Stop guessing. Optimizely Strategy Assistant tells you what will work next - and why.

A Simple Solution for Marketing Teams

Whether you're a junior, a senior, or the exec in the room, you've felt it: too many tools, too many silos. Content intelligence lives in one place, audiences in another, personalization and test ideas somewhere else. Stitching it together is slow, so you spend your week keeping up instead of getting ahead.

**Siloed Data.
Not Useful.**

Stay Ten Steps Ahead

Imagine a world-class strategy assistant that knows your unique business, your marketing objectives and what's available in your marketing technology data. You ask, "What should we do next - and why?" and it pulls from your CMS content, ODP segments, WebX results, Content Recs, and aligns it with your CMP calendar to give a clear answer: what to publish, who to target, what to test, and how to measure it.

**Data -> Action
No Guess Work!**

How It Works

- Opal unifies your Optimizely DXP data to make it more effective.
- Tailors the strategy to your goals and current maturity - no generic advice.
- Becomes your second brain - learns from results and gets smarter every week.
- Makes data easy with clear, role-based views you can act on.
- Talk to your data - ask what content to create, who to target, what to test, and why.
- Stay a step ahead with proactive next steps so you never have to guess.

It Just Works!

A Note from Me to You

As a marketer myself, I've been waiting for a solution like this – no more juggling data, trying to make it all useful, and always wishing for something that just brings it all together. That's exactly why we created this assistant. And the best part? All because of Opal, you can start seeing what's working in just a few minutes. It's not just about long-term strategy (though it does that too!) - it's about giving you quick, actionable clarity right away. So you're not just staying ahead - you're understanding exactly what's working for your business right now.

Alex Harris
alex.harris@perficient.com