

Case Study

About Moneyfarm

[Moneyfarm](#) is a European digital wealth manager with more than 90,000 active investors and over £2.3 billion in assets under management. First launched in 2012, it makes finance simple and accessible. Operating through both an [online platform](#) and an [app](#), Moneyfarm's approach to investment combines human guidance and financial expertise with the efficiency of technology to deliver cost-effective solutions to every user.

"It really simplified all these tasks, which were previously either entirely impossible or really expensive."



Stefano Guidici
Lead Product Manager

Homegrown Feature Flagging Wasn't Enough

Product and engineering teams are crucial to the success of Moneyfarm's digital platform. These teams work together to ensure their customers have a positive experience when investing online. Before Split, they were using a homegrown solution for feature flagging, a simple system that allowed front-end developers to customize the interface. Their homegrown feature flagging tool was very limiting and only allowed them to turn features on or off. Before Split, there was no way to target users and allow for a percentage or gradual rollout when releasing new features to their platform. In 2019, Split was adopted by the Moneyfarm team, and they were introduced to an extensive toolset that has made it possible to build a culture of experimentation and release management that they continuously rely on today.

Split Elevates Feature Flagging at Moneyfarm

The Split Feature Management and Experimentation Platform gave Moneyfarm's product and technical teams the ability to control and manage feature releases without jeopardizing the customer experience. Today at Moneyfarm, feature flags are managed by the first manager, or attack leader, on the team. **They start by creating splits that protect their code. Then, they decide if a test needs to be run on new features before they're released, or if they should be incrementally rolled out to a subset of users.** This allows teams to easily make changes to new features without affecting all Moneyfarm customers. Split simplifies feature delivery by keeping features "dark" until they're ready to be released to all Moneyfarm users. The creation of splits is now an everyday practice at Moneyfarm. Stefano Giudici, Lead Product Manager at Moneyfarm says, "If product or tech needs the feature flag, we simply decide on a name and go ahead and create it. It's as simple as that."

In addition to protecting new features, Moneyfarm uses Split to experiment with multiple features simultaneously through A/B testing, multi variant testing, and more. This ensures Moneyfarm can measure and gain new insight into what features create value, so they can elevate digital experiences that matter to customers (and company profits).

With Split + Segment, Speed Is Gained and Money Is Saved

When setting up Split, the Moneyfarm team was focused on collecting metrics, so they could assess whether or not a new feature was profitable. “We knew that the key driver for adoption of the tool was to be able to show the impact that [Split] has on business metrics,” added Moneyfarm. Split proved their value effortlessly and with speed. It only took the Moneyfarm team 30 minutes to set up a one time integration with Segment, **a platform for collecting customer data and sending it to analytics, marketing, and data warehousing services.** That’s an astoundingly quick setup, especially considering that time included building out metric definitions to drive Split’s automated calculations. Today, Moneyfarm has a continuous flow of sharable event data clearly illustrating the impact of their features. No one is left wondering whether or not an investment is worth it. In addition to gaining more insightful data attribution, Split has saved a significant amount of time and money for Moneyfarm in the process.

“I’d say it’s a lifesaver in many ways.”

Stefano Guidici
Lead Product Manager

Investing in a Future With Split

Going forward, Moneyfarm plans to expand their use of Split’s feature flagging and experimentation. Early in 2022, M&G, a large investment firm in Europe, led a £44.1m funding round which will be used in three key areas, to support future development, expanding the product proposition and building out its new B2B2C proposition. Split’s workspace feature will be utilized to create a separate set of feature flags, metrics, and permissions dedicated to their B2B investors while still maintaining their B2C platform in their default workspace.



“We will definitely continue using Split. We use it more & more.”

Stefano Guidici, Lead Product Manager



What a Release.

Learn how Split Feature Management and Experimentation can help you reimagine software delivery and relieve stress across your teams.

Schedule a demo with us or visit split.io to learn more.