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Coveo and Optimizely Partner to Harness the Power of AI Search and Generative Experiences

Coveo's generative answering, AI search, and unified personalization features will enhance Optimizely's content management systems by delivering more relevant, personalized, and scalable digital experiences for enterprises.

MONTREAL and SAN FRANCISCO, Aug. 7, 2024 /CNW/ - [Coveo](#) (TSX: CVO), the leading enterprise AI platform that brings AI Search and generative AI (GenAI) to every point-of-experience, and Optimizely, the leading digital experience platform provider, today announced a strategic partnership to empower companies to bring AI powered search and relevance across sites to deliver personalized experiences at scale.



"We're excited to partner with Optimizely to help companies fully harness their content," said Ann-Marie Darrough, VP of Alliances and Partnership North America at Coveo. "This collaboration expands our flexible, adaptable approach, giving enterprises seamless access to our best-in-class AI Platform capabilities. This ensures content is easily discoverable, engaging, and personalized for every customer."

This partnership combines Coveo's AI search, generative answering, and relevance capabilities with Optimizely's powerful and composable content management system (CMS) to help businesses provide personalized, cost-effective, and connected experiences at every point of experience. This partnership applies to current Optimizely customers and new customers who opt for Optimizely's [new SaaS CMS](#), featuring the all-new Visual Builder. Coveo's advanced search controls and pre-built machine learning models understand user context and intent, delivering personalized and relevant content at scale.

"We're excited that this partnership will bring the power of Coveo's AI-powered search and generative experience platform directly to our customers," said Jessica Dannemann, Chief Partner Officer at Optimizely. "Coveo's advanced AI capabilities and commitment to delivering personalized, relevant digital experiences will enable our customers to understand intent and serve up the right content, ensuring content stored in and across Optimizely is easy to find and highly relevant."

Key Features and Benefits of the Coveo and Optimizely Partnership for Customers:

- **AI-Powered Generative Answering:** Coveo's generative answering solution empowers users to self-serve with instant, accurate, and secure answers to their questions, reducing support costs and improving satisfaction.
- **Hyper-Personalized Experiences Across the User Journey:** Coveo's large suite of AI models understand user intent and deliver tailored search results, recommendations, and generative experiences, driving conversions and engagement.
- **Effortless Content Discovery:** Coveo seamlessly indexes Optimizely CMS content, leveraging robust metadata to power sophisticated search and ensure all content is easily discoverable.
- **Unified Content Access:** Coveo's unified hybrid index helps break down data silos and grants access to information across the enterprise – across and beyond Optimizely content – without requiring costly content migrations.
- **Flexible and Composable:** Developers can tailor the integration to their exact needs with multiple deployment options, customizable indexing pipelines, and flexible search UI development tools.
- **Fast Time-to-Value:** no/low code options and developer-friendly tools enable quick and easy implementation, delivering value from day one.

Ready to unlock the power of AI for your digital experiences?

Learn more about using the Coveo AI search and generative experience platform with Optimizely here: <http://coveo.com/blog/coveo-optimizely-partnership>

About Coveo

We strongly believe that the future is business-to-person, that experiences are today's competitive front line, a make or break for every business. We also believe that remarkable experiences not only enhance user satisfaction but also yield significant gains for enterprises. That is what we call the AI-experience advantage – the degree to which the content, products, recommendations, and advice presented to a person online aligns easily with their needs, intent, preferences, context, and behavior, resulting in superior business outcomes.

To realize this AI-experience advantage at scale, enterprises require a robust, spinal and composable infrastructure capable of unifying content securely and delivering AI search, AI

recommendations, true personalization, and a trusted generative experience at every touchpoint with each individual customer, partner and employee.

Coveo is dedicated to bringing this advantage to every point-of-experience, using powerful data and AI models to transform the enterprise in commerce, customer service, website and workplace.

The Coveo platform is ISO 27001 and ISO 27018 certified, SOC2 compliant, HIPAA compatible, with a 99.999% SLA available. We are a Salesforce ISV Partner, an SAP Endorsed® App, an Adobe Gold Partner, MACH Alliance member and a Genesys AppFoundry ISV Partner.

Coveo is a trademark of Coveo Solutions Inc.

About Optimizely

Optimizely is on a mission to make the lives of marketers better with Optimizely One, the world's first operating system for marketing teams. Optimizely One combines industry-leading solutions across content management, content marketing, experimentation, commerce and personalization, powering every stage of the marketing lifecycle through a single, AI-accelerated workflow. With the flexibility of a fully composable platform, Optimizely is proudly helping global brands like H&M, Salesforce, Zoom and Toyota create content with speed, launch experiments with confidence, and deliver experiences of the highest quality. Learn more at optimizely.com.

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Forward-Looking Information

This press release contains "forward-looking information" and "forward-looking statements" within the meaning of applicable securities laws (collectively, "forward-looking information"). This forward-looking information is identified by the use of terms and phrases such as "may", "would", "should", "could", "might", "will", "achieve", "occur", "expect", "intend", "estimate", "anticipate", "plan", "foresee", "believe", "continue", "target", "opportunity", "strategy", "scheduled", "outlook", "forecast", "projection", or "prospect", the negative of these terms and similar terminology, including references to assumptions, although not all forward-looking information contains these terms and phrases. In addition, any statements that refer to expectations, intentions, projections, or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts but instead represent management's expectations, estimates, and projections regarding future events or circumstances.

Forward-looking information is necessarily based on a number of opinions, estimates, and assumptions that we considered appropriate and reasonable as of the date such statements are made. Although the forward-looking information contained herein is based upon what we believe are reasonable assumptions, actual results may vary from the forward-looking information contained herein. Certain assumptions made in preparing the forward-looking information contained in herein include, without limitation: our ability to capitalize on growth

opportunities and implement our growth strategy; our ability to attract new customers, both domestically and internationally; the success of our efforts to expand our product portfolio and market reach; our ability to maintain successful strategic relationships with partners and other third parties; our future capital requirements; the available liquidity under our revolving credit facility; the accuracy of our estimates of market opportunity and growth forecasts; our success in identifying and evaluating, as well as financing and integrating, any acquisitions, partnerships, or joint ventures; our ability to execute on our expansion plans; and the future impact of the COVID-19 pandemic. Moreover, forward-looking information is subject to known and unknown risks, uncertainties, and other factors, many of which are beyond our control, that may cause the actual results, level of activity, performance, or achievements to be materially different from those expressed or implied by such forward-looking information, including but not limited to macro-economic uncertainties and the risk factors described under "Risk Factors" in the Company's most recently filed Annual Information Form available under our profile on SEDAR at www.sedar.com. There can be no assurance that such forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, prospective investors should not place undue reliance on forward-looking information, which speaks only as of the date made.

Moreover, we operate in a very competitive and rapidly changing environment. Although we have attempted to identify important risk factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other risk factors not presently known to us or that we presently believe are not material that could also cause actual results or future events to differ materially from those expressed in such forward-looking information. You should not rely on this forward-looking information, as actual outcomes and results may differ materially from those contemplated by this forward-looking information as a result of such risks and uncertainties. Additional information will also be set forth in other public filings that we make available under our profile on SEDAR at www.sedar.com from time to time.

The forward-looking information provided in this press release relates only to events or information as of the date hereof, and are expressly qualified in their entirety by this cautionary statement. Except as required by law, we do not assume any obligation to update or revise any forward-looking information, whether as a result of new information, future events, or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.



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