

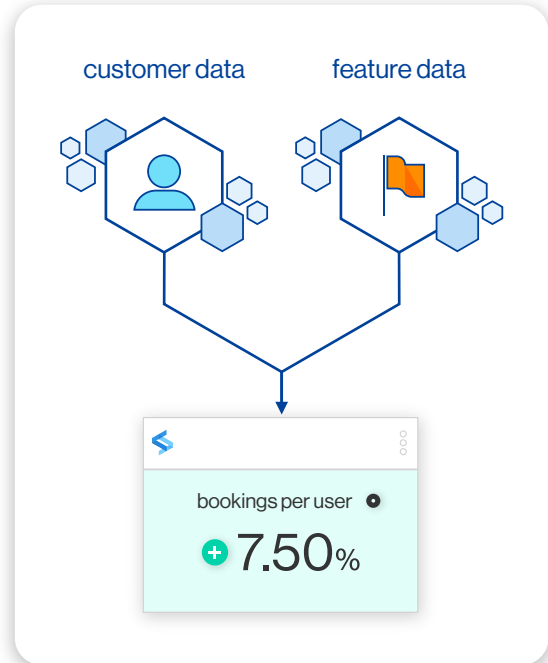
Impact-Driven Development with Customer Data

Leading B2C startups and enterprises use mParticle's Customer Data Platform to standardize data flows between data warehouses, analytics tools, and systems of record.

But one key piece of data often missing is feature-level data: which features are users seeing across web and mobile environments.

mParticle and Split bring feature and customer data together. Easily plug into your existing mParticle data pipeline to import and export data.

Make it easy for your product and engineering teams to focus on the highest impact features that your customers value.



Customize in-app experience



Split targets new features to user segments you define. Gradually roll out new functionality, say to a specific demographic or geographic group.

Combined with data from mParticle, you can drive a quicker understanding of your customers and which features excite them.

Turn every feature into customer feedback



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

Every time you create a new feature you can easily experiment to measure the impact on your KPIs and customer behavior.

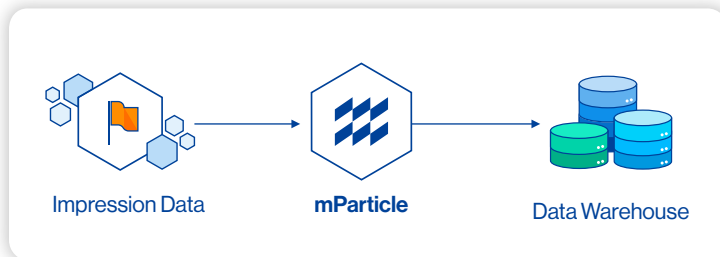
Make your customer data feature-aware



Use feature-level data to easily customize CRM profiles or personalize marketing campaigns via other mParticle feeds.

By sending Split feature data to mParticle, you can build audiences that tailor customer touchpoints to their in-app experience.

Bring customer and feature data together to drive customer impact

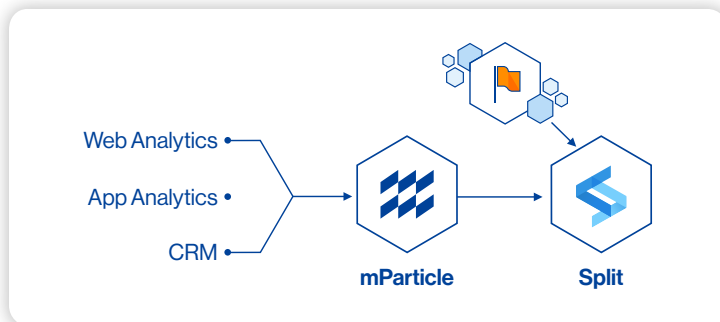


An input for feature data

Split sends a record of every feature flag, called an impression, to mParticle as a feed.

Store these impressions in your data warehouse or understand how different user segments interact with your features in your favorite BI analytics tool.

Send impressions on to email, marketing automation, or notification apps to complete the user journey.



An output to create high-impact A/B tests

Configure mParticle to send a wide variety of performance and behavioral data to Split in order to understand the impact of new features.

Target features in Split based on audiences or attributes from mParticle. Split automatically calculates the performance of these new features using data of your choice.

Use CRM data such as NPS scores, average revenue per customer, or number of support tickets to determine whether a new feature had the impact you wanted.

Make every feature high-impact with **mParticle** and **Split**

Get started free

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

