

Setting new standards for digital experience platforms

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Bluegrass Digital can now offer the most advanced digital experience platform to optimise every customer touchpoint across the entire user journey. This is made possible through a breakthrough combination of Episerver and Optimizely.



Nick Durrant, Bluegrass Digital CEO

Episerver is setting a new industry standard for digital experience platforms through its acquisition of Optimizely. It will transform digital experience creation and optimisation, enabling digital teams to replace guesswork with evidence-based outcomes.

Bluegrass Digital CEO Nick Durrant is thrilled about this acquisition. “Winning in the digital realm requires delivering the best and most personalised digital experiences. We strive to empower our clients to compete digitally and with this combination, we can now show that there are no extraordinary experiences without experimentation.”

Customers today expect highly personalised and differentiated experiences along their omni-channel journey. Digital teams also need is the ability to understand how their actions are impacting their customers so they can act more intentionally.

“Bringing together Episerver’s ability to create digital experiences through content and commerce with Optimizely’s ability to experiment and optimise across touchpoints empowers marketers to build experiences that get smarter over time,” he explains.

The combination creates a unique system of differentiation to inspire innovation. Running better experiments across both front-end layouts and back-end logic, with easy-to-use tailored recommendations, drives increased revenue, productivity and cost savings.

Durrant says it also increases agility. “Gaining real-time answers accelerates collaboration and creates more responsive customer experiences for improved lead generation and faster time to market.

“Furthermore, measuring outcomes of different options allows digital teams to orchestrate unique digital experiences for each customer, at scale – driving transformation, customer engagement and brand differentiation,” he adds.

Episerver and Optimizely have a shared vision to optimise every customer touchpoint through the use of experimentation. Together, they will enable their customers to do more testing, in more places, with greater ease than ever before.

“This announcement will make experimentation a mainstream business best practice and an essential part of competing and winning customers in an online world. With the combination of creation and optimisation, a whole new community of digital experience leaders will emerge,” he concludes.

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