



Ensure new features deliver better user experiences with FullStory + Split

Whether launching a new feature or improving on an existing one, innovative product and engineering teams use Split and FullStory to ensure every feature offers a seamless user experience that adds value to their customers and drives business outcomes. With Split and FullStory in place, you can leverage both quantitative and qualitative data to measure the impact of a feature on the user journey and your set goals.

The Challenge

Feature experimentation is essential to ensuring world-class user experiences as your product evolves. However, turning the results into actionable insights can be challenging. Drawing the connection between the metrics and the user experience is key to making smart decisions on how to improve a feature.

The Solution

FullStory and Split's community integration combines the power of experimentation and digital intelligence to uncover how features impact your key metrics and the user experience. Send Split feature data to FullStory to understand *why* one feature variation outperforms the other or pinpoint where in the funnel users get stuck on a feature. This allows you to prioritize improving the features that have the greatest impact on your user and your business.

Key Benefits

- **Run full stack experiments**

Make every feature an experiment whether on mobile, server, or client apps. Split fully integrates features flags with your data to automatically calculate metrics with statistical rigor, making it easy to compare the impact of a new feature versus its variations and/or the control.

- **Evaluate features both quantitatively and qualitatively**

Bring Split feature data into FullStory to validate your experiment results with real user session replays and heatmaps. Measure these interactions in aggregate or study individual cases to identify frictions points and/or investigate funnel dropout.

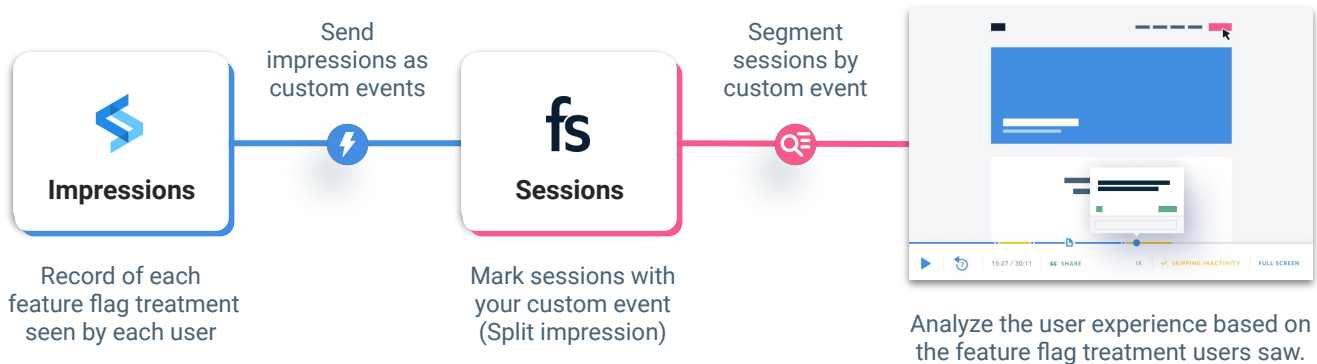
- **Build a culture around delivering outcomes over output**

Split and FullStory provide the tools and data that product and engineering teams need to target, test, and release impactful features without ever losing touch with their end users or losing sight of their shared business goals.

Using FullStory + Split Together



Once you've added the Split and FullStory snippets to your product, you can configure Split to send feature data as custom events to FullStory to mark each user session with the feature flag treatment the user received. From there, you can segment in FullStory by feature flag treatment and compare how users interacted with each treatment in aggregate or watch an individual user recording to see exactly what their experience was like.



Enhance the User Experience with Quantitative and Qualitative Data

- Easily segment your audience in FullStory based on which Split feature flag treatment they saw. Measure in aggregate and down to the individual session to compare how different treatments performed.
- Detect friction points early on in an experiment with FullStory's frustration signals to see where users are getting stuck and which feature was the blocker.
- Build funnels based on any user action, then analyze the digital experience to determine the most effective feature to iterate on or launch new experiments. Test and monitor with Split, analyze the results in FullStory, then rinse and repeat.

“Using Split with FullStory allowed us to humanize our experiments and empathize with our customers by validating the quantitative results with real user sessions that revealed how customers felt when interacting with our features.”

Ian Metz
Senior Product Manager, Leafly