Optimize 360

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Your customers are unique. Why aren't your web experiences?

Powerful testing and personalization features

Your website is your front door today, whether you're a global giant or a local shop on Main Street. The first impression your customers get on your website — an experience that's warm and personal, or plain and one-size-fits-all — is the moment when they decide to stay and buy, or leave.

With Optimize 360, you can easily create and test compelling new experiences for your website visitors. It helps you see how changes to your site influence how customers behave and convert. That way, you can deliver more personal web experiences to every customer – from that "front door" greeting through the final sale.

Optimize 360 integrates with the detailed customer behavior and segmentation information available in Analytics 360. Whether you find underperforming pages that need improvement, or you want to better connect with your highest-value users, Optimize 360 helps you take immediate action.

Create and test compelling website experiences. See how changes to your site influence how customers behave, and deliver more personal web experiences to every visitor.

Use Optimize 360 to:

Put your insights to work

Fit the moment to the customer

Effortlessly set up testing across your entire website
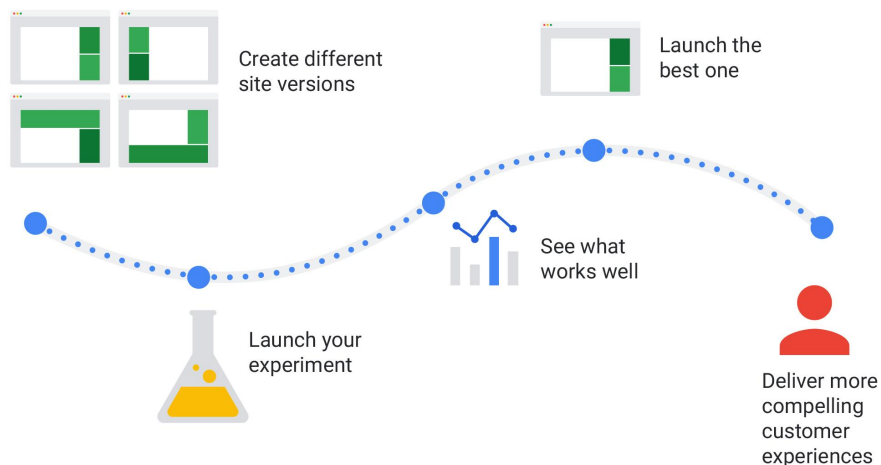
Discover the best experience

Change and test just about anything on your site — text, images, layout, and more — for any segment of customers with Optimize 360. You might do something as simple as giving your most loyal visitors a custom message at checkout, or testing a completely redesigned order page for everyone. Optimize 360 is easy to use, so anyone on your team can understand how to set up and deploy an experiment quickly and effectively.

Analytics 360 already measures important site actions like sales, content downloads, and video views. The native integration between Analytics 360 and Optimize 360 makes it easy to measure your experiments against those same business objectives. You can also create custom objectives directly in Optimize 360. Optimize 360 then uses advanced statistical analysis for each experiment to determine which experience performs best for those objectives.

You can also use the Optimize 360 experiment results in Analytics 360 reporting. Easily analyze how new visitors, returning high-value customers, or any other user segments respond.

" Before, it was a fairly slow process to get all these tests done. Now, with Optimize 360, we can have 20 or more tests running at the same time."

– Joost de Schepper, Head of Conversion Optimization, Spotify

Create different site versions

Launch the best one

See what works well

Launch your experiment

Deliver more compelling customer experiences

Get more personal

Optimize 360 does more than just test. It helps you move from a one-size-fits-all to a one-to-one interaction with your customers. You can create personal experiences for users based on who referred them to you, how they're behaving in real-time, or what device they're using.

You can run tests for audiences you've already created in Analytics 360, then deploy the winning experience just to them with a few simple clicks. Perhaps you want to share a custom deal to reward your best customers, or design a homepage just for first-time visitors. You'll be amazed with the results when you start optimizing for individuals.

Optimize 360 also seamlessly integrates with Google Ads, Analytics, and Firebase, helping you deploy the right experience to the right customer at the right time. If you use Ads to reach your customers online, you can improve the value of your investment. Use Optimize 360 to create and test custom landing pages for Ads accounts, campaigns, ad groups, or keywords. Test different variations of your website, focus your experiment to your Ads keywords, then see which iteration works best for your customers and your business.

Want to go deeper? Export your digital information to BigQuery for more detailed analysis and use it to power advanced personalization for your site. Choose your experiment, and Optimize 360 will take care of the rest.

The enterprise advantages of Optimize 360

While Optimize is our free product that lets small to medium-sized businesses get started with experimentation, Optimize 360 is designed for larger businesses that have more sophisticated testing needs.

Both products support A/B testing, advanced targeting, and more. But with Optimize 360, you can run over 100 experiments across your site at once. It provides up to 36 multivariate testing combinations, compared with 16 for Optimize. And, unlike Optimize, it lets you add experiment objectives to the test even after it's started.

Start creating better experiences today

With Optimize 360, you'll enjoy both testing and personalization that integrates seamlessly with the complete Google Marketing Platform. It helps you build that perfect front door for each user and deepen the customer relationships you've worked so hard to develop.

> Learn more about Optimize 360 at
> g.co/marketingplatform

"Our data science and marketing teams are now able to rapidly prototype experiments that combine our own CRM data in BigQuery with our Analytics 360 audiences to deliver truly personal web experiences."

– Andrew Duffle, Director of Analytics, APMEX

Google Marketing Platform