



# Mass Image Optimisation Workflow

Optimizely Opal Workflow Agent • Built by Niteco

## Works with



- Content Management System
- Web Experimentation

## Benefit

Uses third-party performance research to redesign your entire image library and creates an A/B test in Web Experimentation to see which version performs better.

## Who it helps

This helps digital managers, performance marketers, and CRO specialists who want to scale up visual performance testing without being slowed down by manual image editing and experiment setup.



## How it works

You ask Opal to apply a new theme, such as 'twilight', to images in a chosen section of a website. Opal's agents pull out the current images, create new versions that match your brand and the new theme, and save them in the CMS library. Then, a custom A/B Test Deployer agent sets up an experiment in Optimizely Web Experimentation, so you can test performance before making changes live on your site.



[Watch demo ↗](#)