ABsmartly - An Experimentation Tool Built Specifically for Product Teams

BUILD A CULTURE OF EXPERIMENTATION FOR ENHANCED BUSINESS GROWTH

Many innovative companies understand the value of experimentation as the key driver of product growth and better business outcomes. They wish to gain deep behavioural insights, and experiments can reveal how customers interact with products or services, highlighting pain points and areas for enhancement.

More traditional, pedestrian A/B testing tools can lead to siloed testing and inconclusive, or slow results, based on questionable data or statistical methods. Scaling experimentation may be hindered by tools that limit users and experiments, or don't promote democratisation across the organisation.

> "
> You guys bring the culture not just the tool.
>
> **Will Ellis**
> CTO ZenJob, Experimentation and Growth

Balance Direction and Speed:

- **Real-time visibility:** Fast insight into performance and impact.

- **Prompt Issue Detection:** Find implementation issues in minutes, fix them fast.

- **Operational Efficiency:** Make data-driven decisions quickly, adjust or terminate experiments.

- **Zero-lag and no flickering:** Eliminate user experience issues with server-side and edge test options (in addition to client-side option)
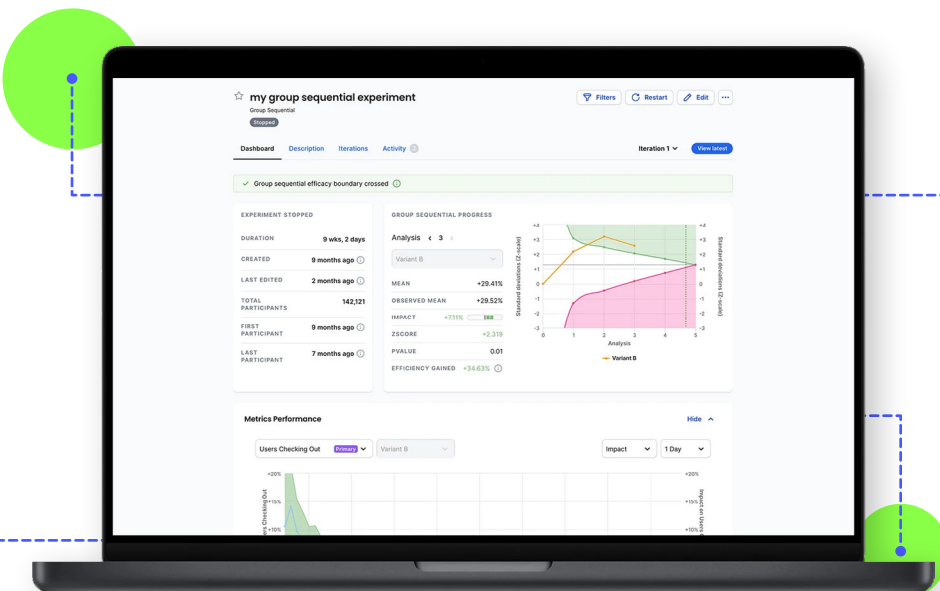
RAPID ITERATION IS THE MOTHER OF INNOVATION

Our absolute beast of a statistical engine allows you to streamline decision-making, optimise data monitoring, reduce sample sizes, and achieve trustworthy results faster.

We offer the only Group Sequential Testing tool on the market, allowing experimentation teams to run experiments up to twice as fast as other A/B testing tools, giving you insights quickly, to allow your business to unleash increased experiment velocity to promote growth.
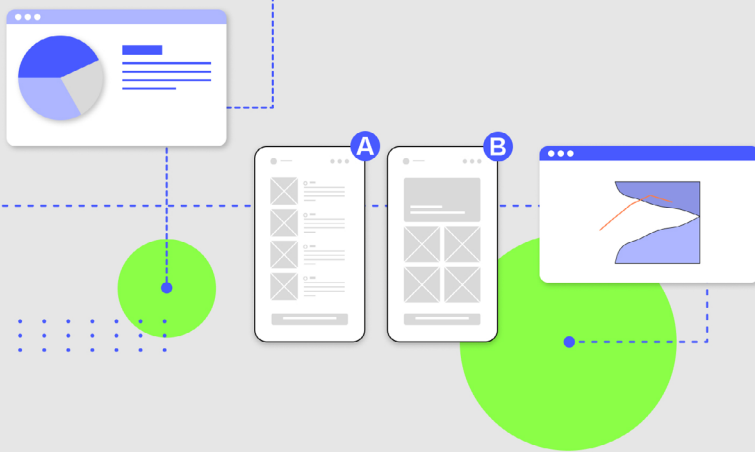
Real-time data monitoring (sub-5 second latency) enables immediate oversight of experiments from their inception. You get instantaneous tracking of key operational metrics without day-long delays. If an experiment implementation causes disruptions, issues can be identified within minutes rather than days. Break it fast, fix it fast.

Teams are often forced to choose between low-grade, generic tools built for marketers that have limited features, limited insights, or limited users, or the high-investment, high-maintenance approach of building in-house. ABsmartly aims to offer you a sophisticated, yet intuitive experimentation tool with an API-first approach. So you can easily integrate and scale experimentation across the organisation.

ABsmartly offers

✓ Unlimited platform users, metrics, and experiments

✓ Flexible events-based pricing

✓ Seamless integrations and fast deployment

✓ Easy sharing and collaboration with insights library

✓ Health-check panel with alerts and guardrails

✓ Code clean-up alerts

✓ Real-time reporting and monitoring

✓ Built-in power calculator

✓ Slack integration

✓ Feature flags

✓ Experimentation templates & library, with search metrics & tags

✓ Group Sequential Testing engine & Fixed Horizon

✓ CUPED maths

> 66
>
> Working with ABsmartly has allowed us to innovate quicker, provide a better customer experience, and supports us in our goal to scale experimentation culture across 30 product teams.
>
> **Rafael Buitrago**
> Digital Experimentation Consultant, LATAM Airlines

PLATFORM OVERVIEW
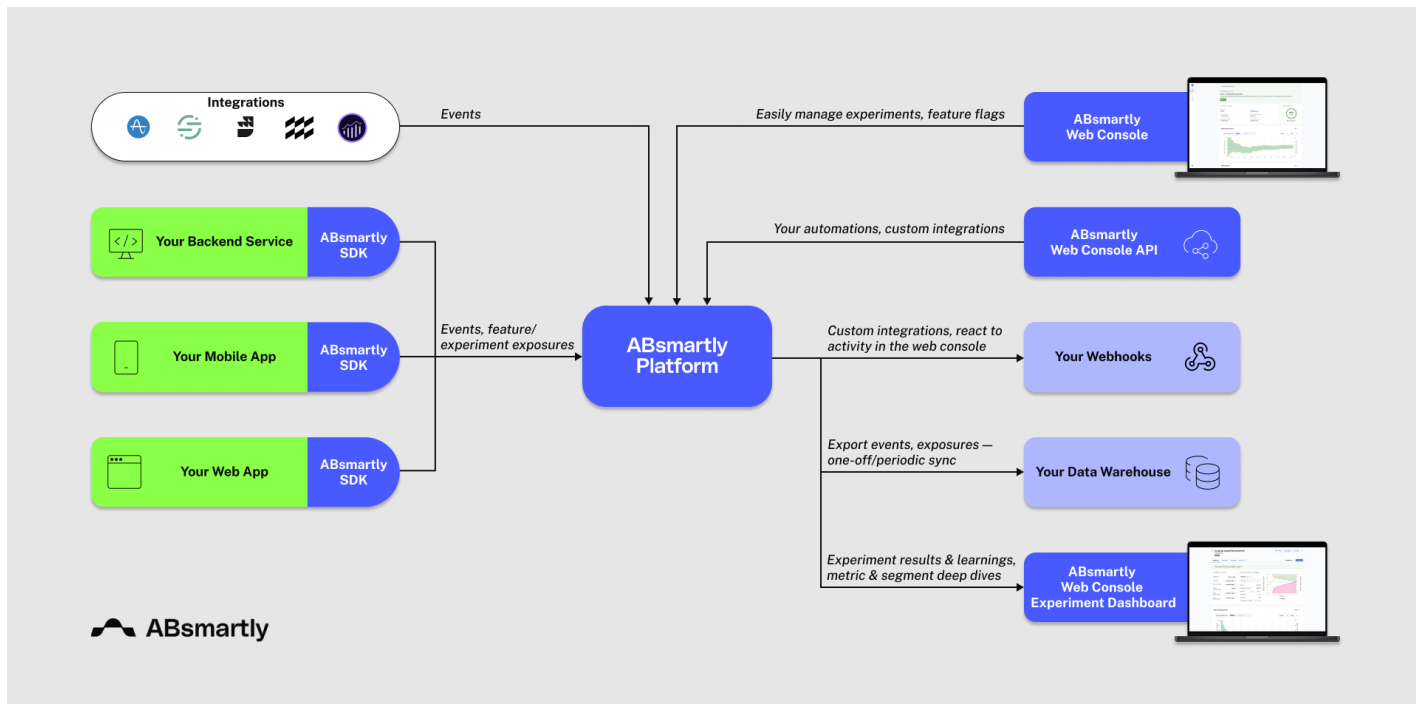
BUILT BY EXPERIMENTERS FOR EXPERIMENTERS

We have walked in your shoes. Our founding team has built and led the pioneering team at booking.com. They started as a team of 2 people, rapidly expanding to 800. From a few experiments to thousands running simultaneously across web, app, and email. At ABsmartly, we have built a powerful tool with great training, and human, responsive support to enable you to integrate and deploy easily, as well as scale experimentation.

OUR CUSTOMERS INCLUDE

Would like to find out how ABsmartly can help you experiment better?

Request a demo

Or contact:
Our Team
sales@absmartly.com