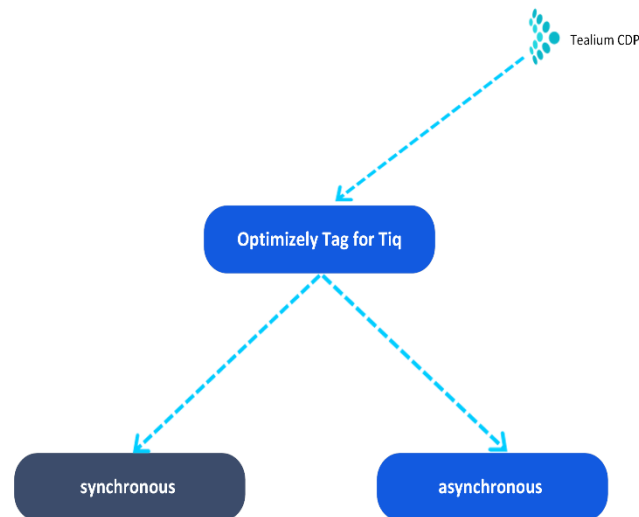
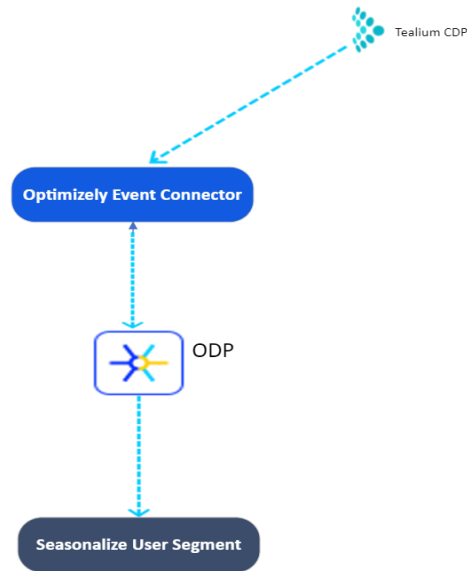


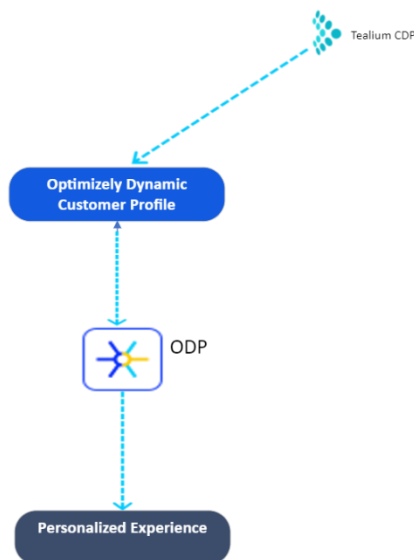
1. **Optimizely tag from TiQ:** Optimizely has two things to offer for Tealium's Tag Marketplace. One of the two versions loads synchronously and other one loads asynchronously on your website. Asynchronous loading of a tag mitigates the risk of a Tag load failure causing a site breakage. This version is ideal for preventing content flickering, but synchronous loading can cause site issues if the browser cannot retrieve the element.



2. **Optimizely Event Connector:** Optimizely Event Connector transmits data between Tealium and Optimizely. With the help of Optimizely event connector, using the event API, you can send data from any application. Using the Optimizely event connector user can seasonalize user segment. For every request, Optimizely usually saves the client IP address. Most pertinent to users of this API who are implementing it in a mobile client or web browser and are bound by rules or policies that prevent the storing of personally identifiable information of end users.



- Optimizely Dynamic customer profile:** Dynamic Customer Profiles (DCP) are a collection of your customers' attributes, including demographic data, behavioral characteristics, or any other information particular to your industry and customers. DCP provides a consolidated, dynamic view of your customers, enabling you to refine this view as you obtain more information and to act based on this view. Integration with DCP and Tealium CDP user can create personalized experience based on a browser's behavior during a session.



- Optimizely Classic mobile:** Optimizely classic mobile is feature flagging and experimentation platform for native mobile apps. Connection with Optimizely's classic mobile, user can run tests on Tealium's platform for mobile applications. Optimizely

classic mobile has been deprecated and you are recommended to move into Optimizely Feature Experimentation

