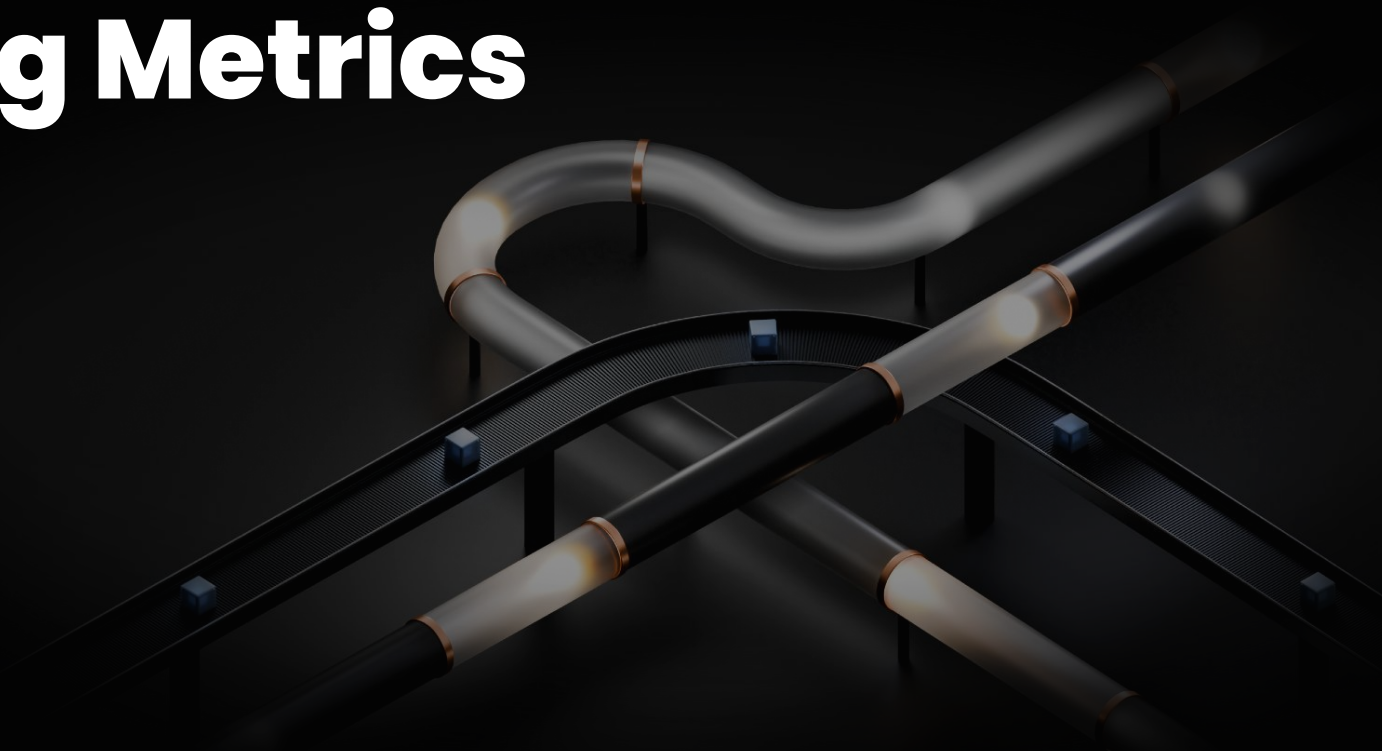


# Creating Metrics



**Create Custom Metrics**

**Create Alerts (Metric & Flag)**

# Learn How To...

- ❑ Create a [custom metric](#)
- ❑ Create a [guardrail metric](#)
- ❑ [Add a key metric](#) to your experiment
- ❑ [Add a supporting metric](#) to your experiment

## Workshop: Custom Metrics

# Percentage Metric

### Example 1:

Create a metric to measure the **percentage** of users **booking a room for 3 nights**

1. Set up the **basic metric information**
2. **Metric category** to 'none'
3. Set **desired impact** to 'Increase'
4. Set the **traffic type** to 'user'
5. Set **measure as** to 'Percent of unique users'
6. Search for/select 'Booking' as the **event type**
7. Add a **property** where 'nights' is in list, type '3' and hit the return key
8. Click **Create**

The screenshot shows the 'Create a metric' workflow in a feature management tool. The interface is split into three main areas:

- Sidebar (Left):** Contains navigation options like 'Search', 'My work', 'Environments', 'Rollout board', 'Feature flags', 'Experiments', 'Segments', 'Metrics' (highlighted), and 'Data hub'.
- Metrics List (Middle):** Displays a list of existing metrics such as 'Applications per User', 'Average Nights Per User', 'Average Page Load - Percentage Alert', etc. Each metric includes details like user count and tags.
- Create a metric Form (Right):** A modal window titled 'Create a metric' with the following fields:
  - Select desired impact:** A dropdown menu set to 'Increase'.
  - Select traffic type:** A dropdown menu set to 'user'.
  - Measure as:** A dropdown menu set to 'Percent of unique users'.
  - Event 1:** A section for defining the event, with a dropdown set to 'Booking'. Below it, a 'WHERE' clause is defined as 'nights' (dropdown) 'Is in list' (dropdown) '3 x' (input field).

At the bottom of the form, there are buttons for '+ Add new filter', '+ Add new event', 'Show advanced', 'Cancel', and 'Create'.

## Workshop: Custom Metrics

# Count Metric

### Example 1:

Create a metric to measure the **count** of users who make a **booking** from **Texas**

1. Set up the **basic metric information**
2. **Metric category** to 'none'
3. Set **desired impact** to 'Increase'
4. Set the **traffic type** to 'user'
5. Set **measure as** to 'Count of events per user'
6. Search for/select 'Booking' as the **event type**
7. Add a **property** where 'guest\_state' is in list, type 'texas' and hit the return key
8. Click **Create**

The screenshot displays the 'Metrics' management interface. On the left is a sidebar with navigation options: Search, My work, Environments, Rollout board, Feature flags, Experiments, Segments, Metrics (selected), and Data hub. The main area shows a list of existing metrics with columns for name, user, and tags. A 'Create metric' button is visible at the top. On the right, the 'Create a metric' dialog box is open, showing the 'Build metric definition' section. It includes dropdowns for 'Select desired impact' (set to 'Increase'), 'Select traffic type' (set to 'user'), and 'Measure as' (set to 'Count of events per user'). Below this is an 'Event 1' configuration section where 'Booking' is selected as the event type. A 'WHERE' clause is defined with 'guest\_stat' set to 'Is in list' and a filter for 'texas x' applied. At the bottom of the dialog are buttons for '+ Add new filter', '+ Add new event', 'Show advanced', 'Cancel', and 'Create'.

## Workshop: Custom Metrics

# Ratio Metric

### Example 1:

Create a metric to measure the **ratio** of users who make a **booking** and **complete a payment**

1. Set up the **basic metric information**
2. **Metric category** to 'none'
3. Set **desired impact** to 'Increase'
4. Set the **traffic type** to 'user'
5. Set **measure as** to 'Ratio of two events per user'
6. For the Numerator, search for/select 'Booking' as the **event type**
7. For the Denominator, search for/select 'payment\_processed' as the **event type**
8. Click **Create**

The screenshot displays the 'Metrics' interface in a 'Feature Management and Experimentation' tool. The main panel shows a list of existing metrics such as 'Applications per User', 'Average Nights Per User', and 'Average Page Load - Percentage Alert'. A 'Create metric' button is visible at the top.

The 'Create a metric' dialog is open, showing the following configuration:

- Select desired impact:** Increase
- Select traffic type:** user
- Measure as:** Ratio of two events per user
- Event 1 (Numerator):** Booking
- Denominator:** payment\_processed

Buttons for '+ Add new filter' and '+ Add new event' are present. At the bottom right, there are 'Cancel' and 'Create' buttons.

## Workshop: Custom Metrics

# Sum Metric

### Example 1:

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

1. Set up the **basic metric information**
2. **Metric category** to 'none'
3. Set **desired impact** to 'Increase'
4. Set the **traffic type** to 'user'
5. Set **measure as** to 'Sum of event values per user'
6. Search for/select 'payment\_processed' as the **event type**
7. Confirm the **value field** is set to the property desired to measure – in this case, 'value (default)'
8. Click **Create**

The image shows a screenshot of the 'Feature Management and Experimentation' interface. The main view is the 'Metrics' section, which displays a list of existing metrics such as 'Applications per User', 'Average Nights Per User', and 'Average Page Load - Percentage Alert'. A 'Create metric' button is visible at the top of this section.

Overlaid on the right is the 'Create a metric' dialog box. It contains the following configuration options:

- Metric category:** None
- Select desired impact:** Increase
- Select traffic type:** user
- Measure as:** Sum of event values per user
- Event 1:** payment\_processed
- Value field:** value (default)

At the bottom of the dialog, there are 'Cancel' and 'Create' buttons.

## Workshop: Custom Metrics

# Average Metric

### Example 1:

Create a metric to measure the **average** session length of a user

1. Set up the **basic metric information**
2. **Metric category** to 'none'
3. Set **desired impact** to 'Increase'
4. Set the **traffic type** to 'user'
5. Set **measure as** to 'Average of event values per user'
6. Search for/select 'session\_length' as the **event type**
7. Click **Create**

The screenshot displays the 'Feature Management and Experimentation' interface. The main panel shows a list of metrics under the heading 'Metrics'. The 'Create a metric' dialog is open, showing the following configuration:

- Category:** None
- Build metric definition:** Select desired impact: Increase; Select traffic type: user
- Measure as:** Average of event values per user
- Event 1:** session\_length (selected); Add new filter; Event value (selected); Add new event

The 'Metrics' list includes items like 'Applications per User', 'Average Nights Per User', 'Average Page Load - Percentage Alert', 'Average Page Load - Value Alert', 'Average Page Load Time per Anonymous', 'Average Rooms Per Platinum User', 'Average Session Length Per User', 'Avg Nights per Platinum User', 'Avg Nights per Premium User', and 'Booking Avg Price per User'.

## Workshop: Custom Metrics

# Filtered Metric

### Example 1:

Create a metric to measure the **percentage** users who made a **booking**, but first **saw a certain page**

1. Set up the **basic metric information**
2. **Metric category** to 'none'
3. Set **desired impact** to 'Increase'
4. Set the **traffic type** to 'user'
5. Set **measure as** to 'Percent of unique users'
6. Search for/select 'Booking' as the **event type**
7. Click **Show advanced**
8. Set **Filter** to 'Has done the following event prior to the metric event' and search for/select 'page\_load' as the **event type**, add a **property** of 'XXY\_landing\_page'

The screenshot displays the 'Metrics' management interface. On the left is a sidebar with navigation options: PROJECT Hotels, Search, My work, Environments, Rollout board, Feature flags, Experiments, Segments, Metrics (selected), and Data hub. The main area shows a list of metrics with columns for 'OWNED BY ME', 'STARRED BY ME', and 'SEARCH'. Metrics listed include 'Applications per User', 'Average Nights Per User', 'Average Page Load - Percentage Alert', 'Average Page Load - Value Alert', 'Average Page Load Time per Anonymous', 'Average Rooms Per Platinum User', 'Average Session Length Per User', 'Avg Nights per Platinum User', 'Avg Nights per Premium User', and 'Booking Avg Price per User'. A 'Create metric' button is visible at the top.

The 'Create a metric' dialog box is open on the right. It has a title 'Create a metric' and a close button. The 'Metric category' is set to 'Percent of unique users'. The 'Event 1' is set to 'Booking'. There is a '+ Add new filter' button. Below that is a '+ Add new event' button. A 'Hide advanced' link is present. The 'Advanced section' is expanded, showing 'Filter by' set to 'Has done the following event prior to the metric event'. A search box contains 'page\_load'. There is another '+ Add new filter' button. The 'Cap at' field is set to 'Cap not available'. At the bottom right are 'Cancel' and 'Create' buttons.

## Workshop: Custom Metrics

# Guardrail Metric

### Example 1:

Create a **guardrail metric** to measure the **average** anonymous users **page load time**

1. Set up the **basic metric information**
2. **Metric category** to 'guardrail'
3. Set **desired impact** to 'Increase'
4. Set the **traffic type** to 'anonymous'
5. Set **measure as** to 'Average of event values per anonymous'
6. Search for/select 'page.load.time' as the **event type**
7. Click **Create**

The screenshot displays the Guardrail Metrics interface. On the left is a dark sidebar with navigation options: PROJECT Hotels, Search, My work, Environments, Rollout board, Feature flags, Experiments, Segments, Metrics (selected), and Data hub. The main area is titled 'Metrics' and contains a list of existing metrics such as 'Applications per User', 'Average Nights Per User', 'Average Page Load - Percentage Alert', 'Average Page Load - Value Alert', 'Average Page Load Time per Anonymc', 'Average Rooms Per Platinum User', 'Average Session Length Per User', 'Avg Nights per Platinum User', 'Avg Nights per Premium User', and 'Booking Avg Price per User'. A 'Create metric' dialog is open on the right, showing the following configuration: Metric category: 'Guardrail metrics'; Select desired impact: 'Increase'; Select traffic type: 'anonymous'; Measure as: 'Average of event values per anonymous'; Event 1: 'page.load.time'.

## Workshop: Custom Metrics

# Add Key & Supporting Metrics

1. Navigate to your **experiment results page**
2. Click on **'manage key metrics'** or **'manage supporting metrics'**
3. **Select or deselect** the metrics you wish to include in that section
4. Click **'Save'**

The screenshot displays the 'Feature Management and Experimentation' interface for a project named 'Hotels'. The main view is 'Show\_More\_Info', showing a progress bar for 'dont\_show\_text' at 50.1% and a comparison treatment 'show\_text X'. The 'Key metrics' section is expanded, showing a table of metrics and treatments:

Metric	Treatment
Total Booking Dollars Per User	dont_show_text 32,312 (50.1%) (Base)
	show_text
Booking Avg Price per User	dont_show_text
	show_text
Bookings per User	dont_show_text
	show_text

The 'Manage key metrics' modal is open, showing a search bar and a list of 21 metrics. The 'Total Booking Dollars Per User' metric is selected as a key metric. The modal also includes a 'Cancel' button and a 'Save' button.

**Manage key metrics**  
You can select up to 10 key metrics per experiment  
21 metrics · 3 out of 10 selected

Search to add another metric

- Applications per User
- Average Page Load - Percentage Alert
- Average Page Load - Value Alert
- Average Rooms Per Platinum User
- Average Session Length Per User
- Booking Avg Price per User
- Bookings - Percent of Unique Users
- Bookings if under \$300
- Bookings per User
- Bookings per User (1 Night)
- Checkout Started
- Clicks on Booking CTA
- Payment Completed Rate
- Payment Processing Time Per User
- Test
- Time Spent
- Total Booking Dollars Per User
- Total Revenue per User
- page load time
- tester
- tester tester

Cancel Save

Create Custom Metrics

Create Alerts (Metric & Flag)

# Harness FME **Alerting** Principles

Did you know?

- Metric alerts can be configured at metrics level, and triggered when the relative or absolute threshold is reached
- Guardrail metrics can be configured at the metric level when selecting the 'guardrail' metric category - and triggers when any statistically significant impact is detected, desirable or undesirable
- Key metrics can be configured at the feature flag level by marking any metric as a 'key' metric - and triggers when any statistically significant impact is detected, desirable or undesirable

## Workshop: Metric Alerts

# Metric Alert

### Example 1:

Create an alert for your page load metric

1. Set up the **basic metric information** and hit **'create'**
2. **Navigate** to the **'Alert policy'** tab
3. **Add a 'name'** for your alert policy 'Page Load Percentage Alert'
4. **Set your 'environment'** to 'Preview'
5. **Set your alert threshold** as 'relative difference'
6. **Set % threshold** for the alert to '5%'
7. **Define alert notifications** to 'Metric owner' and 'Additional emails' - add in emails

The screenshot shows the 'Alert policy' configuration page. At the top, there are three tabs: 'Metric definition', 'Alert policy' (which is active), and 'Audit logs'. A 'Save changes' button is located in the top right corner. The form contains the following sections:

- Name:** A text input field containing 'Page Load Percentage Alert'.
- Description (optional):** A text area with the placeholder text 'Add a description for your alert policy'.
- 1st alert condition:**
  - Choose your environment:** A dropdown menu currently set to 'Preview'.
  - Set alert threshold:** A section with the text 'Alert if degradation is' followed by a dropdown menu set to 'relative difference', the word 'of', a text input field containing '5', and the text '% compared to a feature flag's baseline treatment. more than a'.
- Define alert notification channel:** A section with the text 'Send alert via email and notify the' followed by four checkboxes:
  - Metric owner
  - Feature flag owner
  - Existing users and groups
  - Additional emails
- User emails:** A row of three email address tags: 'dave@split.io', 'dave.karow@split.io', and 'krishna.dalal@split.io'. Below this is a text input field with the placeholder 'Enter user emails'.