

Streamlined Channel and Partner Processes Increase Partner Engagement and Enable Faster Growth

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Hiliary Robertson

Director of Customer Operations

Headquartered in San Francisco, CA, Optimizely has 320 employees and more than 6,000 happy customers around the world.

Key Challenges:

- Scaling quickly enough to keep up with a fast-growing partner channel.
- Getting the right information to partners in time for it to be effectively used.
- Quickly onboarding new partners and ensuring they meet expectations.
- Getting partners to effectively engage with content.



Overview

Optimizely was founded in 2010 to enable marketers to easily and quickly create A/B tests on any website without requiring a team of developers. The company has grown quickly and has since evolved.

Today, Optimizely is the world's leading experimentation platform, enabling businesses to deliver continuous experimentation and personalization across websites, mobile apps and connected devices. They enable businesses to experiment deeply into their technology stack and broadly across the entire customer experience. The platform's ease of use and speed of deployment empowers organizations to create and run bold experiments that help them make data-driven decisions and grow faster. To date, marketers, developers and product managers have delivered over 700 billion experiences tailored to the needs of their customers.

RESULTS

- Improved partner engagement.
- Automated onboarding process.
- Streamlined channel processes.
- Better sense of what customers want.
- More data-driven decisions.

While their fast growth was a boon to the business, it didn't come without challenges. Their business model depended on delivering information to customers fast, yet their channel and partner managers were relying on a labor-intensive and time-consuming process just trying to get information out to partners.

The Back Story

With an aggressive growth strategy, the Optimizely business quickly took off leaving some channel processes behind. Optimizely required a partner program that aligned with the business and could quickly scale to meet business goals.

"Our partners can influence up to 35% of our business, so it's extremely important for channel managers to be able to quickly scale," said Hiliary Robertson, director of customer operations.

To stay ahead of channel growth and enhance the partner experience, they needed a robust partner program that delivered an equally robust partner experience. They started by streamlining their internal processes, and then set out to find a partner portal solution that would keep pace with their fast growth and align with their business processes.

"We went through an extensive search process and looked at some 15 solutions," said Robertson. "All of them had tools that required high customization, weren't truly SaaS, had a terrible UI, or lacked some key functionality we needed."

What was it about the Allbound solution that sold Optimizely? "Allbound delivers all the functionality we need with a really great user interface that makes it easy for us to get content loaded and, most importantly, makes it easy for partners to use."

The Solution

For Optimizely, the Allbound platform delivered a flexible tool that allowed them to quickly scale as the company and its channel grew.

"We had a great relationship with the UX design team so we could easily customize the portal as needed," reports Robertson. "It's consistent with the Optimizely brand, which makes it easy for partners to interact with us." They launched their branded partner portal in 2016, and it quickly took off.

Results

Allbound's ease of use and a great demo helped sell Optimizely on its platform. "At the end of the day, Allbound was easy to get launched and loaded" says Robertson. "They delivered a great demo, and we saw right away that it was a good fit."

With Allbound, Optimizely is able to:

- Drive greater scale with fewer resources.
- Ensure partners meet program expectations.
- Automate the onboarding process for new partners.
- Improve partner engagement with a branded portal.
- Better track what's resonating with customers.
- Drive better decisions with data.

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