



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

T E D B A K E R
L O N D O N

GETTHE
LABEL.com

SCAN[®]

VictoriaPlum.com

Ryman

Robert Dyas



the
trussell
trust

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WaterAid

NORSE

Netflights

ODEON

UFC FIGHT PASS

GRAVITY[®]

TRAVELREPUBLIC

Thomas
Cook

Golfbreaks

CommunityFibre

Home Office

TV LICENSING

AJBell

CONVERSION

CreativeCX

IMPRESSION

JOURNEY
FURTHER

dentsu X

jellyfish

this is digital.

fresh
egg[®]

REO

swanky

daydot

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 advance 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.

Consolidating tools for Prettylittlething

"We are excited to be working with Webtrends Optimize to support us in the optimisation of our onsite journey. Their platform capabilities allow us to consolidate our testing, personalisation and social proofing tools into one - which is what we needed from a partner."

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 Tests Live	Unlimited UI Users	Unlimited Metrics	Use of all features

UNLIMITED AS STANDARD

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. There is no such thing as Webtrends Optimize Starter/Enterprise. Use what you'd like with no restrictions from us.

Only pay by your traffic

Our pricing scales from free (upto 10k sessions/mo), infinitely into the enterprise. We measure by Unique Sessions per month/year. which better services the modern landscape with ITP.

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 of the Optimize platform at on website at webtrends-optimize.com.



Webtrends Optimize

Pioneering in experimentation since 2000

Read more at webtrends-optimize.com

