Optimizely

Eppo Comparison

Updated September 2025

Why choose Optimizely?

Proven leader in experimentation

Optimizely brings over a decade of experimentation expertise, with advanced testing methods, robust stats, and flexible delivery across SDKs, server-side, and client-side.

Uncertain future with Datadog

Eppo's recent acquisition by Datadog raises questions about long-term focus, support for marketers, and continued innovation in experimentation.

Modern analytics capabilities

Optimizely offers built-in journey, funnel, and performance analytics with AI-powered insights, eliminating the need for external tools or custom builds.

See business results, fast

Experience real business impact:

+30%	+$491K	+79%
More value delivered	Increased profit from data-driven insight	More experiments with AI

"[Optimizely] helps shorten the time spent on learning and decision-making…It helps us shift our focus to where it should be and make decisions with more intentionality."

Senior director of product analytics, automotive

	Optimizely	Eppo
Setup & deployment	✓	◐
Instrumentation & event tracking	✓	✓
Data warehouse architecture	✓	✓
No-code experimentation	✓	◔
Personalization	✓	◔
Experimentation techniques	✓	✓
Audience targeting & segmentation	✓	◐
Advanced experimentation techniques	◐	✓
Advanced statistical methods	◔	✓
Experiment results & analysis	✓	✓
Feature flag management	◔	✓
Behavioral & exploratory analytics	✓	⊖
Journey & drilldown analysis	✓	◔
Performance optimization	✓	✓
Dashboarding & visualization	✓	⊖
Experience analytics	⊖	⊖
AI-powered experimentation	✓	⊖
AI-powered analytics	✓	◔
Model context protocol (MCP) support	◐	⊖
Metric management & governance	✓	✓
Experiment design & collaboration	✓	◐