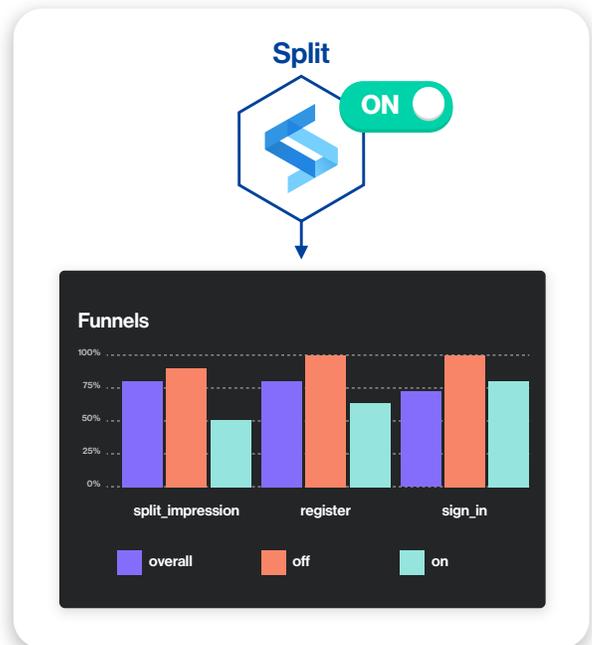


# Build better products with the best of experimentation and product analytics

Mixpanel provides a self-serve product analytics solution enabling teams to analyze and gain real-time insights on user behavior needed to improve the user experience.

Engineering and product teams leveraging Split feature flags to control releases and experiment on feature impact can send their feature flag data to Mixpanel using our integration. Bringing this feature-level context into Mixpanel allows teams to better understand the customer journey and conversion funnel by flag treatment. Using Split and Mixpanel, teams can make data-driven decisions on how to improve their features and deliver better user experiences.



## Safely release and experiment with new features in Split

Test out new versus old, or compare variations of a new feature on specific target audiences and measure the statistically significant impact on key performance and business metrics.



## Analyze feature impact on user behavior in Mixpanel

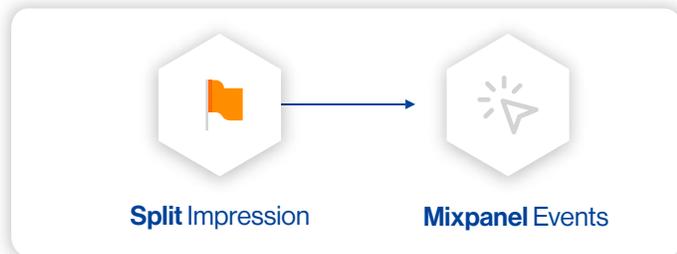
Dig deeper into Split metrics to understand how a new feature affected the customer journey and conversion funnel. Break down reports by flag treatment and other attributes to compare impact on user behavior.



## Make data-driven product decisions with Split & Mixpanel

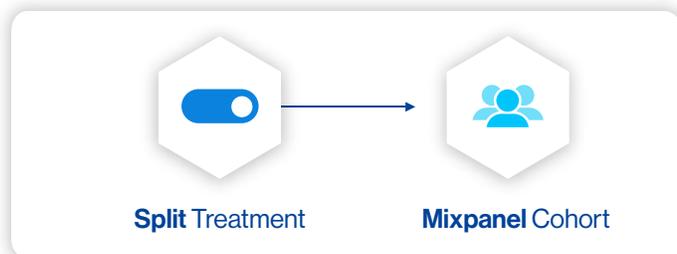
Learn from every feature released through rigorous experimentation and robust product analytics. Gather actionable insights on how to iterate on new features and improve the user experience.

# Experiment, analyze, and take action on data-driven insights



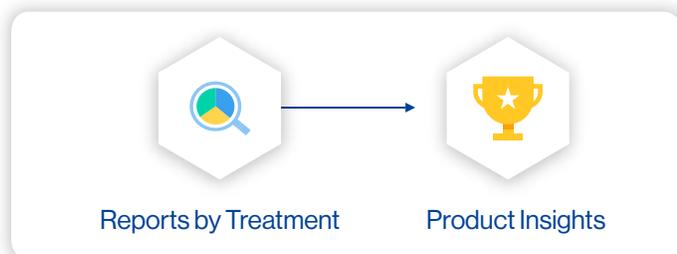
## Send Split Feature Flag Data to Mixpanel

Once configured, Split sends impressions (feature flag data on who saw which flag treatment and when) to Mixpanel where it can be accessed as a `split_impression` event.



## Create Mixpanel Cohorts by Flag Treatment

Save cohorts by the flag treatment users were exposed to and easily compare goal metrics across all reports, dashboards, and segments.



## Analyze Feature Impact on User Behavior

See how an experiment impacts multiple parts of an experience and whether it drives desired user behavior. Identify winning flag treatments or areas for improvement to deliver the best features for users and achieve business goals.

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## World-class teams use Split and Mixpanel to deliver better products

