

Optimizely Content Cloud

Content is the core of
every great experience

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Overview

Best-in-class CMS

Optimizely Content Cloud provides a single place to create, manage and deliver rich and secure experiences to each individual.

- Build customer-centric marketing strategies
- Automate engagement with each customer
- Rapidly adapt to changes in the market

Built for speed

Faster deployment and operations than all other business-grade competitors. You get the fastest payback time, the highest ROI and a faster route to customer happiness.

It's not a great customer experience if its 5 months late

The gap between customer expectation and customer experience is growing, not shrinking. Optimizely's intuitive interfaces focus on rapid delivery to put you in control.

Faster digital agility to respond to trends and market condition without developer involvement

Optimizely uses a continuous upgrade model, shipping 51 backward compatible upgrades in 2020. Spend less time and money keeping up-to-date and more time using the latest features to keep you productive and delight your customers.

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Analyst Insights

Independent research from [Gartner](#) highlights the simplicity and speed of Optimizely (Episerver), and that implementing and customizing our platform is easy.

[Forrester's Wave for Agile Content Management Systems™](#) also highlights the balance of developer and practitioner tools, giving Optimizely (Episerver) the highest vendor score for this criteria. Our platform is known for its exceptional ease of use and taking the weight off IT Teams' backlogs.

[Forrester's Total Economic Impact™](#) study showed that Optimizely (Episerver) customers enjoy a 299% return on investment over three years and a break-even point of less than 6 months. IT also benefit from a 50% reduction in time spent on content management tasks.

Figure 1. Magic Quadrant for Digital Experience Platforms



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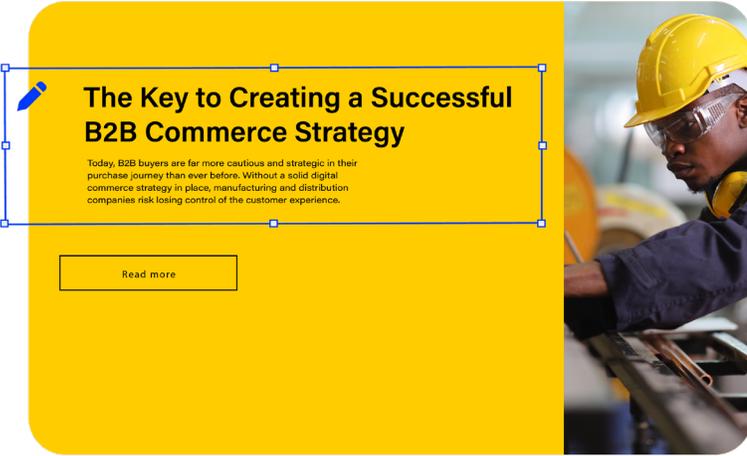
Why Content Cloud

Your one source of content truth

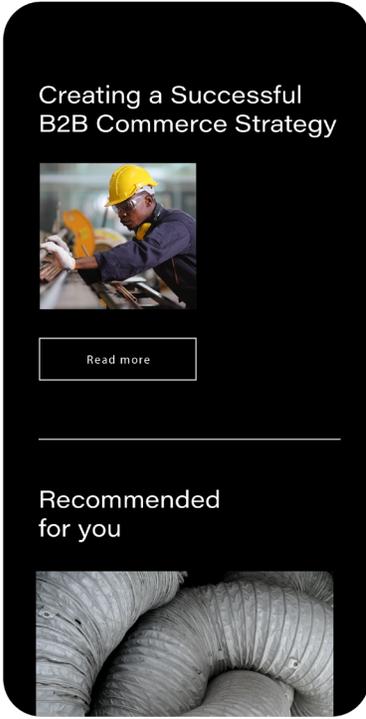
By using Optimizely Content Cloud you can create once and publish everywhere. With more content re-use you get greater value from every piece of content and asset you create.

Users can create, edit and preview for multiple devices and channels in one place, with clicks, not code. Because Optimizely separates the presentation from the content you can re-use your content on any channel, with any technology.

 Web



 Email



 SMS



Easy to use

With Optimizely Content Cloud's streamlined interfaces for full page layouts through to simple blocks of text, your teams can get to grips with the technology fast and increase their productivity.

Marketers can work in a WYSIWYG environment, managing the design of pages with drag and drop giving them the ability to rapidly respond to the changing needs of your audiences and channels.

Easy Collaboration

Optimizely Content Cloud enables your teams to better work together to control the content and websites themselves, empowering marketers to publish content, without developer resource.

With our Projects functionality you can manage bundles of assets with ad hoc teams to help you work towards specific go live launches.

At the same time, you can ensure brand consistency and compliance through templates, security, versioning, approval and workflow.

Beyond brochureware

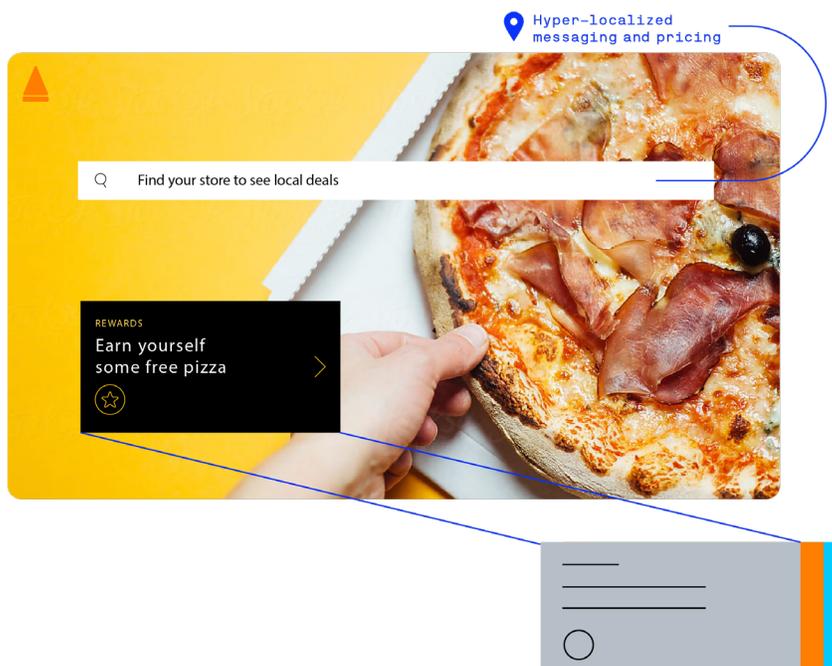
Optimizely Content Cloud provides native capabilities that go beyond managing the content of your website.

- Rules based personalization enables you to show different content to new or returning visitors, to respond to referral URLs such as paid ads or to change your recommendations based on how they are browsing your site.
- Native A/B testing quickly guides authors to the most effective presentation as part of their editing flow.
- Webforms can be created and re-used to capture conversions on site.

“

Optimizely helps us a lot, especially with the time-to-market. Our marketers and content creators are able to do the edit the app and web experiences.”

Liz Spranzani
Chief Technical Officer / Verndale



Simple, transparent pricing

We believe that our customers should understand exactly what they're getting for the money they spend with us. [Gartner's 2021 Magic Quadrant for DXP](#) recognizes this, making it clear that our transparent, modular pricing structure makes it easy for businesses to grasp what they are buying.

Not all clouds are created equal

All these benefits are included with Optimizely.

Speedy CDN: With cloud data centers all over the world, we put computing power near your customers. We provide elastic auto-scaling along with load balancing to grow with your success.

Security: Optimizely is ISO27001 Compliant and includes built-in security processes to keep crucial components up to date with strong mitigation features built-in to content and distribution layers. Secure SSL/TLS encryption and firewall ensures the safety of your data.

Business Continuity: We enable you to roll back and recover from issues pertaining to programming or software errors. We include disaster recovery with full backup and migration between data centers with a 24/7/365 DevOps team.

Strategic Monitoring: 24/7/365 monitoring of all vital parameters of your digital presence to notify you of deviations from the norm. DDoS mitigation is always on to identify attacks early. We also monitor the code running your digital presence to detect serious issues at a very early stage.



Intelligent Content

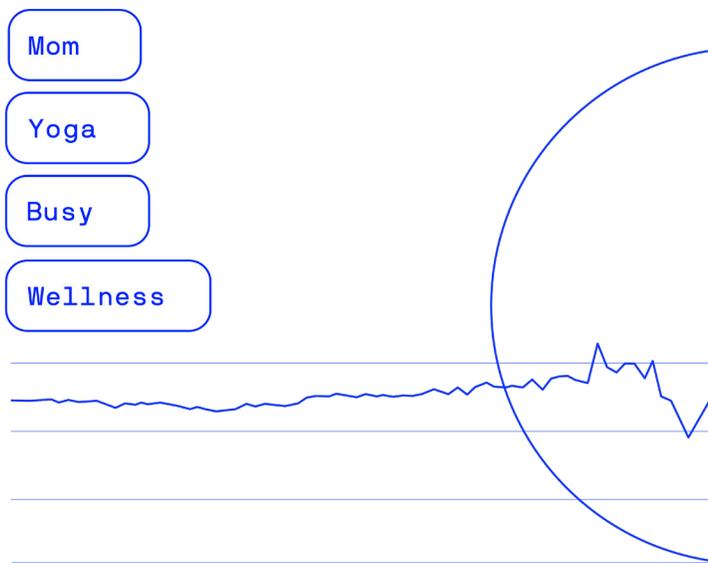
With integration to our optional Intelligence Cloud capabilities, Optimizely uses advanced AI-based personalization which allows automated and dynamic targeting of individuals based on their behavior and intent.

Using first-party intent data, our platform generates new and predictive datasets on your customers. This then allows the creation of tailored content experiences without overloading your team and without needing specialist data science skills.

Content Intelligence helps you to understand the content that you already have, through Natural Language Processing topics and keywords are extracted without the need for your team to add metadata every time they add content.

These topics can then be used to inform your team the terms that visitors are interacting with the most and crucially, where you have the need to create more content so that you can use data to inform your content strategy.

Content Recommendations are then used to match the visitors' profiles to the next best content for their journey, you don't need to create and manage rules, just set and forget for instant, 1:1 personalized experiences for your visitors.



Advanced AI-Based Personalization

Recommended classes for you



Power yoga
31 min



Flexible delivery

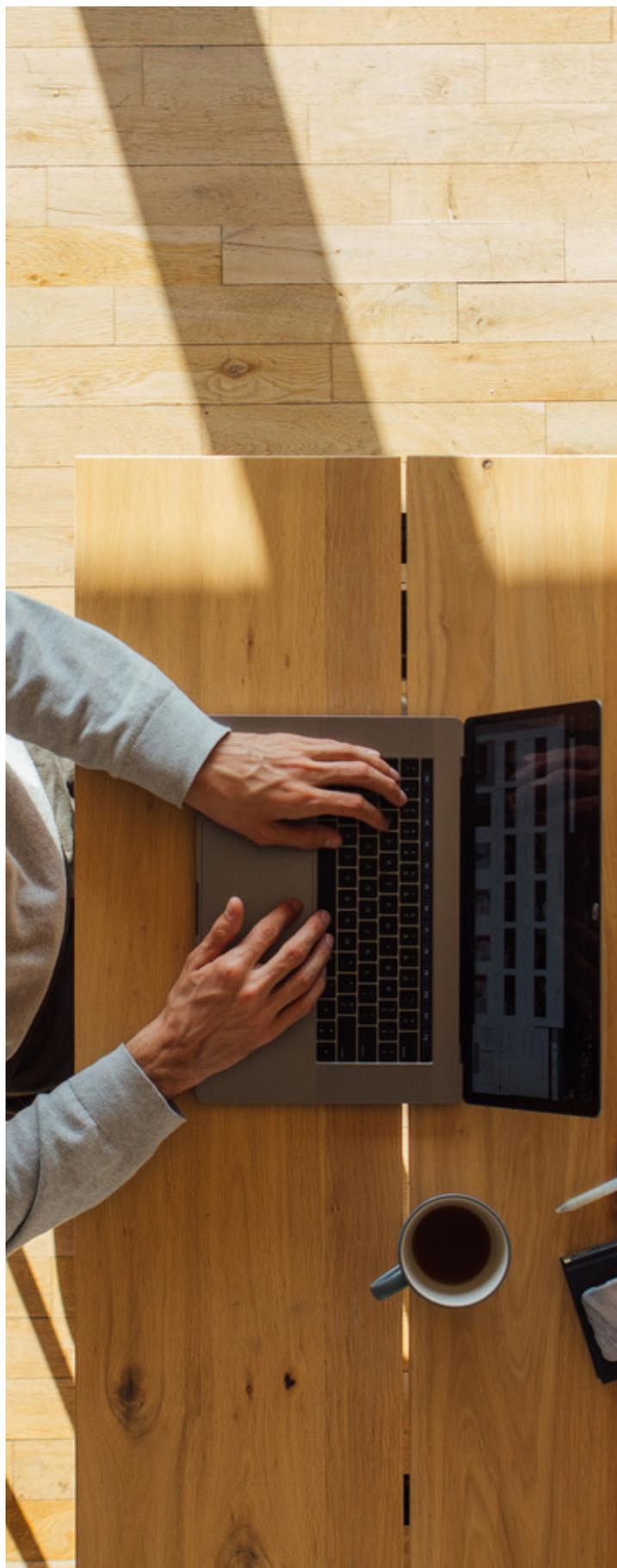
Traditional, headless and hybrid delivery options in the same platform ensure you can maintain content centrally and serve the experience to your audience using the best technology for that channel.

Integration

Optimizely has an open ecosystem approach, avoiding locking customers in. Leading analysts recognize our focus on providing customers with the building blocks for digital experience management, supported by APIs and web services. Out-of-the-box features in Optimizely, such as projects, personalization, collaboration, and workflow require no additional development or upgrades.

Marketplace

The Optimizely App Marketplace is where you can find extensions to the Optimizely platform, including applications, integrations, add-ons, and connectors to Optimizely that broaden your users' digital experience.



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](https://www.optimizely.com).