

Optimizely Powers Mobile Apps

Optimizely is the fastest way to make your mobile app more engaging. Your visitors are interacting with you through multiple touchpoints, and Optimizely now allows you to deliver consistent and targeted experiences to them at each of those moments.

Move faster than app store approvals. Optimizely lets you roll out changes to your app instantly without waiting for app store approval. With Optimizely's Visual Editor, you can modify text, images, move and resize elements, and more, all without having to submit and wait. You'll move faster, make fixes, and have the freedom to optimize without the review process.

Edit your app without developer support. Now it's possible to modify native mobile apps with a code-free visual editor. Simply point and click on elements in your app to modify or change them without help from your developers. You'll finally get your ideas out of the backlog.

Connected experiences across mobile and web. Your users interact with you across many devices, and expect connected and continuous experiences wherever they are. Optimizely's Universal User ID makes it easy to test, understand, and connect multichannel experiences. Deliver consistent experiences that engage users and drive conversions.

Advanced, code-level experimentation. Optimizely's Developer Tools make it easy to optimize even the most custom features. Live Variables and Code Blocks allow you to make on-the-fly changes to code-level features integrated into your app and test entirely custom user experience flows and message timing. Gradually roll out tested features to your users and avoid the headache of a bad release.

Gradually roll out new features. When rolling out new features in your app, there's always a chance an unexpected bug will be introduced. Bugs like this can be disastrous, because they drive users to uninstall and leave negative reviews. Optimizely makes it easy to release new features to your customers gradually, and roll them back if bugs are discovered.

Track the metrics that matter. Retention and engagement are critical metrics for mobile app developers and product managers. Optimizely comes with out of the box support for all of the key metrics app developers care about, like retention and revenue reports, session length, and more.

Role-based collaboration. Optimizely's enterprise-grade collaboration tools support role-based permissions for editing, viewing, and analyzing the results of experiments. Involve team members wisely and rest assured that unwanted or accidental changes are not being made to your app experience without approval.

ALREADY TRUSTED BY THESE AWESOME APPS:



Flixster



Rhapsody



CheapOair



Pact



Pose



Shop MEC



Getaround



HomeFinder

BY THE NUMBERS

6.5 billion+ visitors tested across all customer websites

500,000+ experiments run since launch

8,000+ customers

(as of Nov. 2014)

LEARN MORE

Visit optimizely.com/mobile to learn more about using Optimizely on mobile apps.