

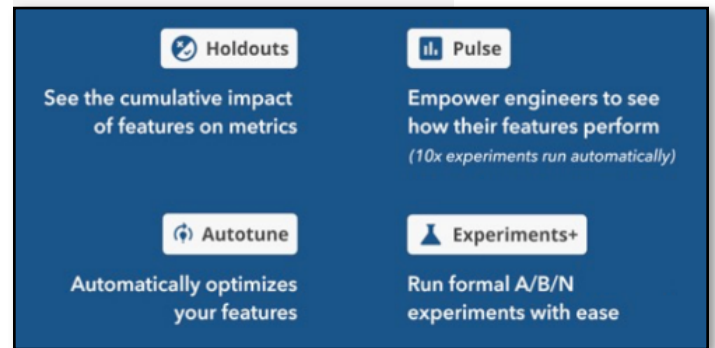


Statsig is a modern product experimentation platform that helps product teams continuously measure impact of every single feature they launch. It offers deep insights into product performance by automatically converting feature launches into A/B tests and tracking every single business metric. With a powerful stats engine, Statsig brings data-driven decisions to product building, much like how major software vendors do today.

## Problem

The state-of-the-art product experimentation available today is A/B testing. However, current A/B testing methodologies are old, academic and requires a lot of manual lift which results in teams running just a handful of product experiments in parallel. Instead of focusing on building new features, teams are burdened with building hypotheses, allocating samples, isolating experiments, collecting metrics, running backwards analysis, and waiting for weeks for statistical significance.

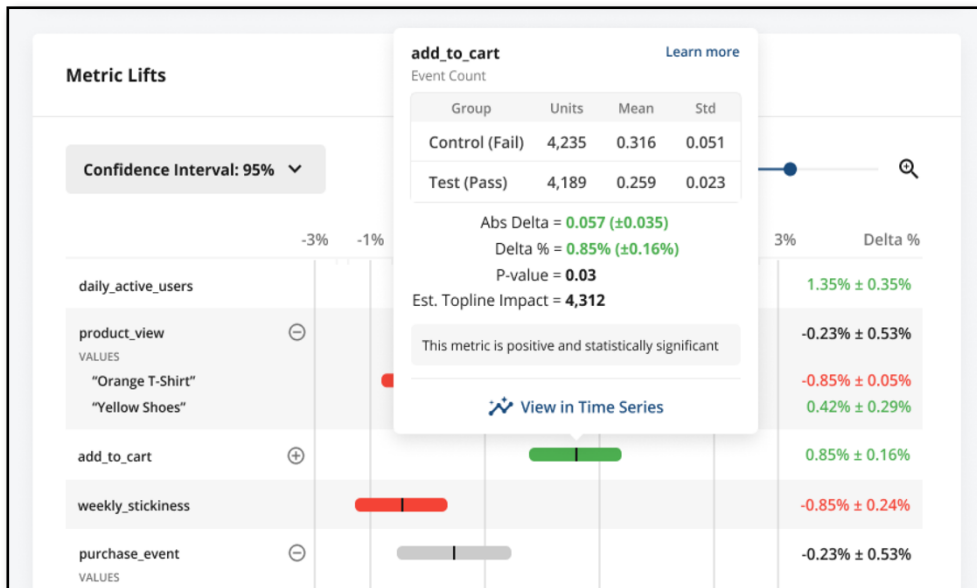
Statsig provides state-of-art product-metric analytics tools such as **Pulse**, **Holdouts**, **Ultrasound**, and **Autotune**.



## Just another A/B testing service?

Statsig automatically turns every feature rollout into an experiment, letting you run 100s of experiments in parallel.

- Product metrics are automatically analyzed for the



*A holistic picture of all your metrics*

## Product Overview

- Ship faster with data insights,
- Actionable causal analysis and
- Automatically running 10x more experiments than any other service.

people exposed to a feature vs. null.

- Product teams are freed from the manual process of setting up experiments and eliminates inevitable human errors.

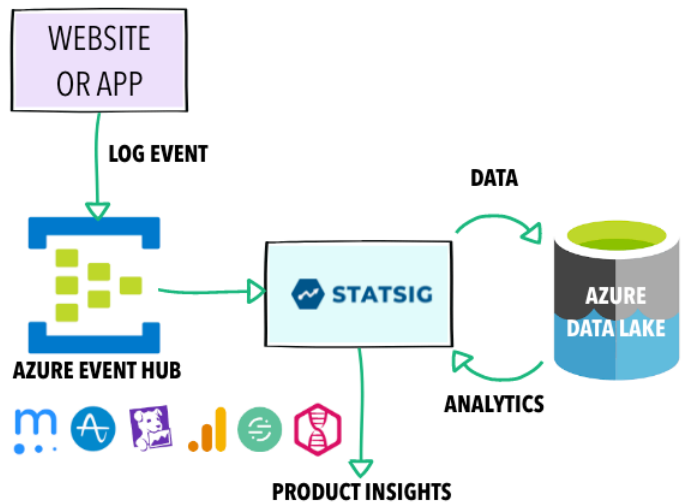
## Build vs. Buy

Building a feature flagging service is not very hard. We can even help you with pointers to build one here: [statsig.com/articles/build-vs-buy](https://statsig.com/articles/build-vs-buy). But identifying how to cleanly evaluate the impact of every feature, quantify the impact of

each feature on a particular metric, and provide automatic breakdown of metrics between iOS vs. Android, or US vs. rest of the world is where it gets tricky. You'll need a dedicated engineering and data-science team to build it, and an ops team to maintain these services on an ongoing basis.

## The Statsig advantage

Statsig is built by a team of ex-Facebook engineers and data scientists to bring the same set of growth tools. Statsig is a category leader for experimentation deep insights by – providing simple, powerful, and ready to use data insights about your product features.



<b>Feature Gates</b>					
Basic Feature Flags Decouple deploy and release, kill switches, basic targeting	✓	✓	✓	✓	✓
Advanced Targeting, Scheduling, Workflows Gates based on attributes, rules, gates or time + Change mgmt.	✓	✗	✓	✓	✗
Oms Gate Checks Local gate evaluation for server side gate checks	✓	✗	✓	✓	✓
<b>Analytics/Insight</b>					
Derived User Metrics Automatic metrics like Monthly Active Users	✓	✓	✗	✗	✓
Business Intelligence Customer journey mapping and custom dashboards/analytics	✗	✓	✗	✗	✓
<b>Experimentation</b>					
Auto Experiments Partially open feature gate automatically get A/B test data	✓	✗	✗	✗	✗
Auto Metric Analysis View all impacted metrics, including guardrail metrics	✓	✗	✗	✗	✗
Mutually Exclusive Experiments aka Layers	✓	✓	✗	✓	✓
KPIs: root cause drivers, measure cumulative impact Ultrasound : What features are impacting metrics Holdouts & Backtests : Cumulative impact across features	✓	✗	✗	✗	✗
<b>Pricing</b>					
Transparent pricing - usage based	✓	✗	✗	✗	✗

## Contact?

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## How it all works

Statsig runs on Microsoft Azure and makes use of a wide range of data products. We chose Azure because of the rich features, reliability, and scalability that the cloud offered us.

*Statsig serves billions of events every single day!*