Christmas food &
delicious content
Optimizely × BW

On stage

Niklas Roupé

Founder & CEO
Bombayworks

Magnus Corlin

Sr. Nordic Partner Manager &
Influencer, Optimizely

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Christmas food & delicious content

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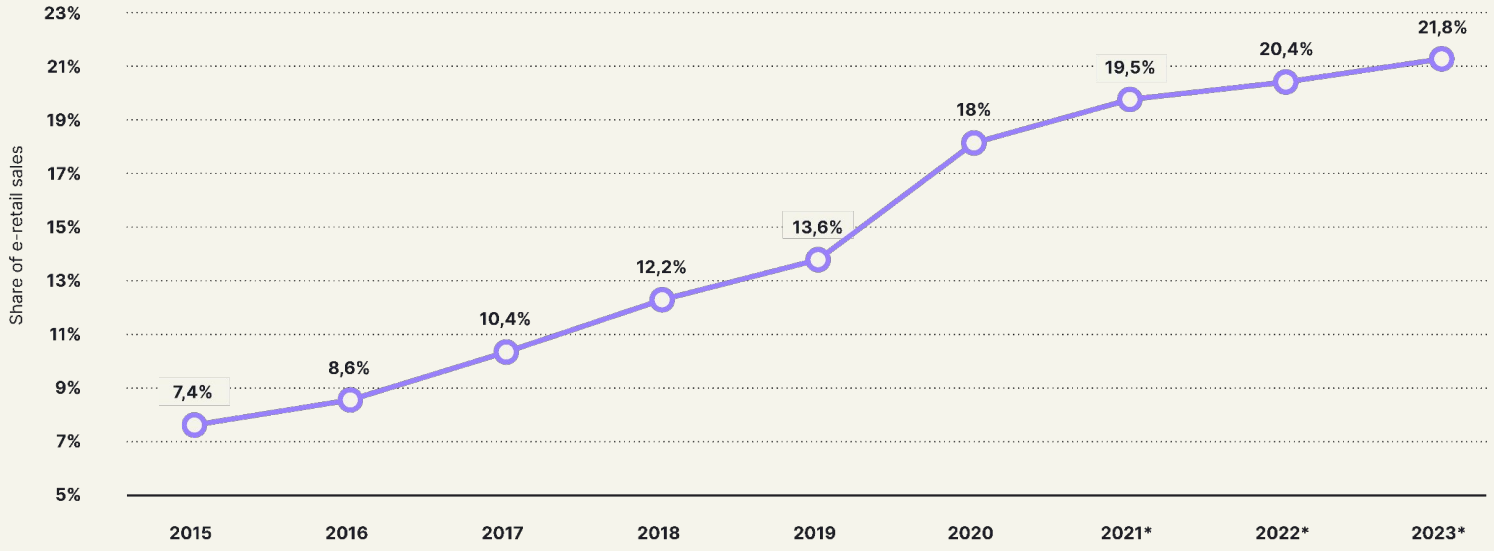
...led to this, followed by...



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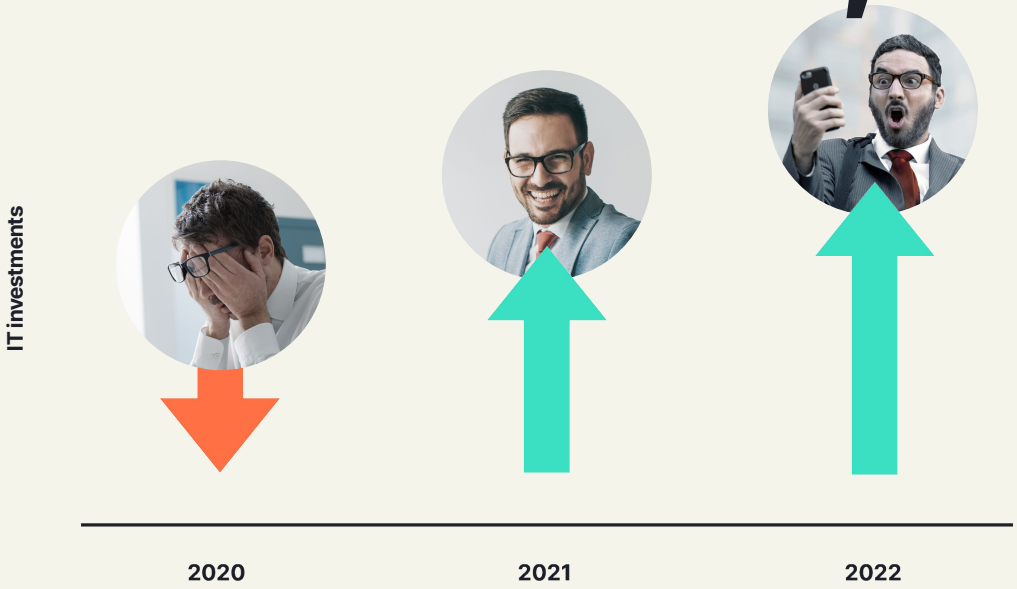
...years of heavy investments, ...



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...resulting in the perfect setup!
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So there is a lot of “new tech”, but maybe some old habits?

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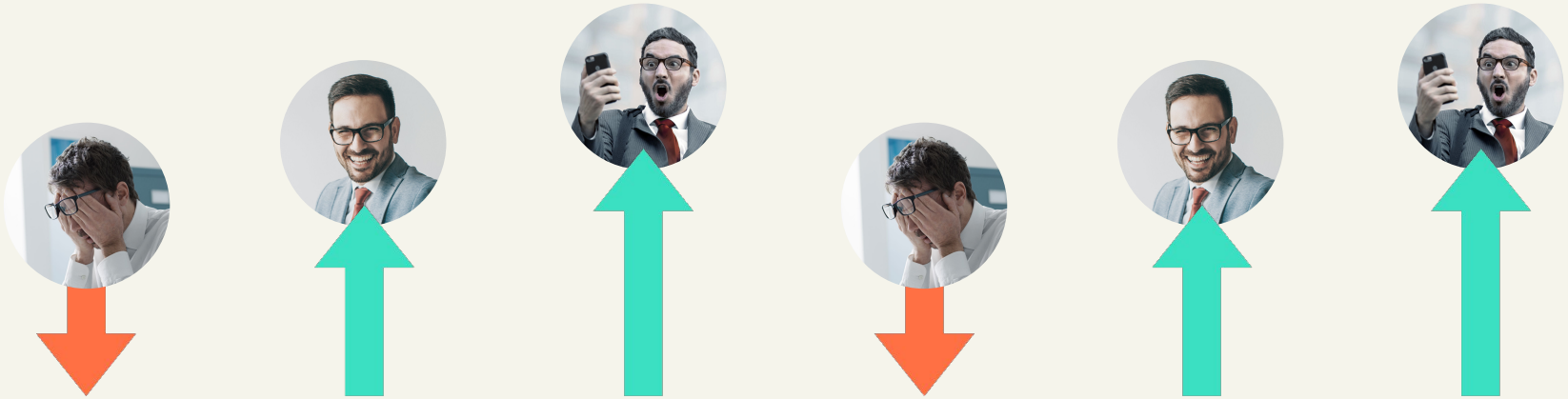
Investment shifts in 2024 and 2025

“Faced with a new wave of pragmatism, capital restrictions or margin concerns, CIOs are delaying some IT spending. … Organizations are shifting the emphasis of IT projects towards cost control, efficiencies and automation, while curtailing IT initiatives that will take longer to deliver returns.”

— Lovelock, VP Analyst at Gartner

https://www.gartner.com/en/newsroom/press-releases/2023-10-18-gartner-forecasts-worldwide-it-spending-to-grow-8-percent-in-2024

Deal with the table setting you already have.



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The food

A wise man once said...

“Content is king”

Bill Gates, 1996

Not just any content – but personalized content

Right message

Right person

Right time

Right channel

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You know what I like, don't you?

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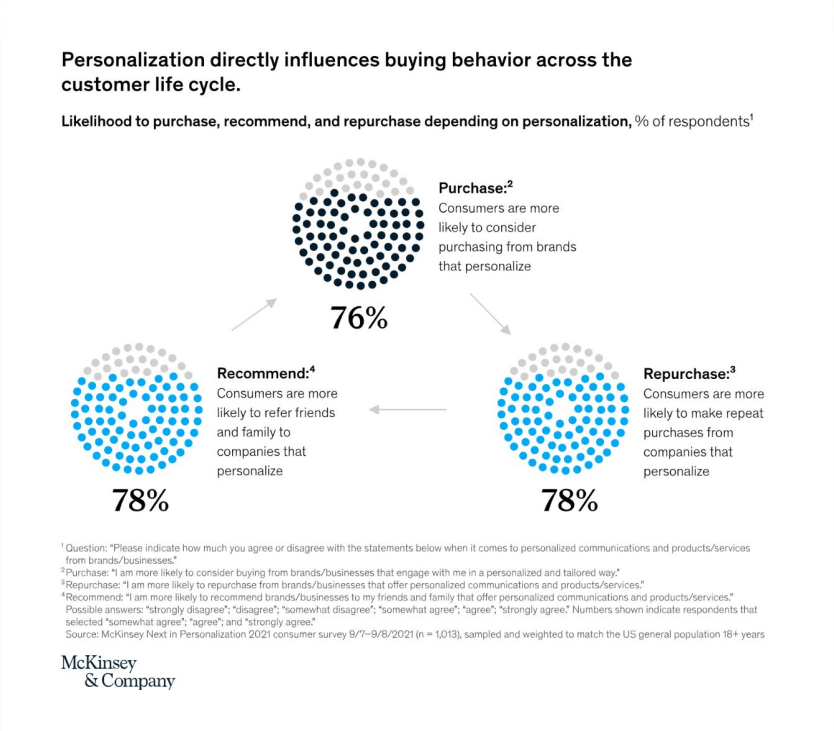
When served your favorite food you eat more



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We want clean plates only after dinner

- Know what to serve and to who.
- Know about allergies, diets, favourite dishes and what your grumpy uncle Bill doesn’t like.
- Don’t throw away neither food nor content. 65% of all content is wasted!

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Preparations

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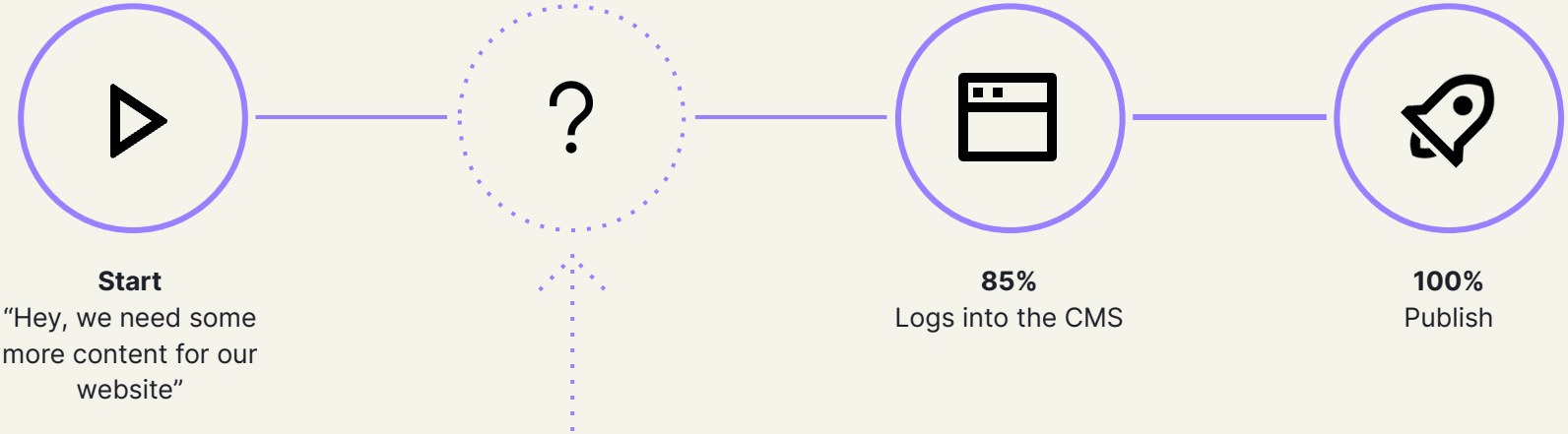
The first 85%



Start
“Hey, we need some more content for our website”

Plan - Create - Store - Distribute - Measure
Optimizely Content Marketing Platform

85%
Logs into the CMS

100%
Publish

Model and concept by Deane Barker, Global Director of Content Management at Optimizely

Articles by Deane Barker

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Execution

5 central themes of success

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Execution

Do, don't overdo

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Do, don't overdo

Electrolux has a set of predefined journeys and templates. Fewer, rather than many.

BW as well as Valtech gets started rather than overplanning.

Watch the presentation "5 steps to enhance your marketing campaigns" by Valtech & Optimizely.

Optimizely user stats indicate that starting off small renders larger growth down the line reaching up to **2X the amount of assets** per year.

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Execution

All in one place. Do not serve some of the food from the bathroom.

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All in one place

IKANO Group

Ikano Group has centralised their assets in one place. They call it the Ikano Toolbox - The one source of truth - consisting of brand content, communication, guidelines and assets for all businesses globally.

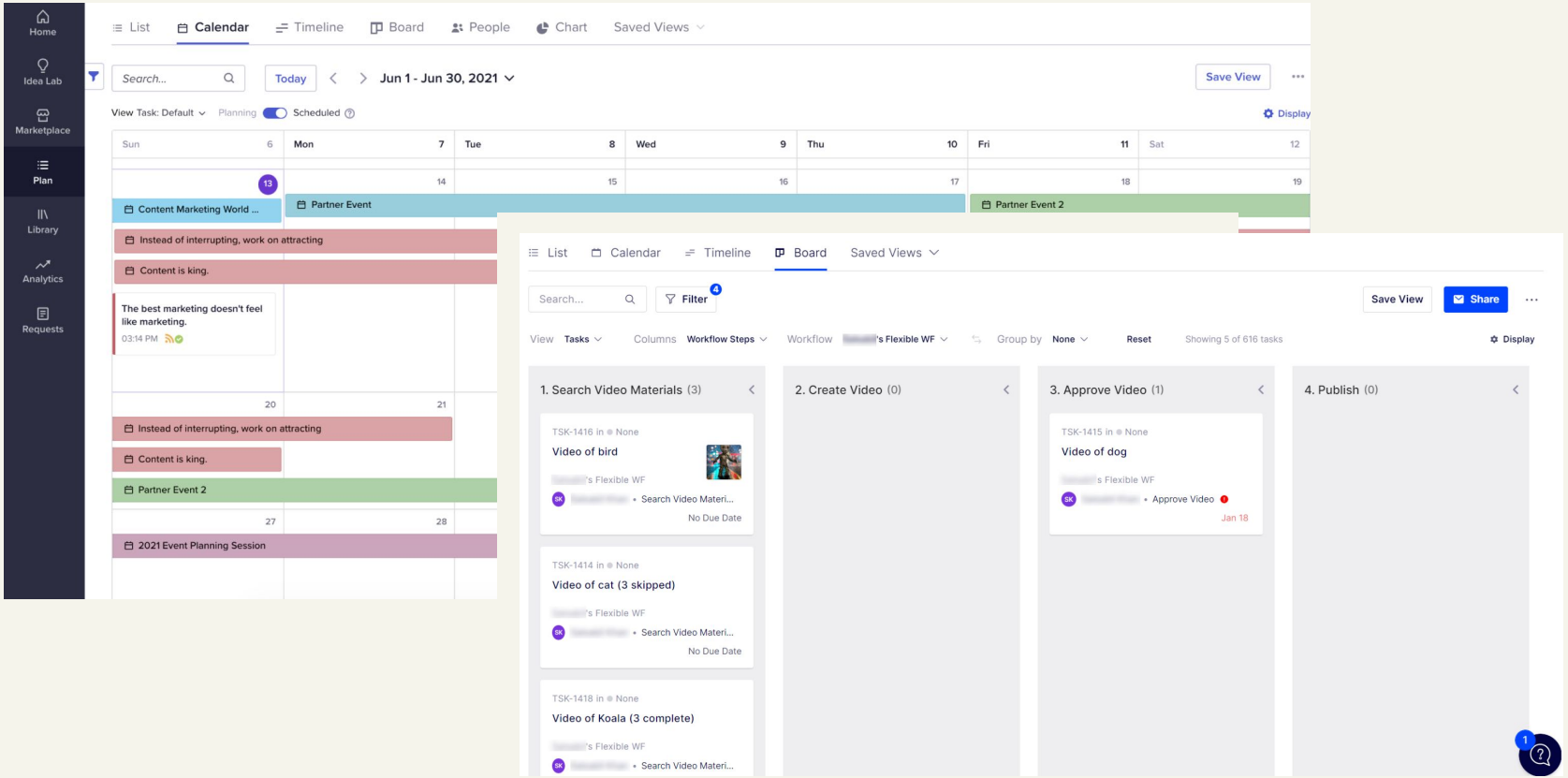
BOMBAYWORKS

Being able to find everything we need to be able to deliver saves us, and our clients, time, money and frustration over back-and-forth emails on “where the latest version of the logo?” or “can you approve the latest copy?”.

Optimizely

Supporting the entire content and campaign lifecycle — from planning and creation, to storage, distribution and analysis — you never have to leave the platform creating a **2.5x factor in efficiency**.

Execution



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Reuse, have some evergreens, some true classics such as Jansons, ham, salmon and meatballs

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Reuse

däckspecialen

Templify as you go along. Turn new ideas for dishes into classics once they have been tried out and successful. Däckspecialen has the same returning process yearly and they have the structure and templates set up for this instead of for all their deliveries.

BOMBAYWORKS

Working on identifying the best performing content and optimizing it over time allows us to support our clients in creating other types of valuable content. Laziness makes perfect!

Optimizely

Use data-driven insights to plan impactful content and find gaps and opportunities. Allow marketing teams to store, manage, and organize their assets, **enabling brand governance and encouraging content reuse**.

Democratize and establish ownership, be transparent and let everyone know what's on the smörgåsboard

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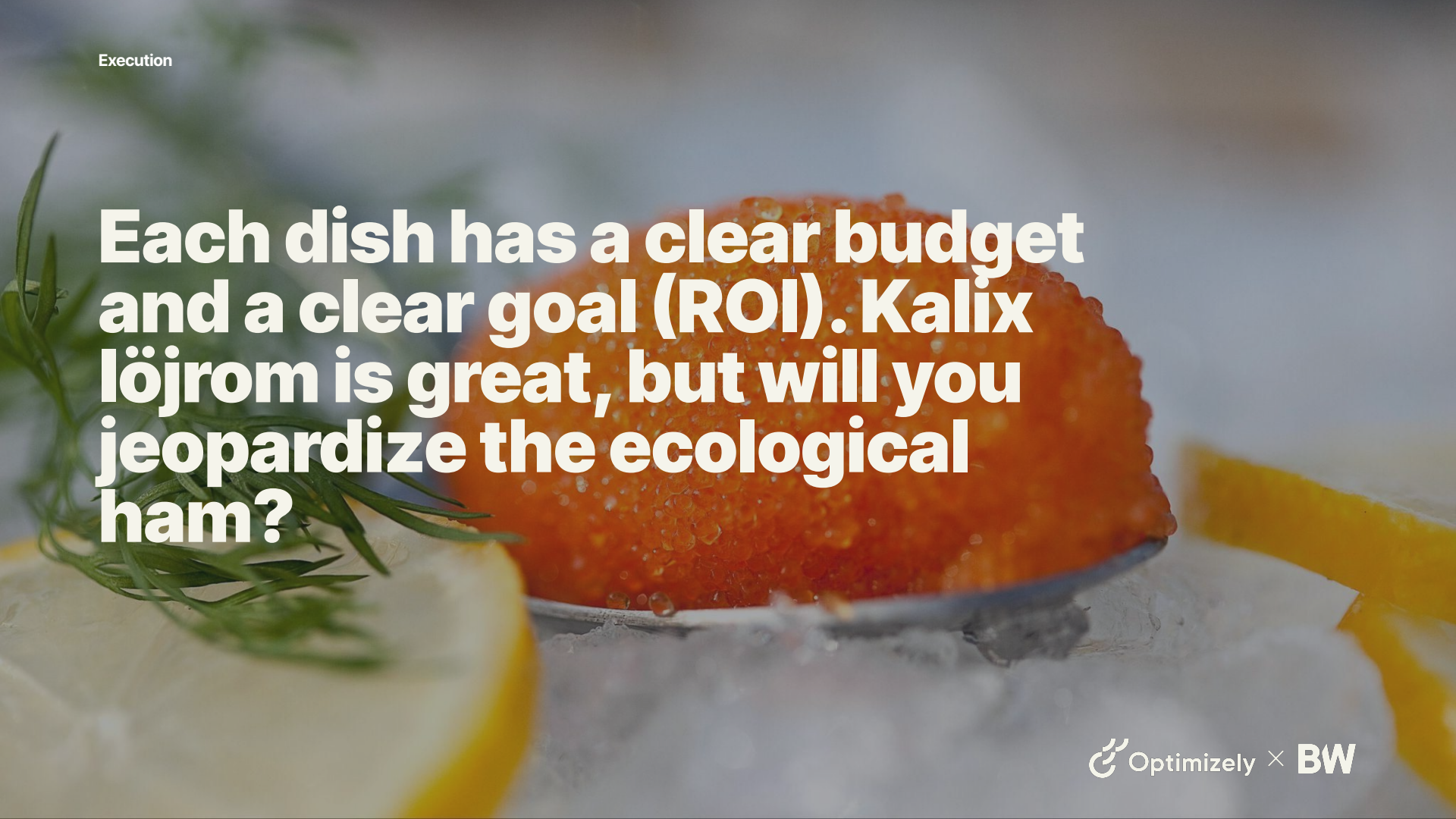
Democratize and ownership

BoKlok allows for users across all markets to pitch in on content ideas whilst showcasing a mix of central and local initiatives, all initiatives with a clear declaration of ownership, in their shared content calendar.

We and other digital consultants are skilled at what we do but finding the best ideas and driving those is easier with the brains of many.

Keep your team aligned, and provide visibility into what is happening, and when. Resulting in more campaigns being created and up to **87,5% of time spent in meetings now spent on productive work**.



Each dish has a clear budget and a clear goal (ROI). Kalix löjrom is great, but will you jeopardize the ecological ham?

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Clear budget and goal (ROI)

Trioworld

Trioworld applies a framework to all content created. This allows the team to define the goals, budget and KPIs before starting the creative process making sure valuable content is created and that its impact can be proven.

BOMBAYWORKS

Clear goals, defined scope and allocated budget allows us to deliver maximum value within set boundaries. Bring on the challenge, we are up for it! Aiming for better ROI with less ROE.

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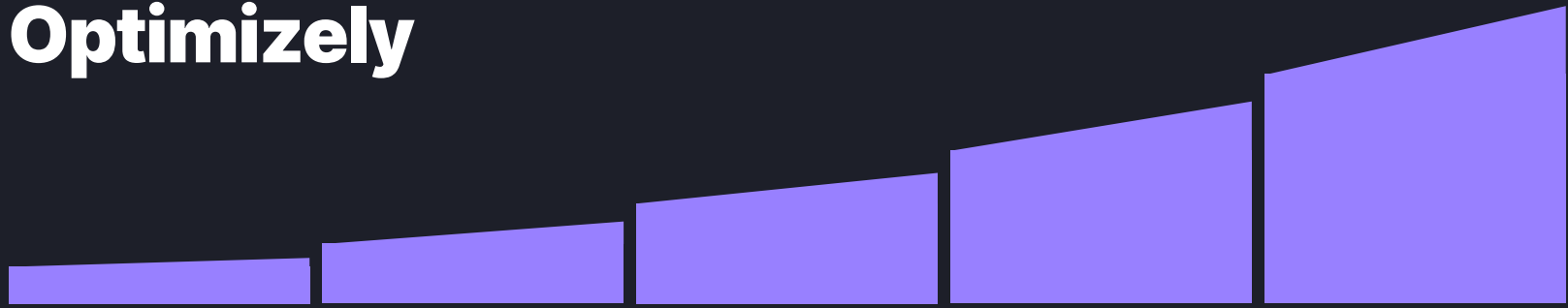
Track which assets are driving desired behaviors (e.g. key conversions) among your audience. Quantify the impact of your content on lead generation and revenue, as well as which assets influenced the buyer's journey. **Less initiatives and better yield, saving up to 50% in production cost.**

Execution

Model and concept by Mark Wakelin, Sr. Consultant, Strategy & Value at Optimizely

Watch the presentation "Content personalization: how to win with your content" from Opticon

Personalization at Optimizely



Segment
Using behavioural data to identify different audience segments and tailor content to their characteristics.

- ✓ Customized experience
- ✓ Configured commerce
- ✓ CMS

Automate
Using ML algorithms to customize content and product recommendations based on how users interact with your website.

- ✓ Product recommendations
- ✓ Content recommendations

Integrate
Incorporating offline data sources into your user profiles, creating more sophisticated audience segments.

- ✓ Data platform

Optimize
Experimenting with different variations to create the optimum user experience.

- ✓ Feature experimentation
- ✓ Web experimentation

Individualize
Leveraging extensive data and advanced algorithms to create a higher customized 1-1 website experience for every user

- ✓ Data platform

Optimizely Content Marketing Platform

A comforting thought...

You are not alone. How you celebrate Christmas is similar to most everyone else. But you also have the freedom to celebrate any way you want to.

Learn from others but find your own way.

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Optimizely

Optimizely

We are Optimizely

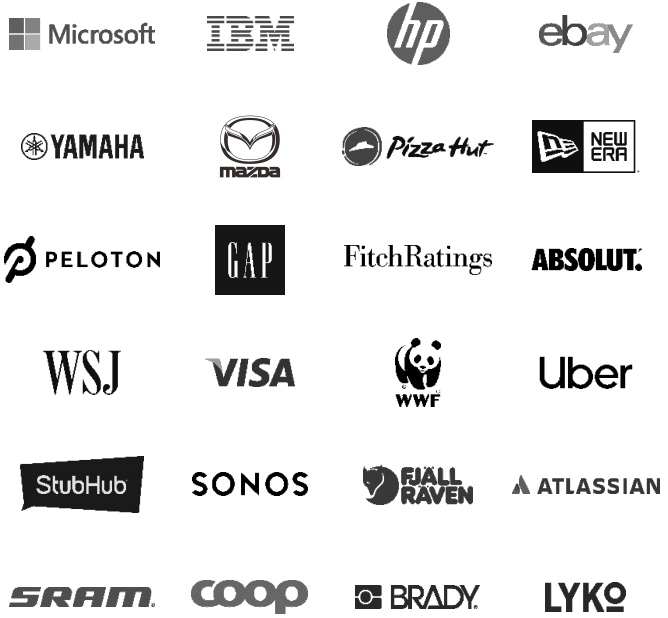
Bringing global expertise

2000
Employees

32
Global offices

10K
Brands

To serve the next generation of digital leaders



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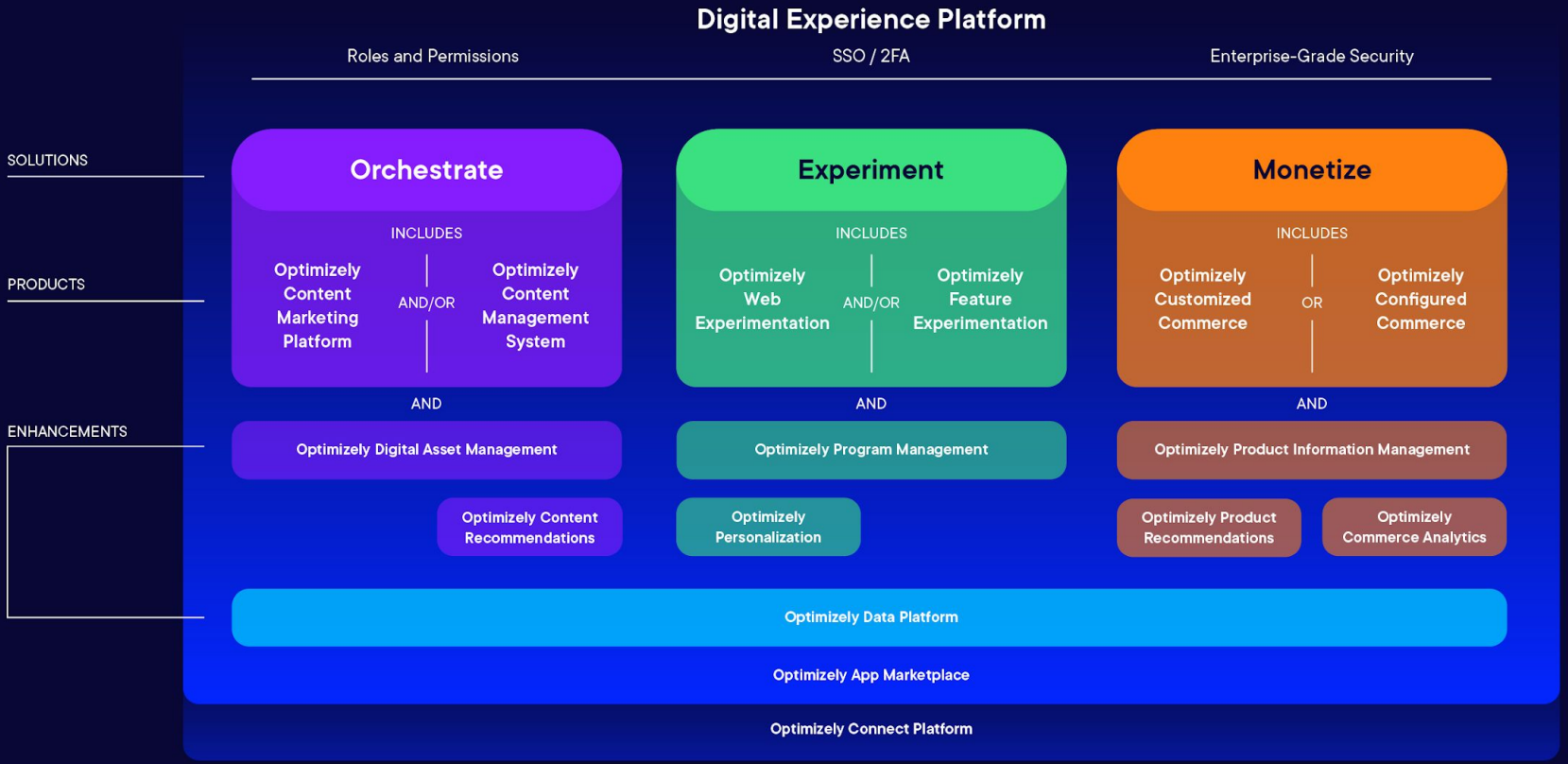
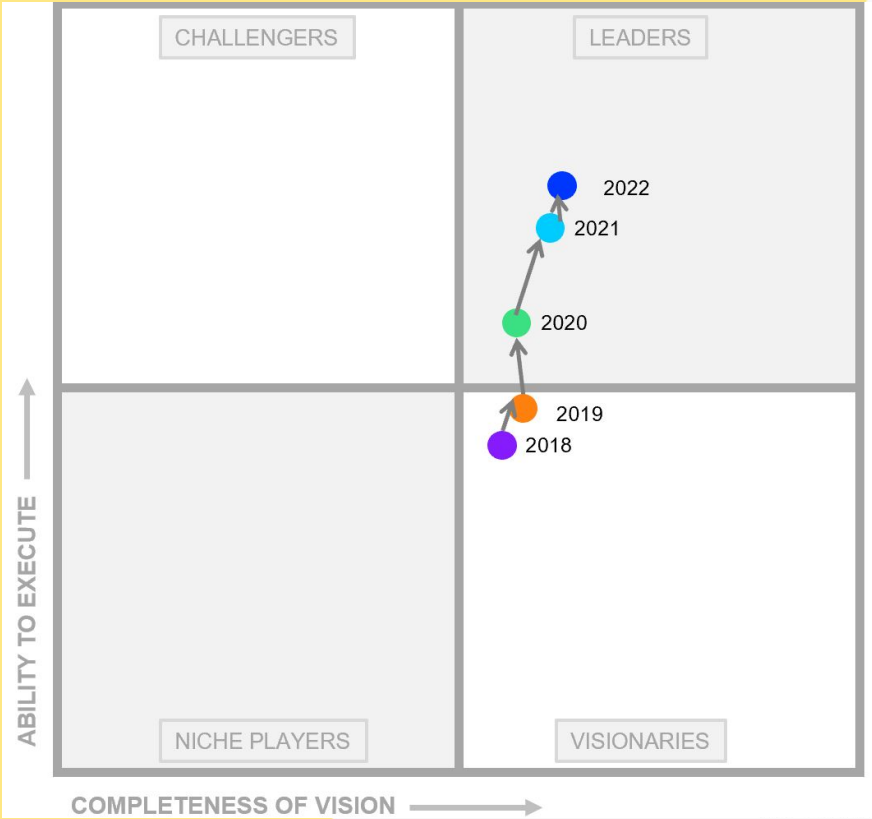

Digital Experience Platform
Roles and Permissions
SSO / 2FA
Enterprise-Grade Security
SOLUTIONS
PRODUCTS
ENHANCEMENTS
Orchestrate
INCLUDES
Optimizely Content Marketing Platform
AND/OR
Optimizely Content Management System
AND
Optimizely Digital Asset Management
Optimizely Content Recommendations
Experiment
INCLUDES
Optimizely Web Experimentation
AND/OR
Optimizely Feature Experimentation
AND
Optimizely Program Management
Optimizely Personalization
Monetize
INCLUDES
Optimizely Customized Commerce
OR
Optimizely Configured Commerce
AND
Optimizely Product Information Management
Optimizely Product Recommendations
Optimizely Commerce Analytics
Optimizely Data Platform
Optimizely App Marketplace
Optimizely Connect Platform

Product Strategy: Strength in one – dominance in DXP



Great together

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Gold Partner

75 — Digital Experts

Q&A

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Want to know more?

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BOMBAYWORKS