

Full Feature Comparison



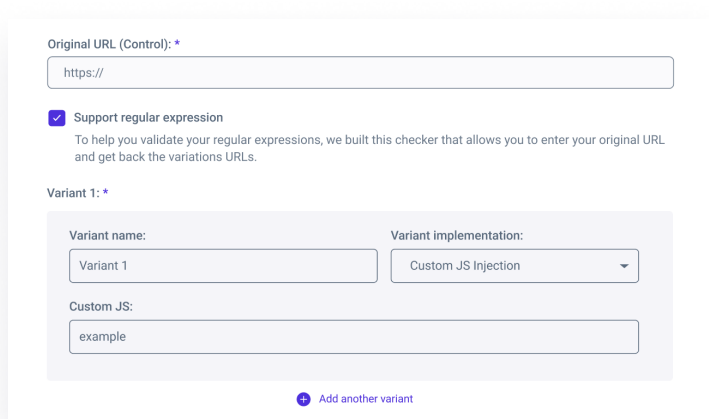
	compose	Optimize
Split URL Testing	✓	✓
A/B/n Testing	✓	✓
Multivariate Testing	In development No limitations on variants	Limited to 16 variants
Simultaneous Experiments	Unlimited	Limited to 5
Integration with GA4	Launching June 1	✓
Advanced Audience Segmentation	✓	✓
Custom Goals/Objectives	Unlimited (May 19)	Limited to 3 per test
Custom Triggers	✓	✓
Custom Traffic Allocation	✓	✓
Real-Time Data	✓	✓
Automatic Stats Calculations	✓	✓
Support & Services	Advanced Support & Free Migration Assistance	✓
Hypothesis List & Prioritization	✓	✗
Roadmap	✓	✗
Multi-Project Accounts	✓	✗
User & Account Administration	✓	✓
Unlimited Collaborators	✓	✓
Deploy & Personalization	In development Coming this summer	✓
Visual & Code Editor	Visual Editor + Page Builder Coming Soon	✓

Upcoming Features

A/B/n Testing via Javascript Injection

Launching May 19

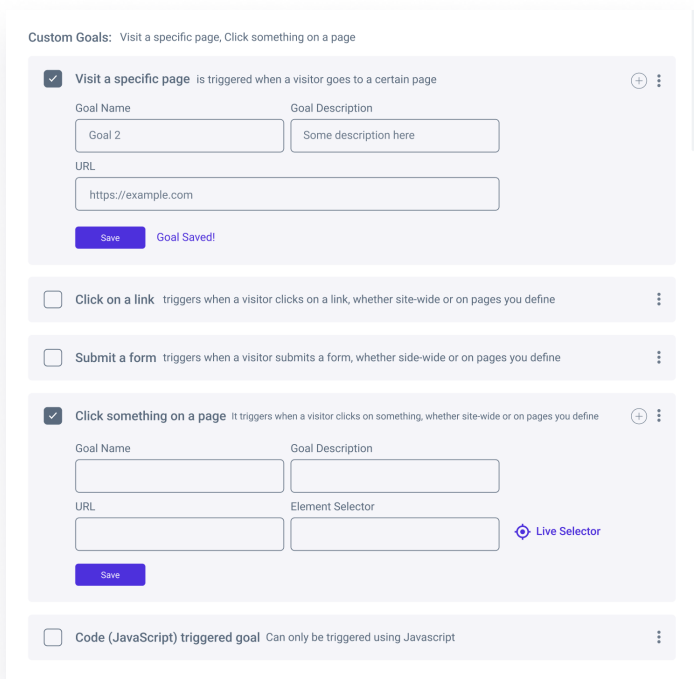
Currently, Compose utilizes Split URL testing to set up experiments. However, you will also have the ability to create variants by injecting Javascript by May 19.



Custom Goals

Launching May 19

Currently, you can track the default goals of revenue, engagement, and bounce rate conversions. By May 19 you will also be able to create custom goals based on events like link clicks, form submissions, and more. And unlike Google Optimize, with Compose you can track as many goals as you would like.



GA4 Integration

Launching June 1

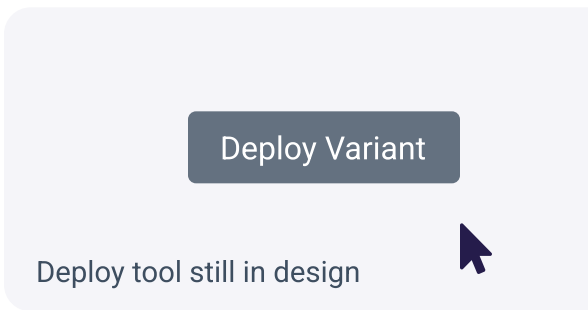
Allowing for seamless experimentation and interpretation of results.



Deploy & Personalization

Launching this Summer

Easily deploy winning variants with the click of a button site wide or to specific segments of your audience.



Visual + Code Editor + Page Builder

Beta Launch Late 2023

Our UX/UI and Engineering teams are working to build a visual and code editor that doubles as a page builder. Making it easier than ever to optimize your website and landing pages with or without coding knowledge.

