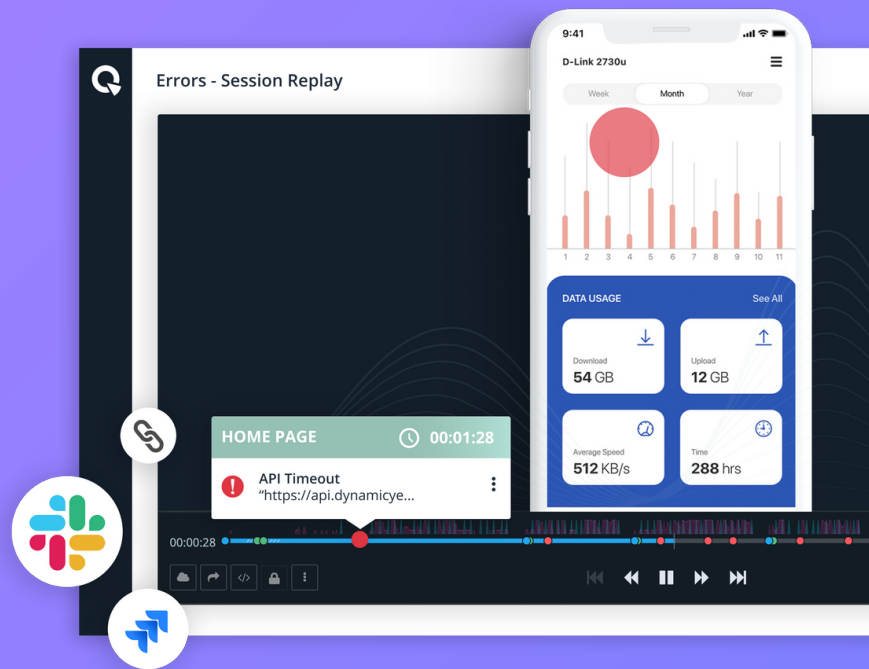


Build better digital products faster with data-driven experimentation

Quantum Metric and **LaunchDarkly** help you build and iterate better digital products faster. With our integration, teams can quickly identify what to test, validate results, and determine where to test next.

- **Data-driven ideation:** Evaluate what and where to test with a deep and visual understanding of how customers engage. Leverage both quantitative and qualitative analytics on key segments.
- **Faster experimentation:** Accelerate all aspects of your experimentation program by identifying, prioritizing, and testing features that will have the most business impact.
- **Real-time decisioning:** Use real-time, configurable alerts to determine which feature flags to turn off or on in LaunchDarkly, tailoring the experience or experiment at a user level and in the moment.



Improve engagement and conversion on customer journeys



Reduce customer friction and abandonment



Personalize and improve the customer experience

Operationalize continuous product design



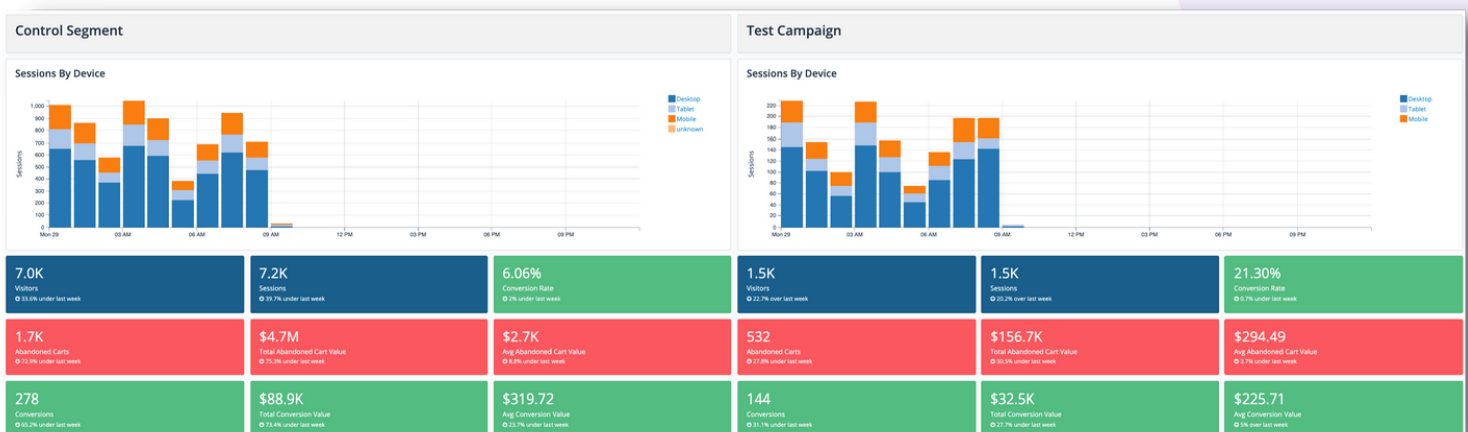
Add highly segmented, first-party data and session replay to LaunchDarkly. You can formulate better hypothesis, analyze the performance of experiments, and enact or suppress feature flags in real time.



Enable modern development and continuous delivery across environments. Safely test new features in production without impacting the wrong end users. Learn more with better control of customer experiences.

How our integration works

- Leverage Quantum Metric's quantitative and qualitative analytics to make data-driven decisions about what to test.
- Once you've determined the features to test and their variants, use LaunchDarkly to configure experiments and set feature flags.
- When tests are done, Quantum Metric's segment builder compares each variant and validates results with side-by-side dashboards.



Quantum Metric helps organizations build better digital products faster. Visit www.quantummetric.com/product-tours to learn about our Continuous Product Design platform.



Leverage LaunchDarkly's feature management and experimentation capabilities to enable anyone to gather data on how a new feature is performing. Visit launchdarkly.com to learn more.