

Deliver More Engaging Digital Experiences with OpenText™ Optimost

Every online customer engagement is an opportunity to deliver a unique, targeted experience to the right person at the right moment, and convince them that you are the right choice. Instead of presenting generic content to a mass audience, you can deliver compelling, personalized experiences that drive better yield and higher customer lifetime value.

OpenText Optimost optimizes your online presence to deliver more engaging and profitable websites, mobile experiences and digital campaigns. Optimost is a hybrid offering comprising VisualTest, a SaaS platform, and Managed Services, to deliver unparalleled strategic and technical expertise via our “Solution-as-a-Service” model. Together, they provide a predictable, flexible, and scalable way to mature your optimization program and boost value to the business. Optimost has been working with some of the largest enterprises since 2001 when Optimost founded the online optimization market.

VisualTest¹

VisualTest gives you the ability to deliver quick wins and scaled success to the business:

- Build and launch tests at speed and scale across static and dynamic pages, single page apps, and mobile sites through our intuitive interface
- Discover and deliver the content that works best for every visitor with our analytics and audience builder
- Track visits, unique visitors, views, bounce rates, and time spent, sliced by more than 30 dimensions, and customize dashboards and reports to your precise requirements

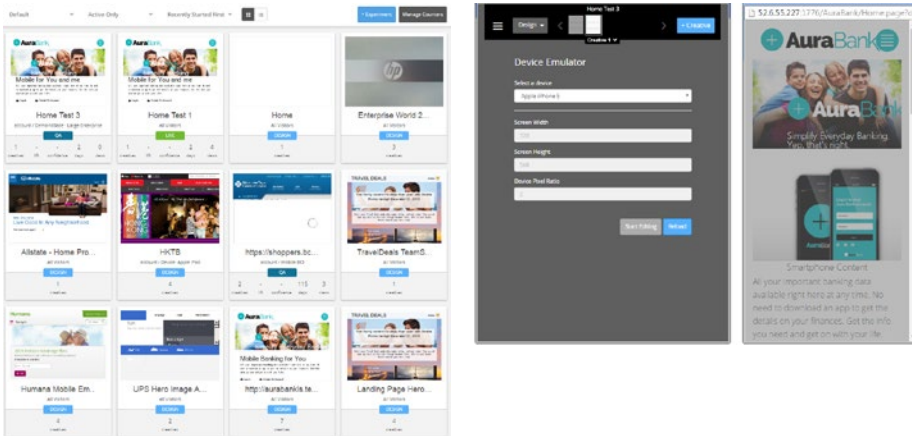
KEY SOFTWARE CAPABILITIES

- *WYSIWYG, fully responsive editing*
- *Page and click KPIs*
- *Personalize and target on wide range of predefined or customer parameters*
- *Customizable Reporting*
- *Automatic full-site analytics*
- *Prebuilt integrations and API*
- *Simple Single Tag Integration with no ongoing IT involvement*

¹ VisualTest is not available as a standalone offering at this time.

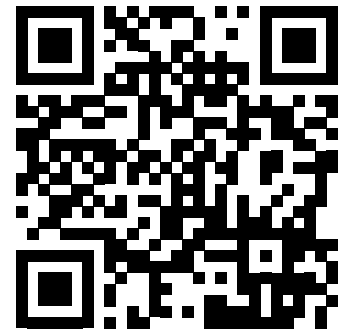
VisualTest capabilities

Create and launch a quick test with full responsive emulation

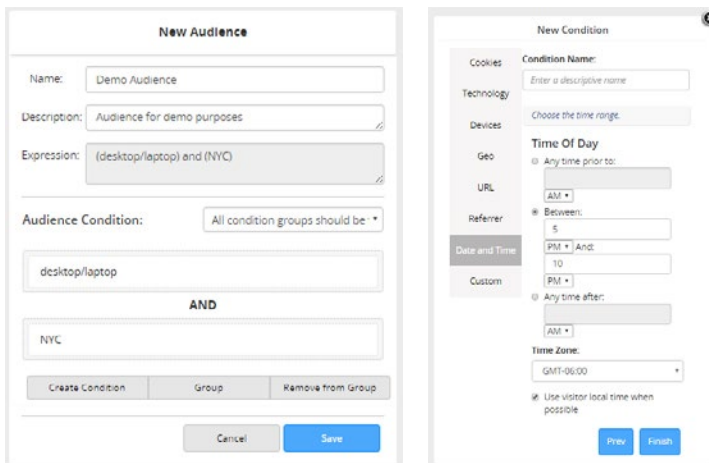


VIDEO

http://tiny.cc/start_AB_test

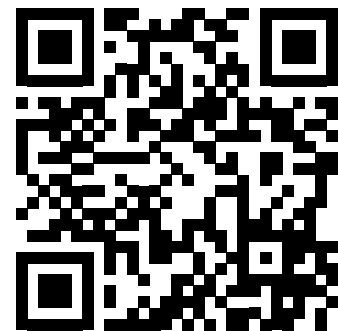


Discover, build, and target audiences



VIDEO

http://tiny.cc/start_AB_test

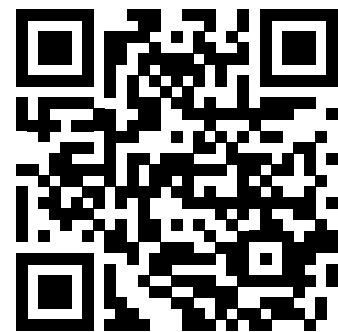


Get results and insights



VIDEO

http://tiny.cc/start_AB_test



VisualTest capabilities

Editing

- WYSIWYG editing
- Role-based Permissions
- Compatibility mode for Ajax page testing
- Easy QA
- Multi-URL / redirect testing
- Support for single URL and dynamic sites, with flexible triggers
- Clone creatives or entire experiments
- Full WYSIWYG view and edit capabilities for responsive mobile pages on all popular devices
- Page and click KPIs
- JavaScript (pre and post-load) and CSS attribute editing

Analytics & Reporting

- Customizable Reporting
- Automatic full-site analytics
- Channel/funnel optimization reports against the KPIs you care about

For more information or to contact a member of the OpenText Optimost sales team, please visit optimost.com.

Segmentation, targeting, and personalization

Create audiences based on:

- Geography
- IP address
- Referrers
- Device/Platform/OS/Browser
- Date/time
- URL accessed
- Custom cookie values

Integrations

- Out of the box OpenText™ TeamSite Integration (CMS)
- Java-Script API
- API Integration for analytics, email, and other third-party software

Technical requirements

- Simple Single Tag Integration
- No ongoing IT involvement