



# Webtrends Optimize's Experimentation + Personalisation Platform

Helping users craft better performing online experiences.

Used by some of the world's best brands and agencies:

PRETTYLITTLETHING

TED BAKER  
LONDON

JD GETTHE  
LABEL

SCAN®

VictoriaPlum.com

Ryman

Robert Dyas  
Home • Kitchen • DIY • Garden

Virgin  
wines

the  
trussell  
trust

DIABETES UK  
KNOW DIABETES. FIGHT DIABETES.

WaterAid

NORSE

Netflights

ODEON

UFC FIGHT PASS

GRAVITY®

TRAVELREPUBLIC

Thomas  
Cook

CommunityFibre

Home Office

FORS  
FLEET OPERATOR  
RECOGNITION SCHEME

TV LICENSING

AJBell

CONVERSION

Creative CX

IMPRESSION

JOURNEY  
FURTHER

dentsu x

jellyfish

this is digital.

fresh  
egg

REO

swanky

# Our vision, our mission

Webtrends Optimize strives to be the most useful and most human experimentation platform on the market. We take this approach covering all aspects of working with us. From the product, which is practical, practitioner-focused and has advanced features, through to services, where we aim to collaborate with customers as though we're part of the team on Slack or Teams.

Our goal is to give customers an advanced platform and dynamic team to work with, to ensure their goals are met. We also flex with them, and are more open to building technology to meet needs where most others wouldn't. This pairs our capability with a desire to help.

## A brief history of Webtrends Optimize

Webtrends Optimize began life in 2000, as one of the first commercially available testing platforms under the company Widemile Inc. Webtrends acquired the platform as part of its growing footprint on the digital analytics space in 2009. After Oracle purchased then-Webtrends Infinity Analytics, Webtrends Optimize spun off as its own company in 2018. Run primarily from the UK since then, we have a renewed focus on partnerships and collaboration, as well as large scale change with a new UI, reporting pipeline, features, etc.

### Under one roof with Prettylittlething

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eu consectetur libero. Praesent suscipit urna id orci tristique, at sollicitudin tortor convallis. Ut id est vitae nisi interdum euismod. Donec congue a lacus eget tempus. Phasellus id lacus nisi. Sed viverra magna nec nisi elementum, ut finibus quam sagittis.

**Elisia McCabe - UX and CI Manager @ Prettylittlething.com**



### Innovation with Virgin Wines

Virgin Wines wanted to recommend the perfect case of wine to their customers, but complexities around seasonality and stock meant they were unable to do this for 5 years. Until they met Webtrends Optimize.

"We originally thought that a test of this complexity would never get off the ground, but we had confidence that if anyone could do it, Webtrends Optimize could."

**Stuart Brown, Head of eCommerce @ Virgin Wines**



# Features & Capabilities of Webtrends Optimize

## FULL STACK



Web



Server



Mobile



IoT

## UNLIMITED AS STANDARD



Unlimited  
Tests Live



Unlimited  
UI Users



Unlimited  
Metrics



Use of all  
features

## TEST BETTER



Build  
Framework



Discovery  
Reporting



Mutual  
Exclusions



No-code  
Widgets



Proactive  
Alerting



No Content  
Flickering



QA  
Widget

## PERSONALISE



Behavioural  
Personalisation



Urgency  
Messaging



Social  
Proofing



Recommendations

We're the all-inclusive platform, offering usually paid-for options such as Full Stack, Social Proofing, Recommendations, and full use of the platform **at no additional cost**.

## Commercial model & Free trials

**No more tiers** - All features of Webtrends Optimize are available to all users. As a result, there is no such thing as Webtrends Optimize Start/Growth/Business/Enterprise. You simply use what you'd like, with no restrictions from us.

**Pay only for your traffic** - Our pricing scales from free for the smallest websites, infinitely into the enterprise. We charge by Unique Sessions per month/year. which given browser adoption of techniques like ITP is a more reliable calculation you can make than counting unique users.

**30 day free trial** - Want to make sure we're the right fit? We get it. You can sign up for a 30 day free trial at our website [webtrends-optimize.com](https://webtrends-optimize.com)



# Webtrends Optimize

Pioneering in experimentation since 2000

Read more at [webtrends-optimize.com](https://webtrends-optimize.com)

