Access Optimizely data exports

THIS ARTICLE WILL HELP YOU:

- Access Optimizely raw data
- Determine what resources you will need to use the raw data
- Understand how the data export process works and what you can expect

To calculate results, Optimizely relies on event data obtained through your experiments. These include decision events (from an experiment activation), view activations (from a page activation), and conversion events (from whenever a visitor converts on one of your metrics).

This data travels via Optimizely's data export pipeline, which gives you private and secure access to your Optimizely events on the cloud. Enriched Events Export contains all the events Optimizely has received from you, along with other enriched data (attribution, session, and user segments). This enables data analysts and data scientists to store, analyze, combine, and visualize the data as they see fit.

If you are an existing customer of the deprecated raw events or results exports, you can reuse those credentials to access your enriched events export data.

The export process gives developers access to their raw data through Amazon S3. Amazon S3's cloud-based storage will require some development on your end to set up automatic data ingestion or export one-off data. You can generate credentials to access your data following the instructions in the developer documentation.

Optimizely's developer documentation contains complete details about Optimizely's data pipelines, including how to retrieve your data from them.