CHECKLIST: OPTIMIZELY APP MARKETPLACE LISTING

The following items are required to build the app listing on Optimizely.com:

1. **Company one/two/three liner:** Briefly explain what the integration is about between Optimizely and the Partner organization. This is more like a preamble that will show at the top of the page right underneath the partner name/logo. However, if there is no information about the integration, a brief introduction about the partner should suffice. For reference, please visit one of Optimizely's partner app listings at https://www.optimizely.com/apps/fullstory/.

2. **Integration Description:** This is the value props of the integration. This is the part that describes the integration/app in detail and the key features, values, and benefits of the integration between Optimizely and the Partner organization. However, if there is no discussion/information on the integration or if a partner just signed up, the value props of the partner and its products/services should be enough to build the listing.

3. **Screenshots/Video:** If a partner wants to highlight a couple of screenshots or a video on the listing, they can simply reach out to the partner manager with those details.

   Specifically for videos, a YouTube or Wistia link is required to embed the video in the listing. If there is no YouTube or Wistia link, partners can share an mp4 format video with the respective partner manager.

   Typically, it is a "better together" video between Optimizely and the Partner organization, but this will be developed gradually over the duration of the partnership.

4. **Office locations:** List of office locations are required for the app listing. Only city and country information are needed.

5. **Works With (*Optimizely Product that you are integrating with*):** Is the Partner organization integrating with Optimizely's CMS (Content Management System), Web Experimentation, Feature Experimentation, Data Platform, CMP (Content Marketing Platform), Configured Commerce or Customized Commerce?

6. **Pricing:** Is it going to be PAID or FREE integration?

7. **Developed By/Publisher:** Who will develop this integration? Partner Organization or Optimizely?

8. **Information and Downloads:** This is the area where partners can highlight User Guides, FAQs, blogs, eBooks, one-pagers, NuGet app links, datasheets, etc. All this information needs to be shared with the respective Partner manager.

9. **Partner Email:** An email where other customers visiting the listing and wanting to get/download this app, will be able to reach out to. For example, partners@microsoft.com, solutions@fullstory.com, hello@contentsquare.com and so on.

10. **Company Description:** This is a more detailed description of the Partner organization as a company. This is for customers to get a snapshot view of what the Partner company is about.

It would be ideal if the Partner copies the above points into a Word document, then fill out the required information under each point, share it with their respective Partner manager and request to build the integration listing on Optimizely marketplace.

At Optimizely, we're on a mission to help people unlock their digital potential. Our leading digital experience platform (DXP) equips teams with the tools and insights to create and optimize in new and exciting ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices globally are proud to help over 9,000 brands, including Electrolux, Uber, Visa, WSJ, Santander, The Red Cross, and Mazda enrich their customer lifetime value, increase revenue, and grow their brands.