



# Compare Optimizely Web Experimentation with Google Optimize 360

	 Optimizely	 Optimize 360
<b>Statistically sound results</b> Easy to use Stats Engine with enterprise-grade reporting, error-proof sequential stats	✓	Bayesian only No error controls
<b>Real-time results</b> Complete experiments within hours when traffic permits, and take a quick peek as the results come in live	✓	✗
<b>Show the winning variant sooner</b> Using multi-arm bandit machine learning, serve more people the outperforming variant	✓	✗
<b>Flexible analytics for data science</b> You choose what data to send and have flexibility over what to report or run experiments on	✓	✗
<b>Zero-latency SDK for server-side experimentation</b> No network blocking requests, for those who want to test their apps without sacrificing loading speed	✓	✗
<b>Test even faster with CDN experimentation</b> Offload some logic to the web, with instant-loading CDN testing with an easy to use visual editor	✓	✗
<b>Comprehensive developer documentation</b> With an active community of optimizers on Github	✓	✗
<b>Powerful integrations</b> Use data from Salesforce, FullStory, Segment, Contentful CMS and more in experiments	✓	✗
<b>Experiment everywhere</b> Test in apps, in code, on the web, anywhere	✓	✗
<b>Turn features off and on remotely</b> Roll out features in-code using SDKs available in 10+ programming languages for those more technically inclined	✓	✗
<b>Experiment ideation and planning</b> Planning, scoring, and voting functionality to improve efficiency and experimentation velocity	✓	Basic
<b>Advanced personalization tools</b> Designed to build the richest, most relevant experiences and use machine learning to power audience creation	✓	Basic No machine learning
<b>Global ROI focused support</b> On-demand services, and strategic consulting team to increase your experiment velocity and win rate	✓	✗
<b>PCI compliance</b> Experiment through the end of funnel. For example within checkout experiences	✓	✗