

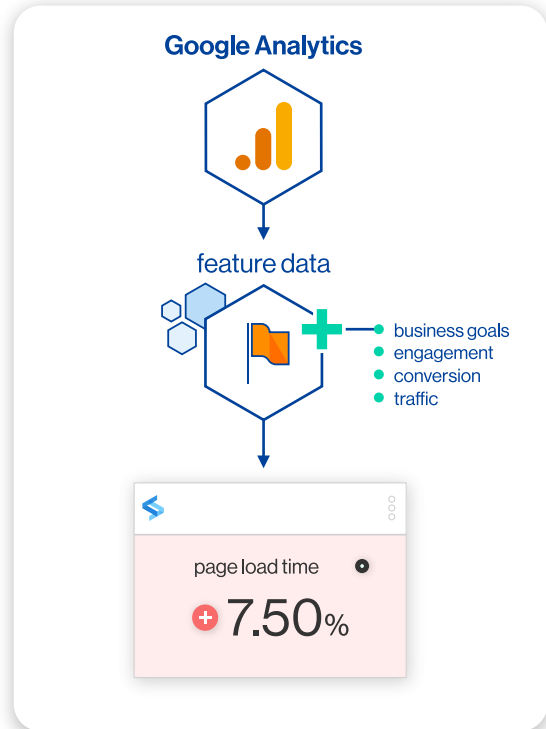
Improve Web Performance and Create Customer Impact with Every Feature

Google Analytics is the go-to place to understand traffic, engagement, conversions, and key business goals. But as these metrics change, it can be hard to understand the cause.

Did metrics improve because of a new feature? Degrade due to Poor code? Change based on evolving customer behavior? Split and GA integrate to answer these questions.

Split pairs GA's web performance data with feature-level data: which features are each of your users seeing across your web and mobile environments.

Measure the web performance impact of every feature you ship. Run experiments that prove which features are best. Move faster and deliver quantifiable customer and business value.



Prevent new features from degrading web performance



Split instantly detects page load performance degradation from new features, reducing the risk of your software development process.

As your team releases many changes per week, Split detects issues and notifies the team responsible.

Turn every feature into measurable impact



Split ingests data from GA to power A/B tests for new features across your entire stack - client, server and mobile.

Every time you create a new feature you create an experiment, automatically measuring impact on your KPIs and customer behavior.

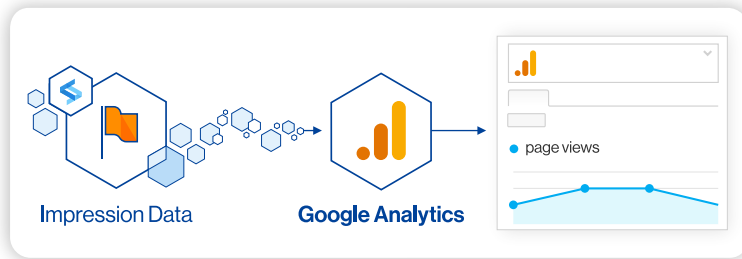
Determine causation, not just correlation



Split compares GA data with each feature you release, so you can understand why your metrics change.

Split does the statistics for you, freeing you to focus on which features work and which don't.

Use your web performance data to create the highest impact features

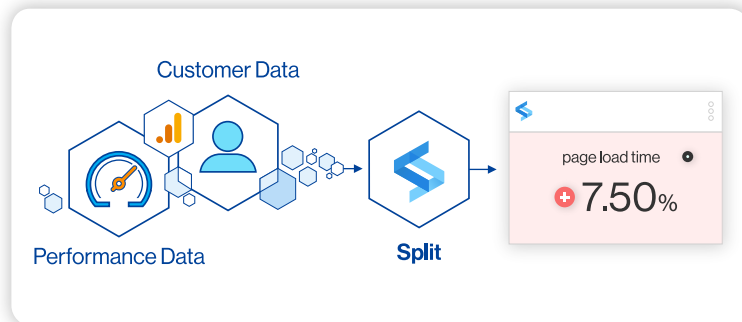


Create feature-based segments in GA

Split sends a record of every feature flag, called an impression, to Google Analytics via our Javascript SDK.

Impressions show which feature a user has seen, providing valuable context for your data analysis.

Easily segment session or goal completion data by exposure to a new feature.



Measure feature impact based on GA data

Easily send web performance, conversion, and business data from Google Analytics to Split.

Split's Javascript SDK captures GA metrics from the client. Split then measures the impact of every new feature you ship.

Use page load time to detect degradation of a new feature. Or use average revenue per cart to see if a new feature improves business outcomes.

Reduce release risk and increase feature impact with **Google Analytics** and **Split**

Get started free

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

