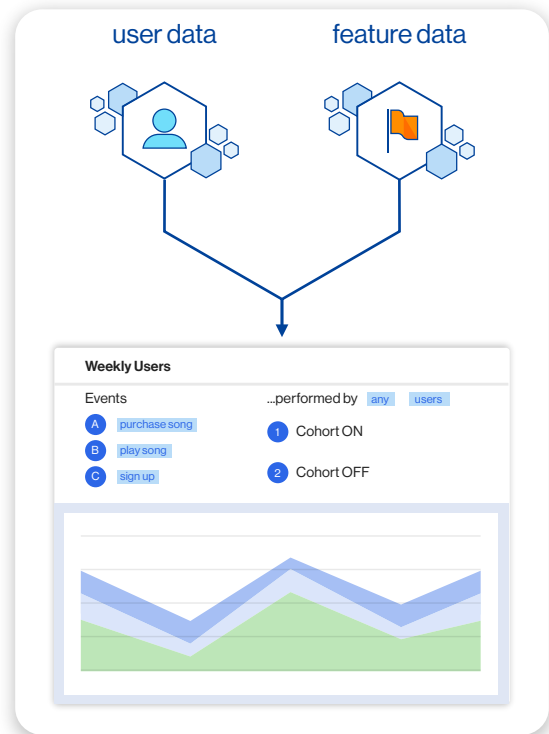


Deeper insights, faster experiments, better products

Amplitude is the leading product intelligence platform that helps companies use their customer data to better understand user behavior and make data-driven decisions on how to improve the product experience.

However, user data is only half the story when determining the success of a feature. User data tells you **how** customers are interacting with your product. Feature flag data tells you who saw what in your product, and is vital to understanding **why** those interactions took place.

Split and Amplitude bridge the gap between feature delivery and user behavior to help engineering and product teams easily gather user insights, iterate on features, and deliver impactful products.



Generate Actionable Insights

Create cohorts based on feature flag variations and track how users interact with each variation



Accelerate Full Stack Experimentation

Monitor changes in KPIs such as conversion and retention, as you test and iterate on new features



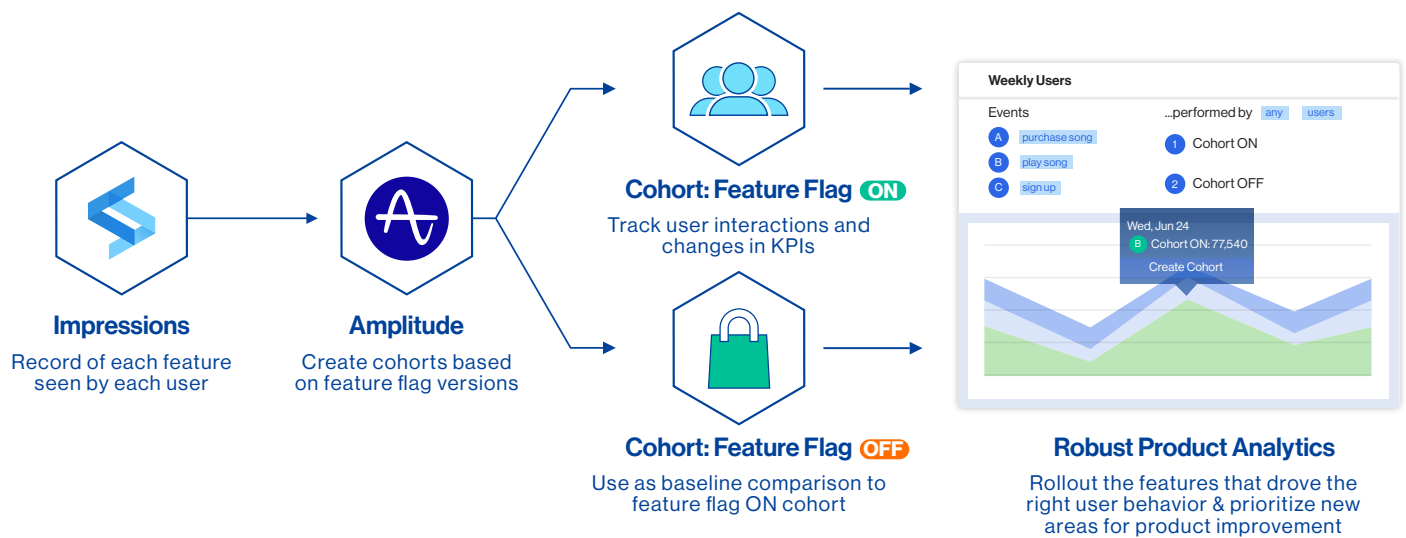
Build Impactful Products

Make data-driven decisions on which features to fully rollout and which features to iterate on next

Join Feature and User Data to Answer the “Why” Behind User Behavior

How It Works

Bring Split feature flag data (impressions) into Amplitude with just a few clicks. Impressions will be sent to Amplitude as events and can be automatically mapped by user or device. Cohorts can then be created in Amplitude based on what feature flag variation users received. From here, it's easy to track how users in different cohorts interacted with each variation and how those interactions impacted key metrics.



“For us, feature delivery is about delivering outcomes. Using Amplitude and Split, our product and engineering teams were able to experiment with our product offerings to drive conversion while also monitoring the impact on user retention. The metrics we gathered allowed us to rollout the right features with confidence.”

Gavin Cooper, VP of Technology

Surflin

Build for business outcomes
with Split and Amplitude.

Get started free

<https://www.split.io/signup/>

