


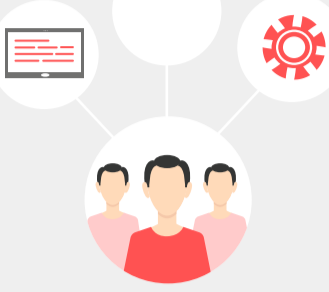




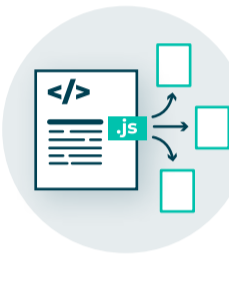



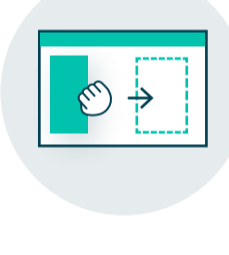

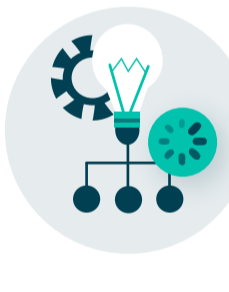







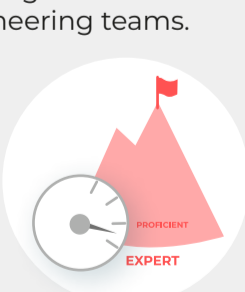


Client-side vs Server-side Experimentation

Both client and server-side testing have their benefits depending on your objectives and the needs of and resources within your organization. This comparison should offer a quick overview of the key differences between these methods to decide which one, if not both, is better suited for your team and their needs.

Recommended solution		
Used by	<p>Marketing teams that are looking to run agile experiments on their websites.</p> 	<p>Product development teams that want flexibility to run any type of experiments, anywhere.</p> 
Experiment types	<p>Surface-level modifications or visual aspects of a website: copywriting, imagery, layout, etc.</p> 	<p>Deep-level modifications tied to back-end architecture: forms, search algorithms, signup and transaction funnel, etc.</p> 
Channels	<p>Experiments are focused on web browsers (desktop and mobile).</p> 	<p>Experiments can be run across multiple channels including mobile apps, connected devices, IoT...</p> 
Setup process	<p>One-time install of a Javascript snippet into the code source of all web pages.</p> 	<p>Codebase update is required to wrap elements with feature flags that will later interact with Flagship API/SDKs.</p> 
Setup workload	<p>Adding a Javascript snippet is a matter of minutes. Deployment through a tag manager can accelerate the process.</p> 	<p>Adding flags to the codebase can take from a few hours to several days based on the number of remote variables you want to control and experiment with.</p> 
Experiment workflow	<p>No-code/low code approach using a visual editor to design variations and configure experiments.</p> 	<p>Easy-to-use interface to remotely configure flags and experiments.</p> 
Experiment deployment timeline	<p>Setting up an experiment can take from a few minutes to a few hours depending on change complexity.</p> 	<p>Deploying an experiment is a matter of minutes once the engineering team has done the heavy lifting of setting up flags.</p> 
Performance	<p>User experience should be monitored as calling third-party snippets can introduce flickering effects or additional loading time.</p> 	<p>No noticeable impact on the end-user experience since experiments are rendered on the server before being pushed to the client.</p> 
Data collection	<p>Data events (ex: clicks, page views, transactions) are configured through the main UI and are automatically passed to the data collect infrastructure.</p> 	<p>Data events are recorded by sending hits to the data collect infrastructure, using available SDK methods or direct API calls.</p> 
Report capabilities	<p>Dedicated reporting interface to ease the decision making process: conversion rate by variation, uplift, confidence interval, chance to win... Data filtering and exports available to run ad hoc analysis.</p> 	
To sum up	<p>The best choice to quickly run simple experiments. Good fit for users new to experimentation or with less advanced use cases.</p> 	<p>The best choice for experimentation experts who need the highest level of flexibility by working hand in hand with engineering teams.</p> 

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