

Optimizely named a Leader

2025 Gartner® Magic Quadrant™ Digital Experience Platforms

➤ **Optimizely is recognized as the top vendor, being placed highest in its ability to execute & furthest for its completeness of vision.**

Strengths featured:



Platform breadth and modularity: “Optimizely has the broadest set of features in this research, with aligned UIs making modules easy to move between and consume.”



Pricing and packaging: “Optimizely pricing is simple, scalable, modular and transparent. This lowers the barrier to entry and enables customers to use a crawl-walk-run approach over time.”



Global momentum and growth: “Optimizely is growing faster than the industry average in this space, is established in all regions and is successful in targeting the marketing function.”

A Leader 6 years in a row!



2025 Gartner® Magic Quadrant™ for Digital Experience Platform, John Field, Inina Guseva, Mike Lowndes, Varsha Mehta, XX January 2024

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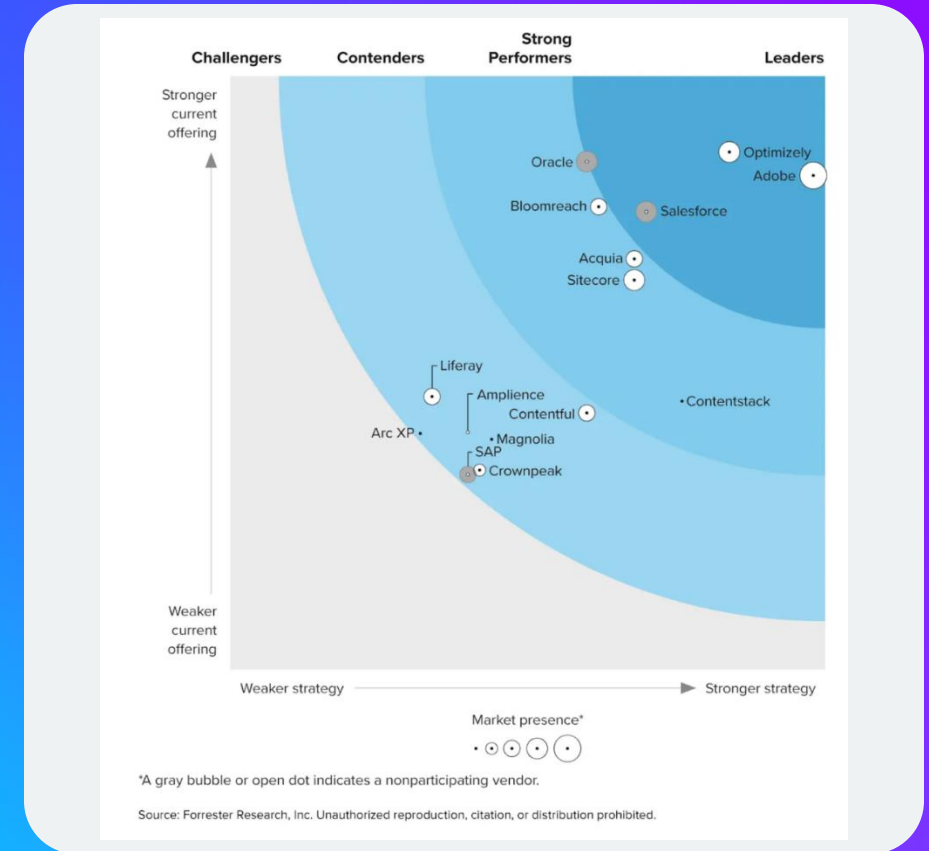
The recognized leader of leaders in DXP

2025 Gartner® Magic Quadrant™
for Digital Experience Platforms



#1 for 'Ability to Execute'
#1 for 'Completeness of Vision'

The Forrester Wave™:
Digital Experience Platforms, Q4 2023



#1 for 'Current Offering'
#2 for 'Strategy'

Gartner® Magic Quadrant™ for Digital Experience Platforms

Optimizely progression from 2018-2025

