



Automated Experimentation Workflow

Optimizely Opal Workflow Agent • Built by Niteco

Works with



- Web Experimentation
- Google Analytics 4
- Baymard Institute of Research

Benefit

A complete experimentation team. It pulls in third-party research, identifies user frictions, and automatically builds, prioritises, and runs A/B tests in Web Experimentation.

Who it helps

This is for digital managers, CRO specialists, and growth teams who want to speed up their experimentation plans without needing a full team of researchers, designers, and developers.



How it works

Opal analyses your webpage, pulling in real user behaviour data from GA4 and trusted UX research databases such as Baymard Institute. It spots where users experience problems and generates research-backed and prioritised experiment ideas. Once you select an experiment, Opal's custom design and builder agents write the variant code (JavaScript/CSS), configure the A/B tests in Optimizely Web Experimentation, and set all relevant metrics, all without leaving the chat.



[Watch demo ↗](#)