Frequently asked questions in Optimizely Web

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We’ve compiled a list of questions that customers ask us the most about Optimizely Web Experimentation. Or, file a support ticket.
Tip:

Have a question about Optimizely or website optimization? Head over to Optimizely questions on Stack Overflow to post a discussion and see what others are talking about.

Or, learn and practice your skills with self-paced or live training in Optimizely Academy.

Making the transition to Optimizely

What is Optimizely Web?

Optimizely Web is an experimentation platform that allows you to experiment on any channel or device with an internet connection. Optimizely Web products include Experimentation, Personalization, and Recommendations.

If you've been using Optimizely Classic, learn what's new for A/B testing with Experimentation.

How do I switch to the Optimizely snippet?

This article describes how to switch to the Optimizely (standalone) snippet.

Will transitioning to Optimizely Web force other collaborators on my team to use it too?

Optimizely Web can be enabled separately for each project. If you’re an administrator, you can explore the UI and features without enabling the snippet.

Once you're ready to start experimenting, implement the snippet for each project and configure it to include Optimizely Web.

Are there any risks when transitioning to Optimizely Web?

Implementing the Optimizely snippet for a project doesn't affect your current experiments in Classic. In fact, you can use Optimizely Classic and Optimizely Web at the same time. However, experiments created in Classic won't run in Optimizely Web, and vice versa.

Learn more about making the transition to Optimizely Web.
What happens to all my existing audiences, experiences, goals, and data?
Current experiments and data are not affected when you transition to Optimizely Web and you can continue to access them in Optimizely Classic.
Audiences are the only components that automatically migrate from Optimizley Classic to Optimizely Web, but you can take steps to manually migrate your experiments and events. Optimizely also introduces a few new concepts like pages and tags as reusable components so you can build experiments faster and events and metrics instead of goals. Learn more about making the transition to Optimizely Web.
Is any development work required on our end when transitioning to Optimizely Web?
No code changes are required to try Optimizely Web. We provide project level configuration options in the platform that allow you to choose which platform you want to use. However, Optimizely Web offers new versions of our REST and JavaScript APIs, so be sure to check our developer documentation.
If I transition to Optimizely Web, can I use it to view and configure experiments that were created with Optimizely Classic?
No, experiments created in Optimizely Classic don't carry over into Optimizely Web; they can only be edited in Classic. However, you can manually migrate your experiments and events into Optimizely Web. Learn more about making the transition to Optimizely Web.

General questions
Does Optimizely Web cost more than Optimizely Classic?
Access to Optimizely Web is included with all Enterprise plans. It includes new features like a fast-loading Editor, reusable metrics, a new Results page, and new developer tools. Learn more about upgrading to an Enterprise package.
Is Optimizely Web compatible with single page apps (SPAs) and responsive websites?
Yes, Optimizely Web offers enhanced support for SPAs and responsive websites.
Is jQuery required for Optimizely Web?
jQuery isn't required for Optimizely Web. After you have transitioned, you can remove jQuery for a smaller, faster snippet. You can keep jQuery in the snippet if you use it in custom code (like project JS or experiment JS) and don't have your own version you can reference.
How do I build an experiment in Optimizely Web? Is it the same workflow as Optimizely Classic?
There are several differences between building an experiment in Optimizely Web and building an experiment in Optimizely Classic. Learn more about building an experiment in Optimizely Web.
What's the difference between multivariate testing (MVT) and running multiple experiments?
Multivariate testing uses the same core mechanism as A/B testing, but compares a higher number of variables, and reveals more information about how these variables interact with one another. Think of it as multiple A/B tests layered on top of each other.
Testing all possible combinations of a multivariate test is also known as full factorial testing, and is one of the reasons why multivariate testing is often recommended only for sites that have a substantial amount of daily traffic — the more variations that need to be tested, the longer it takes to obtain meaningful data from the test. Learn more about the
different types of testing.

To effectively do multivariate testing, you need a significant level of traffic. More often than not, simply running multiple A/B tests on a page (or across several pages) will be sufficient to answer your hypothesis and will reach statistical significance more quickly.

How do event tracking and network requests work in Optimizely?
Here’s more information about how Optimizely handles event tracking and network requests.

How does Optimizely count conversions?
Optimizely counts conversions based on unique visitors to your page, meaning that regardless of how many times a user triggers a conversion, Optimizely will count it as one visitor and one conversion.

If the visitor doesn’t trigger the conversion goal the first time he or she visits the site, but does so during a subsequent visit while the experiment is still running, the experiment still counts the conversion.

How fresh are my results?

Results are typically available within 5 to 10 minutes of Optimizely receiving the data. Read our article about data freshness to learn more.

How do I set up 2-step verification?

Individual 2-step verification increases the security of an Optimizely account by adding a second level of authentication when signing in. Instead of relying only on a password, individual 2-step verification requires you to enter a code that you access from their mobile phones. That way, you can rest easy knowing that the account is protected, even if your password is compromised.

This article walks you through how to enable and disable individual 2-step verification in your personal settings. This option is available to any collaborator on any account.

If you’re an administrator for the account, you can also require that all collaborators on the account use 2-step verification. This article walks you through how to enable the account-level 2-step verification requirement.

What is the difference between publishing and starting an experiment or campaign?

Essentially, publishing saves a new experiment or changes to an existing experiment, whereas starting exposes a published experiment to the specified audience.

There’s a bit more to it though. See Differences among publish, start, and pause for details.