# Power Your Feature Delivery with Customer Data

Organizations of all types are using customer data infrastructures to power new application experiences. But one key piece of data often missing is feature-level data: which features each of your users see across your web and mobile environments.

Segment and Split bring your feature and customer data together to power a rich set of experiences. Use these combined data streams to control which user segments can access new functionality and to experiment with new features to discover their impact. Drive a quicker understanding of your customers and which features excite them.
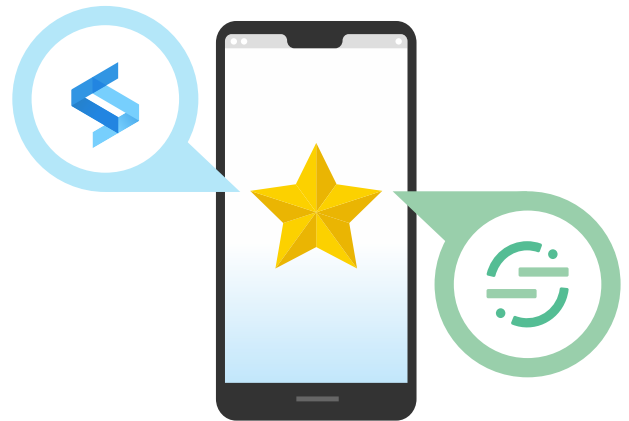
Target feature rollouts

Test out a new feature with users in a specific demographic or geography. Utilize customer traits with Segment Personas to target users as you gradually rollout new functionality or create separate populations for an experiment.

Experiment and iterate

Power A/B tests for new features across your entire stack - client, server and mobile. Split ingests data from Segment to quickly measure how new features impact KPIs and customer behavior.
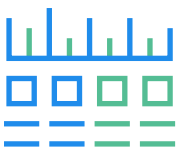
Enrich your customer data

Use feature-level data to easily customize CRM profiles or personalize marketing campaigns via other Segment destinations. By sending Split feature data to Segment, you can build audiences and traits that tailor customer touchpoints to their in-app experience.

A data hub for how your customers adopt new features

Guides

Warehouse

Emails

Personalization

Analytics

Impressions
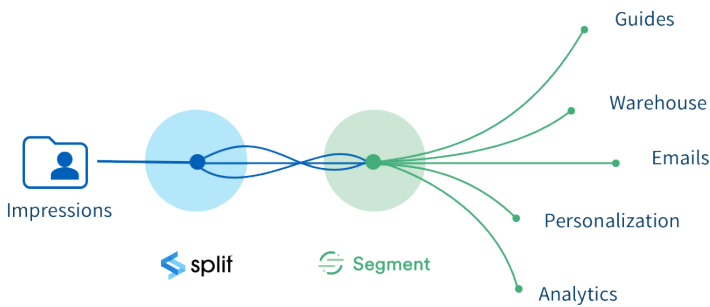
split Segment

A Source for feature-level usage data

Split generates impressions, a record of the new features each users sees in your application. With Segment you can use this data to personalize in-app guides (Appcues), dive deeper into product analytics (Amplitude), customize emails (Iterable), or warehouse feature-level data (Snowflake).

CRM

Analytics

Chat

Marketing

Payments

Segment split

A
B

A Destination to drive A/B testing

Segment connects to hundreds of customer data streams with a rich set of identity and engagement information. By sending this data to Split, you can target features to specific Personas and power rigorous experimentation of new features.
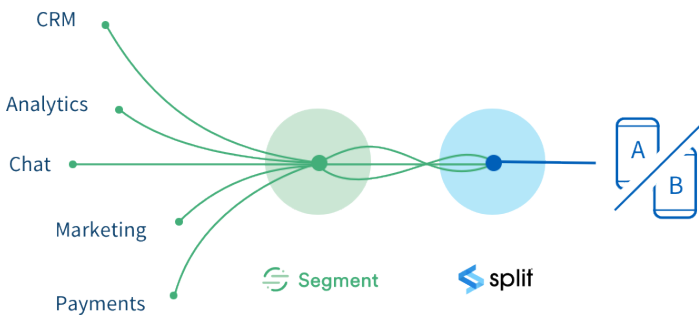
Identify which features excite your customers most

"Sending Segment ecommerce event data to Split helps us to innovate faster than ever before. Split ties those measurements to features, giving us a powerfully integrated system for finding out exactly what new features make our customers the happiest."

Patti Chan,
Director of Product, Imperfect Foods

IMPERFECT FOODS

"Split helps us innovate faster by allowing us to maximize the impact of new features through experimentation. Because we can now send data directly from Segment into Split, we save valuable engineering time as we grow."

David Horen,
Product Manager, Backlotcars.com

BACKLOT CARS