

# Optimising every digital experience

Issued by [Bluegrass Digital](#)

8 Feb 2021

Bluegrass Digital has introduced optimisation-as-a-service to help empower brands to unlock their digital potential. This new offering combines targeting, testing and recommendations - bringing together the leading solutions from Optimizely Web and Episerver.

Since Episerver acquired Optimizely last year, the new brand reflects the endless innovation potential of digital experiences. Episerver has now reintroduced itself as Optimizely, with a strategic rebrand focused on optimising every digital experience.

Nick Durrant, Bluegrass CEO, says it takes a data-driven, digital-first approach to drive forward the company's mission. "This is to empower people to unlock digital potential – unleashing them to create and optimise excellent experiences that result in outsized outcomes."

"Digital experience is a journey without a finish line," said Alex Atzberger, CEO of Optimizely. "Ultimately, our customers want to innovate and use data to confidentially create and optimise every customer experience based on actual outcomes."

"The Optimizely brand very much galvanises this vision and uniquely positions us to define the future of DXP market," he adds.

Optimizely plans to launch content-as-a-service, the first fully headless DXP and revolutionary authoring and editing capabilities. Bringing together robust capabilities for data, content, commerce and optimisation, it empowers brands to unlock behaviour-based decision-making, confident creation and outsized outcomes.



*Nick Durrant, Bluegrass CEO*

It now offers an even stronger combination of user and site level data, tied with omni-channel experimentation insights. This gives marketers, merchandisers and developers the advanced analytics they need to understand what is happening in each experience as well as how to continually optimise it.

IDC research director, digital experience strategies, Marci Maddox says they are pleased to see Episerver make the shift to become known as Optimizely. "This will elevate an already well-known brand with a benefit to create, connect and optimise the customer experience across a growing number of digital channels."

Maddox says this move represents a differentiator for the company in the digital experience market. "The value optimisation brings to the digital experience is often underestimated, and the new Optimizely brand gives the company an opportunity to marry creative personalisation with data-driven optimisation techniques."

The digital experience services market is evolving quickly, and there is significant opportunity for Optimizely to be a leader in the space with its data-driven approach to optimising every experience along the customer journey.

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