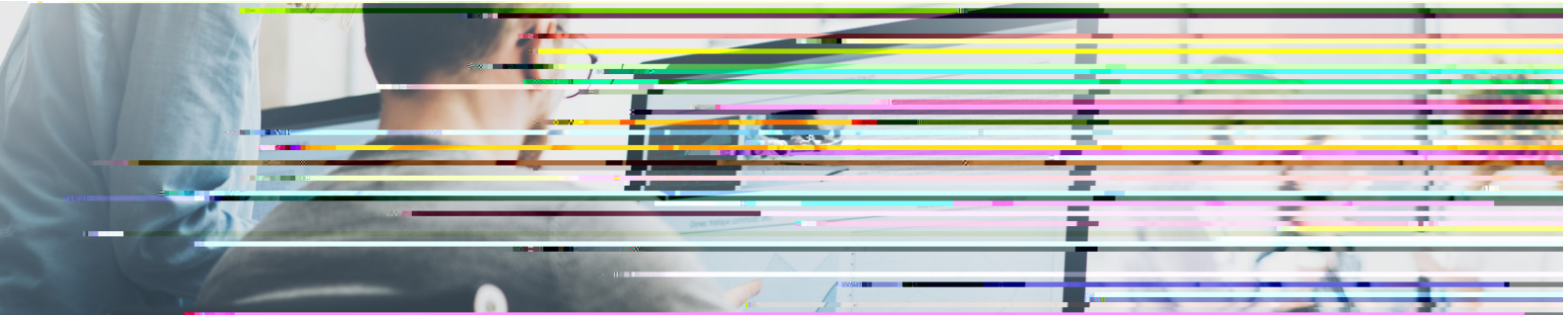


OpenText™ Optimost™

Create and deliver targeted, high-performing customer experiences



OpenText™ Optimost works with:

- OpenText™ TeamSite™
- OpenText™ Media Management

Digital experiences are evolving. Marketing users need easy-to-use tools to help them experiment; gain insights; and optimize websites, landing pages, campaigns, mobile and many other channels.

OpenText™ Optimost™ uses audience segments, enhanced targeting and A/B testing to run experiments to improve relevance and personalization. Part of the OpenText™ Experience Cloud, Optimost seamlessly works with OpenText™ TeamSite™ in the authoring environment, Experience Studio (eStudio), to share audience segments and data across multiple experiences. The Experience Cloud uses the embedded customer data platform, OpenText™ Experience CD, and integrates with Google Analytics™ and Google BigQuery™, as well as other data sources.

Optimost delivers unparalleled value to organizations to mature their optimization program and enhance customer experiences.

The Optimost platform allows organizations to:

- quickly create and run tests at scale through its intuitive interface

Subscription plans			
	Starter	Standard	Enterprise
Managed Services included			
Create test plans	✓	✓	✓
Weekly checkpoints	✓	✓	✓
Results summaries	✓	✓	✓
Weekly analysis		✓	✓
Annual and quarterly business reviews		✓	✓
Roadmap		✓	✓
Competitive analysis			✓
Maturity assessment			✓
Minimum term	12 months	12 months	12 months

Credits

What is a credit?

A credit is a unit of measurement (see definition table below) that customers consume when the Optimost Managed Services team builds tests or delivers additional service at the request of customers. Using the self-service platform does not consume credits.

How credits are consumed

Managed services

Services

Feature	Delivery specifications
Product training and support	Product training included within account management includes walkthroughs of approximately one to two hours each in length covering tasks, such as building simple tests or navigating to and understanding the different reports. Ongoing support is

Key software capabilities

Multi-T and A/B/n testing

Personalization

Targeting

Segmentation

Campaign management

Analytics interface

Customizable reporting

Page and Click-through

Visual previews for any device

Role-based permissions

Single tag integration

JavaScript

API integration for analytics, email, and other third-party software

Google Marketing Platform integration using the OpenText Experience CD

OpenText™ Media Management integration (DAM)

OpenText TeamSite integration (CMS)

OpenText TeamSite integration (CMS) | OpenText Experience CD | OpenText Marketing | OpenText Analytics | OpenText Personalization | OpenText Targeting | OpenText Segmentation | OpenText Campaign Management | OpenText Analytics Interface | OpenText Customizable Reporting | OpenText Page and Click-through | OpenText Visual Previews for any device | OpenText Role-based Permissions | OpenText Single Tag Integration | OpenText JavaScript | OpenText API Integration for analytics, email, and other third-party software | OpenText Google Marketing Platform integration using the OpenText Experience CD | OpenText Media Management integration (DAM) | OpenText TeamSite integration (CMS)