

The experience optimization partner that sees progress in all places

One place for all your progress

AB Tasty's all-in-one experience optimization platform is your space to optimize, innovate and convert across digital channels.

Align e-commerce, digital, and product teams to the same goals

Maximize business impact, lower risk and accelerate time to market with solutions made for all your experience optimization teams.

AI-powered personalization

Built-in AI-powered segments, including the market-first EmotionsAI, increase ROI, decrease effort, and let you connect with visitors like never before.

Your goals are our goals

We set you up for success with optimization expertise, local support, and dedicated people focused on your growth objectives.

Fast ROI

Get up and running in no time. Add a tag to your website and you're ready to go in minutes. Go server-side and use our the Decision API or SDKs.

Extremely reliable

Our powerful hybrid cloud-based infrastructure leverages state-of-the-art global data centers.

Integrated across your stack



Join 1000+ awesome brands using AB Tasty



+ Web Experimentation

+ Feature Experimentation & Rollouts

+ Content Personalization

+ EmotionsAI

+ Product Recommendations

+ Search