

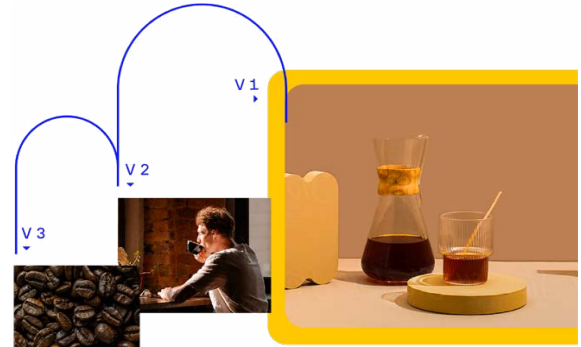
Whether your kicking off an experimentation program to drive innovation or diving into your experiment results to understand how a variation performed, fullstory and Optimizely work together to make improving your customer experience faster and more effective than ever.



The Challenge

Identifying which experiments to run and why.

By running experiments and measuring the impact of new features, campaigns and content with real users in production, teams can ensure they deliver valuable new digital experiences more quickly and with less risk. But, it can be a challenge to know which experiments to run that help drive the most impactful improvements to the customer experience and digital conversions. And, once you've run a successful experiment, it's not always obvious why a certain test variation performed differently with users than others.



The Benefits

Discover real pain-points in the digital customer journey to help prioritize your experiment roadmap.

Build a customer funnel in fullstory to identify issues that are causing user drop-off. Then design and run experiments in Optimizely to validate which solutions best reduce those points of user friction.

Drive rapid iteration by combining experience analytics with always-on experimentation.

fullstory provides you with key insights across the customer journey. You can see the performance differences of your test variations in Optimizely and use fullstory to see why their performance differed.

Understand exactly how users interact with experiments and why variations perform differently.

After launching your experiments in Optimizely, you can use fullstory to analyze exactly how your customers interact with the different variations of your tests.



The Optimizely & fullstory Solution

Run an experiment in Optimizely; then easily segment visitors in fullstory to learn why conversions differ between your variations.

Optimizely is the world's leading experimentation platform, empowering marketing and product teams to test, learn and deploy winning digital experiences. Once integrated, fullstory's Digital Experience Intelligence platform helps inform these decisions by automatically indexing every customer interaction with your site or app and delivering actionable insights to improve the customer journey with session replays and intelligent heatmaps.

About fullstory

fullstory's digital experience intelligence platform enables businesses to continuously improve their digital customer experience across sites and apps. The platform proactively surfaces actionable insights from billions of data points, helping thousands of companies, including Fortune 100 companies and the world's most innovative consumer brands, make evidence-based digital improvements that reduce costs and reclaim revenue. The company is headquartered in Atlanta and privately held with backing from Kleiner Perkins, GV (formerly Google Ventures), Stripes, Dell Technologies Capital and Salesforce Ventures.

fullstory.com

About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel 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 around the globe are proud to help more than 9,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

optimizely.com

How to Start

[Enable Optimizely Web or Full Stack using the Optimizely Integration guide](#)