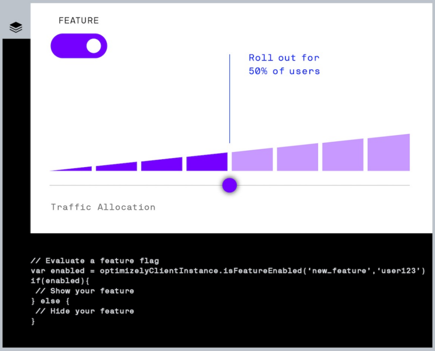
Optimizely an Episerver company

GET ROLLOUTS

Ship faster and prove value with less risk

Rollouts helps you release confidently with free feature flags and rollouts. Remotely update features without deploys and quantify impact using A/B tests. Built on our Full Stack platform.

CREATE FREE ACCOUNT

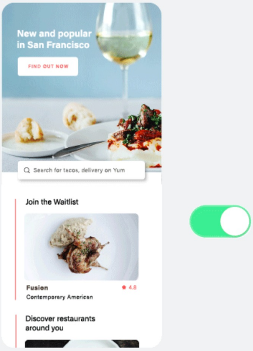


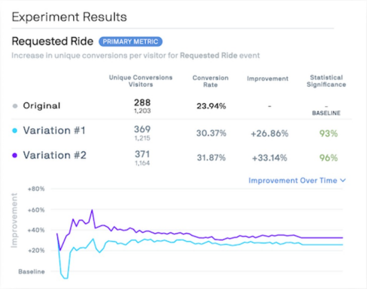
```
// Evaluate a feature flag
var enabled = optimizelyClientInstance.isFeatureEnabled('new_feature','user123')
if(enabled){
 // Show your feature
} else {
 // Hide your feature
}
```

CHOOSE YOUR LANGUAGE TO GET STARTED

Reduce risk and recover faster from failure

Say goodbye to messy rollbacks and hotfixes. Instead, use feature flags to roll out to a small percentage of users to reduce risk and fail safer. If you detect errors, performance spikes, or user backlash, just switch off the feature toggle to roll back - all without redeploying code. Rollouts make your release process more resilient.


New and popular in San Francisco
FIND OUT NOW
Search for tacos, delivery on Yum
Join the Waitlist
Fusion
4.8
Contemporary American
Discover restaurants around you



Experiment Results

Requested Ride PRIMARY METRIC

Increase in unique conversions per visitor for Requested Ride event

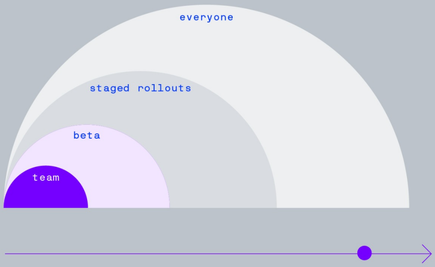
	Unique Conversions Visitors	Conversion Rate	Improvement	Statistical Significance
● Original	288 1,203	23.94%	-	- BASELINE
● Variation #1	369 1,215	30.37%	+26.86%	93%
● Variation #2	371 1,164	31.87%	+33.14%	96%

Prove value with experimentation

Experiment on your feature flags to ensure that you are building features that deliver value. With real-time results, your team can make smarter decisions with statistically sound data.

Roll out and test features on any device

Deliver better user experiences on every channel including websites, mobile apps, backend logic, conversational interfaces, and more. Confidently roll out and test everything from new pricing on your website to push notifications opt-in for your mobile app to a new feature for an Alexa voice skill.

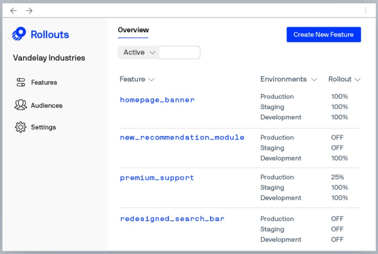


Test new features in production before rolling out broadly

Innovate faster by validating new features with a percentage of your users or key segments before rolling out to everyone. No code deploy needed. Free up engineering time by allowing business users to grant access to features to early access or beta customers.

The world's leading software companies power innovation with Optimizely

Alaska
Microsoft
SONOS
StubHub
COMPASS
upgrade
mailchimp



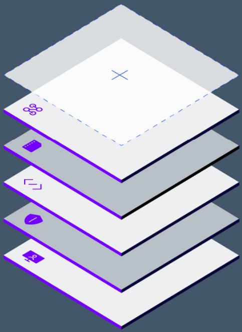
Feature	Environments	Rollout
`homepage_banner`	Production Staging Development	100% 100% 100%
`new_recommendation_module`	Production Staging Development	OFF OFF 100%
`premium_support`	Production Staging Development	25% 100% 100%
`redesigned_search_bar`	Production Staging Development	OFF OFF OFF

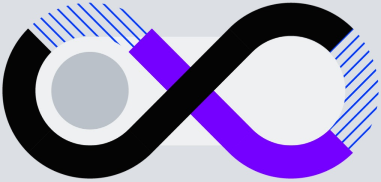
Manage all of your features in one place

Optimizely Rollouts comes with an easy-to-use interface to help you release features quickly while providing visibility and enabling collaboration across teams. Reduce the burden on DevOps and QA, and stop managing rollouts in config files and using spreadsheets to track.

Build on our platform

Building and maintaining feature management can be a hassle. Instead of building from scratch, extend our platform to fit your needs by customizing our open-source SDKs. We provide an easy user interface while handling maintenance, documentation, language support, and user permissions.





Better continuous delivery with Rollouts

Stop dealing with painful merge conflicts. Move away from long-lived feature branches and start adopting feature flags for greater development velocity, safer code deployments, and increased developer productivity.

The most fully featured, free feature flag platform

Feature flags

Separate code deploy from feature release. Easily turn features on or off with feature toggles.

Experimentation

Run A/B tests on your feature flags to quantify the impact of new features and optimize existing features. Run 1 concurrent experiment at a time.

REST API

Integrate rollouts with your development workflow to manage feature flags at scale.

Change history

Keep track of all of the updates to your features with a detailed log. Easily troubleshoot issues by filtering by the type of activity.

Remote configuration with cloud dashboard

Remotely configure your flags and experiments in our UI. Powerful feature variables, enable you to parameterize your app and update features on the fly.

Support for multiple environments

Manage rollouts and experiments across development, staging, production and custom environments.

Staged rollouts

Test and learn by rolling out first to a small set of users, then ramping up over time.

Roll out everywhere

Optimizely Rollouts provides SDKs for most web, mobile, and server-side languages that easily integrate with your codebase.

Target rollouts by audience

Easily run betas and target feature access to specific markets, pricing plans, and languages. Specify traffic and configurations by audience and development environment.

Advanced user permissions

Granular permissions provide visibility and control across your whole organization.

Enterprise security and compliance

Optimizely complies with ISO 27001, SOC, GDPR, Privacy Shield, and CSA. Protect your account with two-factor authentication.

Frequently Asked Questions about Optimizely Rollouts

For more in-depth FAQs, read our Developer FAQs.

Why is Optimizely Rollouts free?

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How can I trust that Rollouts will be reliable?

Should I build my own solution instead of using Rollouts?

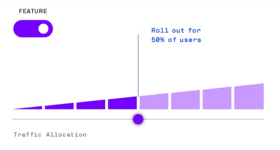
How is the Rollouts plan different than paid Full Stack plans?

Build resiliency into your release process

Create a free Optimizely Rollouts account today.

CREATE FREE ACCOUNT

Learn why engineering teams are embracing rollouts

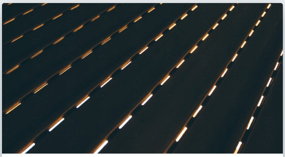


Stop Launching. Start Rolling Out.

READ BLOG POST ⟶

Using feature flags to test in production

READ BLOG POST ⟶



Drive quality and velocity with feature flags

DOWNLOAD THE WHITEPAPER ⟶

Language

Platform Features & Benefits
- Platform
- Plans
- Developers
- Feature Flags

Solutions
- Marketing
- Product
- Engineering
- Data
- Retail
- Travel
- High Tech
- Finance
- Media

Customers
- Case Studies
- Solutions Partners
- Technology Partners

Resources
- Resource Library
- Blog
- Optimization Glossary
- Sample Size Calculator
- Events

About
- About
- Careers
- Press
- Nonprofits
- Contact

Other
- Platform Status
- G.R.O.W. with Optimizely
- Global Services
- Customer Success
- Knowledge Base
- Academy

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