



20x Your Marketing

Mårten Bokedal,
Sr Manager Marketing



Johan Graväng är med Marcus Elfver här: **Vodkabaren.**

1 juli 2016 · 🌐

Ikväll kör vi boyband hour - girlpower edition med [Mårten Bokedal](#)

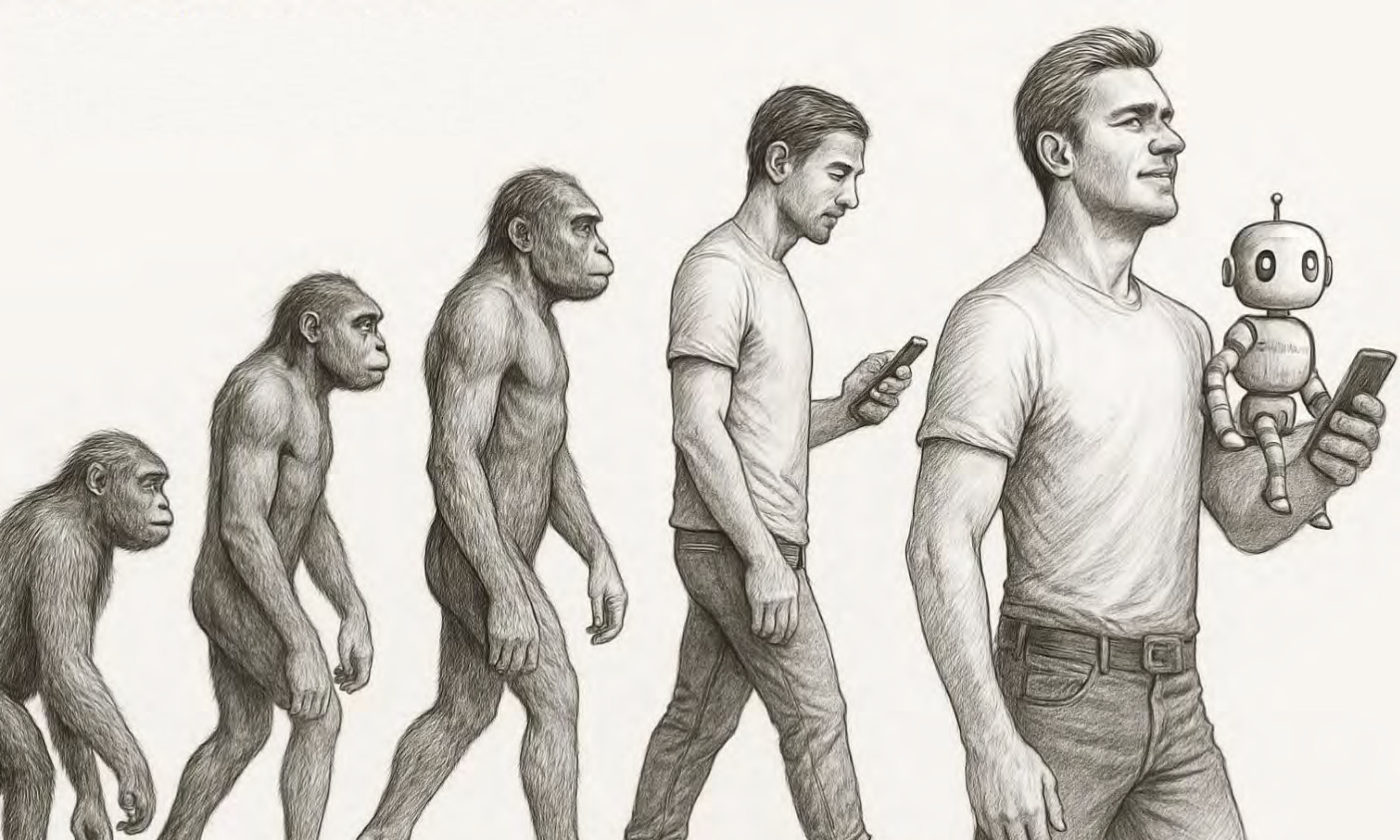


👍 Henrik Bokedal Langius + 22

Nästa

Ta bort taggar, dölj eller ta bort flera inlägg samtidigt.







Expectations are rising. Attention is shrinking.

50% of clicks are disappearing →

CTRs dropped nearly 50% —
fewer chances to capture attention

71% of customers expect
personalization →

and 76% get frustrated when it's missing
— hurting conversion and loyalty

20% of companies have
scaled AI →

Most teams aren't scaling AI —
missing speed, insight, and impact



Buy it in
Checko
Com

We're taking f
new ways for

Home > Featured Blogs > What It Means



AI EFFECT

OpenAI releases Sora video-generation tool

PUBLISHED MON, DEC 9 2024•1:03 PM EST | UPDATED FRI, DEC 13 2024•9:50 AM EST

Hayden Field
@HAYDENFIELD

Sucharita Kodali, VP, Principal Analyst

What just happened?

OpenAI just nixed its Instant Checkout functionality that enabled shoppers to complete their orders directly in ChatGPT.



AI AGE | AI

News

Opinion

Sport

Culture

Lifestyle



The Guardian

Eur

World World Cup 2026 UK Climate crisis Ukraine Environment Science Global development Football Tech Business Obituaries

OpenAI

This article is more than 2 months old

OpenAI shuts AI video generator Sora in abrupt announcement

Tech firm 'says goodbye' to Sora, made publicly available in 2024, just six months after its launch of a stand-alone app

Dara Kerr

Tue 24 Mar 2026 23:34 CET

Share

Prefer the Guardian on Google



Sam Altman, the OpenAI chief executive. Photograph: Kylie Cooper/Reuters

Advertisement



“

Change is the only constant in life. Ones ability to adapt to those changes will determine the success in life.

Benjamin Franklin

American scientist, politician, inventor and philanthropist

The world leader in marketing and digital experience

10,000+

global
customers

1,500+

employees across
21 locations

1,000+

implementation and
technology partners

11

'Leader' recognitions by
Gartner, Forrester, and IDC

2M+

experiments run
on Optimizely

40k

websites powered by
Optimizely

370%

return on investment

Source: The Total Economic Impact™
of Optimizely Digital Experience Platform



BURBERRY



VISA



TESLA



charles SCHWAB

xerox



zoom



AMERICAN
EXPRESS



ACTIVISION

JPMORGAN
CHASE & CO.



Saks
Fifth
Avenue



DocuSign



Episerver Content Management System

File Edit Envir View Page Help

New Edit Delete Preview Publish

Site Structure

- Home
- About Us
- Products
- News
- Contact

Edit Page: Welcome to Our Website

Page Title: Welcome to Our Website

URL: /welcome

Bold

Italic

Link

Image

Image

Align

Welcome to Our Website!

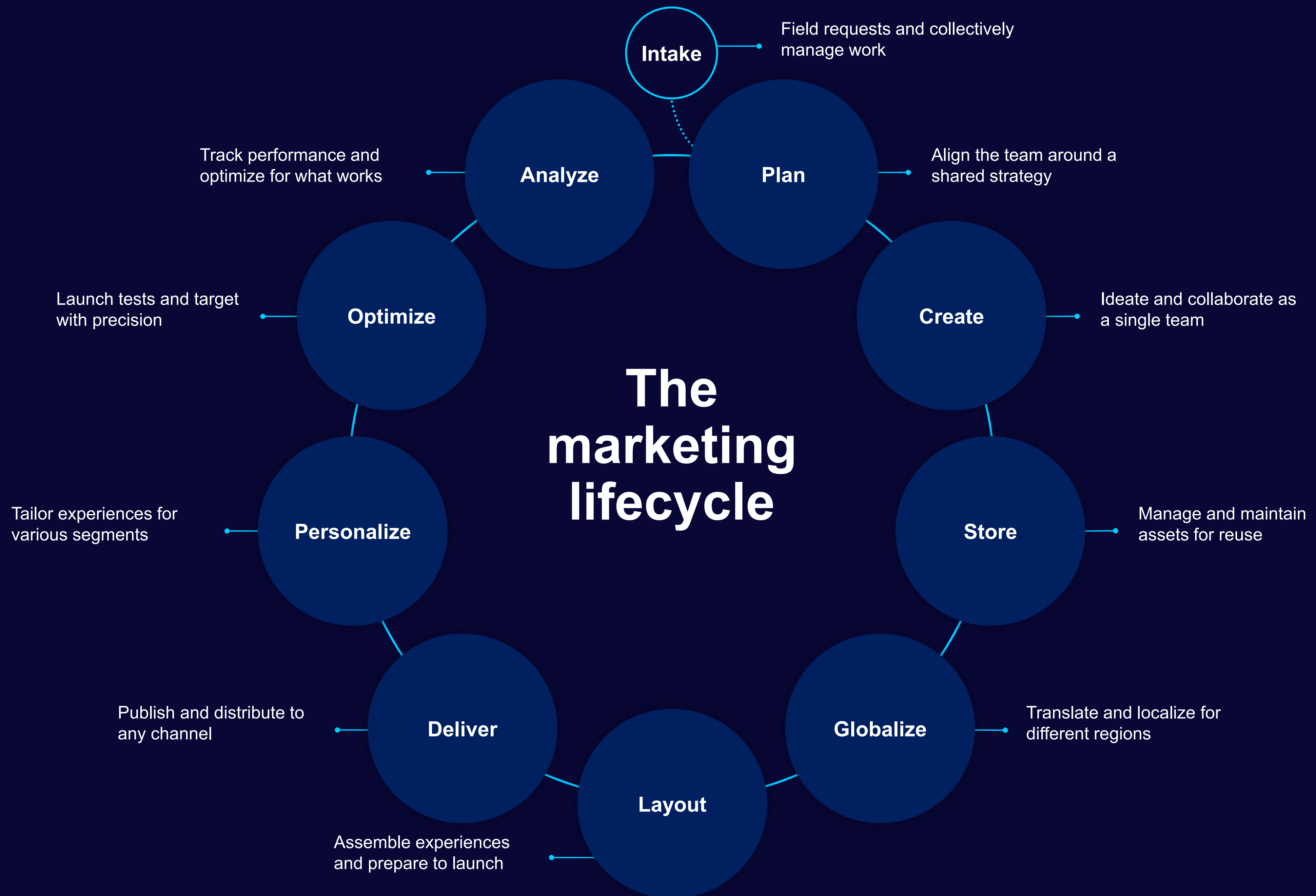
This is the homepage of our site. Here you will find the latest news, product updates, and contact information.

Save

Preview

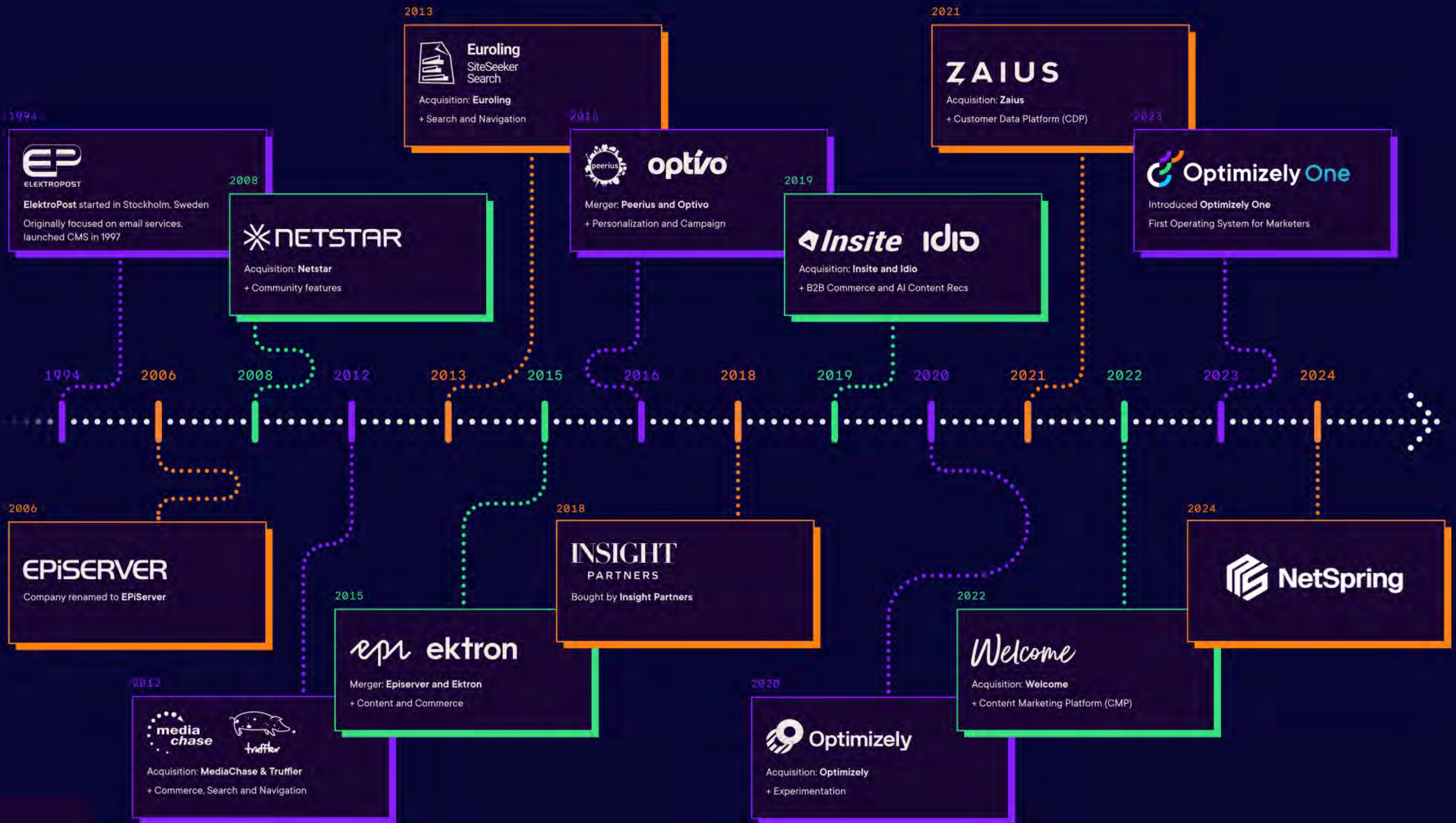
Publish

Align



More Tools

[illegible]



Leader ↗ ↗ ↗ ↗ ↗

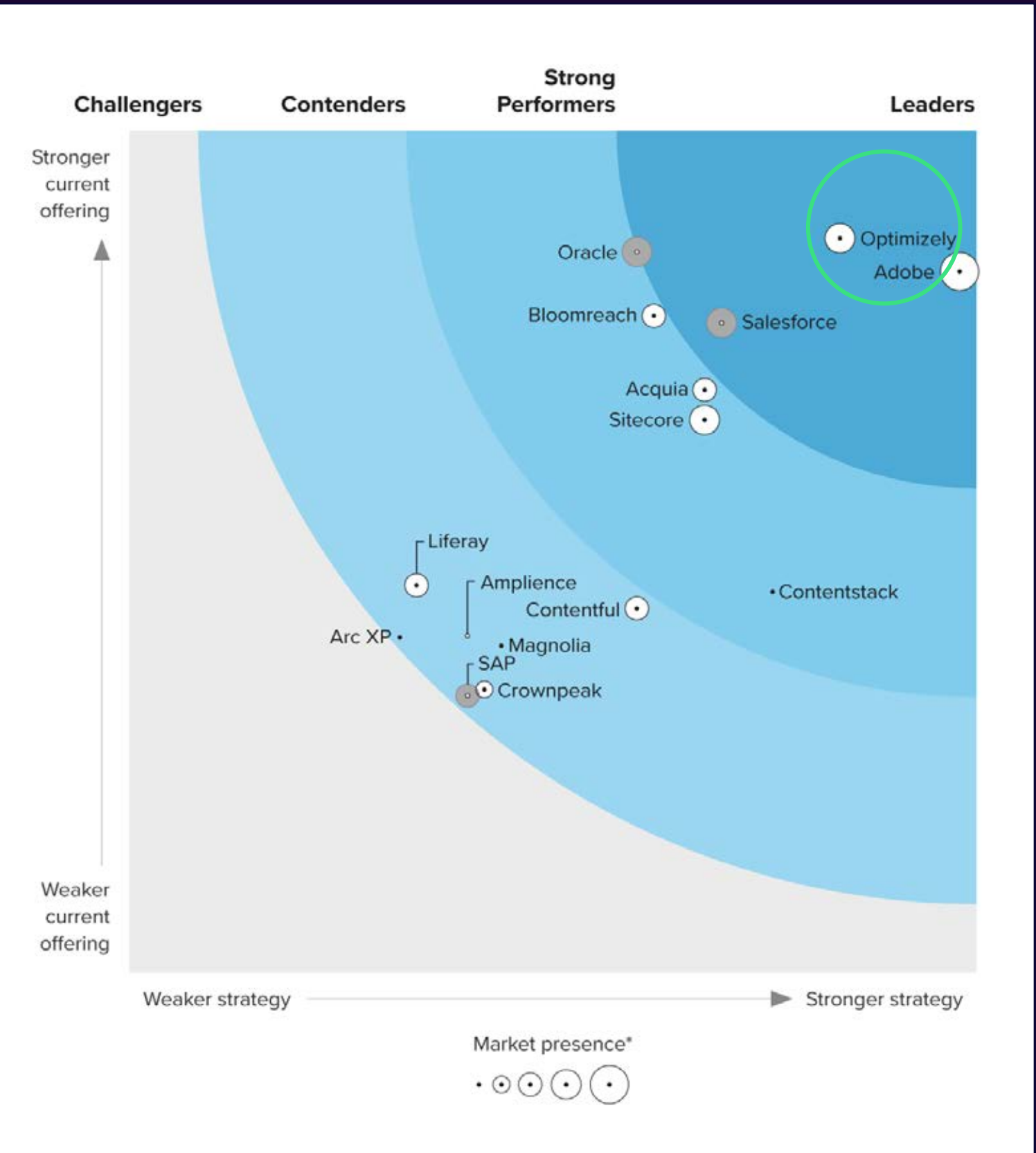
Gartner® Magic Quadrant™
Digital Experience Platforms
2020-2025



Gartner, Magic Quadrant for Digital Experience Platforms, Irina Guseva, John Field, Mike Lowndes, and Jim Murphy, February 2024. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Optimizely.

Leader ↗ ↗

The Forrester Wave™
Digital Experience Platforms
2023, 2025



The Forrester Wave: Digital Experience Platforms, Q4 2023, Forrester Research, Inc., December 4, 2023.

x8 A LEADER

Gartner Magic Quadrant
Content Marketing Platforms (2018-2025)

x3 A LEADER

The Forrester Wave, Content Management Systems (2021, 2023, 2025)
IDC MarketScape,
Worldwide Full Stack CMS (2023)

x2 A LEADER

IDC MarketScape for Enterprise B2B Digital Commerce (2020, 2023)
IDC MarketScape,
Hybrid Headless CMS (2023)

LEADER

IDC MarketScape, Enterprise Headless Digital Commerce (2024)

LEADER

IDC MarketScape,
Midmarket Headless Commerce (2024)

LEADER

The Forrester Wave:
Commerce Solutions for B2B (2024)

LEADER

The Forrester Wave:
Experience Optimization
Solution (2024)
Gartner Magic Quadrant
Personalization Engines (2025)

Monolith



Few

vendors



Stable

product suite



Simple

to implement



Common

UI & Login



Integrated

as standard



Dependency

on one vendor



Fewer

positive disruptions



Best-of-Suite

solutions



Lack

advanced features



Limited

functionality

Fully Composable



Flexibility

in picking vendors



Evolving

marketplace



Tailored

solutions



Specialized

interfaces



Integrate

as needed



Manage

many vendors



Acquisitions

Likely



Complex

maintenance



Multiple

UI's & logins



Cost

intensive

Monolith

-  **Dependency**
on one vendor
-  **Fewer**
positive disruptions
-  **Best-of-Suite**
solutions
-  **Lack**
advanced features
-  **Limited**
functionality

Hybrid Composable

-  **Rationalize**
while delivering needed functionality
-  **Tailored Core**
with flexibility for additions to suite
-  **Balance**
tailored solutions with best of need
-  **Reduced**
number of UIs to learn and manage
-  **Integrated Core**
with ability to add non-suite components

Fully Comp.

-  **Manage**
many vendors
-  **Acquisitions**
Likely
-  **Complex**
maintenance
-  **Multiple**
UI's & logins
-  **Cost**
intensive



Products Under the hood



Content Marketing Platform



Digital Asset Management



Content Management System



Commerce



Graph



Personalization



Product Recommendations



Content Recommendations



Data Platform



Web Experimentation



Feature Experimentation



Warehouse-Native Analytics

MORE TOOLS, LESS CLARITY

Tech stack overload



UTILIZATION RATE

33%

Of martech stack capabilities are actively used.
Teams keep buying tools faster than they can adopt them

INTEGRATION FAILURES

65.7%

Of organizations report data integration difficulties across their stack –
producing conflicting insights and no single source of truth.

THE RESULT

Knowledge of how tools connect lives with
individuals, not the organization. When people
leave, the stack become a black box.

THE SAAS APOCALYPSE

SUBSCRIPTION
CANCELLED

RECURRING
REVENUE
OFFLINE

NO NEW SIGNUPS

CHURN
1010 5%

salesforce

slack

zoom

HubSpot

monday.com

404

GROWTH NOT FOUND

DocuSign

Code was never the moat – Software is becoming the infrastructure

1

Security and compliance

Anyone can build software
not everyone can secure it.

2

Data and integration

The real product is often
the data.

3

Operations & maintenance

Software is about learned
behavior.

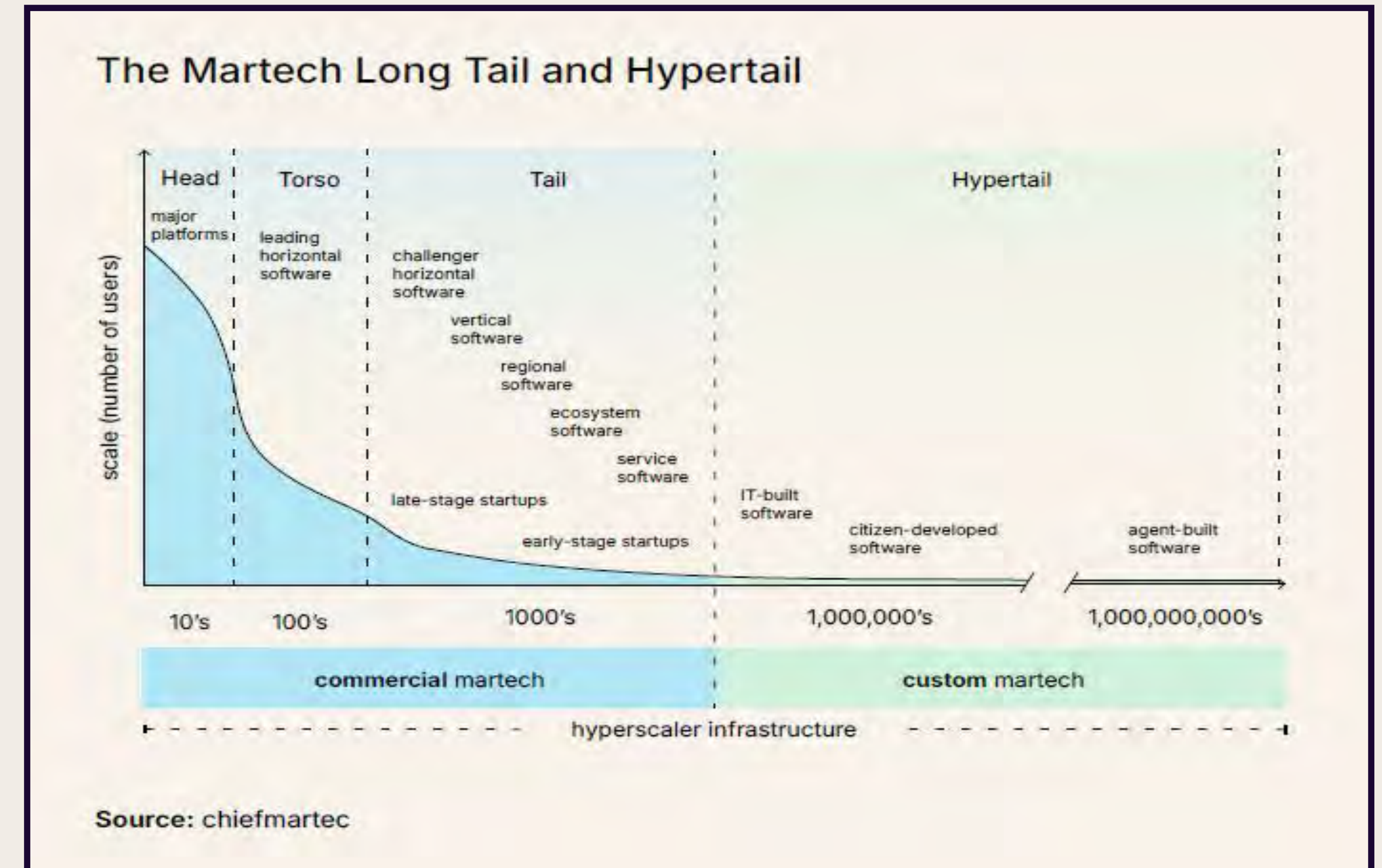
4

Tokenomics

Building becomes cheaper,
operating can become
more expensive.

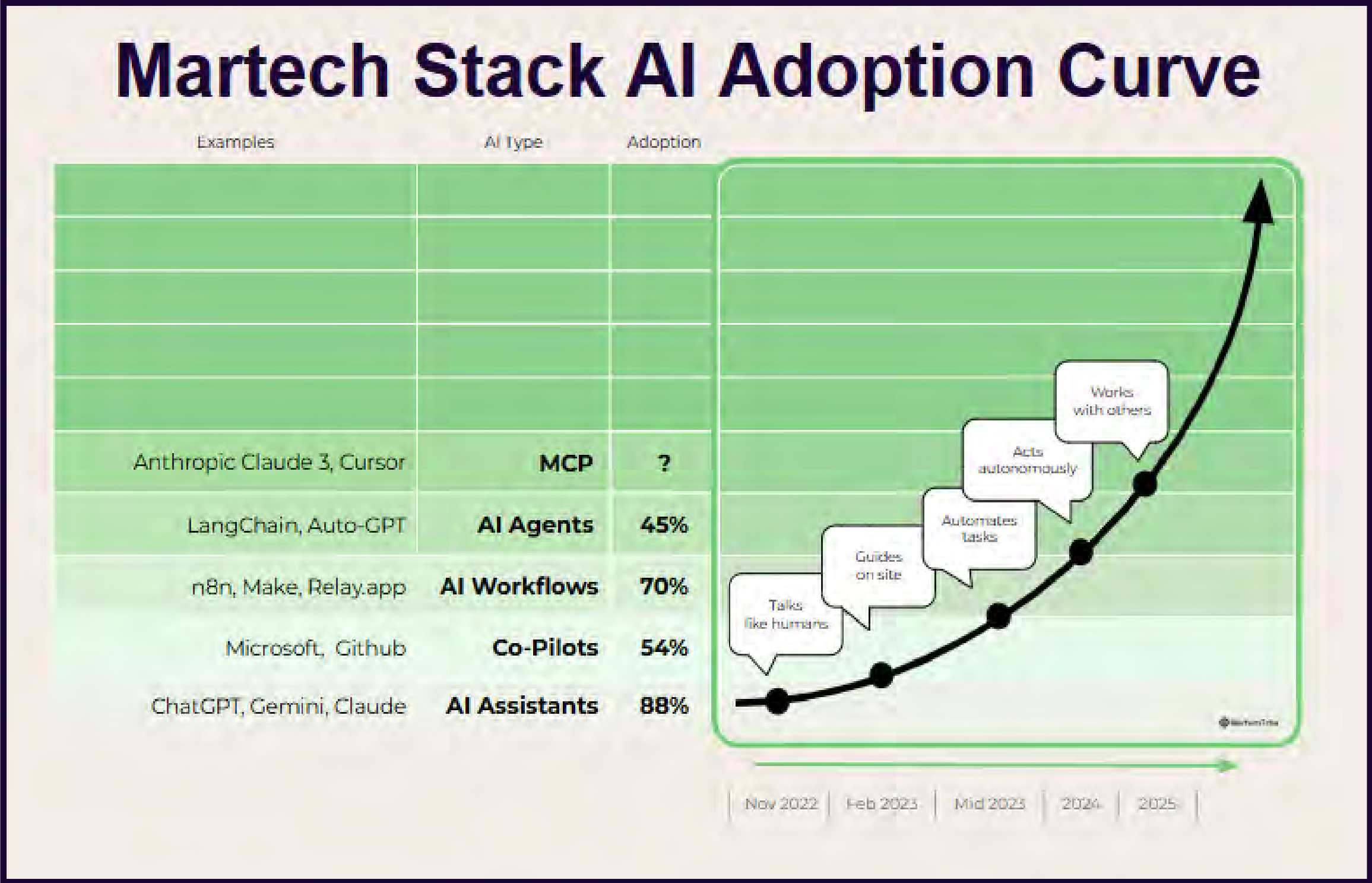
In-House Apps

Hypertail Tail is growing
More custom Apps/Agents

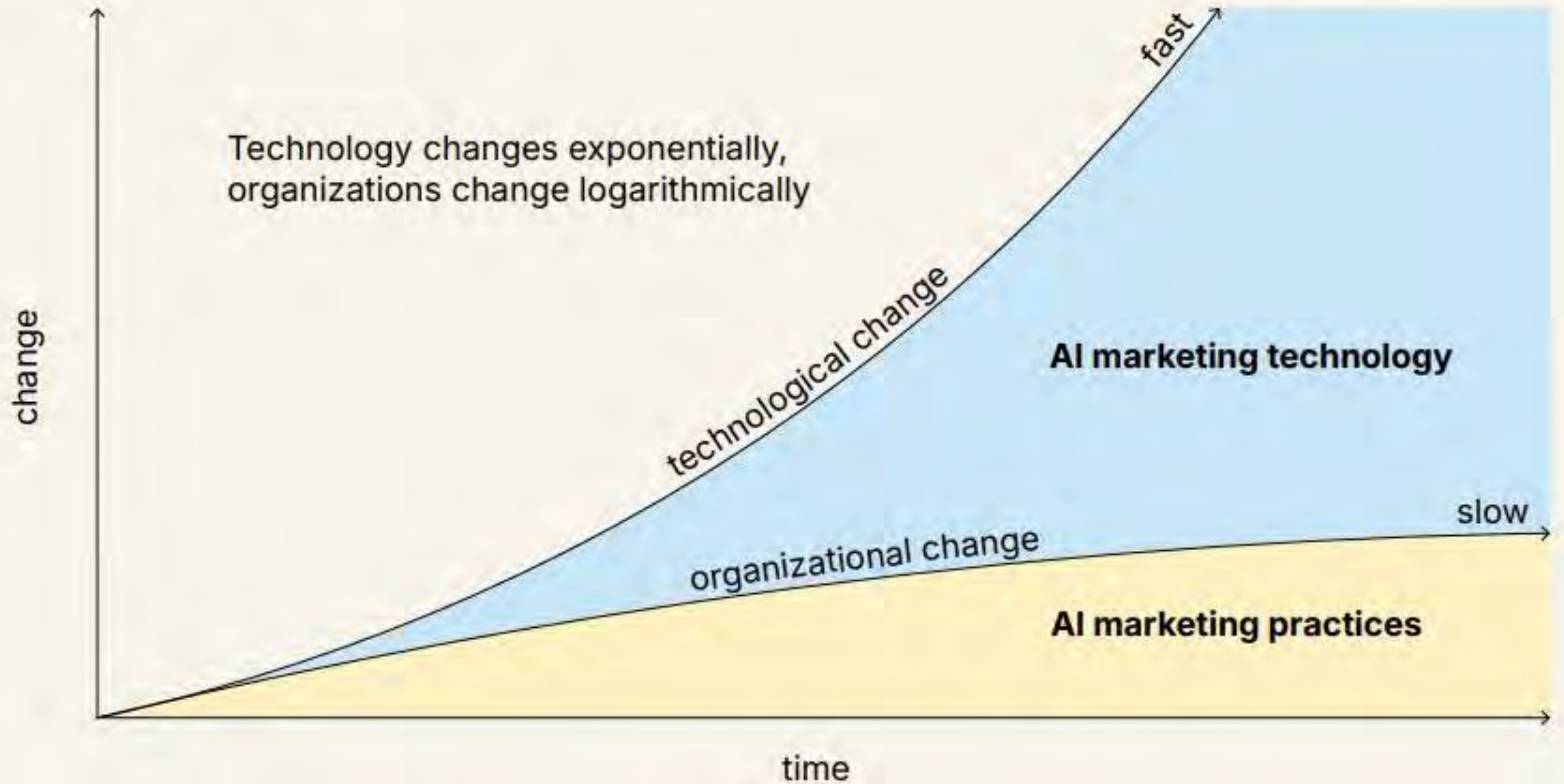


Agentic AI

AI enters the stack
Inside-out
Outside-in



Martec's Law

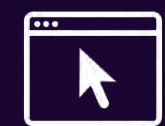


**AI must be treated as a
platform capability**

A new AI stack for marketing is emerging

4

Customer Experience Channels



Web



Apps



Commerce



Email



Social

3

Digital Experience Platform

- Content
- Experimentation
- Personalization
- Analytics

2

AI Marketing Platform

- Workflows
- Context
- Governance
- User Experience

1

Foundational Large Language Models

ANTHROPIC



Gemini



OpenAI

Optimizely One

The AI platform to create & optimize digital experiences



Powered by Opal

A white icon representing experience creation, showing a document with a play button and a plus sign.

Experience Creation

- + Content Management
- + Content Operations
- + Asset Management

A white icon representing agent orchestration, showing a document with a plus sign and a pencil.

Agent Orchestration

- + Pre-built Agents
- + Specialized Tools
- + Workflows

Experience Optimization

A white icon representing experience optimization, showing a target with a plus sign.

- + Experimentation & Personalization
- + Feature Management
- + Warehouse-Native

Unified UI/UX Customer Data Segmentation App Marketplace Recommendations Enterprise Reliability

AI

AI initiatives stuck in *Pilot Purgatory*

MANDATE

Embrace AI and cut budget

AI now represents
9%
of overall marketing
budgets ³

REALITY

AI transformation perceived as too slow

Only 17%

of companies believe AI is a foundational
capability across their marketing operations



Why AI pilots fail?

1

No clear business objective

2

Poor integration and data

3

No change to the operating model

Opal Benefit Statement

Optimizely Opal drives measurable improvements across different outcomes

	Outcome	Agents	Value Add	Proof Points
50-90% faster turnaround	Content Creation & Optimization	Blog Series Content Cluster Agent Case Study Generator & Refresh Agent Webinar Creation Agent	Drafts in minutes, consistent tone, and 50-90% faster turnaround	Cyncly KPMG ENVERUS
50-80% reduction in manual QA	Brand Compliance & Accessibility	Brand Compliance Agent Website Accessibility Compliance Agent Content Tone & Quality Review Agent	Lower compliance risk, 50-80% reduction in manual QA	Swiss Re ROYAL LONDON KPMG
50-80% faster reporting	Insights & Analytics	Website Performance Reporting Agent (GA4) Content Quality & Branding Checks Agent Campaign Performance Dashboards Agent	50-80% faster reporting, and improved campaign ROI	Cyncly Swiss Re salesforce

...and these are just the top 3 use cases....

20x Your Marketing



Agentic AI is changing the game



Capabilities to 20x Your Marketing

1.2x

The hybrid customer

2.0x

The new workforce

20x

The orchestration layer

Capabilities to 20x Your Marketing



The hybrid customer

Two sides of opportunity

Marketer

Experience

How content and
experiences get created

Customer

Experience

Where your content
engages and drives growth

Marketing has always been broken

What your team can prioritize



Content strategy



Campaign strategy



SEO strategy

Work that your team should be doing



Testing



GEO



Personalization



Update assets



Compliance checks



Has anyone ever watched session replays?

Summarised recordings (53)

Session insights

Your insights are powered by AI, so mistakes are possible.
[Share feedback](#) so we can improve!

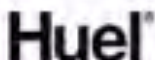
Successful achievements

- Some users successfully navigated to specific product variants, such as Banana or Chocolate flavours of Huel Black Edition, and explored related information like "How to use Black Edition". 12 43
- A few users signed up for offers (e.g., £10 off) or newsletters via pop-ups and continued browsing products. 20 43
- Several visitors added items to their basket and proceeded to the checkout page after selecting purchase options. 17 20

Unsuccessful attempts

- Many sessions showed repeated JavaScript errors ("ScarabQueue is not defined") when clicking "Learn more" or other interactive elements on product pages, preventing content from loading. 10 16
- Some users experienced dead clicks or quick back navigation when trying to view product details or switch between variants. 12 38
- Multiple visitors abandoned the site shortly after arrival from social media ads without meaningful interaction. 7 22

SUBSCRIBE AND SAVE 10% + NEW! HOT



Which Huel is right for you?

How much protein is in Black Edition?

Which Huel products are best for building muscle?

Can Huel aid post-workout recovery?



This is a *meal*. Not

1

Add to basket | £33.90

DAYTIME PHOTO

TWILIGHT HERO SHOT

**TWILIGHT PHOTOGRAPHY:
DOES IT REALLY HELP SELL A HOUSE?**



A



HomeProperties

OUR PORTFOLIO

Luxury Properties

Discover a curated selection of the world's most exceptional properties, handpicked for those who demand nothing but the finest.



THE EVERGREEN ESTATE

5 Beds • 4 Baths • 2,500 sqft

\$1,850,000

VIEW DETAILS



OAKWOOD MANOR

2 Beds • 3 Baths • 1,800 sqft

\$1,620,000

VIEW DETAILS



PINECREST RESIDENCE

5 Beds • 4 Baths • 3,200 sqft

\$1,150,000

VIEW DETAILS



THE WILLOW HOUSE



CEDAR RIDGE



THE BIRCHWOOD

B



HomeProperties

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VIEW DETAILS



THE WILLOW HOUSE



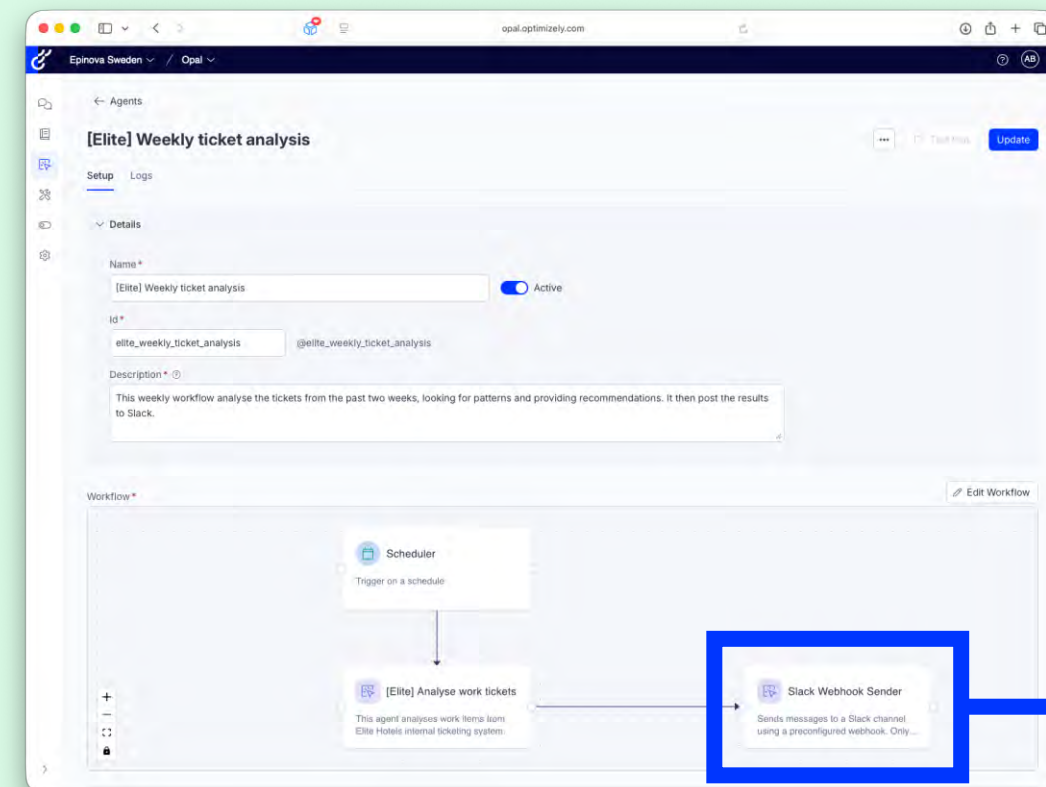
CEDAR RIDGE



THE BIRCHWOOD

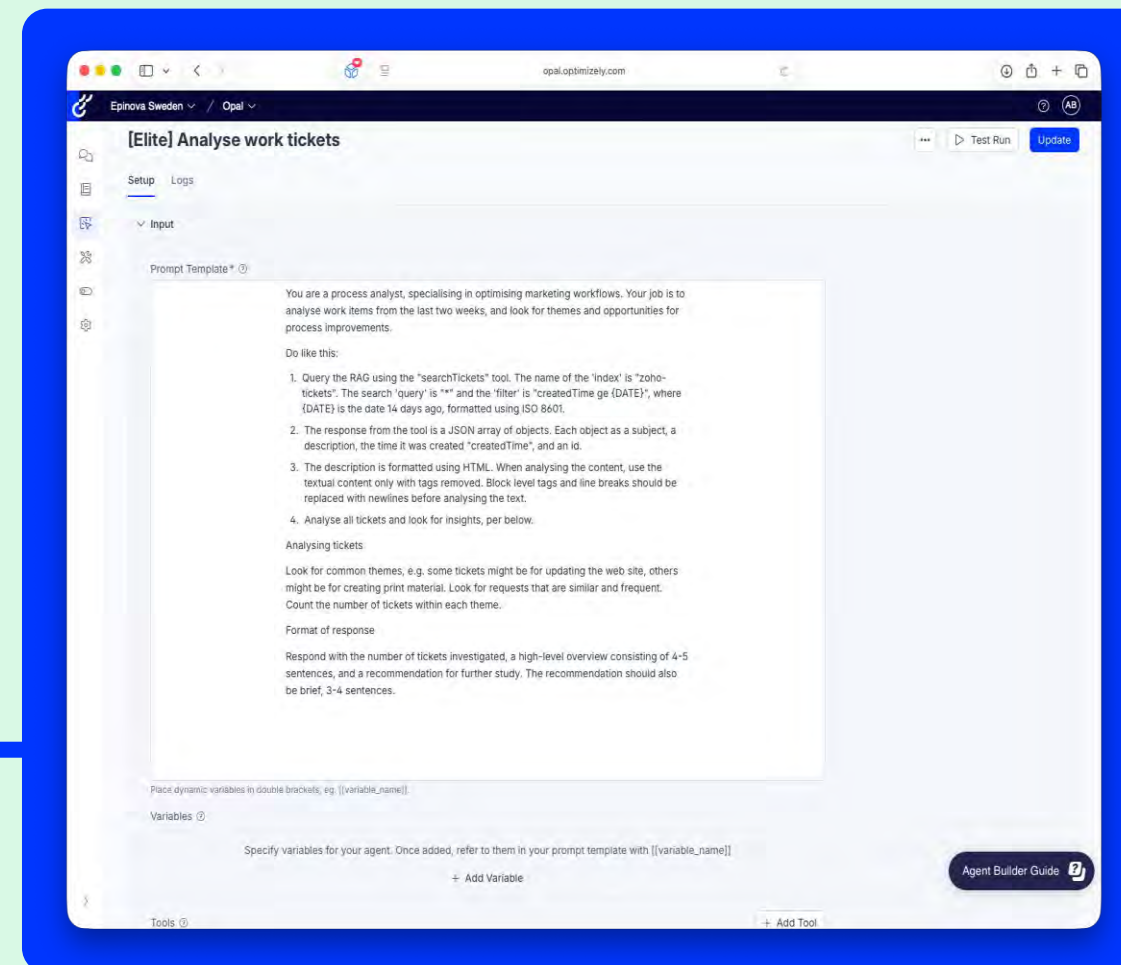
Elite Hotels: Powerful workflows with Opal

Example – Automated analysis of ticketing system to identify productivity improvements



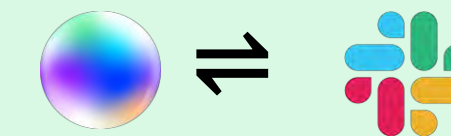
Workflow

The workflow combines two agents with a trigger for weekly automation.



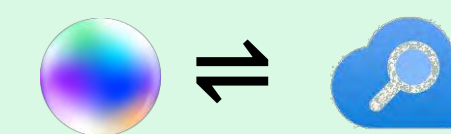
Agents

The workflow uses two agents; one to conduct ticket analysis and one to format and share the results to their internal Slack.



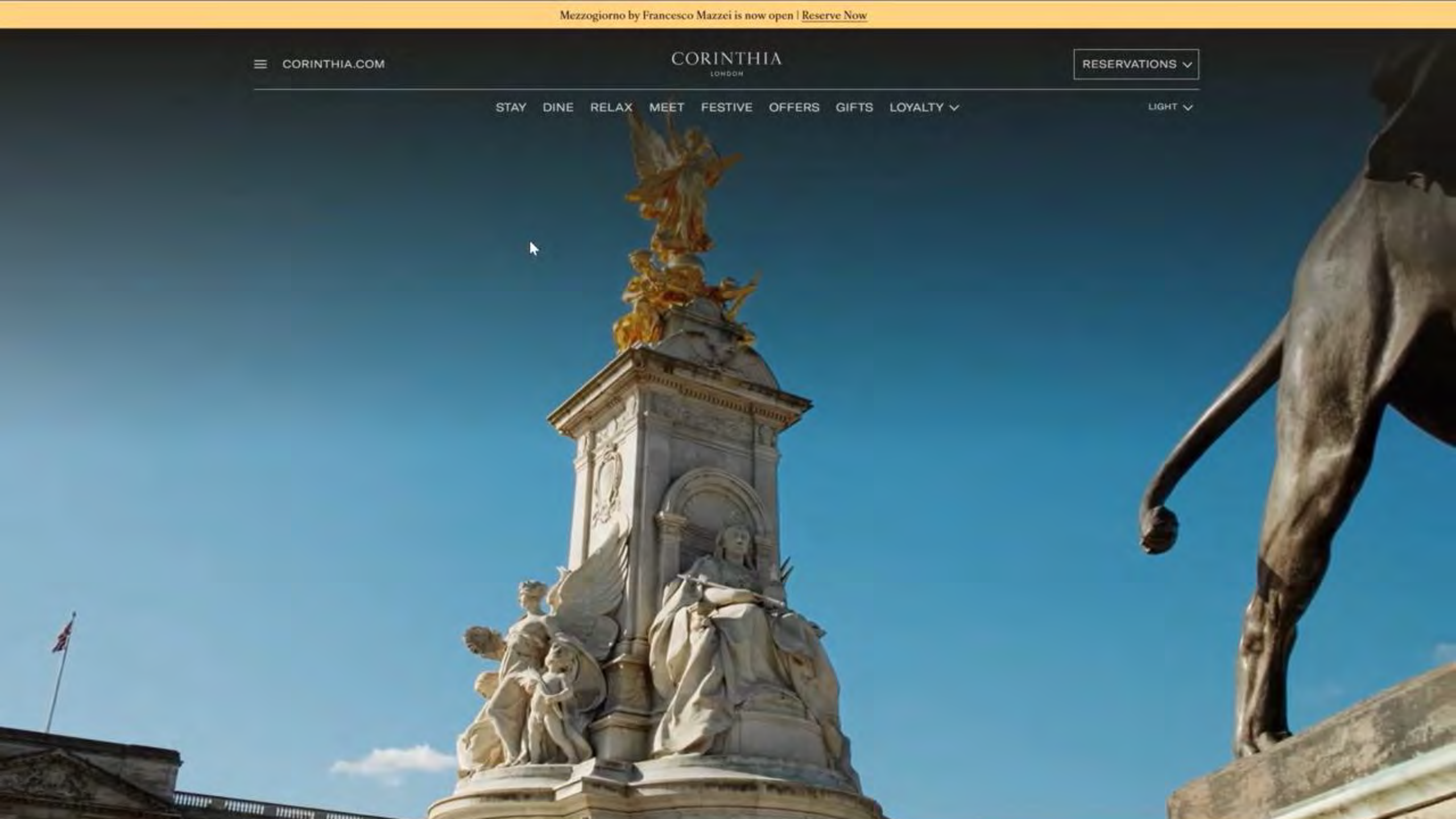
Tool: Post to Slack

Elite Hotels has created a tool that connects Opal to Slack, allowing to post updates to a designated channel.



Tool: Search RAG

Elite Hotels has set up a RAG: a search index in Azure that gathers all ticket updates, allowing Opal to access them in real time for analysis.

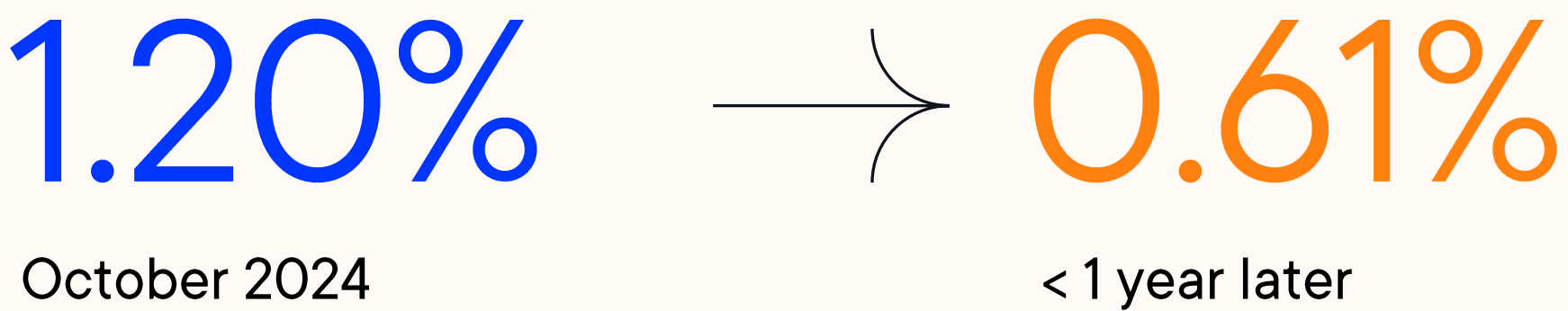


**Traffic is getting smaller,
but changes in behavior is
getting bigger.**

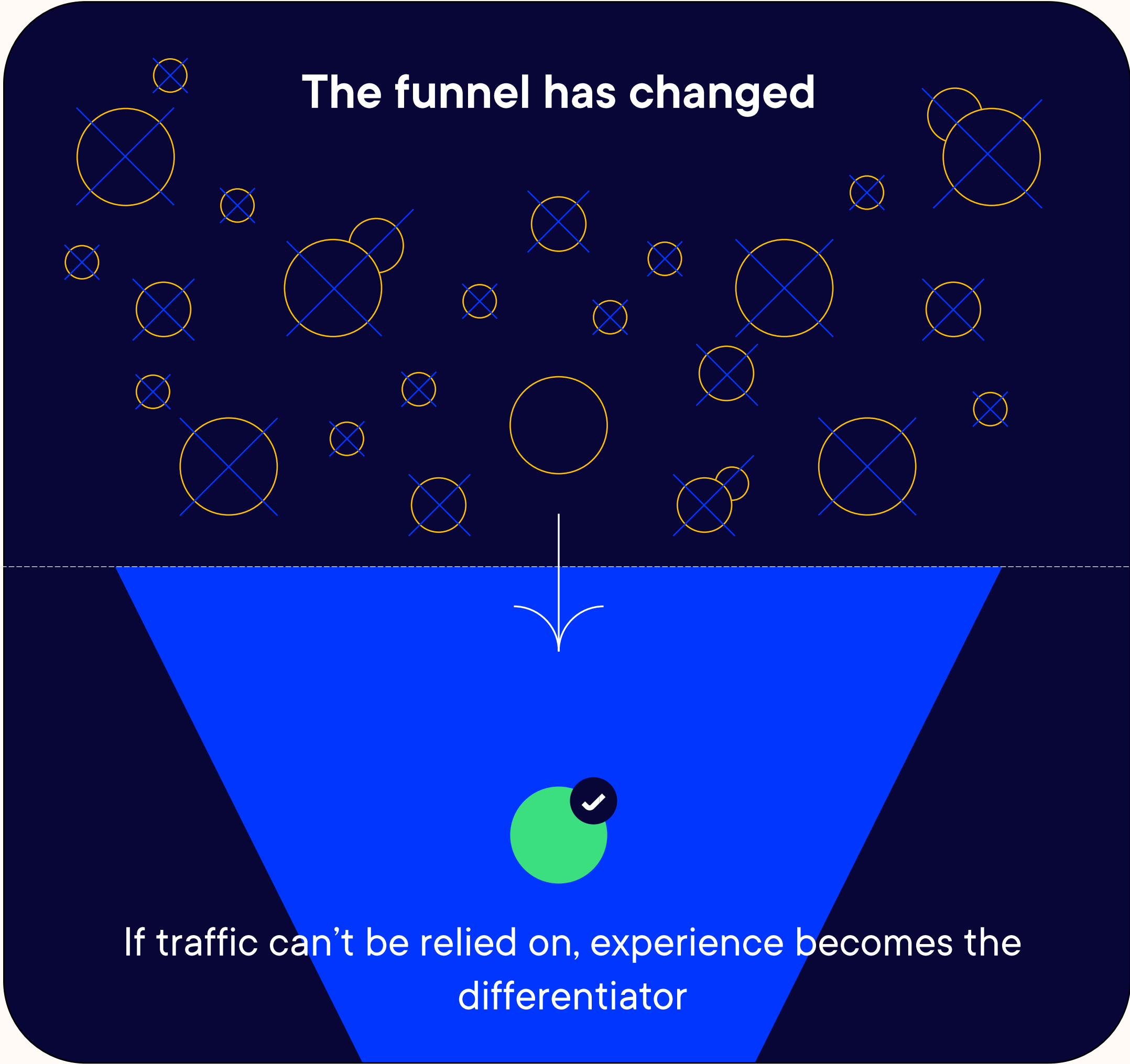
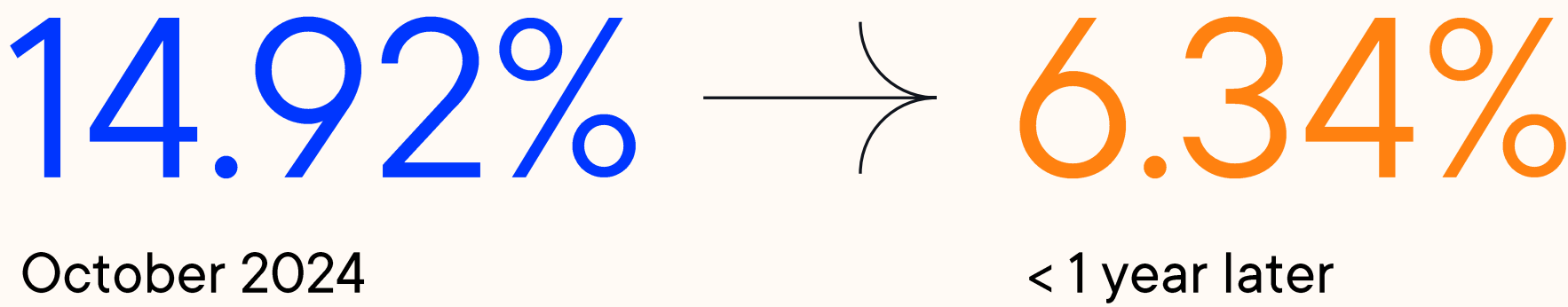
TRAFFIC NO LONGER A RELIABLE GROWTH LEVER

Every digital experience matters exponentially more

Organic Search CTRs



Paid Media CTRs



BUDGET ALLOCATION

The *Brand* vs. *Demand*

BRAND

Long-term investment. Hard to measure.

OFTEN UNDERWEIGHTED

60%

Recommended brand investment share
Per Binet & Fields analysis of 600+ companies

40%

Average actual brand budget share among CMOs
– and shrinking as budgets tighten

The vicious cycle

Cutting brand to chase
short-term ROI triggers
long-term demand
decline – forcing *more*
spend to compensate

DEMAND

Short-term investment. Easy to justify.

TYPICALLY OVERWEIGHTED

95%

Of B2B buyers are not in-market today –
performance spend reaches only the 5% who are,
ignoring future demand entirely

31%

Of marketing budgets now going to paid media –
up 11% YoY, yet CMOs report getting less for
every dollar spent

For years we optimized for:

- Human attention
- Visual hierarchy
- Emotional persuasion
- Click-through journeys

Agents value:

- Structured content
- Clear hierarchy
- Explicit answers
- External validation

SEO vs GEO strategies

WHATS DIFFERENT & HOW TO SHOW UP

SEO

Keywords & rankings

Optimize for exact phrases to appear on SERPs

Backlink volume

More links = higher rank

Long tail pages

Many variations of similar content captured traffic

Content length

Longer posts often outranked shorter ones

Success = being found

GEO

Concepts & authority

LLMs surface sources that *own the topic, not just the keywords*

Trusted mentions

Weight goes to authoritative sources

Topic hubs/pillar pages

Consolidated, comprehensive content that covered the concept fully

Content clarity

Concise, structured, fact-rich chunks get lifted by LLMs

Success = being trusted

SEO was a game of visibility – can people *find* you?
GEO is a game of credibility – do LLMs *trust* you?

Personalization on the first click



33%

Deploy features **faster** with full control and data you trust

Ship features with confidence by running experiments directly in your code. Test, tweak, and release without slowing down your dev team.

[Get started](#)

33%

Scale **content** and deliver campaigns that **convert**

A single AI-driven workspace for planning, creating, and collaborating on "exceptional" content and campaigns—built for marketers.

[Get started](#)

33%

Create **meaningful 1:1** experiences your customers will love

Meet the premier personalization solution for marketers, purpose-built to help you build, scale, and refine real-time, human-centered experiences.

[Get started](#)

Personalization on the first click



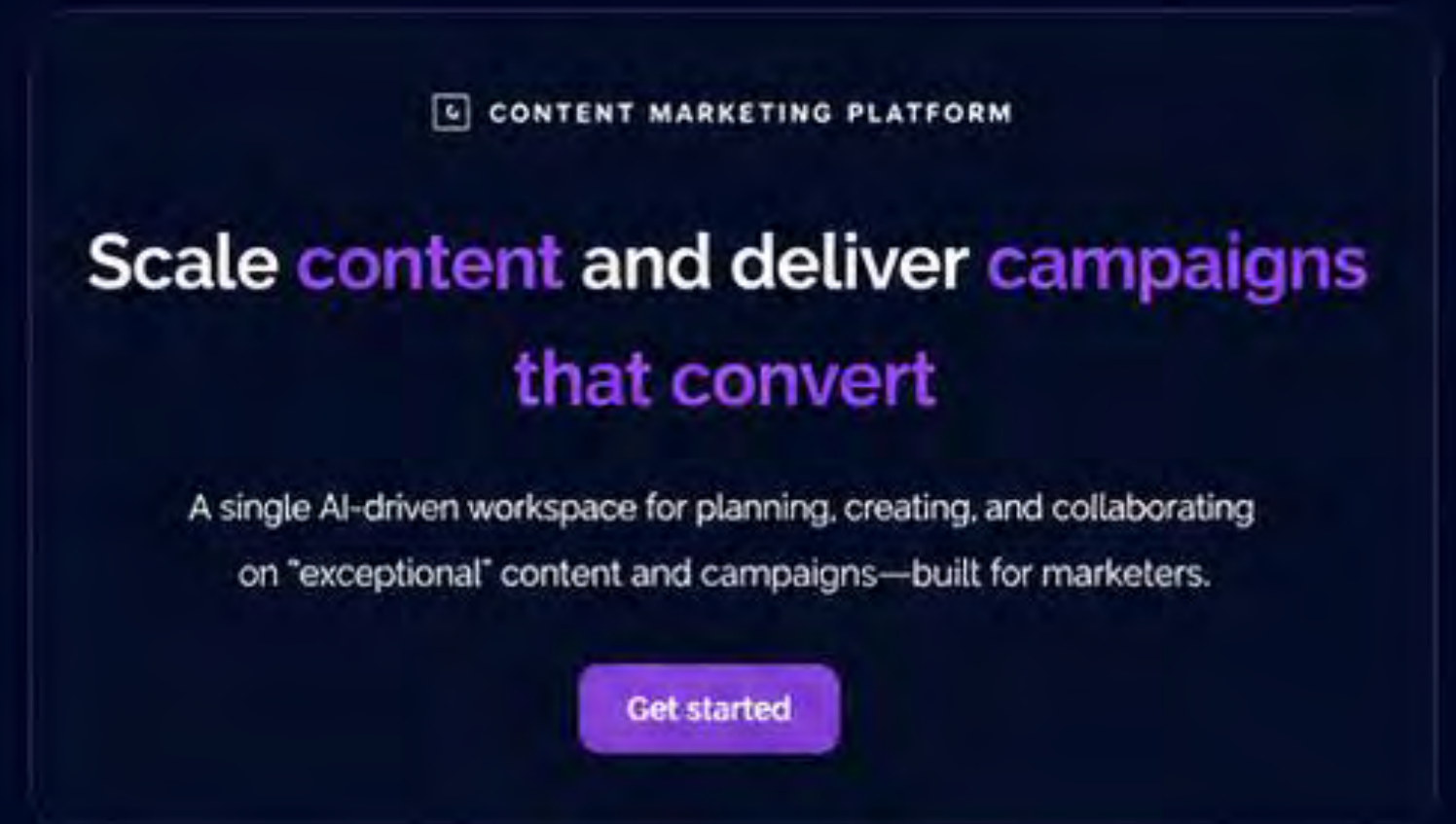
FEATURE EXPERIMENTATION

⚡ Deploy features **faster** with full control and data you trust

Ship features with confidence by running experiments directly in your code. Test, tweak, and release without slowing down your dev team.

Get started

Personalization on the first click



Personalization on the first click



PERSONALIZATION

Create **meaningful 1:1 experiences** your customers will love

Meet the premier personalization solution for marketers, its purpose-built to build, scale, and scale, real-time, human-centered experiences.

Get started

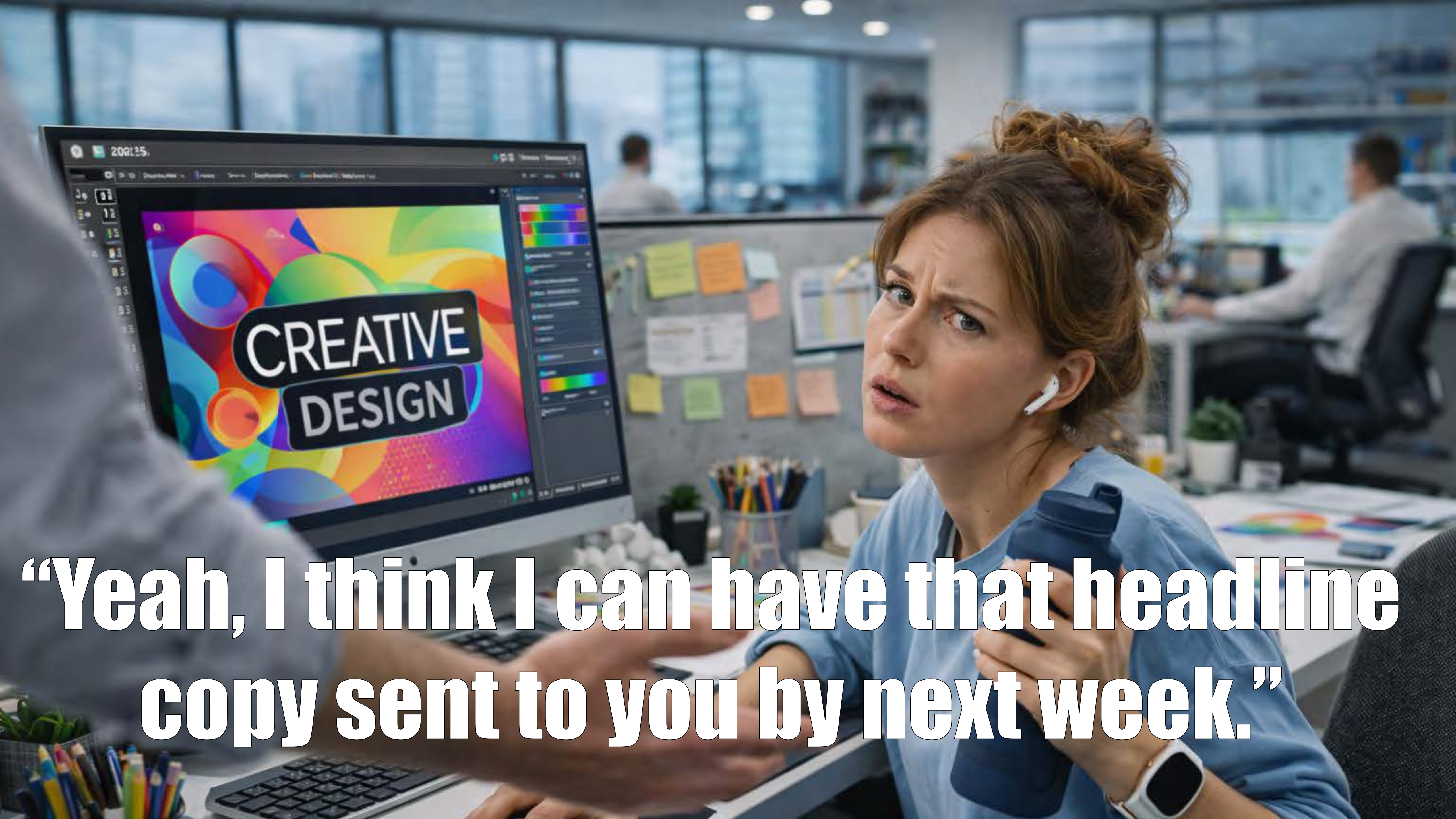
Capabilities to 20x Your Marketing

1.2x

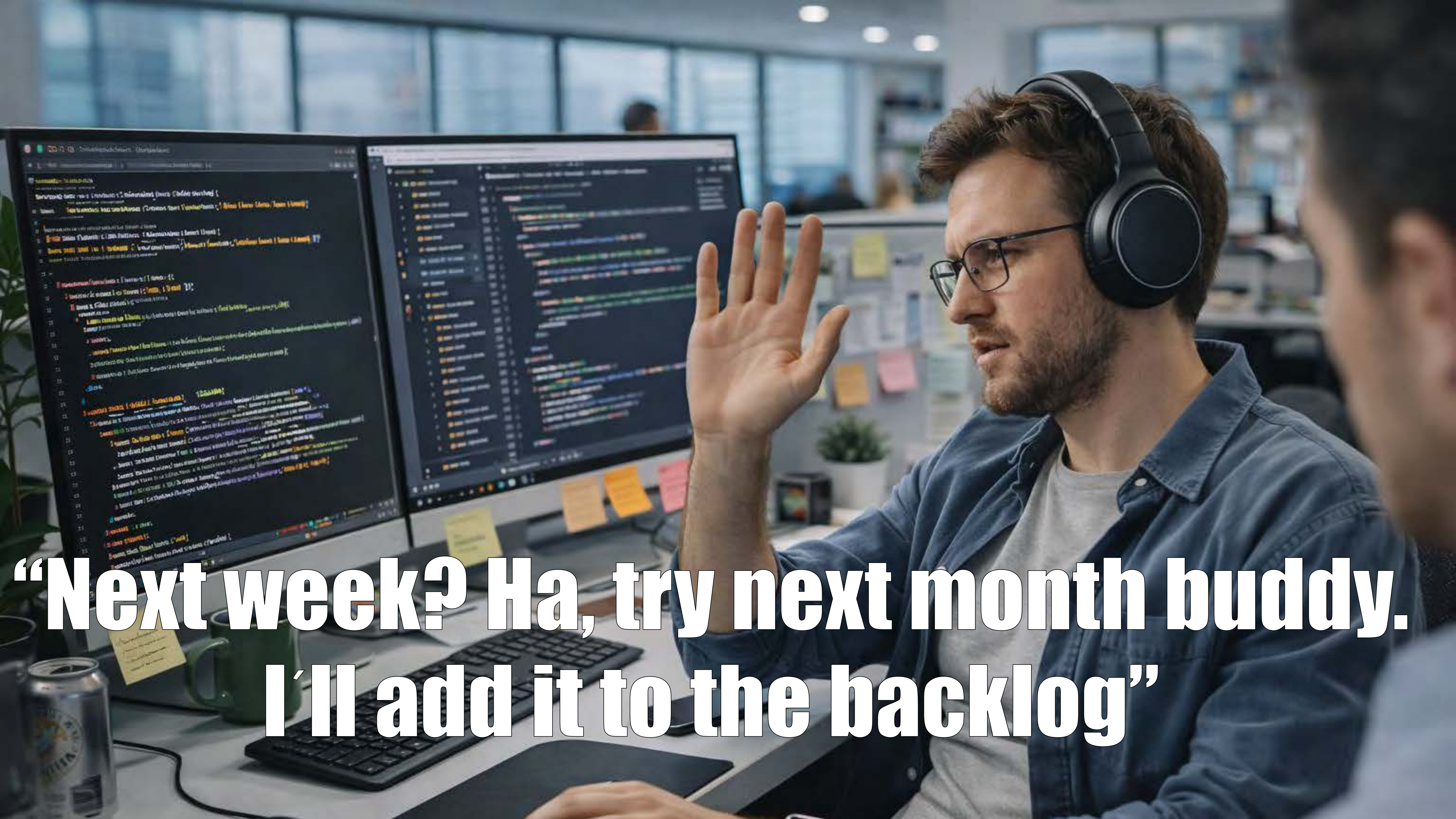
The hybrid customer

2.0x

The new workforce



“Yeah, I think I can have that headline copy sent to you by next week.”



**“Next week? Ha, try next month buddy.
I’ll add it to the backlog”**

Website Traffic Overview

Sessions 11.1M, 368 Mentions, 5,000+ Pageviews, 1,000+ Unique Visitors



Traffic by Channel



- Organic Search
- Direct
- Paid Search
- Email
- Social
- Referral

Traffic by Device



- Desktop
- Mobile
- Tablet

Bounce Rate

Average Session Duration

Pages Per Visit



Out of office--
back in three
weeks

The Agentic Workforce

Autonomous

AI agents that use logic and reasoning to act on your behalf while maintaining human-in-the-loop

Purpose-built

With agents, tools and integrations for use cases specific to marketing, digital, experimentation

Enriched with your data

References all customer data such as guidelines, assets, tests, and campaigns

Integrated in your workflows

Fully-unified AI across your existing tech

Pre-built Agents can...



Create 18% (more) impactful tests

- + Run website analysis and never run out of test ideas
- + Get experiments up and running in clicks
- + Show the right content to the right persona



Scale high-quality content by 77%

- + Get fresh content and campaign ideas rooted in data
- + Create on-brand content for any channel
- + Translate into any language automatically – Ja!



Increase data-powered decisions by 34%

- + Optimize webpages for better conversions
- + Get at-a-glance performance summaries
- + Ask and you shall receive... data insights

...and so much more. The possibilities are, well, infinite.



Optimizely Opal

AI-driven Growth Marketing Experimentation

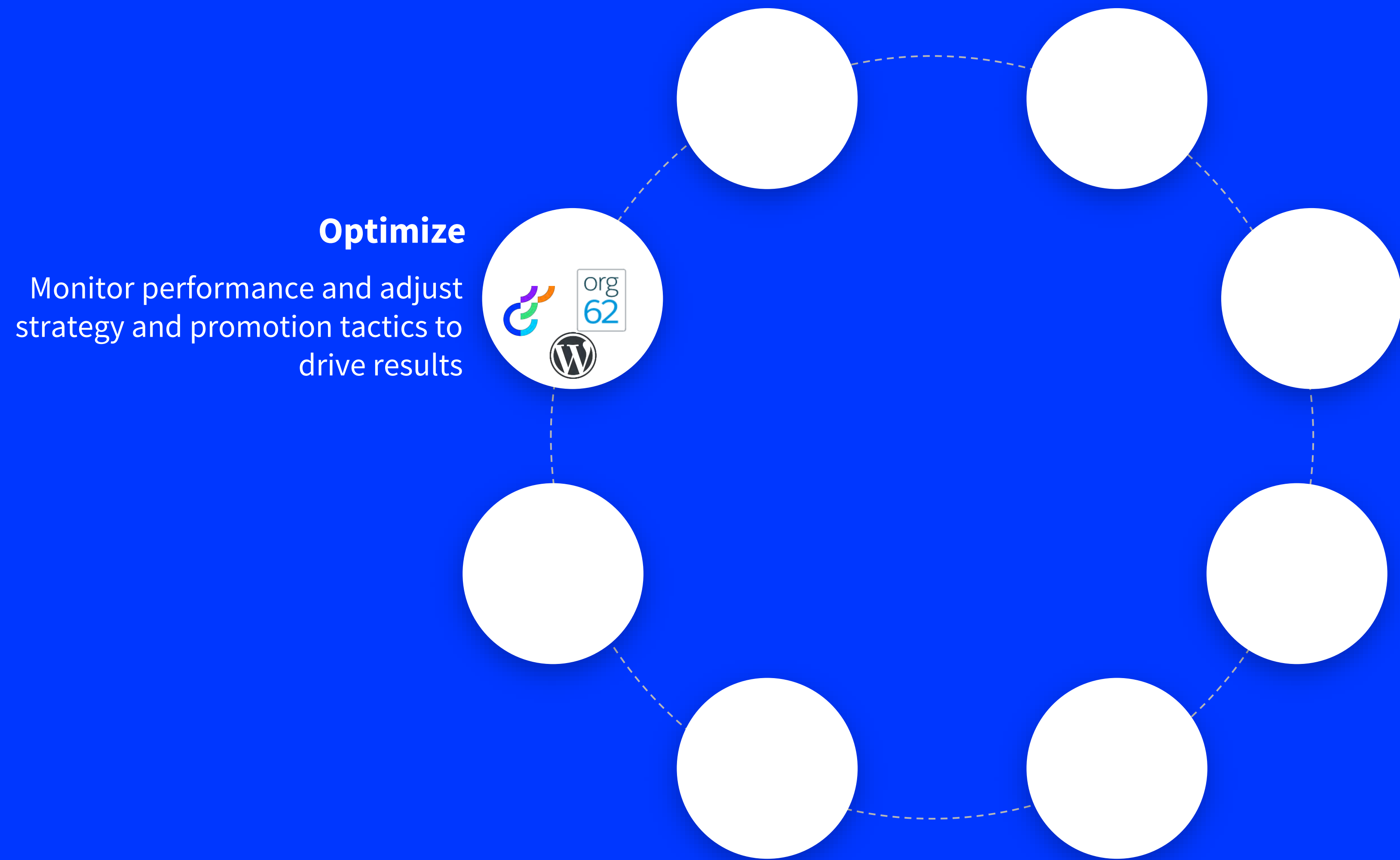
Nolan Franklin
Experimentation Lead
Contact



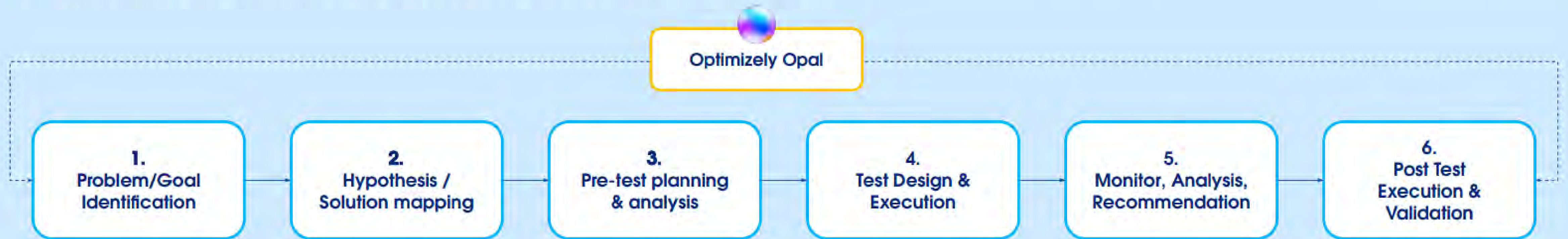
Software That Make Up the Content Supply Chain



Software That Make Up the Content Supply Chain



Activating Optimizely Opal across our experimentation workflow



Activating Optimizely Opal across our experimentation workflow

Out-of-box Agents

Custom Agents

Optimizely Opal

1.
Problem/Goal
Identification

2.
Hypothesis /
Solution mapping

3.
Pre-test planning
& analysis

4.
Test Design &
Execution

5.
Monitor, Analysis,
Recommendation

6.
Post Test
Execution &
Validation

Test Ideation Agent
(Ideas & Strategies)

Experiment Planning Agent
(Test plans)

Summarize Results Agent
(Results)

Heatmap Analysis
Agent

Summarize Results
Agent
(Past Results)

New Visual Editor
Agent
(Code Generation)

Experiment Review
Agent
(QA)

Problem Validation
Agent

Prioritization
Agent (Custom)
(UNDERWAY)

Visual Regression
Agent
(UNDERWAY)

Emergency response in Sudan

Conflict in Sudan is pushing vulnerable children deeper into hardship.

Learn more



DONATE TO PROTECT CHILDREN IN SUDAN

MONTHLY

SINGLE

£20

£10

£5



£10 could help provide enough life-saving therapeutic food for a child for one week.

OTHER AMOUNT

£



DONATE NOW TO HELP 

What is happening in Sudan?

Sudan is the world's largest internal displacement crisis, and children are paying the highest price.

Relentless attacks on hospitals, schools, water and power supplies have left children and families without access to essential services.

17.3 million children require protection and emergency assistance.

Famine has been confirmed in parts of North Darfur and the Nuba Mountains.

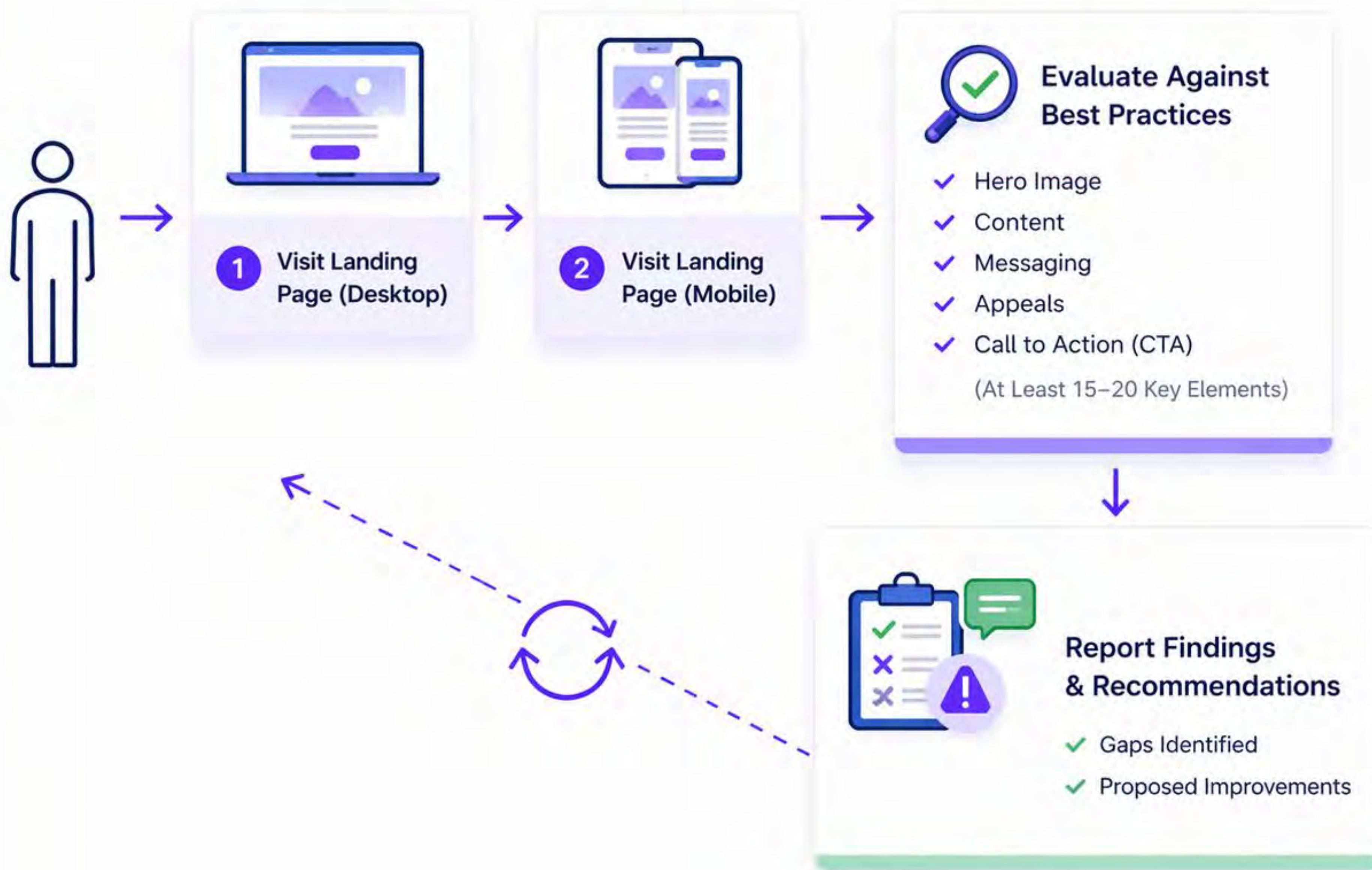
Since late October 2025, **more than 127,000 people** have been forced to leave their homes in Al Fasher, the capital of North Darfur. Humanitarian conditions remain dire, with civilians facing **severe shortages of food, clean water, health services and essential supplies.**

We're working with partners on the ground responding to critical needs in health, nutrition, protection, education and water, sanitation and hygiene.

£10 a month over a year could bring three severely malnourished children back to

Landing Page Auditor

How much manual effort was behind every landing page audition?



Landing Page Auditor

A sneak preview of the final output report



****You are seeing dummy data in the report.**

On this report

Jump to sections

Executive snapshot

Radar / spider chart

Strengths, gaps, hypotheses

Score tiles

Flags

Message balance

Information hierarchy

Storytelling

Fundraising model

Hero image

CTA

Donation grid

Mobile

Screenshots

Raw evidence

Data quality

Reading tips

- 0-5 scores describe visibility/presence (0 absent → 5 dominant).
- Gates are pass/fail checks (e.g., mobile first-screen).



UNICEF LP Insights Report

UNICEF Global — Data-Driven Fundraising LP Evaluation Framework (Audit-only, mobile-first, 0-5 scoring).

This HTML is a template. Populate it by injecting a single JSON object into window.lp_data.

Landing page URL

<https://help.unicef.org/men/ro/crisis-global-index>

Audit date (local)

2026-01-26

Auditor / team

UNICEF Global QA Auditor

Viewport evidence

Desktop: Yes, Mobile: Yes



How to read this report: Scores (0-5) describe what is visible on the page (0 absent → 5 dominant). Gates are pass/fail checks. All evidence is observational (captured HTML, screenshots, image notes). Hypotheses are suggestions to test, not proven outcomes.



Executive snapshot

WHAT THIS SECTION TELLS YOU

A quick, non-technical summary of what was observed on the landing page overall status, key checks, and the most important takeaways.

High-level outcomes + any critical flags. (Framework is descriptive: observable evidence only.)

Overall status: OK Mobile first-screen gate: Pass Ethical & brand compliance: Pass Scoring scale: 0-5

- The landing page effectively uses a strong hero image of a child undergoing a health assessment to create immediate emotional connection.
- The donation module is prominently placed above the fold on both desktop and mobile, with clear preset amounts and impact statements.
- The page provides extensive factual information and statistics about various humanitarian crises and UNICEF's interventions.
- Mobile experience is well-optimized with a single-column layout and visible primary CTA.
- The content balances emotional urgency with rational framing by detailing specific interventions and their impact.
- Multiple calls to action are present throughout the page, encouraging engagement at different points in the user journey.

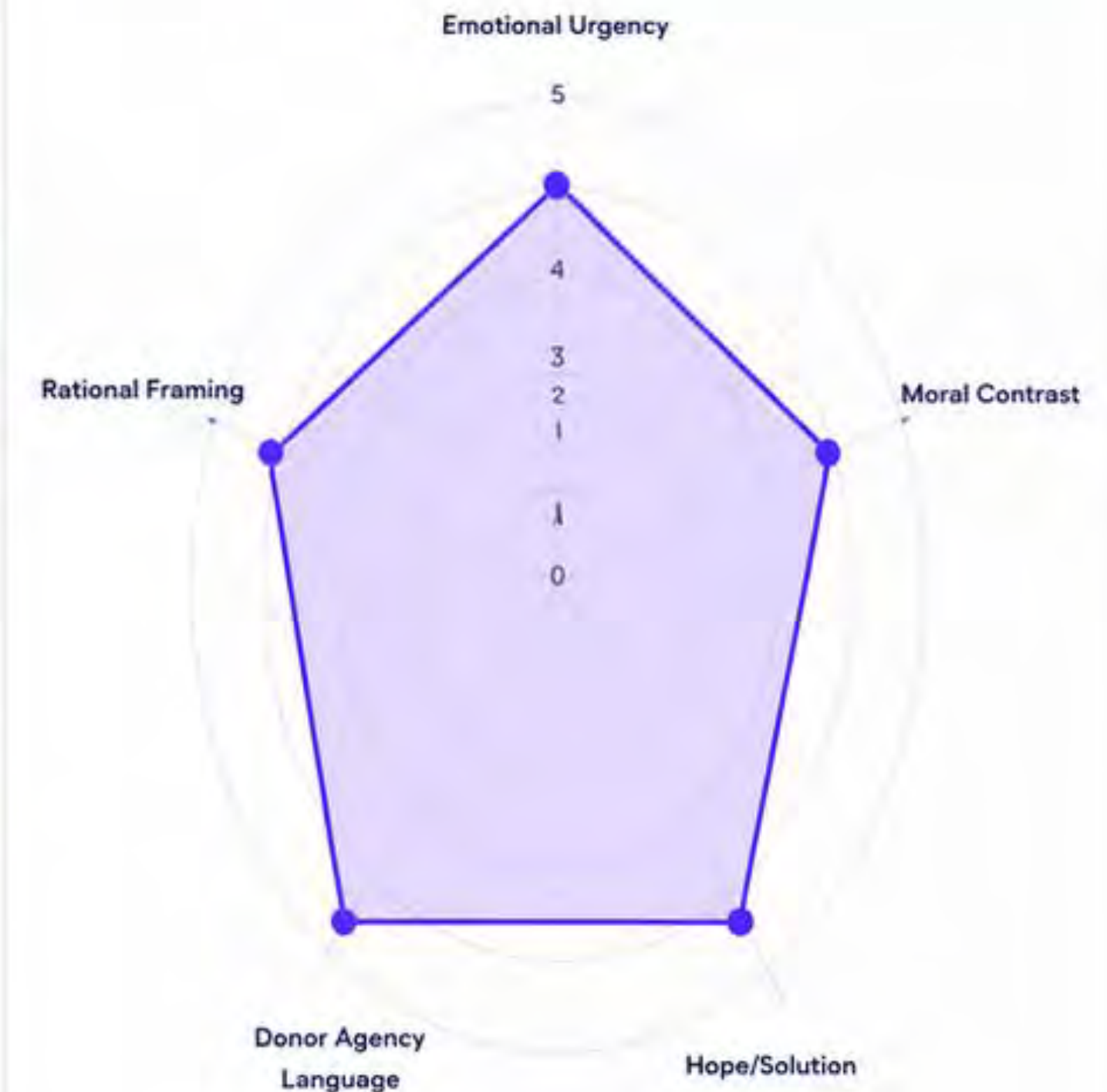


Radar / spider chart

WHAT THIS SECTION TELLS YOU

A visual summary of the page's profile across key dimensions. Higher values mean the element is more explicit or dominant on the page (0-5), not that performance is better.

Message-balance radar (above the fold).



Axes: Emotional urgency, Moral contrast, Hope/solution, Donor agency language, Rational framing.

Capabilities to 20x Your Marketing

1.2x

The hybrid customer

2.0x

The new workforce

20x

The orchestration layer

The First 85% Content Production

Strategic Planning



Marketing Leader

Oversees marketing organization;
values visibility, coordination



Digital Leader

Oversees digital properties
including website, SEO, social



Marketing Manager

Creates campaigns and
coordinates marketing activities

Campaign Planning



Campaign Manager

Runs individual campaigns and
coordinates marketing activities



Product Marketing

Defines product positioning &
GTM strategy



Field Marketing

Manages customer & marketing
events

Creation



Content Creator

Authors, reviews, and
approves content to be published



Content Specialist

Adapts & optimizes content for
different channels



Design Specialist

Reviews and enhances design &
copy updates

Review



Legal / Compliance

Oversees marketing organization;
values visibility, coordination



Marketing Leader

Oversees marketing organization;
values visibility, coordination



Marketing Manager

Creates campaigns and
coordinates marketing activities

The Final 15% Content Delivery

Publishing



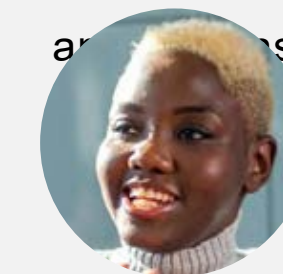
Web Team

Maintains the website, mobile
App, owns UX and the overall
digital experience.



Developers

Manges the front & back end
of websites & web



Digital Marketer

Working with internal &
external resources to get
content published.

Distribution



Digital Coordinator

Distributes created content
to the correct channels



Paid/Social Team

Maintains Media and social
channels



Email Team

Maintains email and SMS
channels

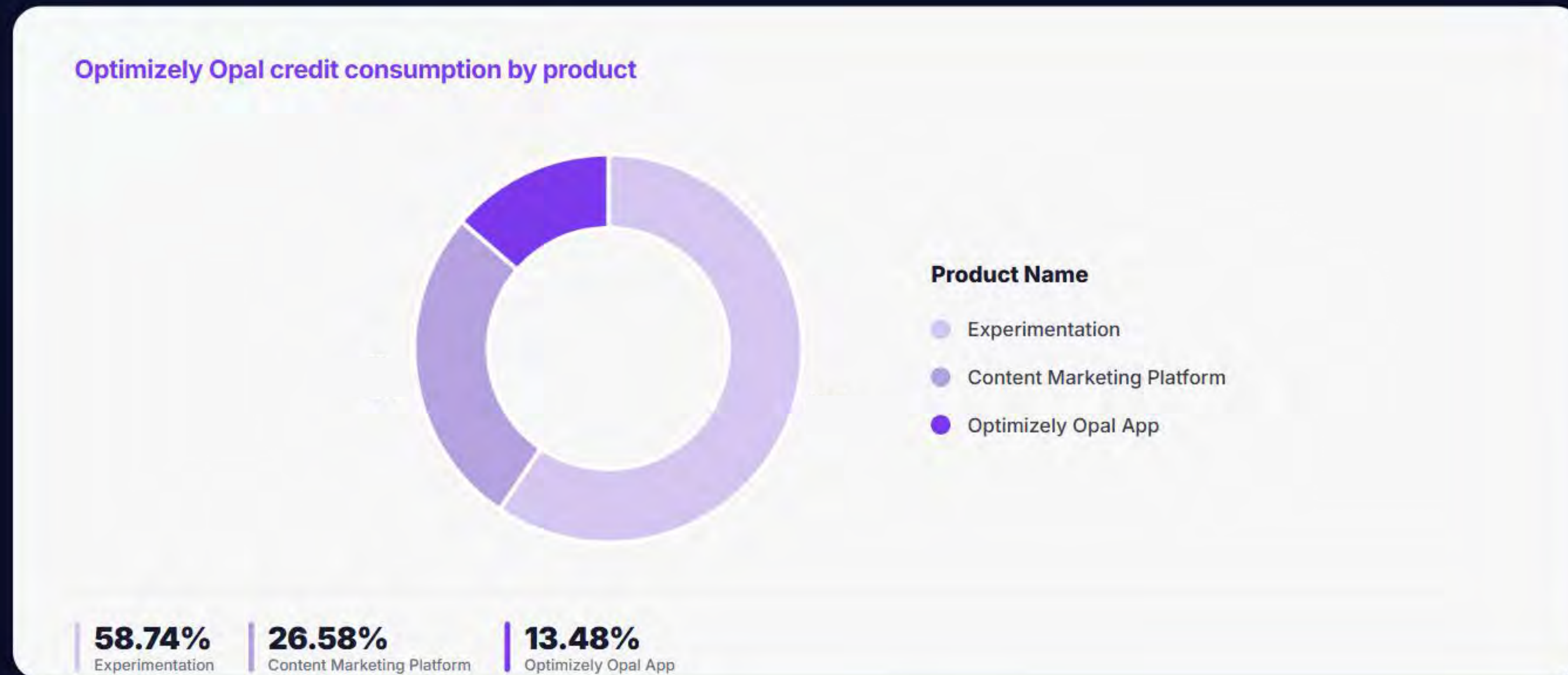
OPERATIONAL INEFFICIENCY

Work-About-Work

20+ years of tooling, yet workflows are still broken



58.74% of all agent usage is experimentation



Emergency response in Sudan

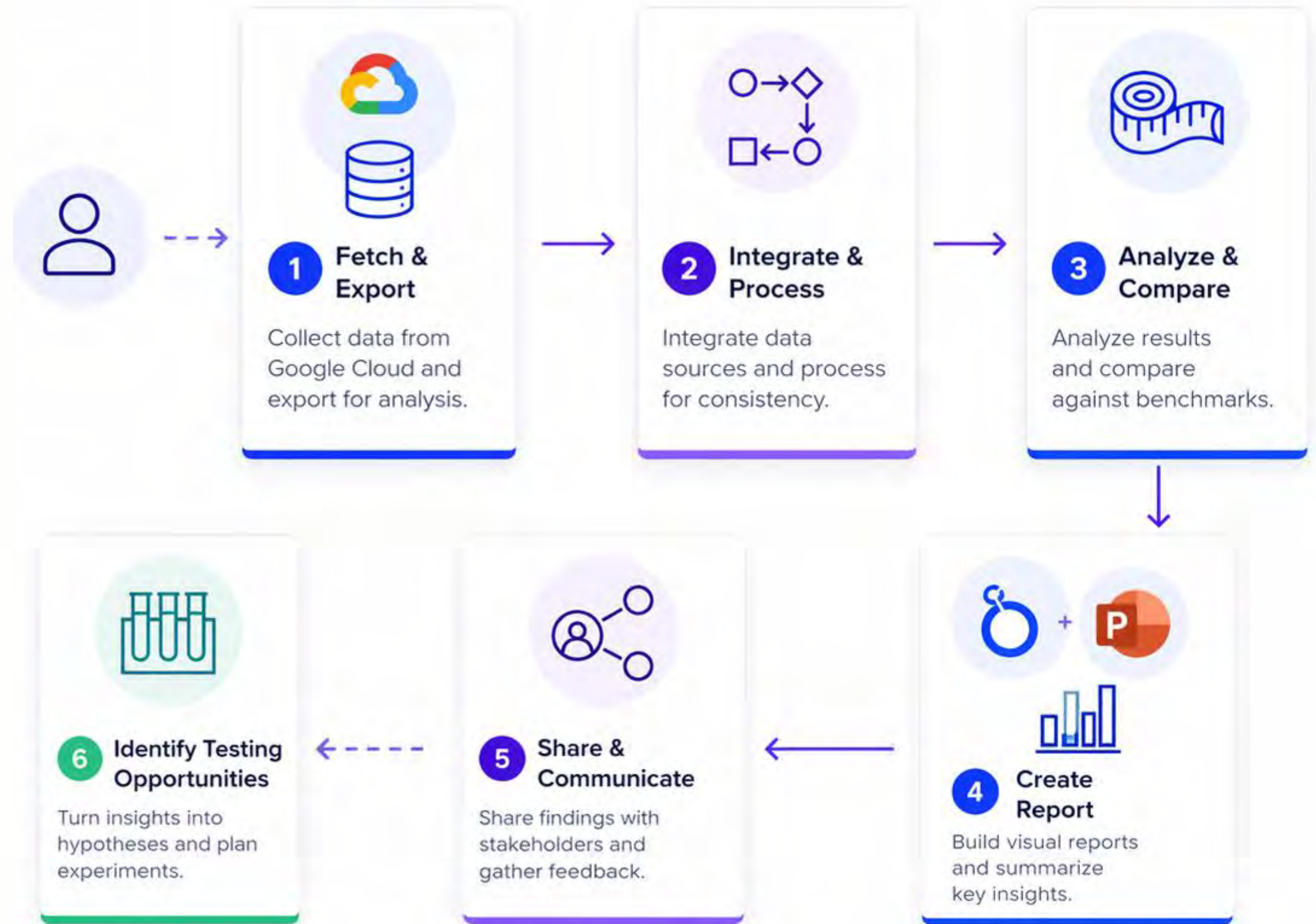
Conflict in Sudan is pushing vulnerable children deeper into hardship.

Learn more



Weekly Analysis Automation

How much manual effort was behind every weekly report?



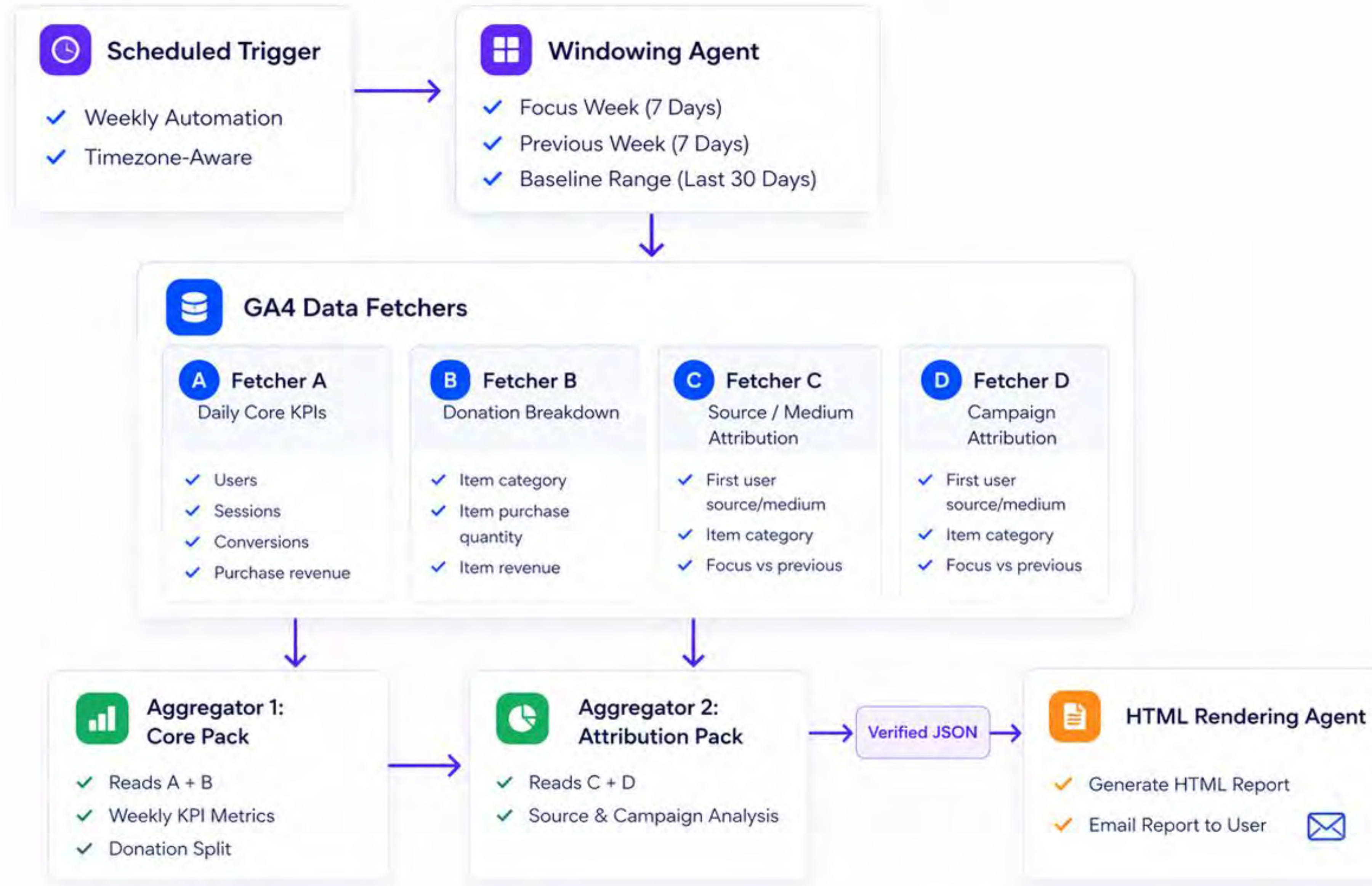
Weekly Analysis Automation

The workflow we designed and built

 Opal AI Elements:
8 Agents

 5 Tools

 1 Workflow



Weekly Analysis Automation

A sneak preview preview of the final output report



**You are seeing dummy data in the report.



UNICEF — Weekly Digital Performance (Individual Giving)

Focus week: 2025-12-29 – 2026-01-04

Prev week: 2025-12-22 – 2025-12-28

Baseline: last 30d mean (scaled to 7d expected) — Base(7d): Users 188,000 • Donors 3,150 • Revenue \$245,000

Timezone: Europe/Zurich

Generated: 2026-02-17 10:15

How to read this report (baseline + guardrails)

Baseline expected week (30d mean scaled to 7d)

We compare this week vs last week and vs a 30-day average converted to a 7-day expected value. This helps avoid "fake growth" (e.g. 5 → 7 donors looks like below normal).

Rule: prioritize absolute Δ vs base and share of total over % change when volumes are small.

Executive summary (leadership)

Overall: **GOOD**

Outcome: Total revenue \$248,320 (Δ WoW -\$11,489) and 3,276 total donors.

- What happened:** Cash \$191,250 vs Pledge 758 new monthly donors (pledge share 23.1%).
- Why (REAN):** Reach ↓ (traffic normalization), Engage N/A, Activate stable, Nurture ↑ (pledge softness).
- Risk signal:** Pledge share 23.1% (-2.4 pp WoW; -2.3 pp vs base). Watch substitution (cash strong while pledge soft).
- What to do next:** Shift 10–15% paid budget to pledge-optimised creatives + tighten monthly CTA on top landing pages.

What's driving the week

One-time giving remained strong (avg gift ~\$76) and Search drove ~44% of revenue. Matching-gift creative lifted conversion on returning visitors.

What to check next

Pledge acquisition dipped vs both prev week and baseline—review monthly CTA prominence, payment friction, and channel mix (paid social skewing to cash). Monitor (direct)/(none) share for tracking shifts.

Guardrails (avoid "fake growth")

Always read % changes with absolute volume and 30d baseline expected week. If baseline expected week is small (e.g. < 10 donors), label it "small base" and prioritize contribution to total.

Materiality rule of thumb

Consider changes "decision-worthy" when (a) absolute Δ vs base is meaningful, or (b) the item contributes a visible share of total (e.g. > 5% of donors/revenue). Otherwise treat as noise.

REAN diagnosis (at-a-glance)

How to read

Each stage has a primary KPI + a diagnostic KPI. If outcomes are down, start at Reach and move down the funnel.

Good Watch Risk N/A

Stage	Metric	Focus	Prev	Base (7d exp.)	Δ WoW	Δ vs Base
Reach	Users / Sessions	182,450	195,600	188,000	-13,150	-5,550
		214,980	229,400	221,000	-14,420	-6,020
Engage	Donation page views / user	N/A	N/A	N/A	N/A	N/A
Activate	Donations / 1,000 users	17.96	17.43	16.76	+0.52	+1.20
Nurture	Pledge share of donors	23.1%	25.5%	25.4%	-2.4 pp	-2.3 pp

Interpretation:

Reach ↓ + Activate flat → distribution. Reach flat + Activate ↓ → UX/offer/trust. Cash ↑ + Pledge ↓ → substitution risk. Sudden (direct)/(not set) shifts → measurement.

KPIs (keep familiarity + add decision metrics)

Standard KPIs

Total Users

182,450

Δ WoW -13,150

Δ Base -5,550

Item purchases (donations)

3,276

Δ WoW -134

Δ Base +126

Item revenue (USD)

\$248,320

Δ WoW -\$11,489

Δ Base \$3,320

CVR (Conversion rate)

1.52%

Δ WoW +0.04 pp

Δ Base +0.10 pp

CVR = donors = sessions (or users). Choose one and keep consistent.

Monthly donations

Monthly donations (paid)

One-time donations

One-time revenue (USD)

Calculated (Core KPI scorecards — REAN + pledge overlay)

Reach — Users

182,450

Δ WoW -13,150

Δ Base -5,550

Engage — Donation page views / user

N/A

Δ WoW N/A

Δ Base N/A

Activate — Donations / 1,000 users

17.96

Δ WoW +0.52

Δ Base +1.20

Value — Avg donation (cash)

\$76

Δ WoW \$-2

Δ Base \$-1

Nurture — Pledge share of donors

23.1%

Δ WoW -2.4 pp

Δ Base -2.3 pp

Rule of thumb: prefer efficiency metrics (per user / per session / per 1k users) to separate reach vs persuasion.



*We are not immune to the same
challenges our customers face*

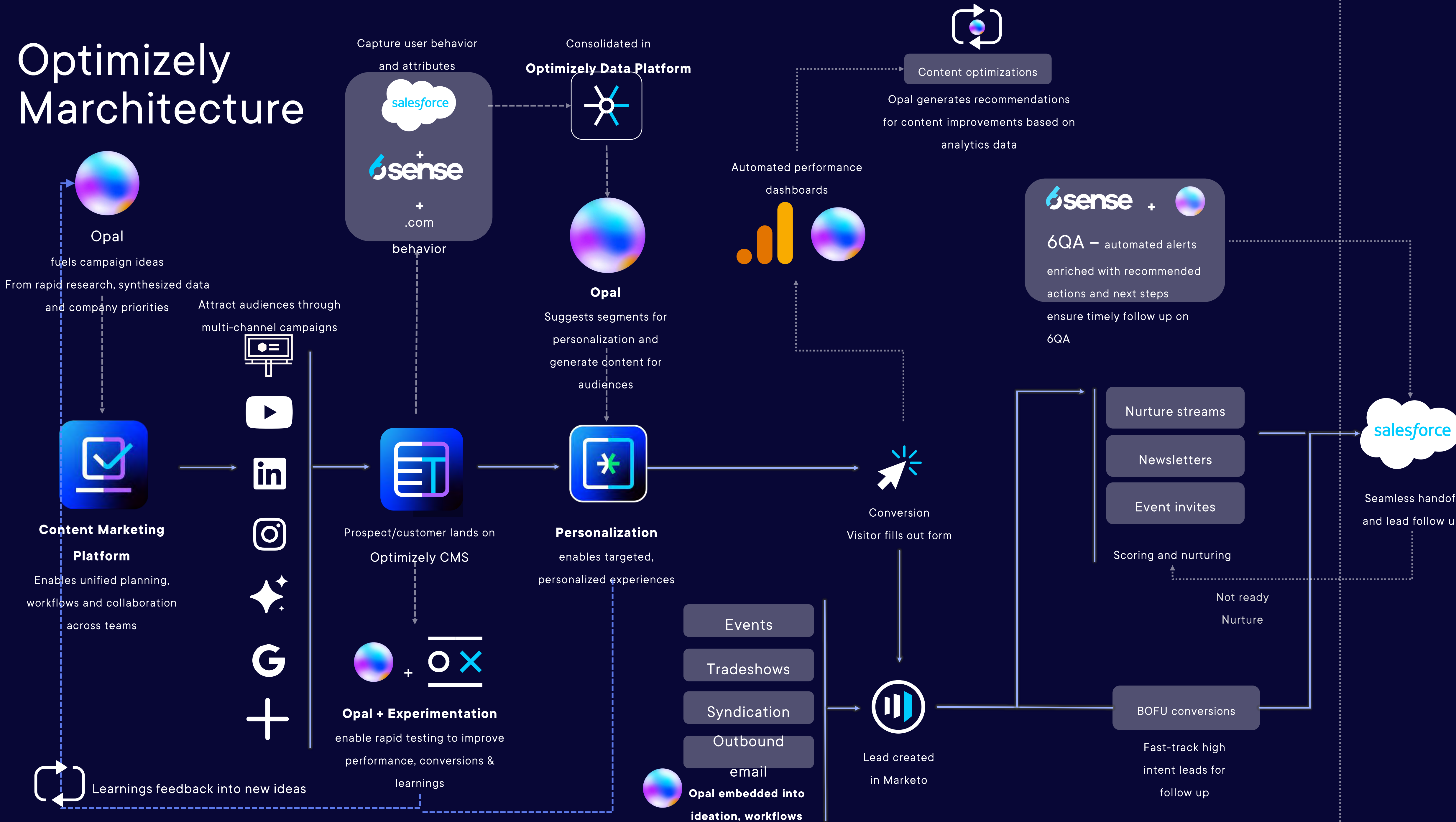
TEAM STRUCTURE

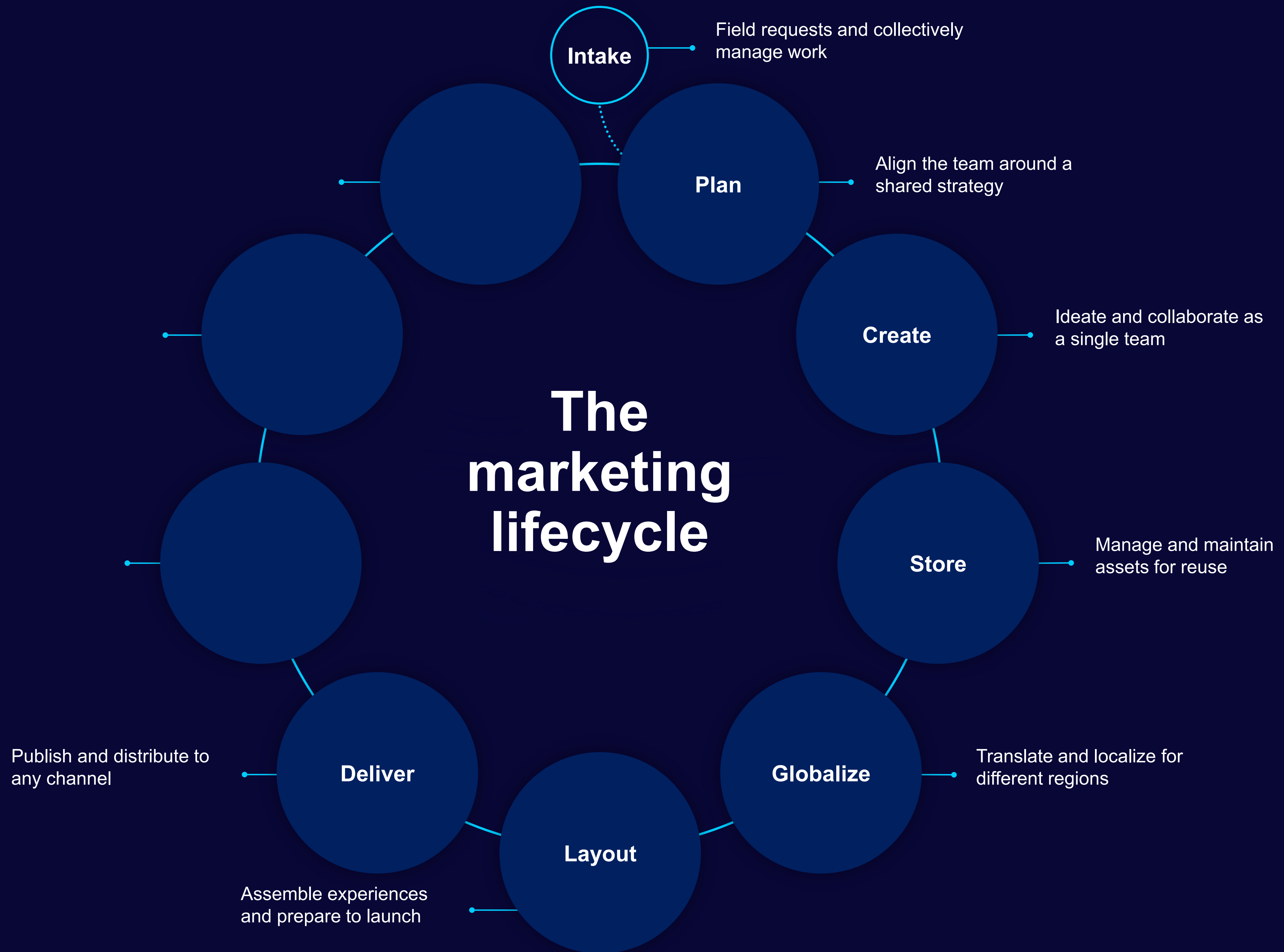
Marketing org chart

Our structure defines our reporting lines, but not how we operate



Optimizely Marchitecture



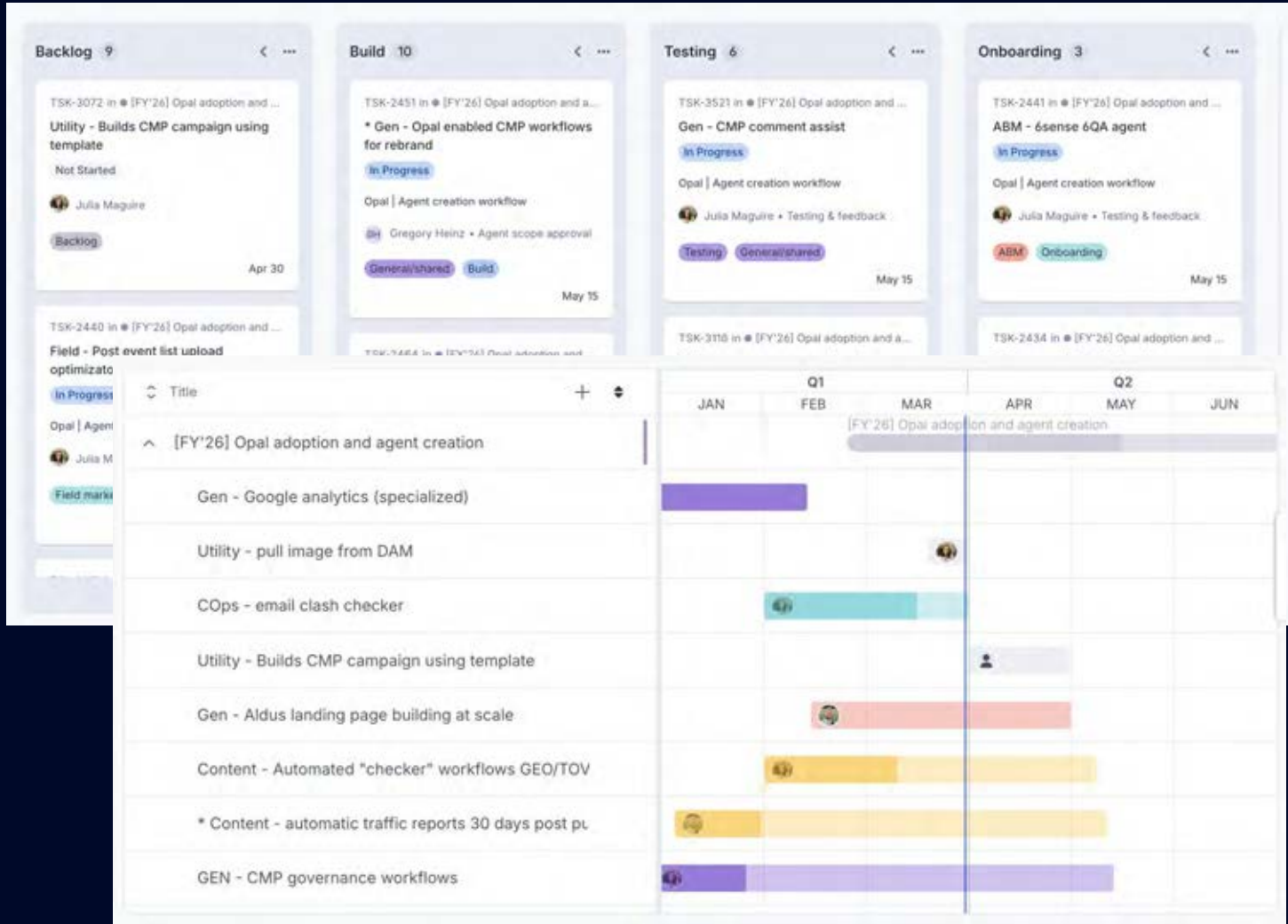


Orchestration

Full visibility in Content Marketing Platform

ACTIVITIES

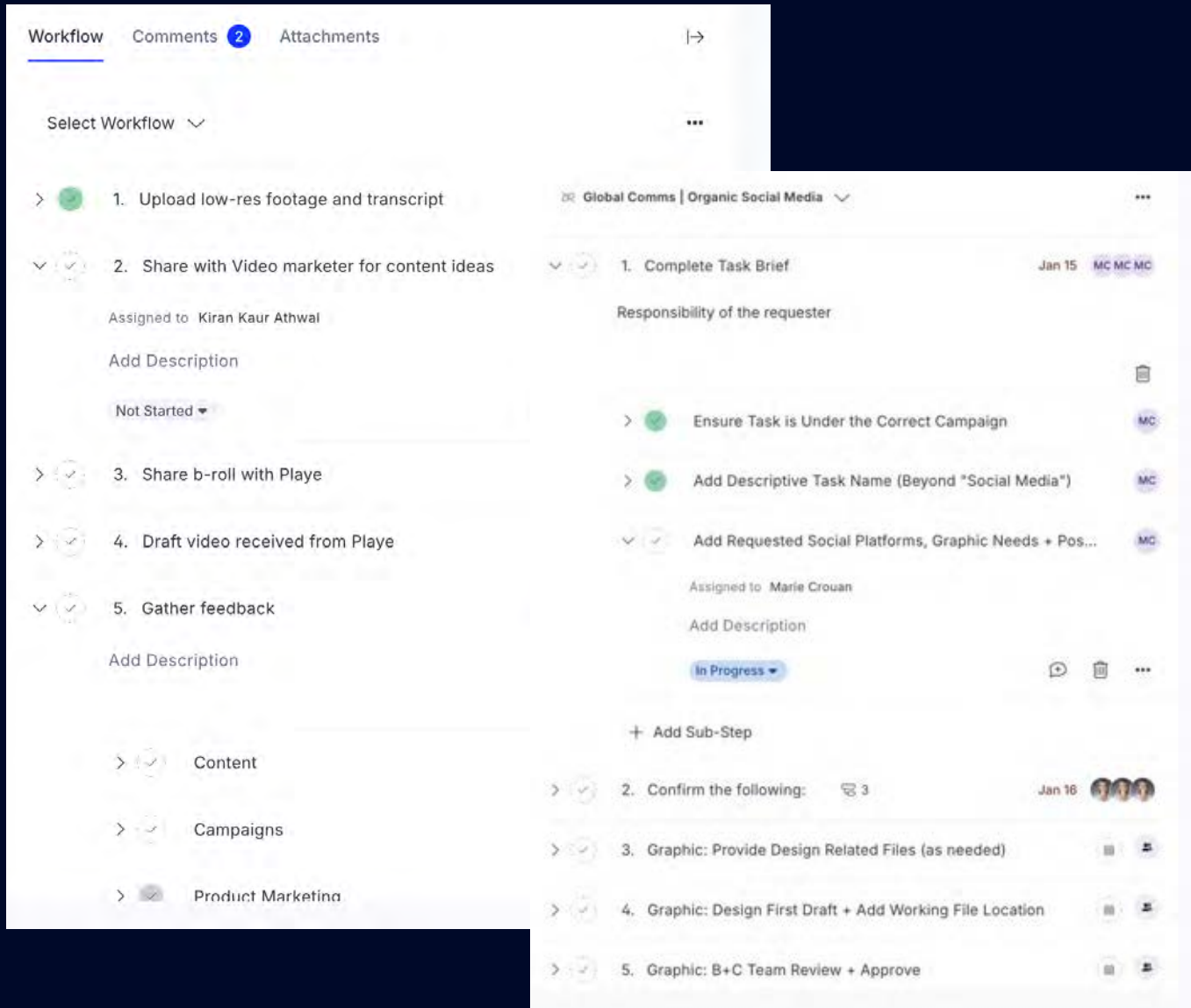
All activities laddering up to shared goals



- Full visibility at any time – **lists, Gantt, Calendar and KanBan**
- Every task ties back to a shared objective

WORKFLOWS

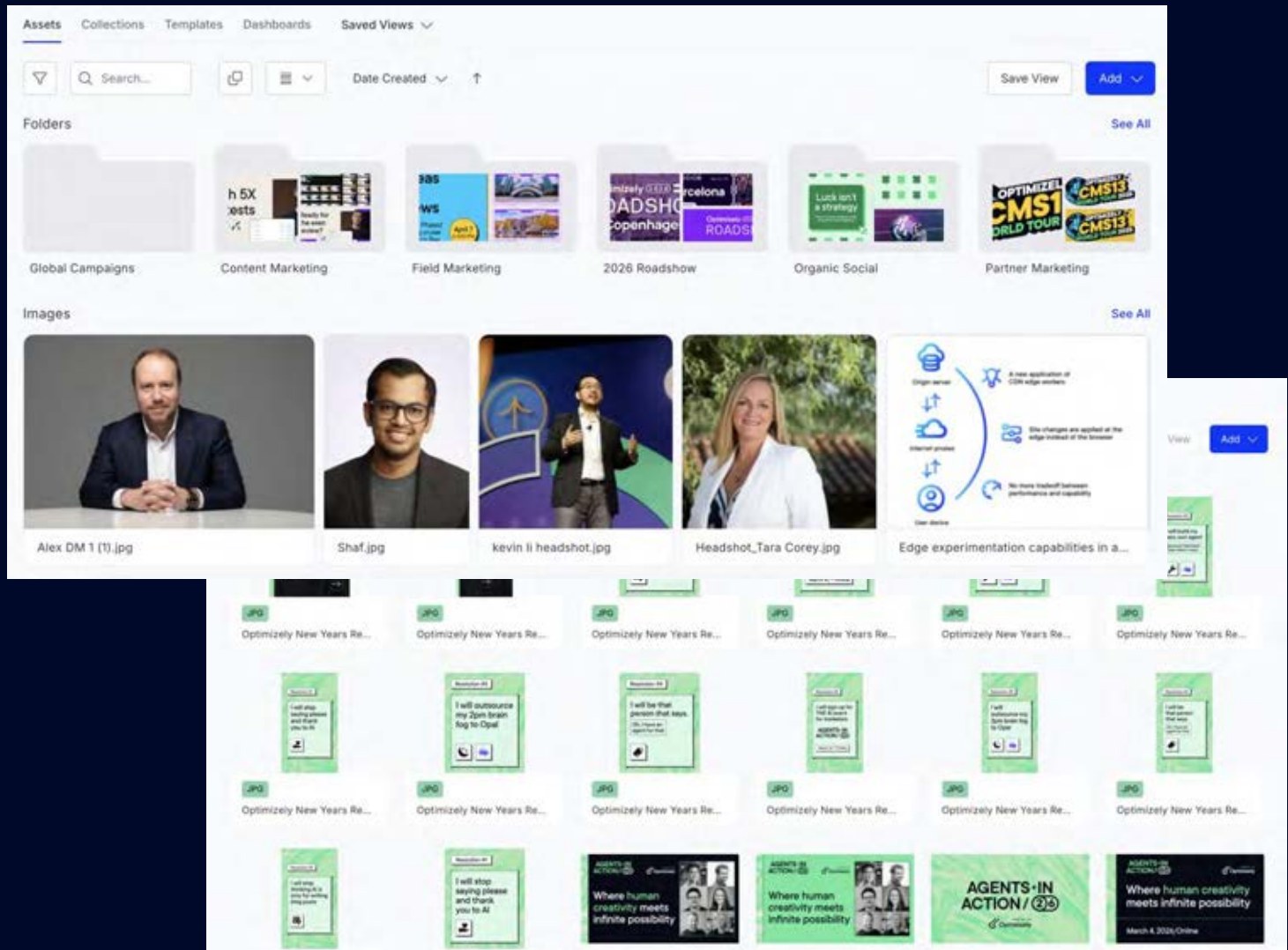
Templatized, AI-enabled workflows



- **Templatized workflows** to streamline repeatable processes
- **Opal embedded** for truly AI-enabled workflows

DAM

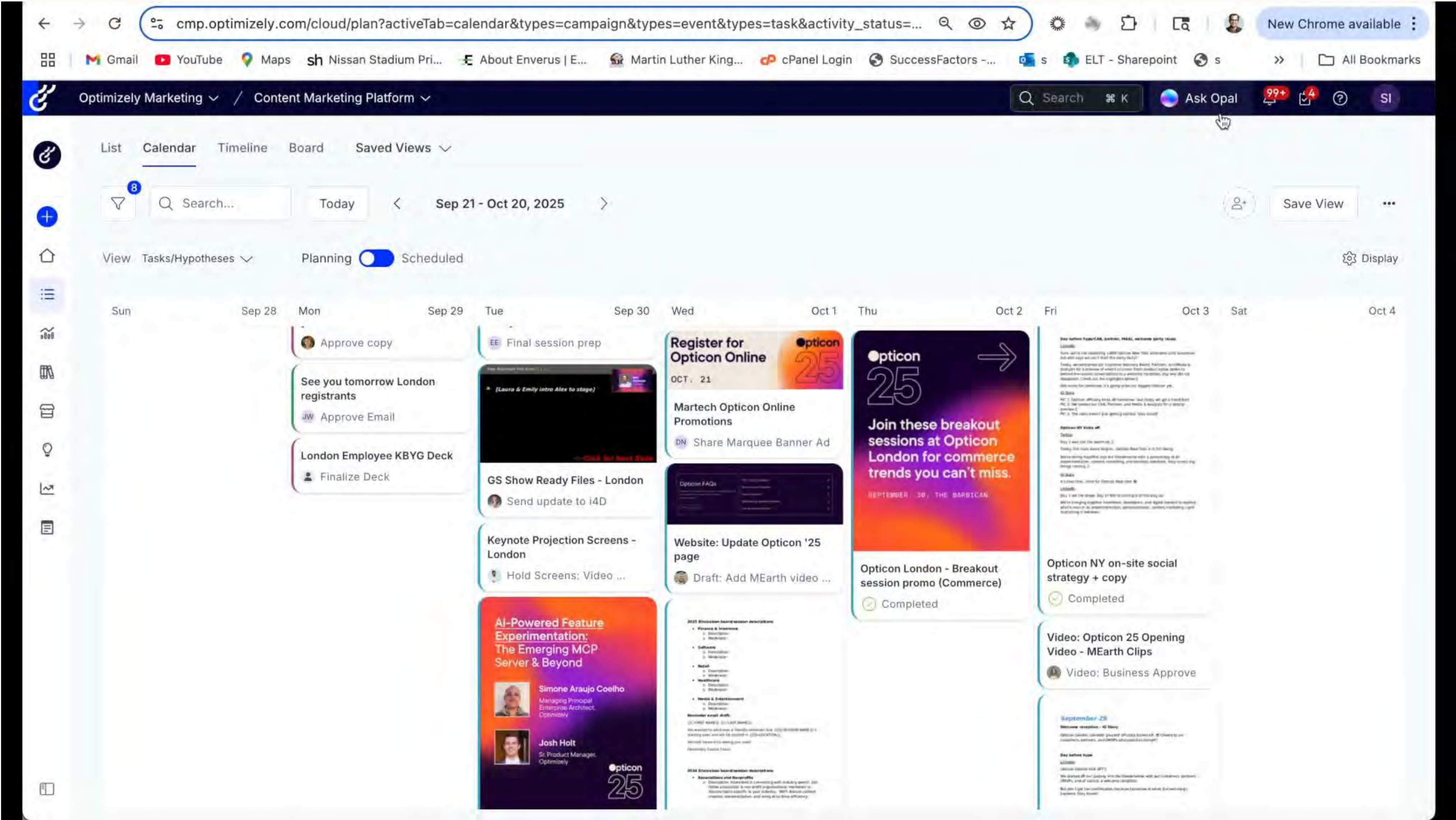
One shared home for reusable, brand approved assets



- **One shared home** for reusable, brand-approved assets – all **searchable with Opal**

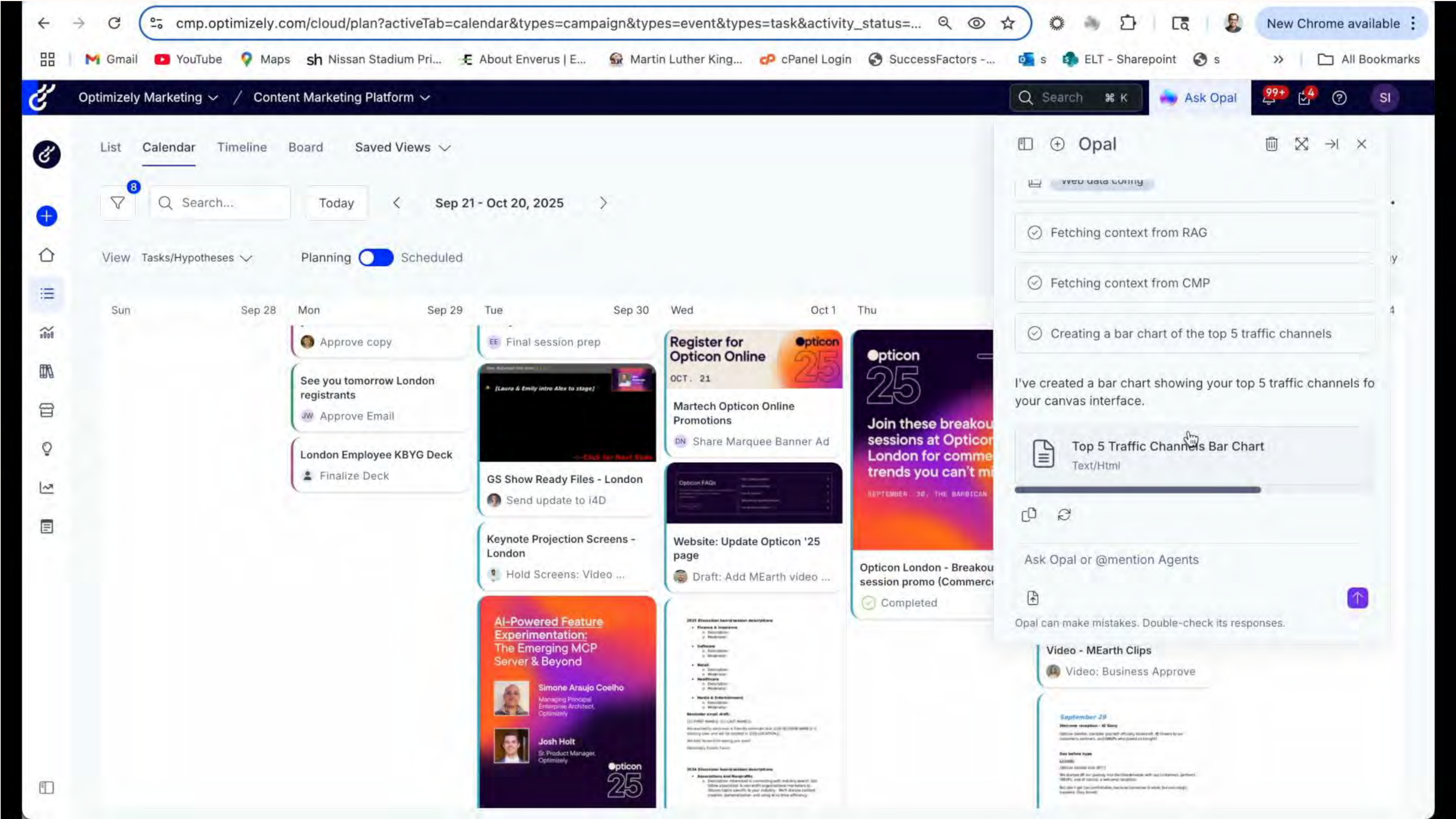
Democratized Expertise

AI as a coworker



The new composability

AI integrated throughout the stack



Governance

Human in the loop

CPN-59: Sandbox and... / CPN-437: GEO t... / Task TSK-1010

[POV] why topic authority beats keyword coverage

In Progress

BriefContentFieldsPublishingRelatedFinancialsHistory

+ Add Content

1

[POV] Why Topic Authority Beats Keyword Coverage

[POV] Why Topic Authority Beats Keyword Coverage in AI Search

For years, search strategy was largely a game of coverage. Identify the right keywords, create enough pages to match them, and you could steadily grow visibility through volume.

That playbook is breaking down.

As search shifts toward AI-powered answer engines, visibility is no longer about how many keywords you touch — it's about whether AI systems trust you to speak on a topic at all.

AI Search Doesn't "Rank" Content the Way Humans Do

Traditional search rewarded relevance at the page level. If a single article matched a query well enough, it could earn a spot on page one — even if the rest of the site was thin or fragmented.

AI answer engines work differently. Instead of ranking individual pages in isolation, they synthesize information across many sources and look for patterns of credibility. They ask different questions:

Does this brand consistently explain this topic clearly?

Do multiple pieces of content reinforce the same understanding?

M +2 Share 1 Mark Complete

Started • Jan 25 Due • Jan 30

WorkflowCommentsAttachments

Content | article with Opal checker

1. Write first draft

2. Content review

3. Edits

4. EEAT checker

5. Approve final draft

6. Publish

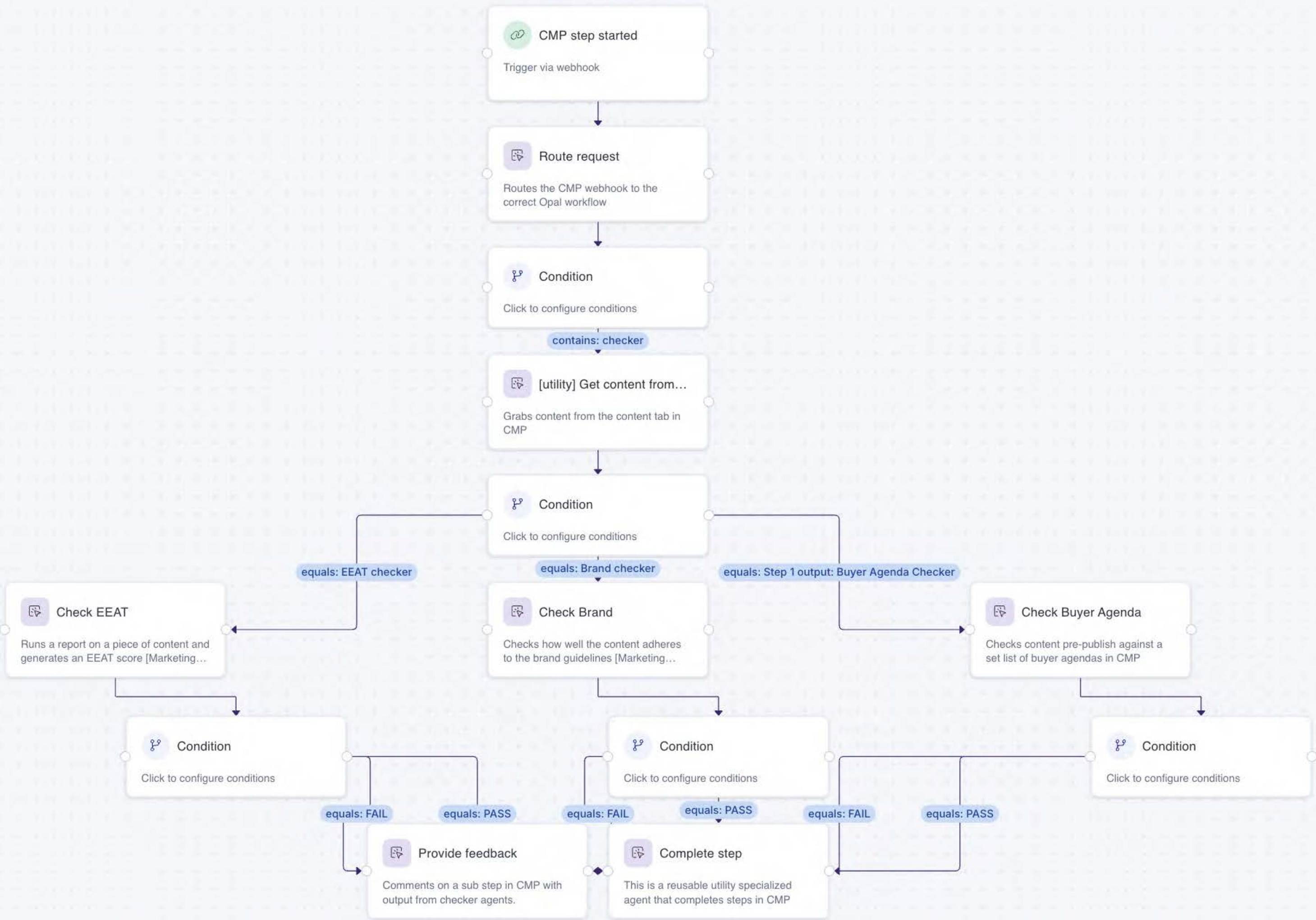
Human

Agent

Human

Orchestration

Automated agent quality checks



Optimizely

POSTED MAY 18

The agentic infrastructure: Why AI scaling requires feature flags

by Sarah Ager

5 min read time

TABLE OF CONTENTS

The delivery layer: Scaling beyond the model

Model A/B testing: The objective measure of business impact

The agentic feedback loop: Today and where we're heading

Conclusion: The Essential Layer

In traditional software, feature flags control whether code runs. In AI systems, feature flags control how intelligence behaves.

Feature Flag Control Plane

Optimizely Feature Experimentation (FX)

Delivery Layer

Staged Rollouts

A/B Testing

Kill Switch

AI Stack

Models

Prompts & Parameters

Tools & Retrieval

FREE AI TRAINING

Optimizely Opal University

Feeling behind while everyone else seems to



Democratized Expertise

Developer Agent

agents

Drag, drop and dominate. No coding required.

Get started with Opal

Ready-to-use AI agents

Get immediate value with a directory of pre-built agents for common use cases. They know your brand inside and out and work around the clock, 24/7.

Meet the agents

GEO Recommendations

Audits webpages for LLM discoverability, retrievability, and understandability to deliver actionable recommendations to optimize content for generative search.

Content Adaption

Maximizes content reuse, maintains brand voice, and improves engagement across diverse audiences and platforms.

GA4 Report Generation

Surfaces clear insights on traffic, behavior, and conversions—spotlighting trends, anomalies, and growth opportunities without digging through GA4.

Content Translation

Makes for more effective communication, true localization, and globalization with ultra-relevant content per language or target segment.

Blog Post Generation

Accelerates the creation of high-quality blog content—headlines, introductions, body paragraphs, and conclusions.

Experiment Planning

Speeds up the time-consuming process of building experimentation plans, which normally involves a lot of plan creation, difficulty defining impactful tests, and long durations.

View all agents

A Original B Variation #1 ... +

← Return to Setup

URL Targeting for Opticon UK london https://www.opticon.uk/

Emulate

Build Variation

Activation

Changes

Variation Code Editor

Edit ^

Opal

Opal

Do you have a specific change in mind for this component, or would you like me to suggest some ideas for improvement?

View Agents

Ask Opal or @mention Agents

Opal-generated code can make mistakes. Double-check its work.

 Schedule

Add Variation...



Every brand deserves **its own** story.

Q 2 367 brands and counting...

Open →

RECENT



Quaker Houghton



Barclays



easyJet



Swiss Re Group



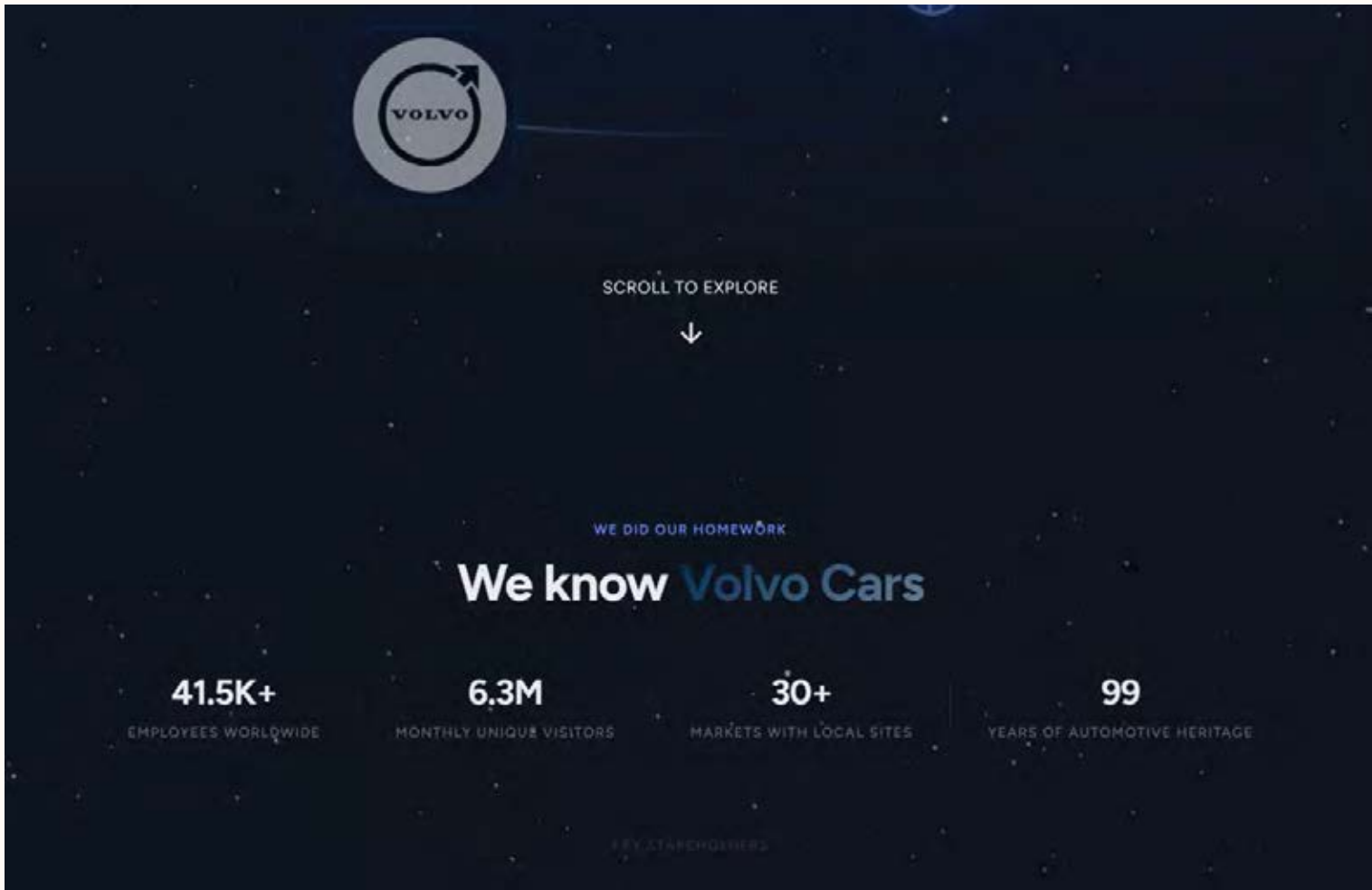
Volvo Cars



Husqvarna

Limitless 1:1 ABM landing pages

Volvo Cars



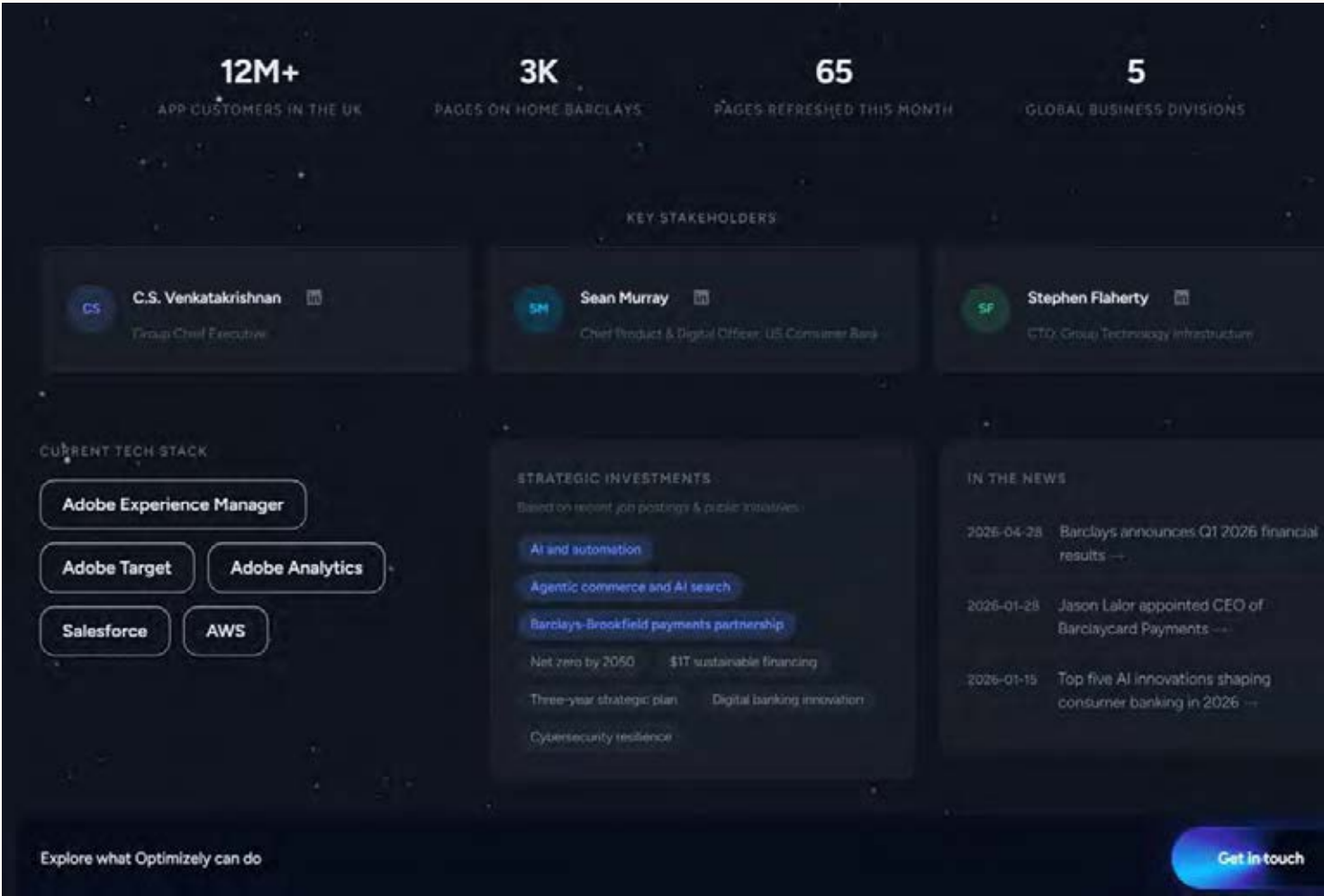
Quaker Houghton



Swiss RE



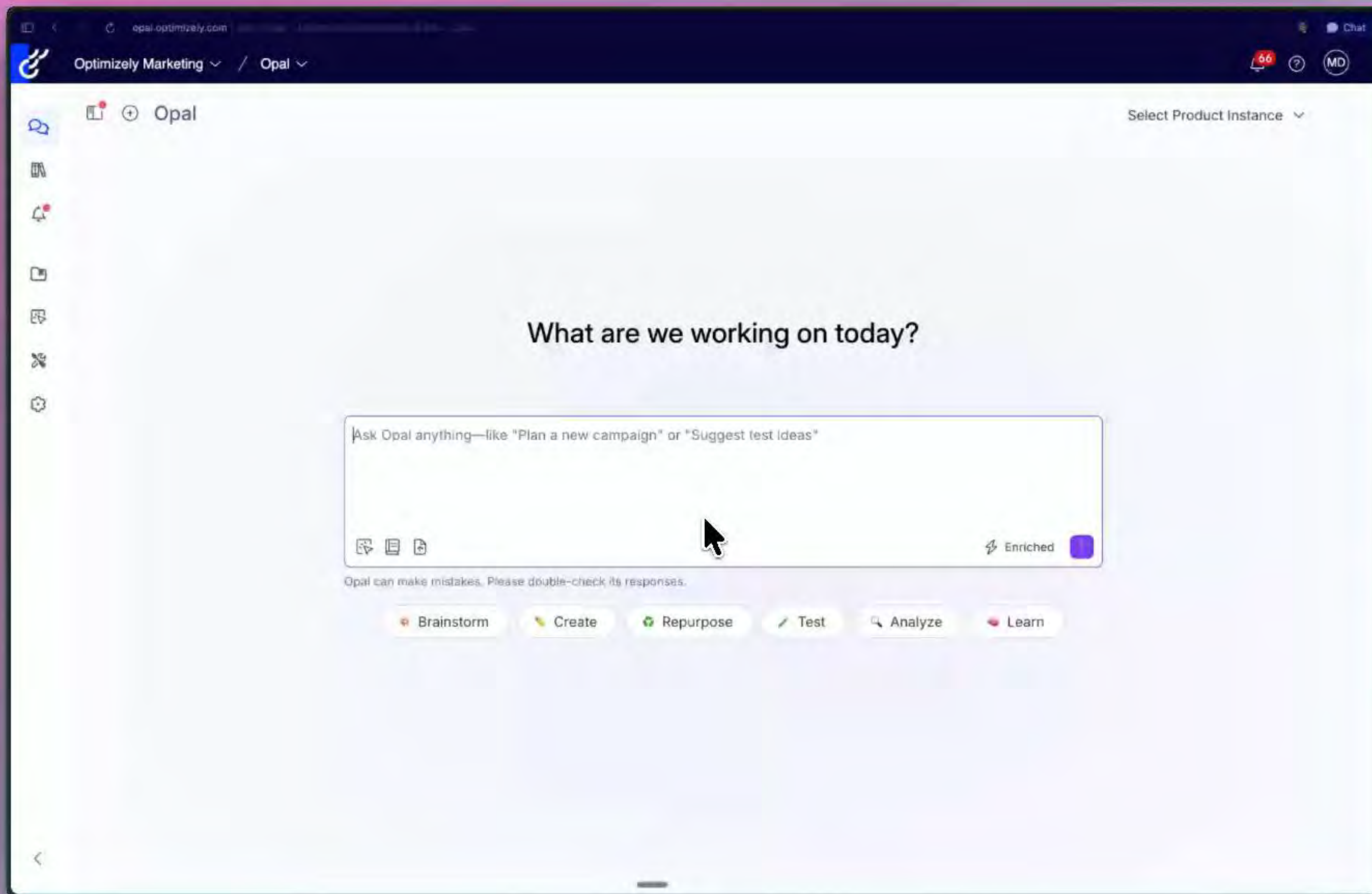
Barclays



22

Modified by
All Users

Instance Name : Opal



Orchestration

Automatic reporting

Optimizely

POSTED MAY 18

The agentic infrastructure: Why AI scaling requires feature flags

by Sarah Ager

5 min read time

The "Model Wars" have entered a new phase. In the early days of generative AI, success was measured by who had the most parameters or the lowest latency. But as AI moves from the lab into enterprise product stacks, a new challenge has emerged: **delivery**.

It's no longer enough to have a great model. You need a way to deploy it, test it, and govern it without breaking your product.

To scale AI, you don't just need better GPUs; you need **agentic infrastructure**. At the center of that infrastructure is a critical component that most teams are overlooking: the feature flag.

In traditional software, feature flags control whether code runs. In AI systems, feature flags control how intelligence behaves.

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Optimizely

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Become the AI marketer your company can't live without.

FREE AI TRAINING

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Feeling behind while everyone else seems to

Feature Flag Control Plane

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Models

Prompts & Parameters

Tools & Retrieval

Daily

Trigger on a schedule

Manual review

Trigger when user sends a message

Get content (30 days ago)

Finds new content to review on a set schedule

Loop

Review conversions/traffic

Analyses traffic and conversions to a page

Process recommendations

Helps convert an agent output to clear recommendations to action off

Condition

If value < "200"

Escalate to human

Escalates to CMP/human when an issue arises in Opal

Scheduled daily or triggered manually

Pulls content published 30 days ago (no more, no less)

Reviews conversions and traffic against our custom benchmarks

Processes recommended next steps

Loops based on how many webpages it finds

Assigns a work request to a human in the loop to take action

How to 20x Your Marketing

- 1 Treat martech as the infrastructure and AI as a platform
- 2 Hybrid customer – Balance brand with demand
- 3 New workforce – Specialized and deployed where needed
- 4 Orchestration layer – Human in the loop



The AI Marketing Playbook:

Building a Scalable Agentic AI Program



Sama Asali, Senior Consultant, Strategy & Value, Optimizely

Eric Lang, Senior Consultant, Strategy & Value, Optimizely

Mark Wakelin, Global Director, Strategy & Value, Optimizely

Phil Yates, Senior Director, Solution Architecture Optimizely

Simon Chapman, VP, Partner Enablement, Optimizely

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Senior Manager Marketing

Optimizely