



Split Resource

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# Metric Building

## Exercises

# Custom Metrics

Use the left-hand menu to navigate throughout the app.

Review existing metrics and definitions, modify metrics (based on permissions), and create new metrics

The screenshot displays the 'My work' dashboard in the Split Software interface. The left-hand navigation bar is dark blue and contains several menu items: 'DE', 'Search', 'My work', 'Environments', 'Rollout board', 'TARGET' (with sub-items 'Splits' and 'Segments'), 'MEASURE Metrics' (highlighted with a pink arrow), 'REVIEW Data hub', and 'Help'. The main content area shows a summary of work items: '0 Outstanding approvals', '0 Outstanding submissions', and '1 Experiments for review'. Below this, a split experiment is detailed with 'Split: boxes\_u\_30', 'Environment: Prod-Default', 'Version created: 04/14/2023 11:49AM', and 'Review period: 14 days'. Two tables are visible: 'My splits' (5 of 44) and 'My segments' (5 of 5). The 'My splits' table lists experiments like 'boxes\_u\_1', 'boxes\_u\_10', 'boxes\_u\_11', 'boxes\_u\_12', and 'boxes\_u\_13', each with 'Traffic Type: user' and 'Tags: None'. The 'My segments' table lists segments like 'beta\_accounts', 'beta\_users', 'employees', 'qa\_teams', and 'strategic\_accounts', with 'Traffic Type' varying between 'user' and 'account', and 'Tags: None'. A 'See all' link is present below each table. On the far right, a partial view of another table titled 'My metri' shows columns for 'Average I', 'Traffic Typ', 'Average N', 'Traffic Typ', 'Average C', 'Traffic Typ', 'Average F', 'Traffic Typ', and 'Average R', 'Traffic Typ'.

# Custom Metrics

## The Basics:

1. Navigate to the Metrics menu - this looks very similar to the Splits menu
2. Select **Create metric**
3. Give the metric a **name**
4. Edit **owners** (if needed)
5. Apply **tags**
6. Set a **description**

The screenshot shows the 'Create a metric' form in the Split software interface. The form is divided into several sections:

- DE** (Dashboard Environment)
- Search** (magnifying glass icon)
- My work** (person icon)
- Environments** (monitor icon)
- Rollout board** (grid icon)
- TARGET** (target icon)
- Splits** (plus icon)
- Segments** (circle icon)
- MEASURE** (line graph icon)
- Metrics** (line graph icon)
- REVIEW** (grid icon)
- Data hub** (grid icon)
- Invite** (person icon with plus)
- Help** (question mark icon)
- Split** (Split logo)

**Create a metric**

**Name**  
Add a name

**Owners**  
Administrators

**Tags** (optional)  
Start typing a tag. Use tags to organize your metrics by team, feature, or however you'd like.

**Description** (optional)  
Add a description. As best practice, it's good to always add a description of what this metric measures and which direction you'd like this metric to trend.

**Build metric definition**

**Select desired impact**  
Would you like this metric to increase or decrease?  
Increase

**Select traffic type**  
What traffic type would you like to measure this metric for?  
user

**Measure as**  
How would you like to measure this metric?  
Count of events per user

What type of event do you want to measure?  
Select an event type...

**Show advanced**

Cancel Create

# Custom Metrics

## The Metric Definition:

1. Select the **desired impact**. This tells Split the desired direction of the metric.
2. Select the **traffic type** (must match the traffic type of the feature flag you want to measure)
3. Select the **type of metric** you would like to use (see [Appendix](#) for a definition of each type)
4. Select the **event(s)** to be measured
5. Optionally, apply filtering
6. Click **Create**

DE

Search

My work

Environments

Rollout board

TARGET

Splits

Segments

MEASURE

Metrics

REVIEW

Data hub

Invite

Help

### Create a metric

**Name**

Add a name

**Owners**

Administrators

**Tags** (optional)

Start typing a tag. Use tags to organize your metrics by team, feature, or however you'd like.

**Description** (optional)

Add a description. As best practice, it's good to always add a description of what this metric measures and which direction you'd like this metric to trend.

### Build metric definition

**Select desired impact**

Would you like this metric to increase or decrease?

Increase

**Select traffic type**

What traffic type would you like to measure this metric for?

user

**Measure as**

How would you like to measure this metric?

Count of events per user

What type of event do you want to measure?

Select an event type...

Show advanced

Cancel Create

---

# EXERCISES

## Exercises

# 'Percentage' Metric

### Example 1:

Create a metric to measure the **percentage** of users clicking the **CTA** on 'mobile' devices

1. Set up the **basic metric information**
2. Set **desired impact** to 'Increase'
3. Set the **traffic type** to 'user'
4. Set **measure as** to 'Percent of unique users'
5. Search for/select 'cta\_clicked' as the **event type**
6. Add a **property** where 'device' is in list, type 'mobile' and hit the return key
7. Click **Create**

DE

Create a metric

**Name**

click\_percentage\_users\_cta\_mobile

**Owners**

Administrators

**Tags** (optional)

Start typing a tag. Use tags to organize your metrics by team, feature, or however you'd like.

**Description** (optional)

Add a description. As best practice, it's good to always add a description of what this metric measures and which direction you'd like this metric to trend.

**Build metric definition**

**Select desired impact**

Would you like this metric to increase or decrease?

Increase

**Select traffic type**

What traffic type would you like to measure this metric for?

Select a traffic type...

**Measure as**

How would you like to measure this metric?

Count of events per

What type of event do you want to measure?

Select an event type...

**Properties** (optional)

Define a property you would like to filter this event by. [Learn more](#)

+ Add properties

Search

My work

Environments

Rollout board

TARGET

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Segments

MEASURE

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Data hub

Help

split

## Exercises

# 'Count' Metric

### Example 2:

Create a metric to measure the **count** of **screen views** per user to the **'tools' site section**

1. Set up the **basic metric information**
2. Set **desired impact** to 'Increase'
3. Set the **traffic type** to 'user'
4. Set **measure as** to 'Count of events per user'
5. Search for/select 'screen\_view' as the **event type**
6. Add a **property** where 'site\_section' is in list, type 'tools' and hit the return key
7. Click **Create**

DE

Create a metric ✕

**Name**

screenview\_count\_users\_section\_tools

**Owners**

Administrators

**Tags** (optional)

Start typing a tag. Use tags to organize your metrics by team, feature, or however you'd like.

**Description** (optional)

Add a description. As best practice, it's good to always add a description of what this metric measures and which direction you'd like this metric to trend.

**Build metric definition**

**Select desired impact**

Would you like this metric to increase or decrease?

Increase

**Select traffic type**

What traffic type would you like to measure this metric for?

Select a traffic type...

**Measure as**

How would you like to measure this metric?

Count of events per

What type of event do you want to measure?

Select an event type...

**Properties** (optional)

Define a property you would like to filter this event by. [Learn more](#)

+ Add properties

Search

My work

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## Exercises

# Ratio Metric

### Example 3:

Create a metric to measure the **ratio** of **actions started** to **actions completed**

1. Set up the **basic metric information**
2. Set **desired impact** to 'Increase'
3. Set the **traffic type** to 'user'
4. Set **measure as** to 'Ratio of two events per user'
5. For the Numerator, search for/select 'action\_started' as the **event type**
6. For the Denominator, search for/select 'action\_completed' as the **event type**
7. Click **Create**

DE

Search

My work

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Create a metric

Name

actions\_ratio\_users\_started\_completed

Owners

Administrators

Tags (optional)

Start typing a tag. Use tags to organize your metrics by team, feature, or however you'd like.

Description (optional)

Add a description. As best practice, it's good to always add a description of what this metric measures and which direction you'd like this metric to trend.

Build metric definition

Select desired impact

Would you like this metric to increase or decrease?

Increase

Select traffic type

What traffic type would you like to measure this metric for?

Select a traffic type...

Measure as

How would you like to measure this metric?

Count of events per

What type of event do you want to measure?

Select an event type...

Show advanced

Cancel Create



## Exercises

# ‘Sum’ Metric

### Example 4:

Create a metric to measure the **sum** of **transaction values** per user

1. Set up the **basic metric information**
2. Set **desired impact** to ‘Increase’
3. Set the **traffic type** to ‘user’
4. Set **measure as** to ‘Sum of event values per user’
5. Search for/select ‘monetary\_transaction’ as the **event type**
6. Confirm the **value field** is set to the property desired to measure – in this case, ‘value (default)’
7. Click **Create**

Create a metric

**Name**

**Owners**

Administrators

**Tags** (optional)

Start typing a tag. Use tags to organize your metrics by team, feature, or however you'd like.

**Description** (optional)

Add a description. As best practice, it's good to always add a description of what this metric measures and which direction you'd like this metric to trend.

**Build metric definition**

**Select desired impact**

Would you like this metric to increase or decrease?

Increase

**Select traffic type**

What traffic type would you like to measure this metric for?

Select a traffic type...

**Measure as**

How would you like to measure this metric?

Count of events per

**Properties** (optional)

Define a property you would like to filter this event by. [Learn more](#)

Add properties

## Exercises

# 'Average' Metric

### Example 5:

Create a metric to measure the **average transaction value** for 'platinum' or 'gold' account types (collectively)

1. Set up the **basic metric information**
2. Set **desired impact** to 'Increase'
3. Set the **traffic type** to 'user'
4. Set **measure as** to 'Average of event values per user'
5. Search for/select 'monetary\_transaction' as the **event type**
6. Add a **property** where 'account\_type' is in list, type 'platinum' and hit the return key, type 'gold' and hit the return key
7. Confirm the **value field** is set to the property desired to measure – in this case, 'value (default)'
8. Click **Create**

DE

Search

My work

Environments

Rollout board

TARGET

Splits

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MEASURE

Metrics

REVIEW

Data hub

Help

### Create a metric

**Name**

**Owners**

**Tags** (optional)

**Description** (optional)

### Build metric definition

**Select desired impact**

Would you like this metric to increase or decrease?

**Select traffic type**

What traffic type would you like to measure this metric for?

**Measure as**

How would you like to measure this metric?

What type of event do you want to measure?

**Properties** (optional)

Define a property you would like to filter this event by. [Learn more](#)

[+ Add properties](#)

# Filtered Metric

### Example 6:

Create a metric to measure the **percentage** of users with an **action completed**, filtered by users who **previously** viewed the **'offers' site section**

1. Set up the **basic metric information**
2. Set **desired impact** to 'Increase'
3. Set the **traffic type** to 'user'
4. Set **measure as** to 'Percent of unique users'
5. Search for/select 'action\_completed' as the **event type**
6. Click **Show advanced**
7. Set **Filter** to 'Has done the following event prior to the metric event' and search for/select 'screen\_view' as the **event type**; add a **property** where 'site\_section' is in list, type 'offers' and hit the return key
8. Click **Create**

DE

Search

My work

Environments

Rollout board

TARGET

Splits

Segments

MEASURE

Metrics

REVIEW

Data hub

Help

Create a metric

**Name**

action\_percent\_users\_completed\_hasdone\_sect\_offers

**Owners**

Administrators

**Tags** (optional)

Start typing a tag. Use tags to organize your metrics by team, feature, or however you'd like.

**Description** (optional)

Add a description. As best practice, it's good to always add a description of what this metric measures and which direction you'd like this metric to trend.

**Build metric definition**

**Select desired impact**

Would you like this metric to increase or decrease?

Increase

**Select traffic type**

What traffic type would you like to measure this metric for?

Select a traffic type...

**Measure as**

How would you like to measure this metric?

Count of events per

**What type of event do you want to measure?**

Select an event type...

**Properties** (optional)

Define a property you would like to filter this event by. [Learn more](#)

[+ Add properties](#)

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# APPENDIX

# Metric Calculations

### Count of events per user

The number of times an event is performed, divided by unique users

Count of Clicks per User

Count of Rooms Selected per User

### Sum of event values per user

The sum of event values, divided by unique users

Total Booking \$ per user

Total Revenue per User

### Average of event values per user

The average value of an event over the unique users who triggered the event

Average Nights per User

Average Session Length per User

### Ratio of two events per user

For each user, calculate ratio (count of numerator events)/(count of denominator events), then average that

Payment Completed Rate

### Percent of unique users

The number of distinct users who performed an event as a percent of those in the sample

% of Bookings per User

% Checkout Started per User

# Metric Calculations

### Count of events per user

The number of times an event is performed, divided by unique users

**MATH =**

Total count of events/  
unique users in treatment

### Sum of event values per user

The sum of event values, divided by unique users

**MATH =**

Total sum of event values/  
unique users in treatment

### Average of event values per user

The average value of an event over the unique users who triggered the event

**MATH =**

(Total sum of event values/  
unique users with a value)/  
unique users in treatment

### Ratio of two events per user

For each user, calculate ratio (count of numerator events)/(count of denominator events), then average that

**MATH =**

Total count of numerator events/  
total count of denominator events) /  
unique users in treatment

### Percent of unique users

The number of distinct users who performed an event as a percent of those in the sample

**MATH =**

(Unique users who triggered the event/  
unique users in treatment)\*100