Integrate with Optimizely

Optimizely's Technology Partner Program enables your company to quickly build an integration into Optimizely, so your customers can turn their data into action faster and more seamlessly than ever before.

Optimizely is the # 1 experience optimization platform in the world, enabling thousands of companies to deliver delightful, optimized experiences to their visitors every day. As an Optimizely Technology Partner, you'll gain access to exclusive developer enablement and a dedicated team of experts to help guide you in developing impactful integrations with Optimizely's platform.

Why partner with Optimizely?

Build your integration with the leader in optimization. Optimizely's growing base of 7,000+ customers spans a wide range of verticals, including e-commerce, media and hi-tech, and regions around the world.

Give your customers a fast, easy-to-use way of taking action on their data so they can accelerate their workflow. Drive even deeper engagement by enabling them to use data to optimize web and mobile experiences.

Optimizely's open, flexible APIs allow you to create integrations customized to your customers' needs. Integrate your app deeply into Optimizely, so customers can easily transfer data between products.

Optimizely provides a seamless integration experience with a simple, one-click implementation and and easy-to-use management interface to ensure customers are actively engaged with your integration from the start.

Technology Partner Program Benefits

As an Optimizely Technology Partner, you have instant access to a comprehensive set of resources to help you build a powerful integration with Optimizely that will help grow your business. The following table outlines the benefits at each partner tier.

	Partner	Premier
Developer Support & Enablement		
Fully-featured developer sandbox account	✔	✔
Developer office hours	✔	✔
Access to Optiverse partner community	✔	✔
Access to weekly partner newsletter	✔	✔
Optimizely Premier integration badge	—	✔
Optimizely knowledge base article about your integration	—	✔
Product roadmap updates	—	✔
Beta access to API updates	—	✔
Joint Selling		
Inclusion in Optimizely sales and customer success enablement material	✔	✔
Exclusive opportunities to connect with Optimizely AEs and CSMs at special events	—	✔
Dedicated partner manager to help you navigate and network across the Optimizely organization	—	✔
Co-Marketing		
Listing in the Optimizely partner directory	✔	✔
Featured in the monthly Optimizely product newsletter	✔	✔
Right to use the Optimizely Partner logo	✔	✔
Access to the Optimizely Partner marketing playbook	✔	✔
Press release support	✔	✔
Access to Optimizely marketing events	✔	✔
Eligible to win Optie Awards	✔	✔
Early access to sponsorship	—	✔
In-product marketing	—	✔
Eligible for joint customer webinar	—	✔
Eligible for joint customer case study	—	✔

Please note, marketing benefits vary based on country.

Program Requirements

We are committed to the success of each Technology Partner we work with. The following table is an overview of the program requirements.

	Partner	Premier
Partner program requirements		
Program fee	$0	$5,000
Defined support process for integration	✔	✔
Integration documentation	✔	✔
NDA & partner agreement	✔	✔
Dedicated technical point of contact for escalation	—	✔

Join Now

For more information or to join the Optimizely Technology Partner Program email partners@optimizely.com or go to http://www.optimizely.com/partners.