

Quantum Metric + Optimizely.

Insights to help you focus your testing programs on underperforming customer paths. Get a better web and mobile experience with higher customer satisfaction, and greater business performance.

Quantum Metric and Optimizely sync to deliver a better digital experience.

- Accelerate digital testing, experimentation, and validation.
- Target experimentation by using a deep understanding of customer behavior.
- Combine experimentation with behavioral data and session replay for a personalized testing program that is focused on customers.



“Trying new tools like Quantum Metric and Optimizely has enabled us to actually push boundaries in ways that we didn't think were possible in the pharma industry.”

— Quantum Metric Customer



What does Quantum Metric do?

Quantum Metric captures a rich set of behavioral and technical data at the session level for web and mobile applications. Teams can understand the customer perspective at scale and prioritize digital improvements.

Effective and efficient experimentation.

Integrate Quantum Metric with Optimizely to sync data between real-time customer behavior with your experiments. Integrated data allows for automated testing programs, making it easier to get results that drive better business outcomes and the best customer experience.

An example workflow of how Optimizely and Quantum Metric work together for more value.

In Optimizely:

- Experiment based on behavioral insights from Quantum Metric to conduct A/B testing on the lower performing digital areas, helping your customers and your business.
- Automate, deploy, or stop experiments based on real-time behavioral and engagement data from Quantum Metric.

In Quantum Metric:

- Generate new hypotheses and prioritize experiments with detailed segment analysis, session replay, and behavioral/technical data points.
- Understand why experiments succeed or fail by uncovering deep insights into customer behavior, engagement, and journey through your web and mobile platforms.





QUANTUM METRIC AND OPTIMIZEZY IN ACTION.

Sun County Airlines

Challenge

Sun County Airlines had been struggling to measure the results gathered from testing new hypotheses.

Detail

They combined Quantum Metric with Optimizely to explore a hypothesis on getting customers to use a change fee waiver. While testing “catchier” titles to draw attention to the waiver, Quantum Metric data showed customers were confused by the selected naming choices.

Solution

From their new insights, Sun Country confirmed straight-forward naming was best for their customers and for driving business to the change fee waiver.



Canadian Tire

Challenge

While Canadian Tire was using Optimizely for experimentation, they were lacking an efficient method to drive personalization in real time.

Detail

With Quantum Metric, Canadian Tire strategically engages customers at the most critical points in their journey. In one situation, Canadian Tire had a goal to drive customers into the loyalty program. They leveraged Quantum Metric's integration with Optimizely to pop up a personalized program that directed customers to relevant offers.

Solution

Canadian Tire immediately saw a 72% increase in users engaging with the loyalty benefits.