

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 [users](#) 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.