

- **Use case:** Helps marketing teams validate draft content against target audience segments before publication, so they can improve messaging, reduce guesswork, and move faster from content creation to campaign execution.
- **What the solution solves:** Enables marketing and content teams to validate how content is likely to resonate with defined audience segments before publication, reducing guesswork and improving confidence in messaging.
- **Who it's for:** Marketing teams, content creators, campaign managers, and digital teams working within the Optimizely ecosystem.
- **How it's used:** Teams use the solution to sense-check draft marketing content against target customer perspectives, generate feedback and ideas, and trigger related campaigns, tasks, and downstream content workflows.
- **Outcome:** Faster, more efficient content validation that delivers actionable feedback similar to a focus group, helping teams improve audience relevance, accelerate production, and support AI-assisted campaign execution.