

360° Customer Profile & Predictive Personalization

Opal Specialized Partner Solution | Powered by Optimizely Opal

The Problem

Marketing teams collect vast customer data—browsing behavior, purchases, campaign interactions—but this information lives in disconnected systems.

As a result:

- Personalized experiences are inconsistent
- Recommendations lack context
- High-value customers aren't recognized quickly
- Teams must manually interpret data, slowing activation

Fragmented customer understanding leads to missed revenue, poor engagement, and inefficient marketing workflows.

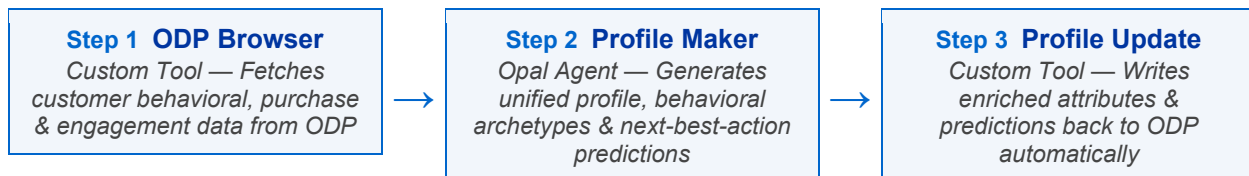
Our Solution

360° Customer Profile & Predictive Personalization is an Opal-powered solution that automatically analyzes customer behavioral signals, transactional history, and content interactions—then predicts the next-best action and updates ODP in real time.

Powered by:

- 1 Opal Agent – Profile Maker
- 2 Custom Opal Tools – ODP Browser & Profile Update
- Optimizely Data Platform (ODP) as the data source
- Opal Agent Workflow to chain insight → action

How It Works



Prediction Output Categories



Product Recommendations

Streaming devices, smart home integrations, accessories



Content Recommendations

Premium trials, curated playlists & relevant media



Educational Content

Setup guides, how-to articles, onboarding walkthroughs

Value Delivered

Real-time customer intelligence vs. manual analysis

Unified profiles driving personalization across all channels

Automated next-best-actions aligned to content, commerce & experimentation

A repeatable framework applicable to any marketer with a CDP + digital experience stack

Industries & Transferability

This solution is industry-agnostic and built on Opal's context engineering, agent workflows, and

tool integration—deployable for any ODP or CDP customer.

Customer Interests



Enriched attribute tagging for segmentation & targeting

Retail & eCommerce	B2B & SaaS
Media & Publishing	Manufacturing
Subscription Business	Financial Services

Optimizely Opal Specialized Partner Solution
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Demo Video
<https://youtu.be/NHaMReYkBiw>