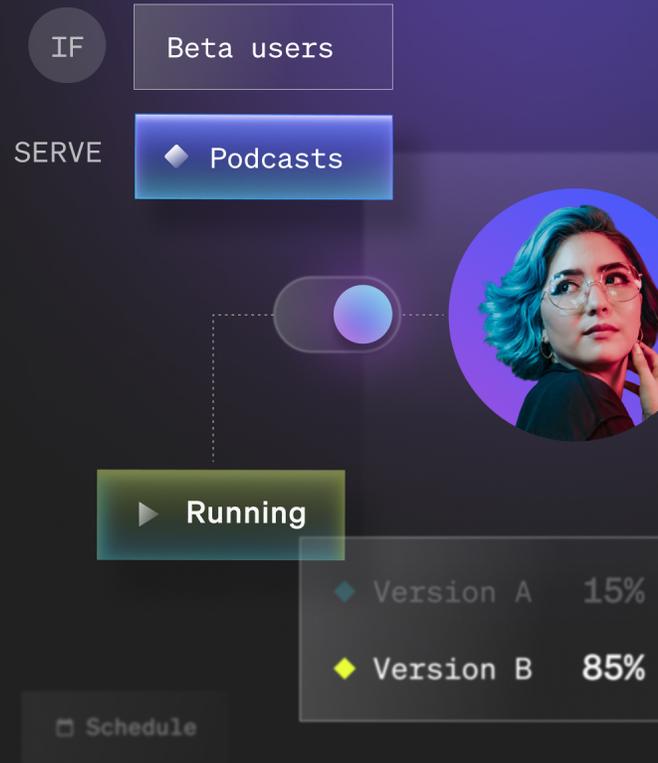


LaunchDarkly →

Build products customers love.

Engineering teams at 5,000+ organizations, including 25% of the Fortune 500, use LaunchDarkly to release software 9X faster, cut issue resolution times by 90%, and grow revenue by 2X more than industry peers.



Unlock the next frontier of DevOps

Drive innovation and create extraordinary customer experiences with LaunchDarkly's four core services.

De-risked releases



Increased deployment frequency from once per quarter to 363 per month with a 98% success rate.

Release progressively and roll back instantly

Limit the blast radius and roll out features gradually, lowering the odds of a business-impacting outage. If things go wrong, revert to safety without disrupting customers.

Spend more time building products customers love

Stop wasting resources on homegrown solutions and adopt a scalable, reliable, easy-to-use framework for feature management.

Safely migrate and modernize your tech stack

Roll out cloud services, databases, and APIs in a gradual and controlled manner. Accelerate migrations while avoiding outages.

Targeted experiences

hulu

Targeted a major UI update to 39 million users by device type and app version.

Target based on anything you know about your audience

Govern critical parts of user experiences, tailoring them to each audience segment and adapting them to changing conditions—without requiring custom code.

Drive better customer engagement with tailored experiences

Vet features with small audiences and iterate on feedback before releasing to an entire user base. Easily control which customers get which experiences.

Let business teams control targeting

Improve customer satisfaction, engagement, and conversions by allowing those closest to customers to manage the customer experience.

Product experimentation



Experiments led to increased user engagement, in-game session lengths, and personalized experiences for players.

Improve the business performance of every feature

Eliminate the guesswork. Create metrics that align directly with business objectives and integrate them into the feature lifecycle.

Run back-end and infrastructure optimization experiments

A/B test and optimize new components in any part of the application stack before moving your entire user base over to a new service.

Accelerate safe innovation at scale

Fuel your product's future by scaling experimentation practices with less complexity, full transparency, and tight alignment with development efforts.

Mobile release optimization



Gained the ability to deliver safer, real-time mobile app updates and targeted, location-based experiences.

Release on your own terms

Release new capabilities to your users on your schedule—without relying on app store approval windows or end-users updating to the latest app version.

Mitigate bugs without app store approvals

Immediately resolve customer-impacting bugs without needing to list an updated app version. Maximize adoption and minimize churn.

Improve the in-app experience for every audience

Define exactly how diverse user bases will experience your apps and measure the impact of new features to improve customer value.