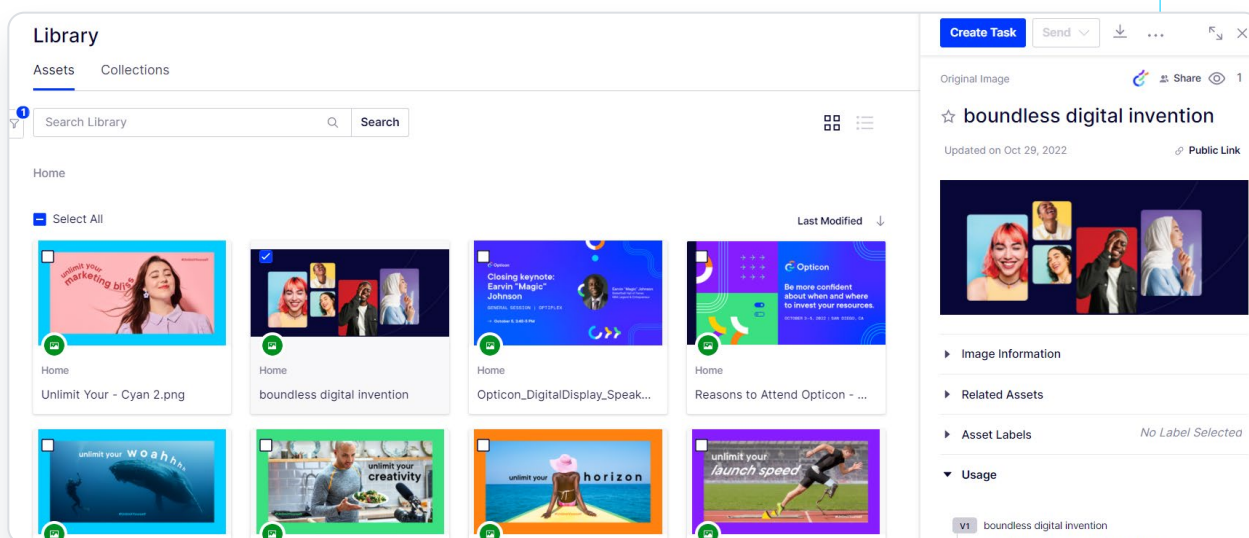
A best-in-class Content Management System (CMS). Deliver incredible content experiences with modern, marketer-friendly tools.

Content Management System highlights

→ **Let your creativity run wild** with unlimited layouts and drag-and-drop functionality for ultimate ease-of-use and flexibility.

→ **Go global** with support for managing multi-lingual content and translation processes.

→ **Get a full view** into how content appears—wherever it's published—with in-context editing and previews.

→ **Push content seamlessly** from Optimizely's CMP into the CMS for publication.

→ **Publish and manage** content easily with modern, editor-friendly interfaces—from full page layouts to simple text blocks.

→ **Personalize content** for different audiences based on location, visited pages, profile properties, keywords, and more.

→ **Protect your data** and maintain regulatory compliance with the latest security certifications, support and monitoring, and modern content governance capabilities.

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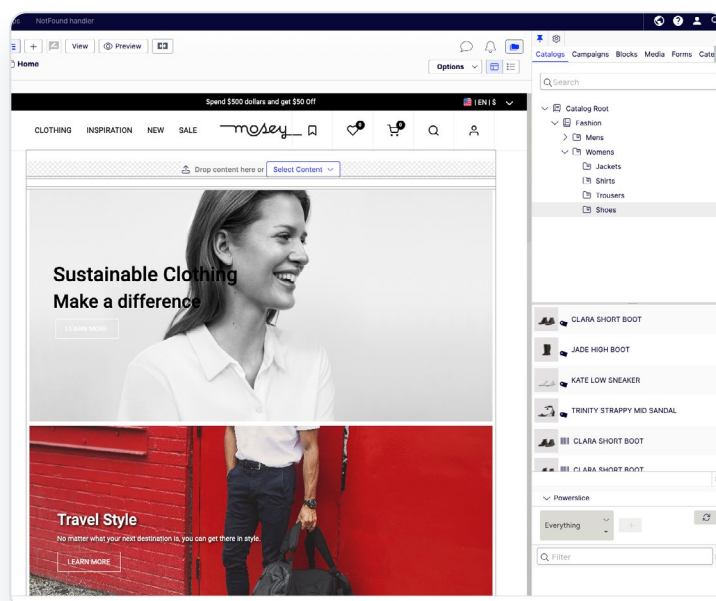
Cutting-edge, AI-powered recommendations. Get AI-generated insights to deliver personalized content in real-time.

Recommendations highlights

→ **Skip the manual audits** and know what topics your content covers quickly with artificial intelligence (AI) and natural language processing (NLP) dashboards.

→ **Use big data analysis** to make informed decisions about what content to create next.

→ **Know exactly which topics drive conversions** and revenue, and never waste time creating low-ROI content again.

→ **Personalize content at scale** with AI-powered recommendations that act upon the unique interests of each individual, in real-time.
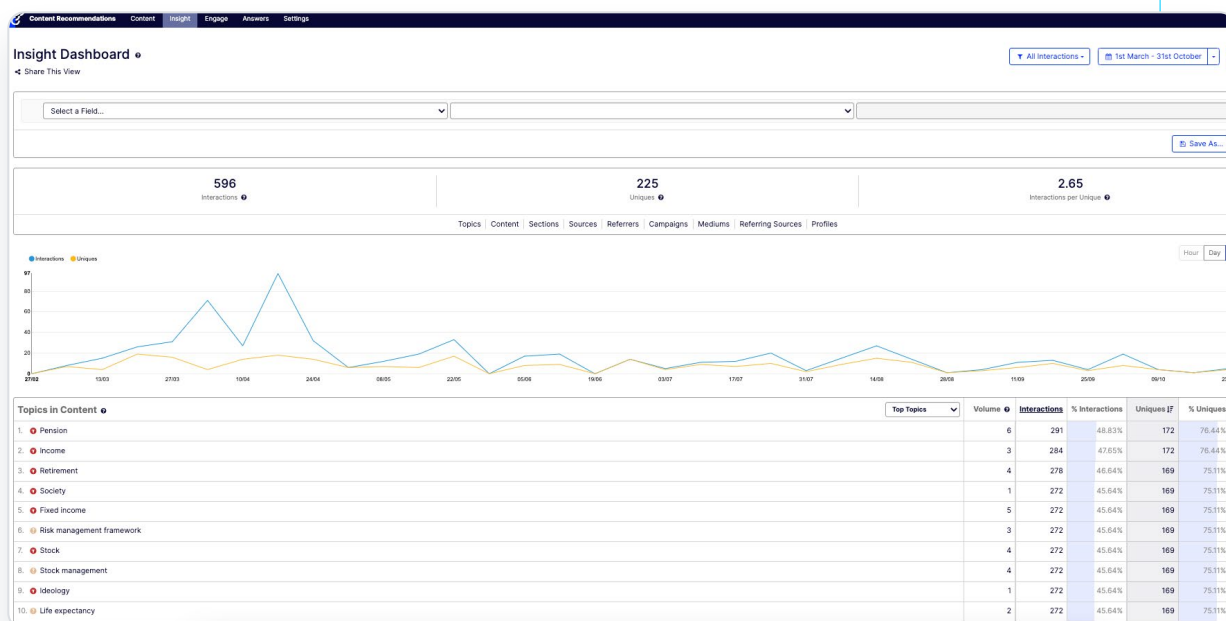
Conclusion

Orchestrate better marketing — faster than ever before.

When teams can plan, ideate, create, publish and measure all from a single place, they work more collaboratively, produce better content faster, and deliver more engaging digital experiences. Optimizely helps teams:

Work more collaboratively

Simplify the content and campaign process by creating, publishing, and reusing approved content — all within one place.

Go to market faster

Utilize approved content and assets, campaign templates, and flexible workflows to speed up marketing production while maintaining governance.

Lower marketing costs

Eliminate extra time, tools, and dev help to get content and campaigns up and running, lowering overall spend.

At Optimizely, we're on a mission to help people unlock their digital potential. Our leading digital experience platform (DXP), equips teams with the tools and insights to create and optimize in new and exciting ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices globally are proud to help over 9,000 brands, including Electrolux, Uber, Visa, WSJ, Santander, The Red Cross and Mazda enrich their customer lifetime value, increase revenue and grow their brands. Learn how we unleash new limits at **optimizely.com**.