

Fast growing Canva chooses Optimizely

Powers experimentation and personalisation on web and app

Sydney, NSW - 30 April 2020 - Optimizely, the world's leader in progressive delivery and experimentation, today announced that online design and publishing platform Canva had chosen Optimizely to power its experimentation and personalisation efforts. Widely seen as one of Australia's startup success stories, Canva currently serves over 20 million monthly active users in 190 countries and has a market valuation of A\$4.7 billion. "As an online platform, experimentation is incredibly important to Canva's product development and growth," said Zach Kitschke, Head of Brand & Marketing at Canva. "Optimizely provides a best-of-breed test-and-learn tool that both our developers and marketers can use to improve the customer experience across the web and app. We are now able to deliver evidence-based personalisation at scale, even when our scale is millions of customers." Optimizely's leading experimentation platform takes out the guesswork to enable brands like Gap, eBay, Sportsbet, REA, Finder, Fairfax, Deputy, Wall Street Journal, and now Canva, to deliver relevant experiences driven by data. "We're proud to help Canva improve interactions and embrace a data-driven approach to product development," said Simon McDonald, Managing Director, APAC for Optimizely. The Optimizely solution integrates out-of-the-box with Canva's modern tech stack that incorporates Amplitude, Braze, Google Analytics, and Segment. For more information email contact.anz@optimizely.com or call (02) 8379 0542

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