What's the difference between campaigns, experiments, experiences, and variations

THIS ARTICLE WILL HELP YOU:

• **Distinguish between** campaigns, experiments, experiences, and variations

Campaigns, experiments, experiences, and variations are all terms related to Optimizely testing. In general, **campaigns have experiences and experiments have variations**, but there's a little more to it than that! You'll see these terms throughout our Knowledge Base articles, so here's a quick definition of each term, with links to more information.

**Campaigns** are the framework for organizing your strategy in Optimizely Web Personalization. A campaign takes some content on your site, like the promotions on your homepage, and swaps in different content for different audiences. Read about [Personalization campaigns](#).

**Experiment** is Optimizely's term for an **A/B, multivariate, or multi-page** test. You might also see experiments called "tests" or "campaigns." To learn more, check out [Experiment Types: AB, Multivariate, and Multi-page](#).

**Experiences** are the different personalized versions of your site that you create for visitors based on the page they're visiting and the audiences they qualify for. Learn more about [Personalization experiences](#). When you're not sure what type of experience will work best for a particular audience, you can test experiences with [Experimentation in Personalization](#) campaigns.

**Variations** are the alternate versions of your site that you test against your original (or baseline) in Optimizely Web Experimentation. Learn how to [create and change variations](#) in your experiments.