## Create & Launch Experiments

Bring your ideas to life quickly and start making decisions with actionable data.

| | Standard | Professional | Premium |
|---|:---:|:---:|:---:|
| A/B Tests | ✔ | ✔ | ✔ |
| Multivariate Tests | ✔ | ✔ | ✔ |
| Mobile developer tools | ✔ | ✔ | ✔ |
| Preview Mode | ✔ | ✔ | ✔ |
| Conditional Activation | ✔ | ✔ | ✔ |
| Multi-page (funnel) Tests | | ✔ | ✔ |
| Cross-browser Testing | | ✔ | ✔ |
| Experiment Scheduler | | ✔ | ✔ |
| Project JavaScript | | ✔ | ✔ |

## Discover Visitor Insights

Learn more about the visitors that connect with you on your websites and mobile apps.

| | Standard | Professional | Premium |
|---|:---:|:---:|:---:|
| Source type | ✔ | ✔ | ✔ |
| Browser type | ✔ | ✔ | ✔ |
| Campaign | ✔ | ✔ | ✔ |
| Device type | ✔ | ✔ | ✔ |
| Custom segmentation | | ✔ | ✔ |
| Custom Reports | | ✔ | ✔ |
| Report Annotations | | ✔ | ✔ |

## Target Optimized Experiences
Focus on your highest value visitors.

|  | Standard | Professional | Premium |
|---|:---:|:---:|:---:|
| Referrer URL | ✔ | ✔ | ✔ |
| Query Parameter | ✔ | ✔ | ✔ |
| Traffic Source | ✔ | ✔ | ✔ |
| Language | ✔ | ✔ | ✔ |
| Ad Campaign | ✔ | ✔ | ✔ |
| New vs. Returning visitors | ✔ | ✔ | ✔ |
| Custom Event |  | ✔ | ✔ |
| Custom JavaScript |  | ✔ | ✔ |
| Custom Dimensions |  | ✔ | ✔ |
| Cookies |  | ✔ | ✔ |
| Custom Tags |  |  | ✔ |
| Time of Day |  |  | ✔ |
| Geotargeting |  |  | ✔ |
| IP Address |  |  | ✔ |
| Third Party Data Audiences |  |  | ✔ |

## Integrate Data Across Platforms
Seamlessly integrate with the tools you already use.

|  | Standard | Professional | Premium |
|---|:---:|:---:|:---:|
| API Access | ✔ | ✔ | ✔ |
| Plan Specific Integrations | ✔ | ✔ | ✔ |
| Data Export | ✔ | ✔ | ✔ |

## Security and administrative control

Empower your team with a platform trusted by over 6,000 organizations around the world.

| | Standard | Professional | Premium |
|---|:---:|:---:|:---:|
| Multi Account Login | ✓ | ✓ | ✓ |
| Experiment Change History | ✓ | ✓ | ✓ |
| 2-Step Verification | ✓ | ✓ | ✓ |
| User-Based Roles and Permissions | | ✓ | ✓ |
| Admin 2-Step Verification | | | ✓ |
| Detailed Change History | | | ✓ |
| Single Sign-on | | | ✓ |
| Number of Collaborators | 10 | 20 | 20+ |

## Platform Features

Industry-leading capabilities at the core of the Optimizely platform.

| | Standard | Professional | Premium |
|---|:---:|:---:|:---:|
| One-line implementation | ✓ | ✓ | ✓ |
| Visual Editor | ✓ | ✓ | ✓ |
| Stats Engine | ✓ | ✓ | ✓ |
| CDN Balancing | ✓ | ✓ | ✓ |

## Support

World-class support resources available at your fingertips.

| | Standard | Professional | Premium |
|---|:---:|:---:|:---:|
| Community | ✓ | ✓ | ✓ |
| Knowledge Base | ✓ | ✓ | ✓ |
| Academy | ✓ | ✓ | ✓ |
| Online Tickets | ✓ | ✓ | ✓ |
| Phone Support | ✓ | ✓ | ✓ |
| Enterprise Onboarding | ✓ | ✓ | ✓ |

Learn more at **optimizely.com/plans**