Split Resource

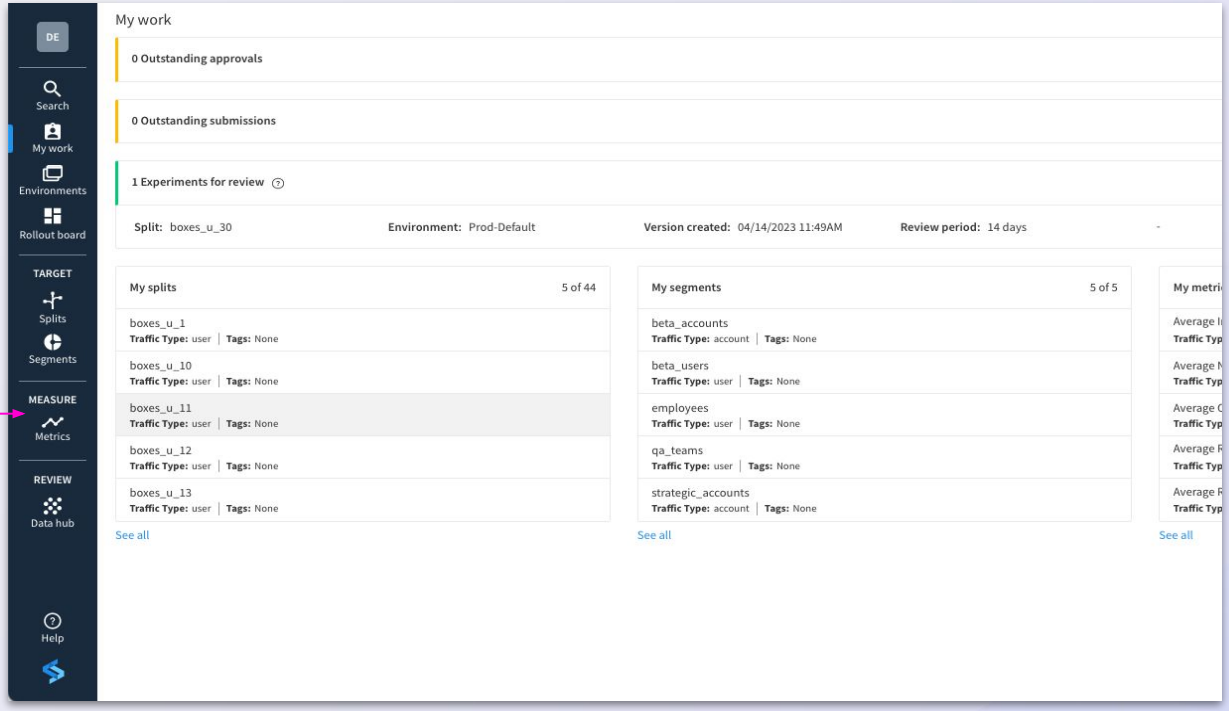
Metric Building

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



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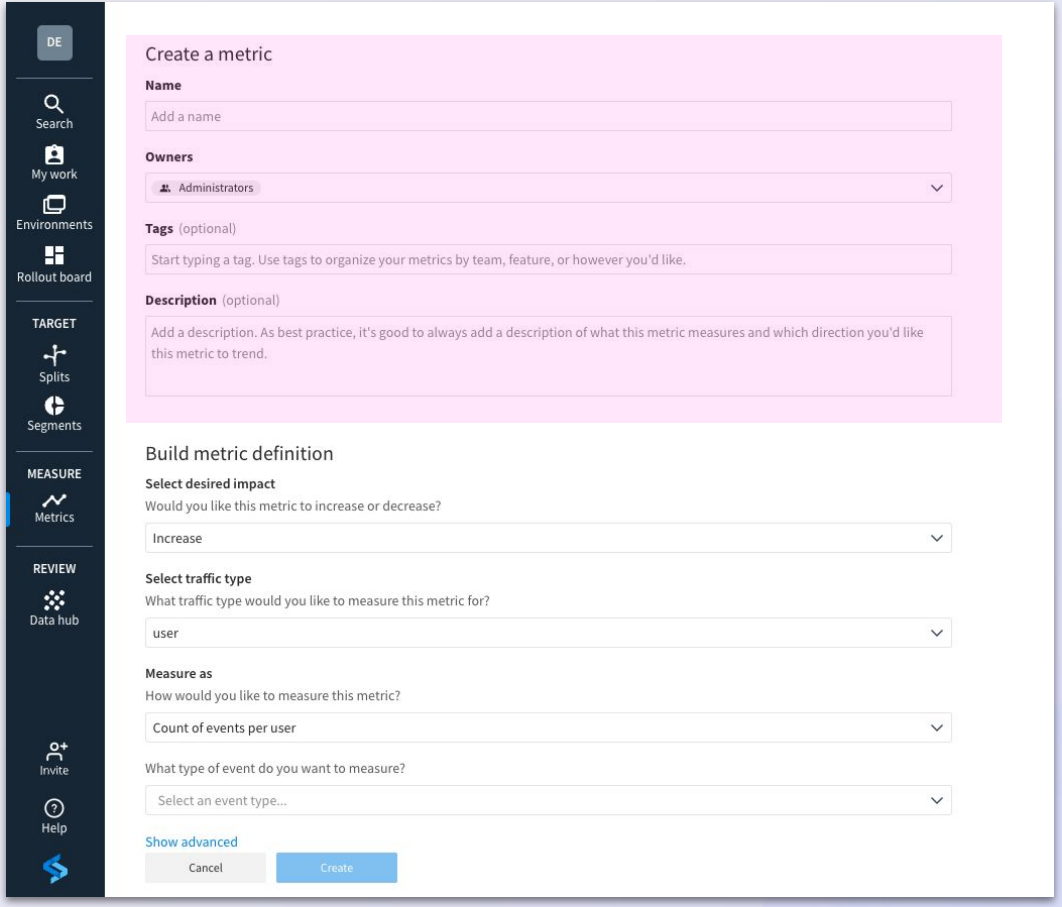
Custom Metrics

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**



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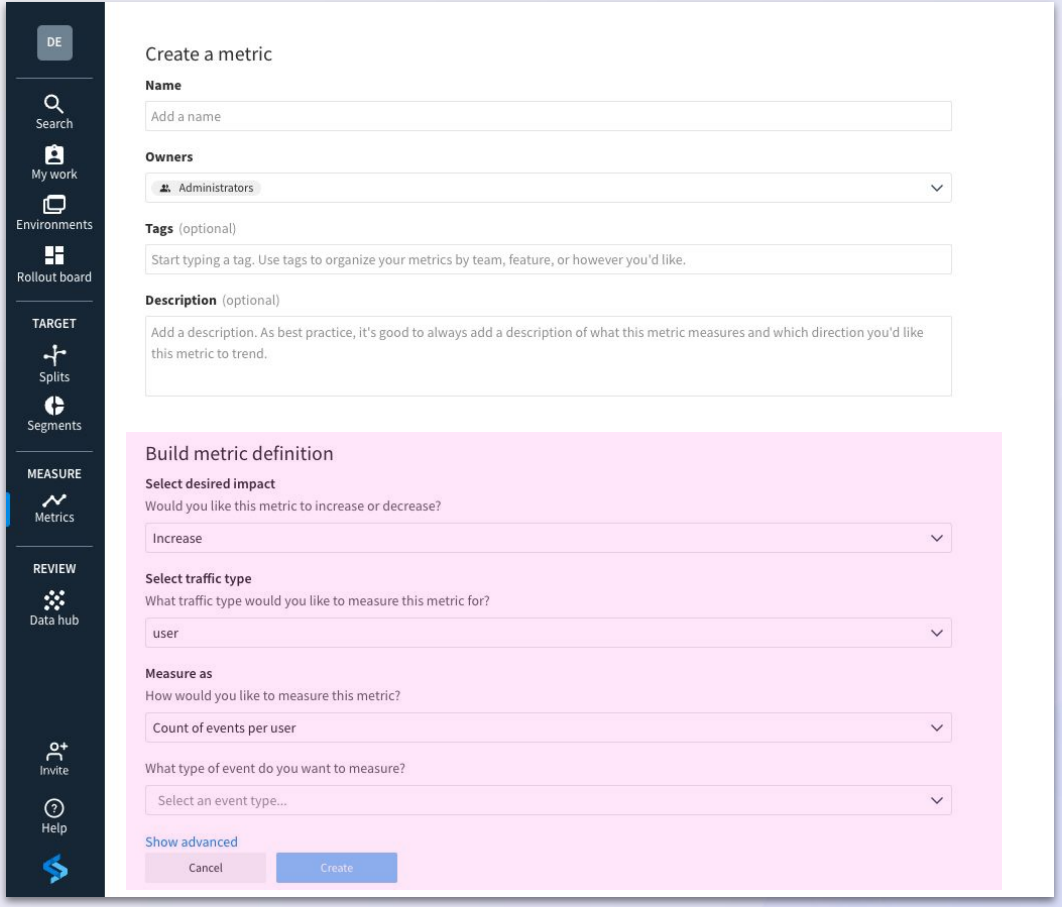
Custom Metrics

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**



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EXERCISES

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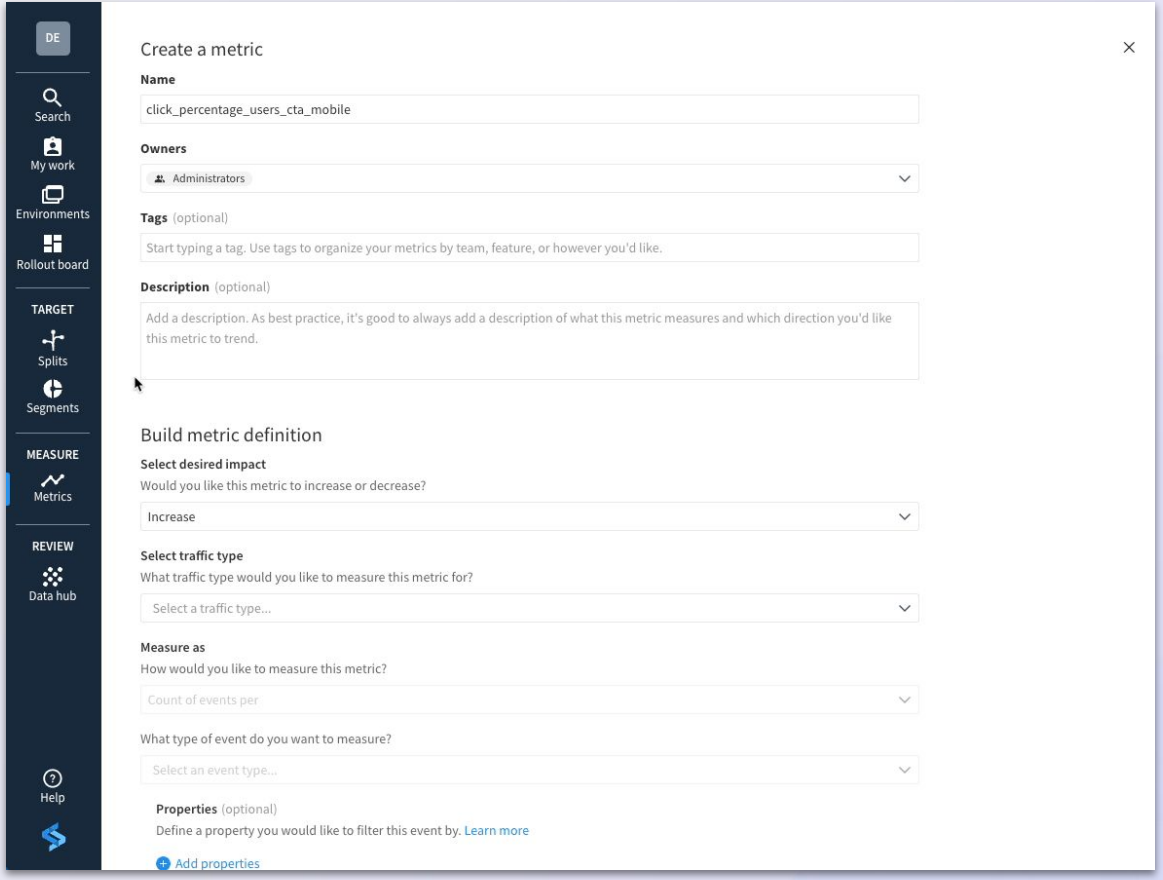
Exercises

‘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**



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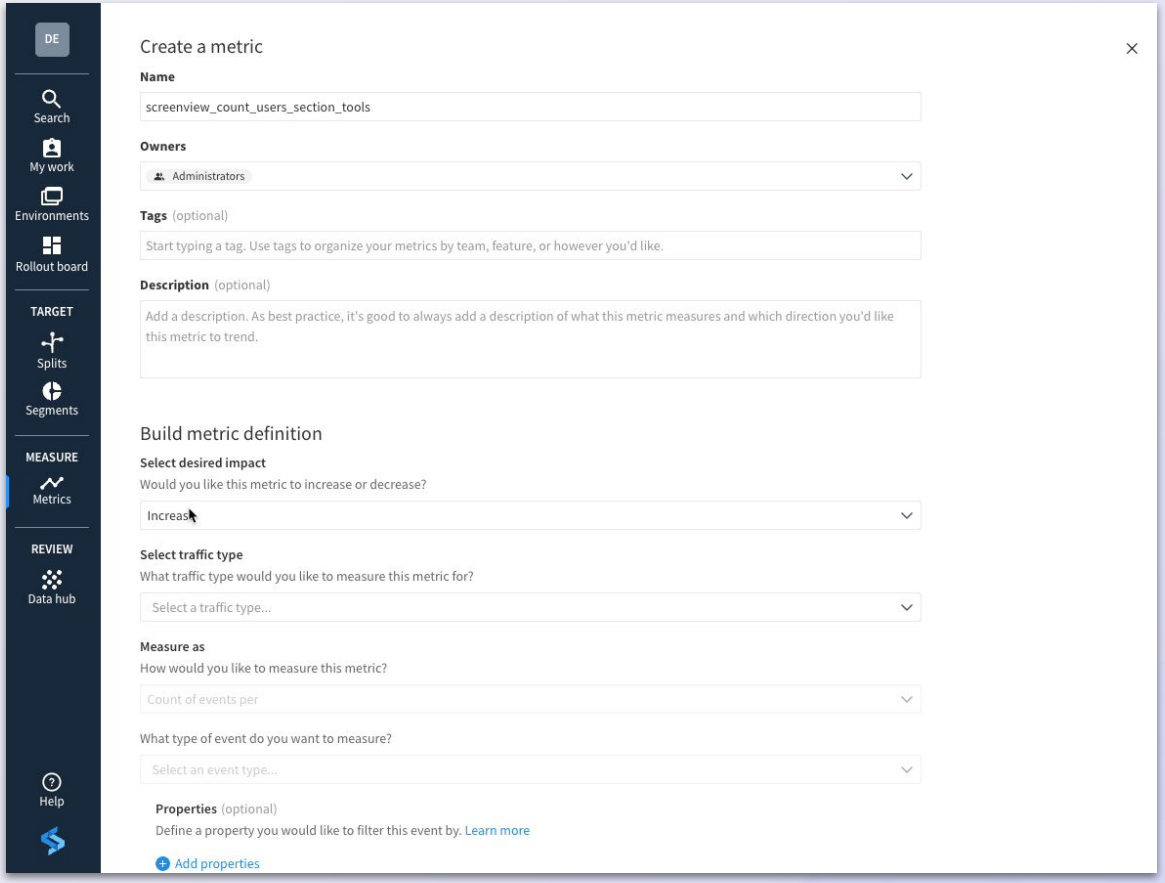
Exercises

‘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**



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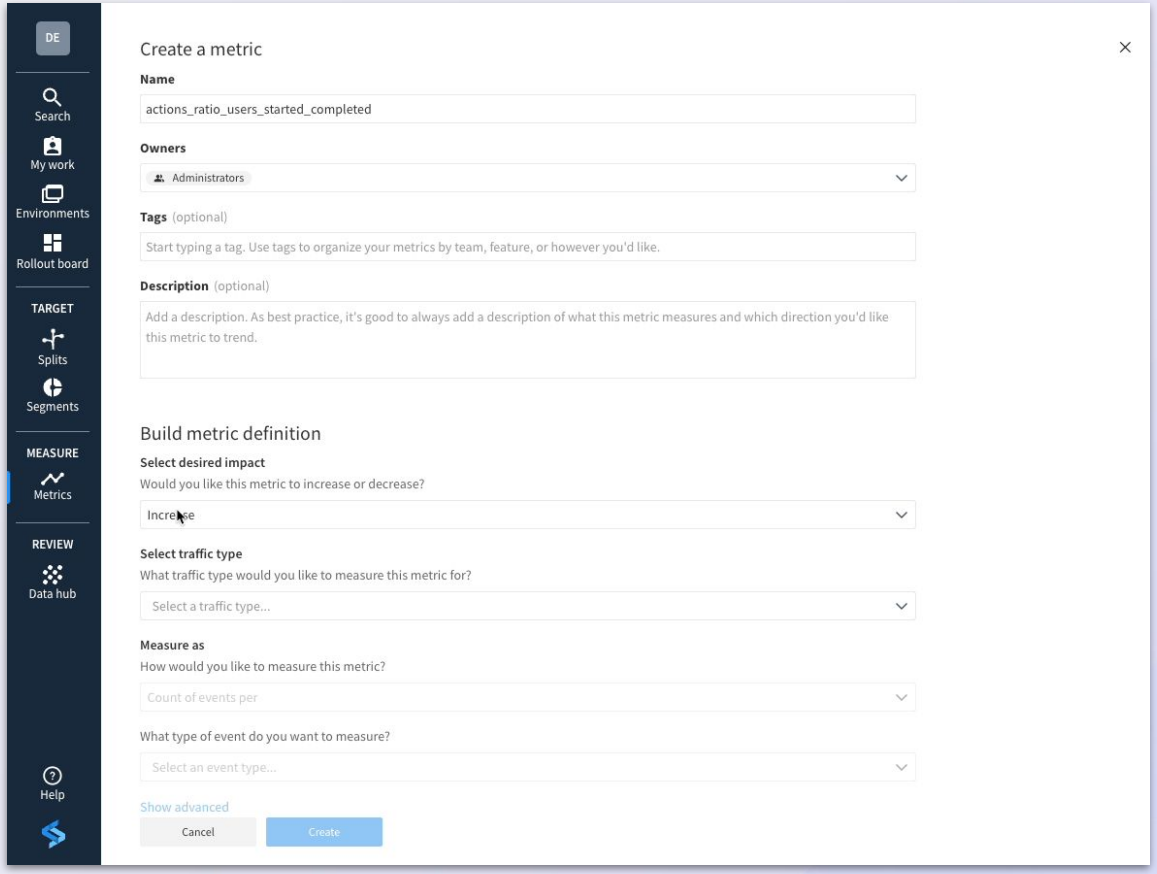
Exercises

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**



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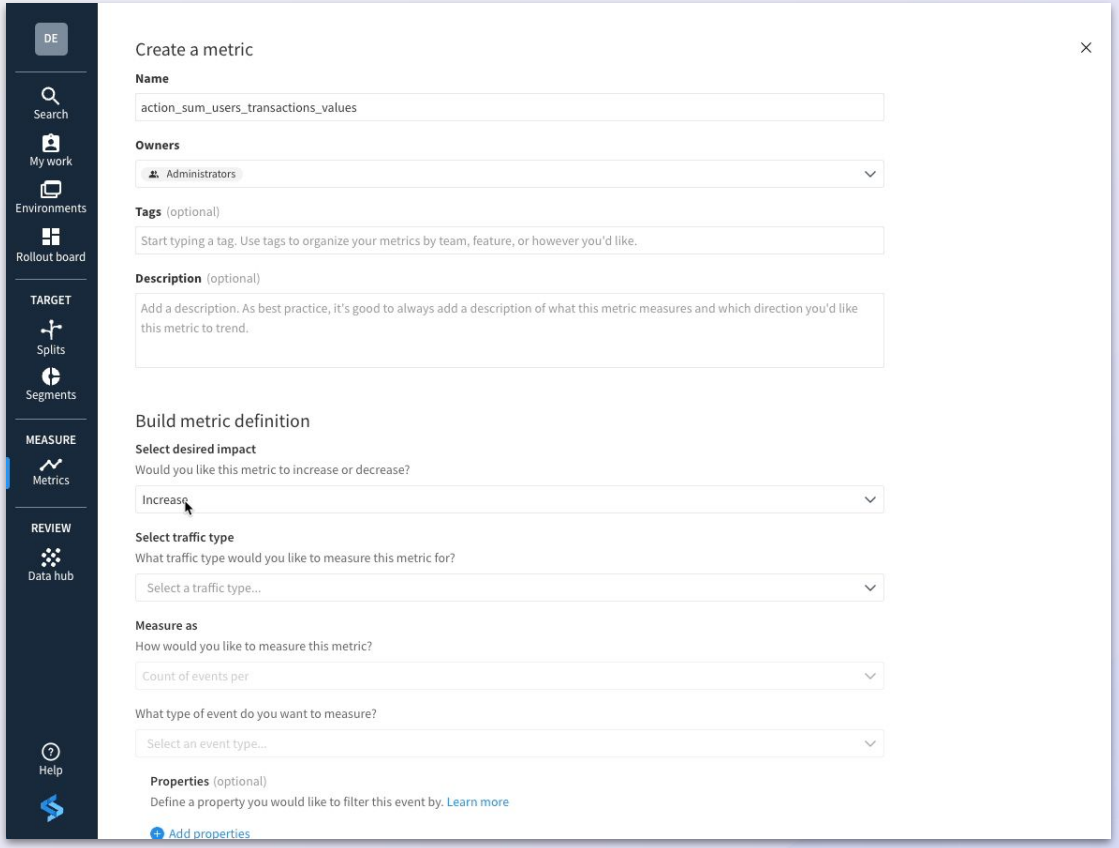
Exercises

‘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**



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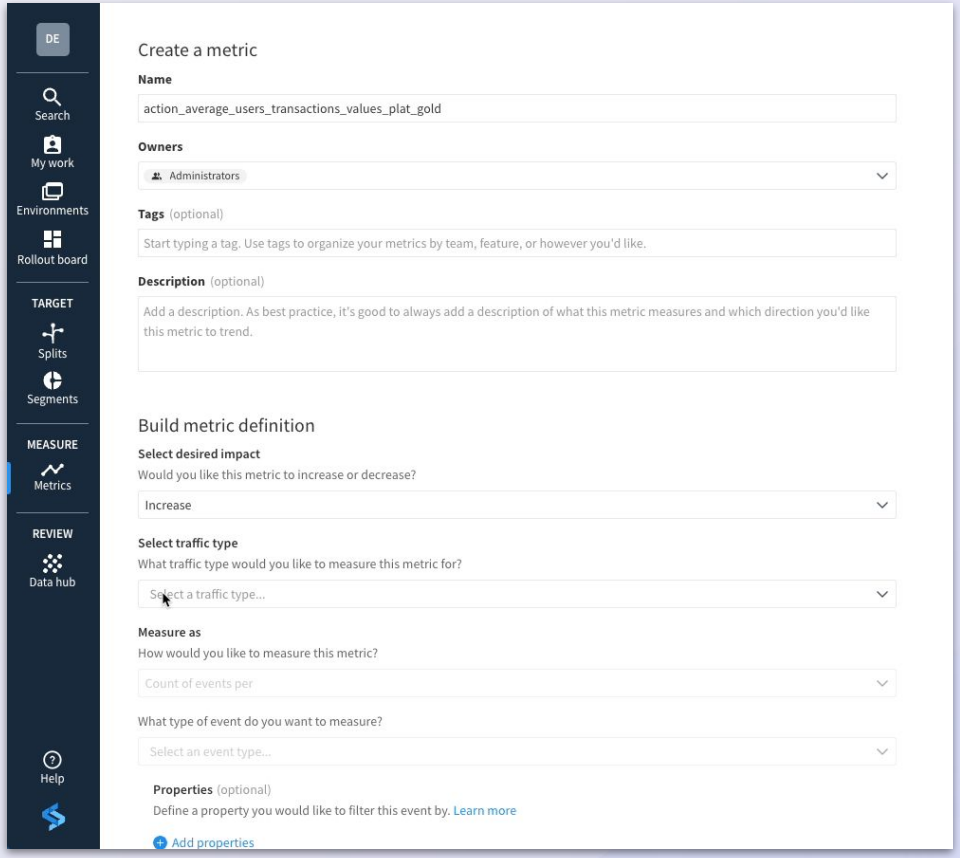
Exercises

‘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**



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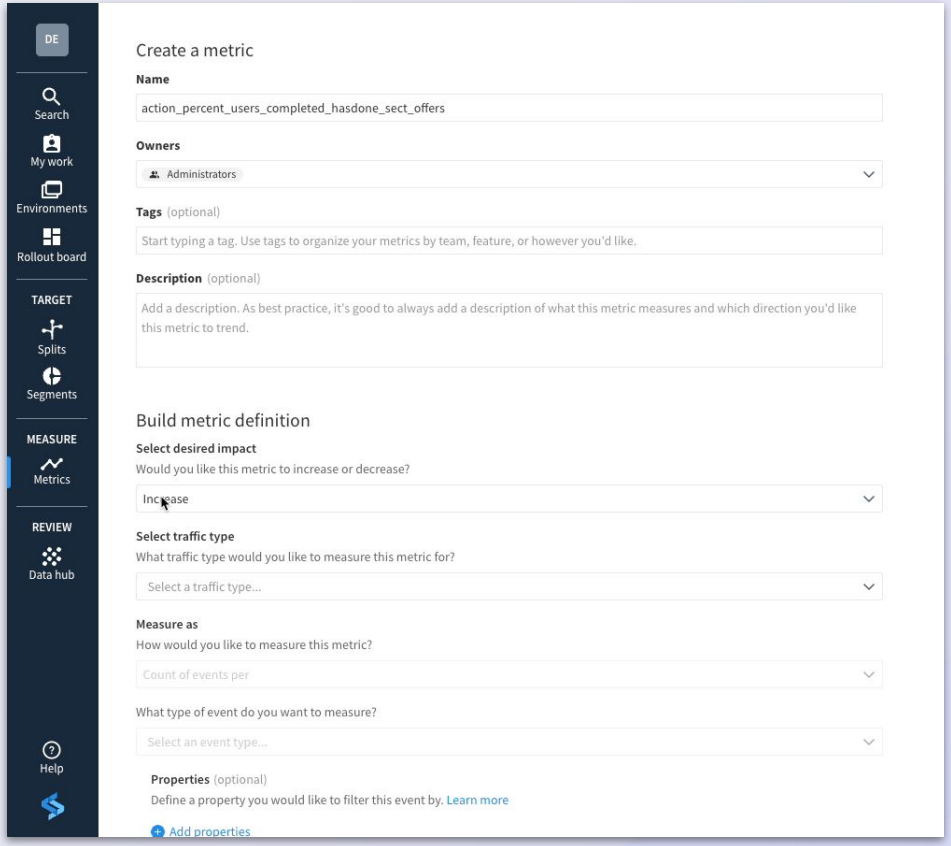
Exercises

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**



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APPENDIX

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Split Specifics

Metric Calculations

Count of events per user	Sum of event values per user	Average of event values per user	Ratio of two events per user	Percent of unique users
The number of times an event is performed, divided by unique users	The sum of event values, divided by unique users	The average value of an event over the unique users who triggered the event	For each user, calculate ratio (count of numerator events)/(count of denominator events), then average that	The number of distinct users who performed an event as a percent of those in the sample
Count of Clicks per User Count of Rooms Selected per User	Total Booking $ per user Total Revenue per User	Average Nights per User Average Session Length per User	Payment Completed Rate	% of Bookings per User % Checkout Started per User

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Split Specifics

Metric Calculations

Count of **events per user**	Sum of **event values per user**	Average of **event values per user**	Ratio of **two events per user**	Percent of **unique users**
The number of times an event is performed, divided by unique users	The sum of event values, divided by unique users	The average value of an event over the unique users who triggered the event	For each user, calculate ratio (count of numerator events)/(count of denominator events), then average that	The number of distinct users who performed an event as a percent of those in the sample
MATH = Total count of events/ unique users in treatment	**MATH =** Total sum of event values/ unique users in treatment	**MATH =** (Total sum of event values/ unique users with a value)/ unique users in treatment	**MATH =** Total count of numerator events/total count of denominator events) / unique users in treatment	**MATH =** (Unique users who triggered the event/ unique users in treatment)*100

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