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Experiments & Feature flags

Experiments [Alpha](#)

Feature flags

[+ New experiment](#)

Name	Description	Launch date	Owner	Status
New landing page	Tests the new landing page where we highlight use cases	3 days ago	Kunal	in progress
Turbo mode		Not launched	Marius	draft
Simple funnels		Not launched	Paolo	finished





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New experiment

Save draft

General information

Name

Feature flag key

Description

Owner

Target metric

Select the metric that you want to measure and optimise. You can optimise conversion for a funnel or a specific event-based metric.



counted by

aggregated by

Save and continue

- Definition
- Allocation
- Release





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New UI layout

 Save draft

Tests the new UI layout that relies on tabs instead of a drawer menu. 

Person selection

Select the users who will participate in this experiment.

Country = US 

 Add filter

Target metric

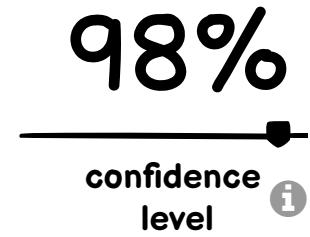
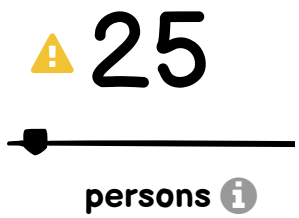
Event, action or funnel  

counted by Total count 

aggregated by Week 

Planning

Adjust the parameters below to determine how your experiment will run.



-  Definition
-  Allocation
-  Launch

 Save and preview






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New UI layout

Tests the new UI layout that relies on tabs instead of a drawer menu. 

Owner: [Kunal P](#)

Feature flag key: **my-experiment**

Target goal

Optimise overall conversion for [Activation funnel](#)

Person allocation

The following users will participate in the experiment:

- Users with Country = US

Experiment parameters


- Target confidence level: 98%
- Approx. run time: 22 days
- Approx. sample size: 837 users

Python instructions

Javascript instructions

Turbo pascal instructions

 Save as draft

 Save and launch



Definition



Allocation



Launch

