



Activate & Personalize using your Customer Data

See how Microsoft Dynamics Customer Insights & Optimizely Personalization are a perfect match

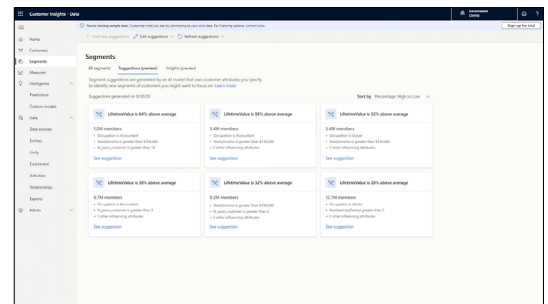
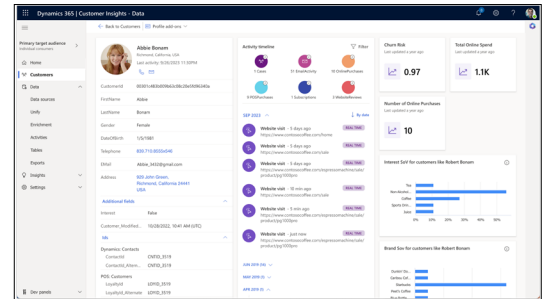
“How do I activate my data?”, “How do I deliver personalized messages?”, and my personal favorite “How can I optimize against my personas?”. These questions are common with marketers struggling to make the best of the data they collect, segment and strategize for. So how does Optimizely & Microsoft Dynamics Customer Insights unlock your teams to Personalize experiences?

Microsoft Dynamics Customer Insights

Deliver connected customer journeys by collecting real-time event data to construct a richer view of your visitors. Unify transactional, demographic, and behavioral data with AI-powered identity management for a holistic view of customers. Then you can enrich profiles with diverse data sources, including proprietary intelligence, and unlock predictions with prebuilt AI models.

Build new segments or discover new audiences with AI recommendations that are continually updated with real-time data. Add consent data during the unification process using automatic data refresh to ensure that your organization meets privacy and security regulations.

Export your segments to Optimizely Web Experimentation & Personalization to allow your teams to target your enriched segments using the power of real-time personalization and activation.

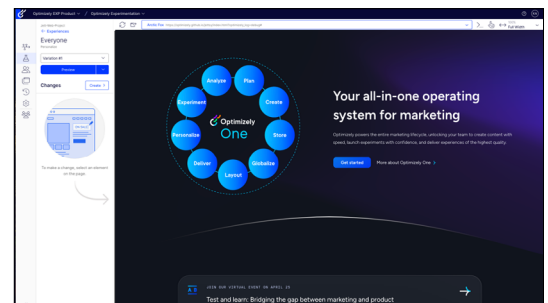
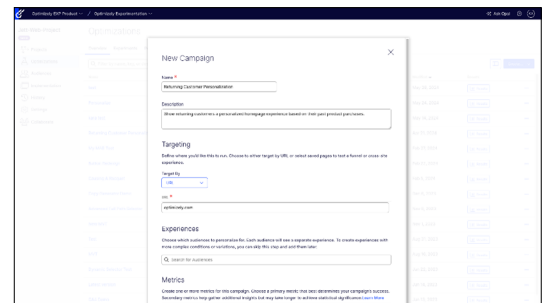


Optimizely Web Experimentation & Personalization

Convert more with the world's fastest, most precise A/B testing and personalization platform. Start testing and activating for the very first time or continue scaling your existing personalization program. Optimizely Web Experimentation & Personalization gives you the insights needed to create high-performing experiences that lead to more conversions.

Let customer engagement drive your decisions, stop guessing what will convert. Experiment without sacrificing performance by using an easily implemented, no-flicker snippet. Lower customer acquisition costs without increasing ad spend or developer workload.

Target your customer personas in a marketer-friendly platform optimized for performance, velocity and output.



Learn more at [Optimizely.com](https://www.optimizely.com)