

# Contentful integration for Optimizely Feature Experimentation

Bringing Optimizely experiment capabilities to Contentful without developer involvement.







Optimizely Feature
Experimentation paired
with Contentful enables
existing teams to
experiment and optimize
content painlessly

Contentful is a composable content platform that lets users orchestrate content from multiple sources and publish to any digital channel. This headless Content Management System paired with Optimizely's leading experimentation tools brings powerful optimization capabilities to your existing content management team, without developer involvement.

#### Now you can orchestrate and optimize content harmoniously

- · Run experiments using CMS content with minimal developer dependency
- · View up-to-date experiment variations in Contentful
- · Configure content to serve with each variation
- · Gain visibility into traffic distributions in Contentful



#### **Key benefits**



### Single source of truth

Keep Contentful as the single source of truth for your content whilst leveraging the power of Optimizely Feature Experimentation for performance optimization.



### Frictionless workflow between Optimizely + Contentful

Configure experiments and surface experiment data directly from Contentful.



## Removing developer dependency

Users can launch experiments without code changes after initial setup.



#### Find out more:

Tutorial: A/B Testing with Contentful and Optimizely



#### Get a quick demo:

Contentful + Feature Experimentation Interactive demo

| Frequently Asked Questions   |   |
|--|---|
| What types of experiments can I run with this integration?   | You can run A/B tests and multi-armed bandit optimizations with content stored in Contentful. This makes it easy to assign and serve different content entries to site visitors for each variation in your experiment, all from the Contentful app.     |
| Will I experience flicker with this integration?   | Like with any CMS or experimentation solution, this will depend on your implementation approach. By default, Optimizely's SDKs assign <u>users</u> to experiment variations almost instantly as bucketing is executed in-memory.                        |
| When I upgrade from legacy Full Stack Experimentation to Feature Experimentation, what happens to the experiments that I am using in Contentful? | Legacy Full Stack experiments that you previously set up in Contentful continue to run and serve content to visitors on your site without issue. You do not need code changes when migrating your legacy Full Stack project to Feature Experimentation. |

At Optimizely, we're on a mission to help people unlock their digital potential. We do that by reinventing how marketing and product teams work to create and optimize digital experiences across all channels. With our leading digital experience platform (DXP), we help companies around the world orchestrate their entire content lifecycle, monetize every digital experience, and experiment across all customer touchpoints. Optimizely has 700+ partners and nearly 1500 employees across our 21 global offices. We are proud to help more than 10,000 businesses, including H&M, PayPal, Zoom, Toyota, and Vodafone, enrich their customer lifetime value, increase revenue, and grow their brands. At Optimizely, we live each day with a simple philosophy: large enough to serve, small enough to care. Learn more at **Optimizely.com**