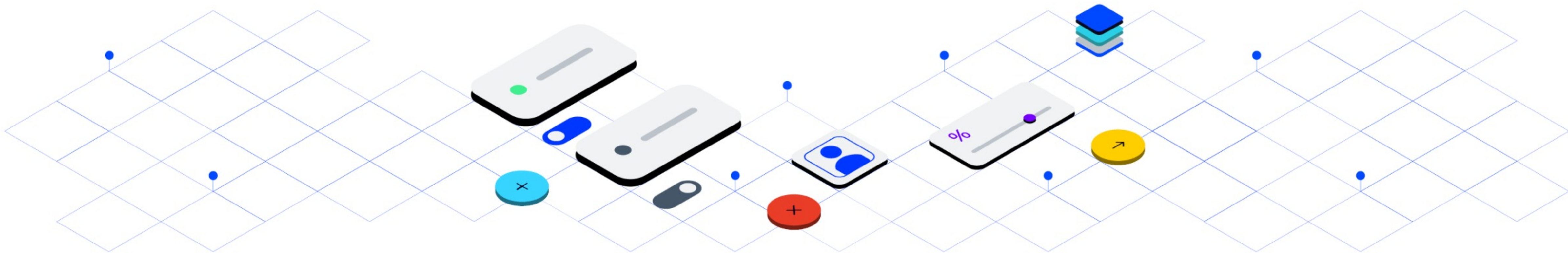


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PRODUCT & ENGINEERING

MARKETING & GROWTH



Media Company Utilizes Optimization to Drive Key Business Metrics

Discovery Communications uses Optimizely to improve their online visitor experience and drive revenue in two major ways – by optimizing video engagement and improving ad viewability.

6%

Lift in Viewership



Optimizes an Algorithmic Experience

StubHub uses Optimizely Full Stack to experiment deep in their product. By testing multiple iterations of their search engine algorithms, they were able to improve the conversion rate by 20% and increase revenue.

20%

Increase in search conversion rate



Validates Products Faster with Experimentation

Blue Apron creates incredible experiences. Founded in 2012, Blue Apron is a consumer lifestyle brand that symbolizes a love of home cooking, excitement and discovery, and deep, meaningful human connections.

100%

Deployment



Language

Platform Features & Benefits

Platform
Plans
Developers
Feature Flags

Solutions

Marketing
Product
Engineering
Data
Retail
Travel
High Tech
Finance
Media

Customers

Case Studies
Solutions Partners
Technology Partners

Resources

Resource Library
Blog
Optimization Glossary
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Events

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Other

Platform Status
G.R.O.W. with Optimizely
Global Services
Customer Success
Knowledge Base
Academy