G2

2022

Winter Feature Management Report
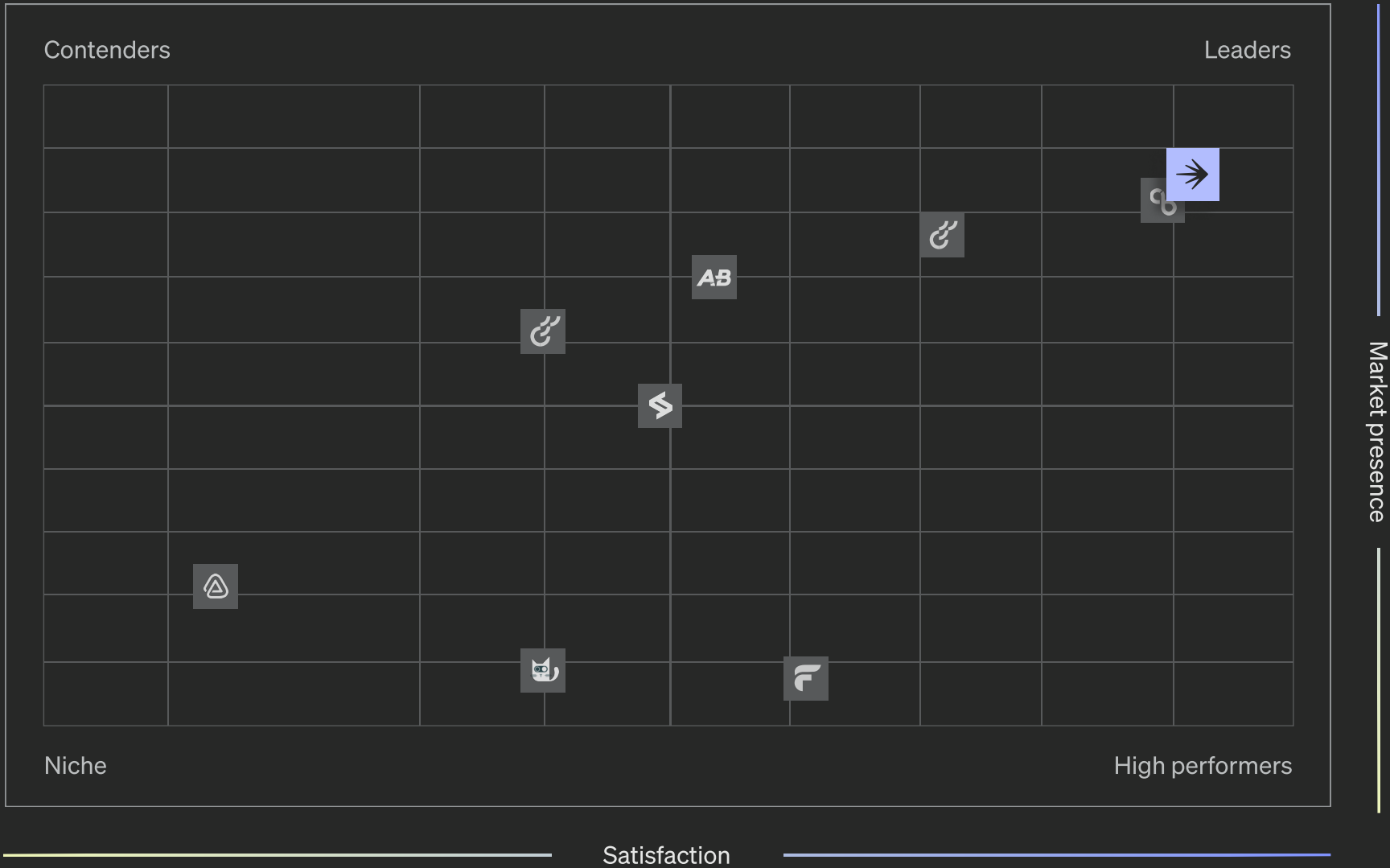
LaunchDarkly named

#1 in feature management

Besting all competitors

LaunchDarkly →

G2 Grid® Scoring

Contenders

Leaders

Niche

High performers

Market presence

Satisfaction
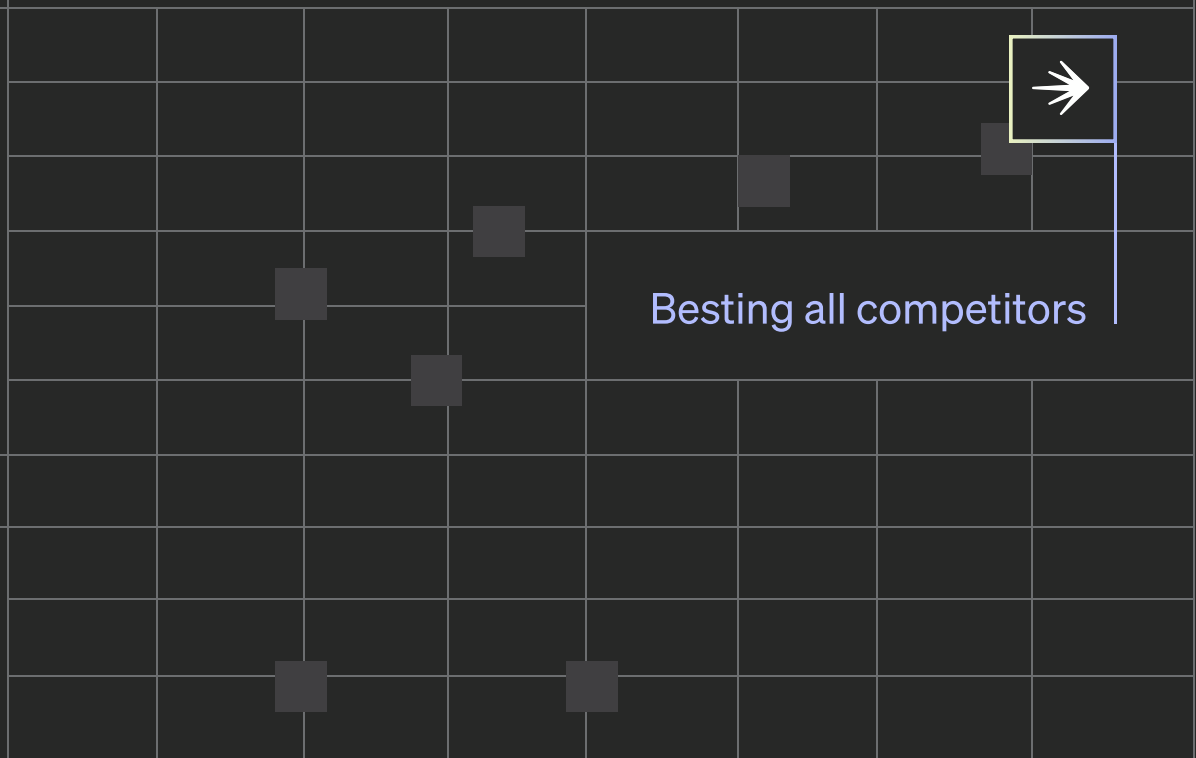
Feature management software definition

Feature management software facilitates the orchestration of feature rollouts and rollbacks for deployed applications. Developers use this software to manage feature flags, or "toggles," that control whether a given feature is live in an application. Feature management software relieves the logistical complexities of managing feature flags by providing a centralized hub for granular control and monitoring.

Development teams can also use feature management software to perform A/B testing by selectively rolling out features to specific target groups among their user base, and then tracking performance and other metrics.

To qualify for inclusion in the Feature Management category, a product must:

✓ Provide a centralized hub for feature flag management

✓ Allow users to perform selective feature rollouts and rollbacks

✓ Allow teams to monitor live features for issues

Feature management Grid® scoring description

Products shown on the Grid® for Feature Management have received a minimum of 10 reviews/ratings in data gathered by November 23, 2021. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

1 Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: LaunchDarkly, CloudBees Feature Management, Optimizely Web Experimentation, and AB Tasty

2 High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Flagsmith

3 Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: Optimizely Full Stack and Split.

4 Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: ConfigCat and Apptimize

Grid® scores for feature management software

The tables shows the Satisfaction and Market Presence scores that determine seller placement on the Grid®. To learn more about each of the products, please see the product profile section.

Leaders	# of reviews	Satisfaction	Market Presence	G2 Score
LaunchDarkly	46	92	93	92
Cloudbees Feature Management	95	90	90	90
Optimizely Web Experimentation	149	71	84	77
AB Tasty	32	52	75	64

High Performers				
Flagsmith	14	60	6	33

Contenders				
Optimizely Full Stack	40	38	68	53
Split	19	47	53	50

Niche				
ConfigCat	10	38	6	22
Apptimize	18	10	22	16

Grid® rating methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Feature Management category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.
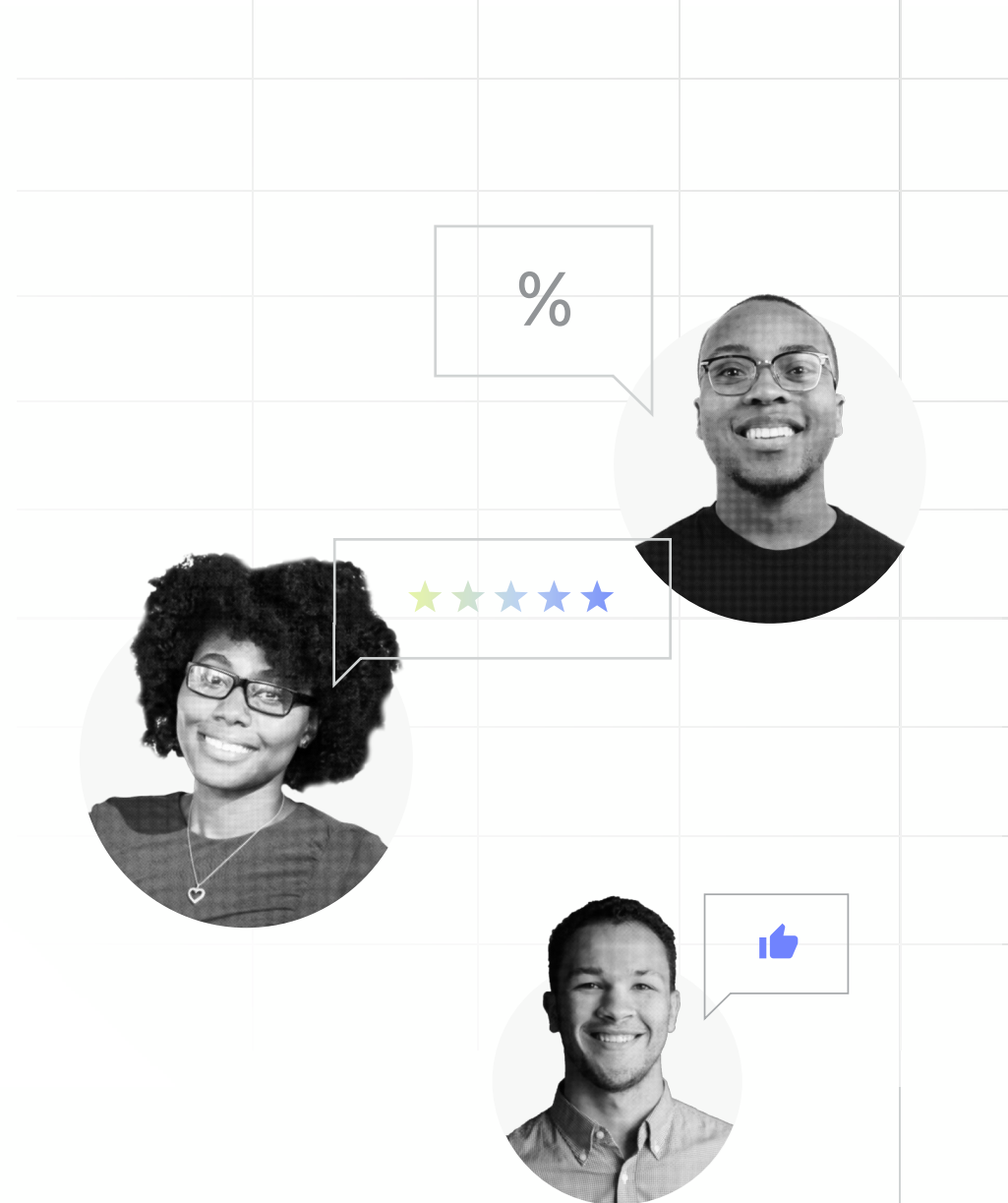
Grid® scoring methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for Feature Management | Winter 2022 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through November 23, 2021. To view the Feature Management Grid® with the most recent data, please visit the Feature Management page.

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- Customer satisfaction with end user-focused product attributes based on user reviews

- Popularity and statistical significance based on the number of reviews received by G2

- Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)

- Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)

- Customers' satisfaction with administration-specific product attributes based on user reviews

- Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Market Presence

The Market Presence score is affected by the following (in order of importance):

- Market presence is a combination of 15 metrics from G2's reviews, publicly available information, and third-party sources

- Both the software sellers and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than seller metrics

- Each input is normalized by category and segment.

- This means that scores are relative to other products in the category/segment and may change from segment to segment

- The scores are then scaled from 0-100

Criteria	Metrics
Number of employees	Employee count (based on social networks and public sources)
Number of employees	Review count (weighted by recency)
Social presence	
Growth	Employee growth, Web presence growth
Seller age	
Employee satisfaction and engagement	

Grid® categorization methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®.

A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through November 23, 2021. The ratings may change

as the products are further developed, the sellers grow, and as additional opinions are shared by users.

G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer.

We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors.

Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid® inclusion criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to suggest its addition to our Feature Management category.

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.

**Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Launchdarkly

★★★★⯪

4.8 out of 5

Leader
WINTER
2022

LaunchDarkly has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. LaunchDarkly has the largest Market Presence and received the highest Satisfaction score among products in Feature Management. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend LaunchDarkly at a rate of 96%. LaunchDarkly is also in the Continuous Delivery and A/B Testing categories.

launchdarkly.com

Satisfaction Ratings

Quality of support — **97%**
Avg 93%

Ease of Use — **94%**
Avg 89%

Meets Requirements — **96%**
Avg 89%

Ease of Admin — **95%**
Avg 92%

Ease of Doing Business With — **98%**
Avg 92%

Ease of Setup — **96%**
Avg 89%
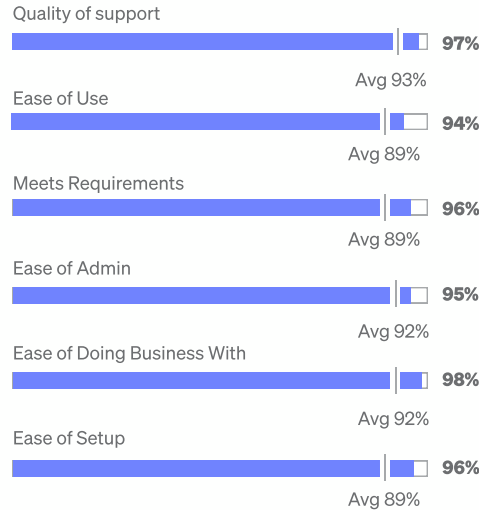
Top Industries Represented

● Computer software	11
● Internet	4
● Construction	3
● Financial services	3
● Automotive	2

Highest-Rated Feature

Feature Testing — **98%**
Avg 92%

Flag Management — **98%**
Avg 91%

Muli-Environment Control — **98%**
Avg 87%

Lowest-Rated Feature

Monitoring — **91%**
Avg 87%

Rollout & Rollback Control — **96%**
Avg 89%

Low-Code Interface — **97%**
Avg 85%
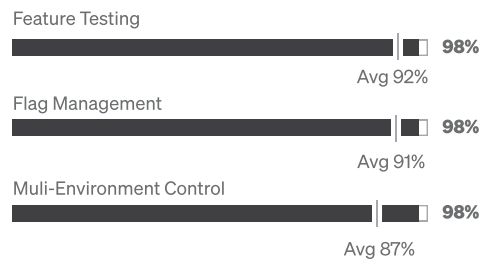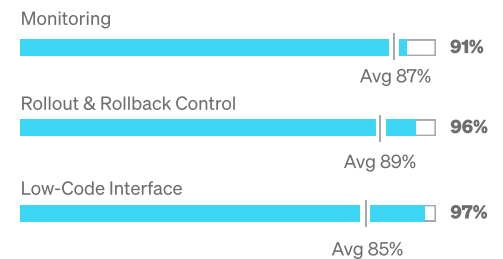
Ownership
LaunchDarkly

HQ Location
Oakland, CA

Year Founded
2014

Employees
383

CloudBees Feature Management

★★★★☆

4.3 out of 5

Leader
WINTER
2022
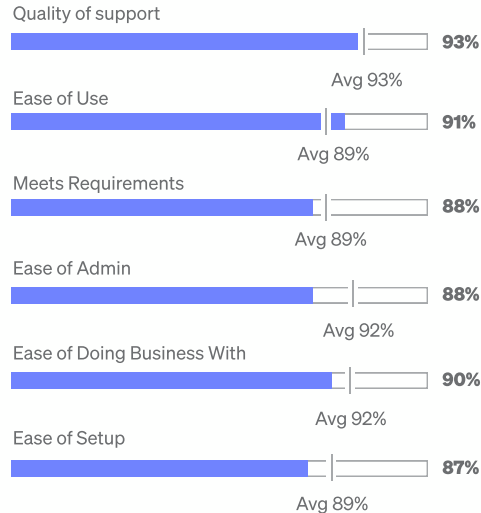
CloudBees Feature Management has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 94% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said they would be likely to recommend CloudBees Feature Management at a rate of 85%.
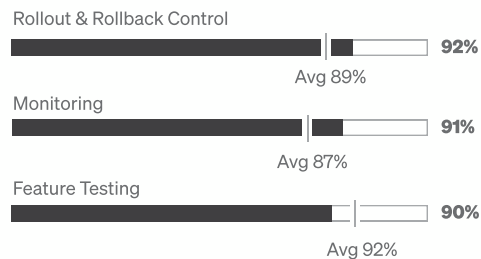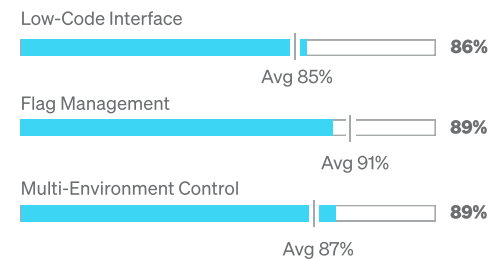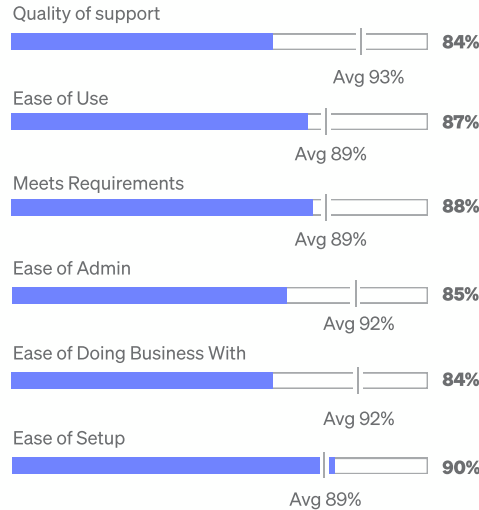
cloudbees.com

Satisfaction Ratings

Quality of support
93%
Avg 93%

Ease of Use
91%
Avg 89%

Meets Requirements
88%
Avg 89%

Ease of Admin
88%
Avg 92%

Ease of Doing Business With
90%
Avg 92%

Ease of Setup
87%
Avg 89%

Top Industries Represented

● Information technolgy & services	19
● Computer software	18
● Financial services	10
● Marketing and advertising	5
● Construction	4

Highest-Rated Feature

Rollout & Rollback Control
92%
Avg 89%

Monitoring
91%
Avg 87%

Feature Testing
90%
Avg 92%

Lowest-Rated Feature

Low-Code Interface
86%
Avg 85%

Flag Management
89%
Avg 91%

Multi-Environment Control
89%
Avg 87%

Ownership	HQ Location	Year Founded	Employees
Cloudbees	San Jose, CA	2010	468

Optimizely

★★★★☆

4.3 out of 5

Leader
WINTER
2022

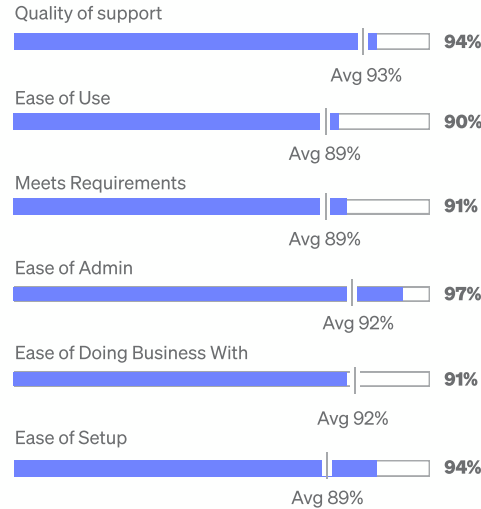Optimizeley Web Experimentation has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 79% of users believe it is headed in the right direction, and users said they would be likely to recommend Optimizely Web Experimentation at a rate of 86%. Optimizely Web Experimentation is also in the Configuration Management, ALM Software Suites, and A/B Testing, E-Commerce Personalization, and Personalization Engines categories.

episerver.com

Satisfaction Ratings

Quality of support — **84%**
Avg 93%

Ease of Use — **87%**
Avg 89%

Meets Requirements — **88%**
Avg 89%

Ease of Admin — **85%**
Avg 92%

Ease of Doing Business With — **84%**
Avg 92%

Ease of Setup — **90%**
Avg 89%

Top Industries Represented

●	Computer software	21
●	Internet	20
●	Marketing & advertising	17
●	Financial services	9
●	Information technology & services	9

Highest-Rated Feature
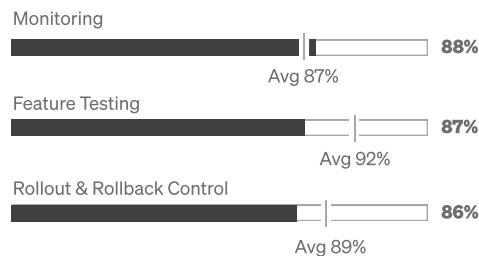
Monitoring — **88%**
Avg 87%

Feature Testing — **87%**
Avg 92%

Rollout & Rollback Control — **86%**
Avg 89%

Lowest-Rated Feature

Low-Code Interface — **78%**
Avg 85%

Multi-Environmental Control — **79%**
Avg 87%

Flag Management — **86%**
Avg 91%
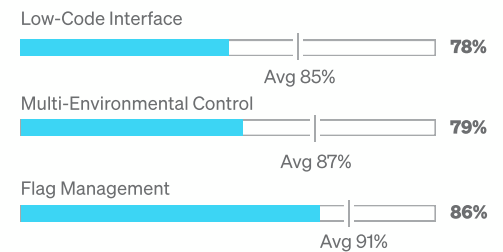
Ownership
Episerver (Optimizely)

HQ Location
Nashua, NH

Employees
369

AB Tasty

★★★★⯨

4.5 out of 5

Leader
WINTER
2022

AB Tasty has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend AB Tasty at a rate of 98%. LaunchDarkly is also in the Mobile App Optimization, A/B Testing, E-Commerce Personalization categories.

abtasty.com

Satisfaction Ratings

Quality of support
94%
Avg 93%

Ease of Use
90%
Avg 89%

Meets Requirements
91%
Avg 89%

Ease of Admin
97%
Avg 92%

Ease of Doing Business With
91%
Avg 92%

Ease of Setup
94%
Avg 89%

Top Industries Represented

- ● Internet — 3
- ● Leisure, travel & tourism — 3
- ● Cosmetics — 2
- ● Education management — 2
- ● Food & beverages — 2

Ownership
AB Tasty

HQ Location
Paris, France

Year Founded
2009

Employees
248

![Flagsmith logo]

Flagsmith

★★★★★

4.8 out of 5

[High Performer Mid-Market WINTER 2022 badge]

Flagsmith has been named a High Performer product based on having high customer Satisfaction scores and low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 50% of users believe it is headed in the right direction, and users said they would be likely to recommend Flagsmith at a rate of 96%.

flagsmith.com

Satisfaction Ratings

Quality of support
100%
Avg 93%

Ease of Use
94%
Avg 89%

Meets Requirements
94%
Avg 89%

Ease of Admin
93%
Avg 92%

Ease of Doing Business With
N/A
Avg 92%

Ease of Setup
88%
Avg 89%

Top Industries Represented

[donut chart]
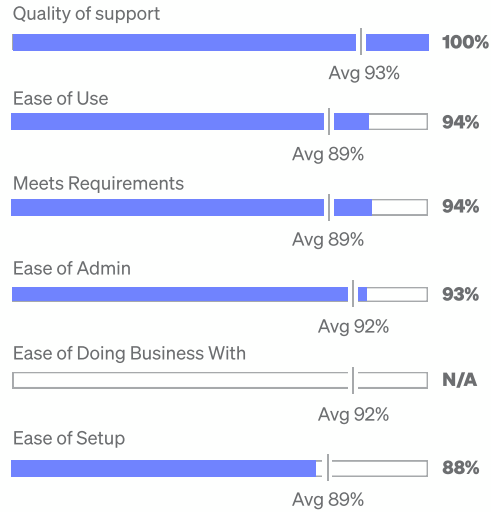
● Information technolgy & services — 4
● Computer software — 3
● Health, wellnedd & fitness — 2
● Civil engineering — 1
● Computer games — 1

Highest-Rated Feature

Flag Management
94%
Avg 91%

Lowest-Rated Feature

Rollout & Rollback Control
89%
Avg 89%
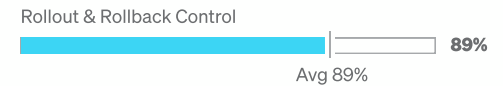
Ownership
Flagsmith

HQ Location
London, England

Year Founded
2018

Employees
7

Optimizely Full Stack

★★★★⯪

4.3 out of 5

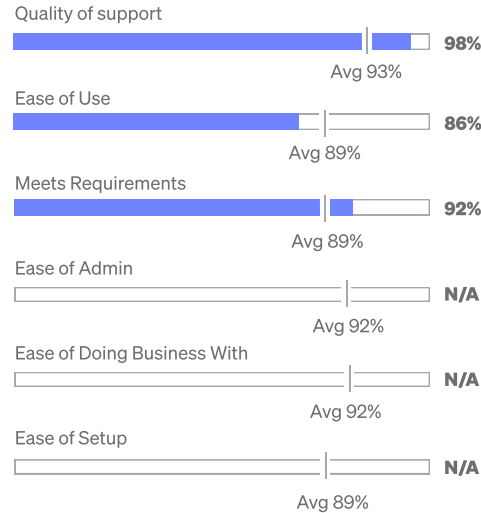Optimizely Full Stack has been named a Contender based on receiving a low customer Satisfaction score and having a large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Optimizely Full Stack at a rate of 84%. Optimizely Full Stack is also in the Mobile Optimization and A/B Testing categories.

episerver.com
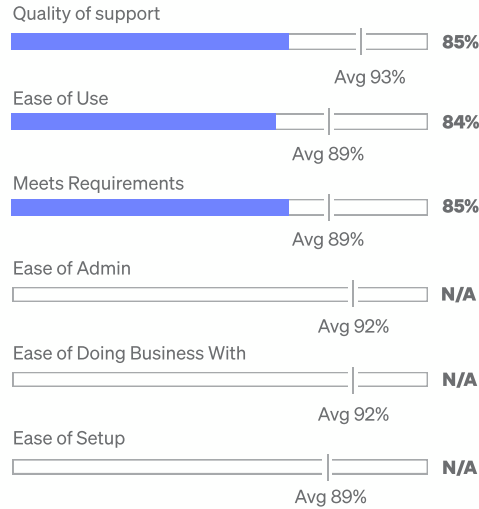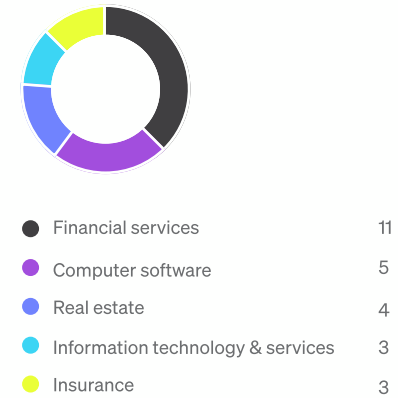
Satisfaction Ratings

Quality of support **85%**
Avg 93%

Ease of Use **84%**
Avg 89%

Meets Requirements **85%**
Avg 89%

Ease of Admin **N/A**
Avg 92%

Ease of Doing Business With **N/A**
Avg 92%

Ease of Setup **N/A**
Avg 89%

Top Industries Represented

- ● Financial services — 11
- ● Computer software — 5
- ● Real estate — 4
- ● Information technology & services — 3
- ● Insurance — 3

Highest-Rated Feature

Flag Management **88%**
Avg 91%

Feature Testing **87%**
Avg 92%

Multi-Environment Control **83%**
Avg 87%

Lowest-Rated Feature

Monitoring **78%**
Avg 87%

Low-Code Interface **79%**
Avg 85%

Rollout & Rollback Control **86%**
Avg 89%
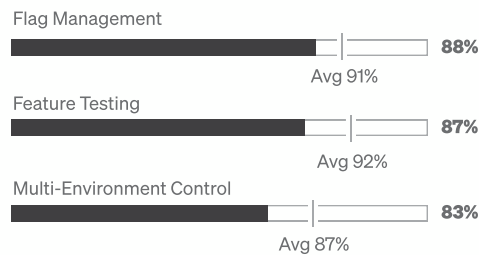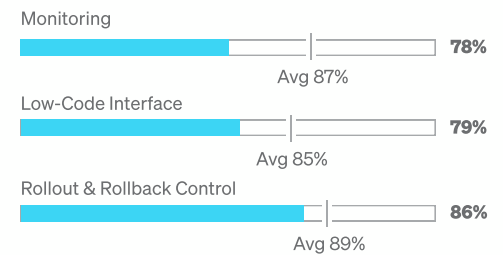
Ownership
Episerver (Optimizely)

HQ Location
Nashua, NH

Employees
369

Split

★★★★⯪

4.6 out of 5

Split has been named a Contender based on receiving a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have postive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Split at a rate of 93%. Split is also in the Mobile App Optimization, Configuration Management, Continuous Delivery, ALM Software Suites, and A/B Testing categories.

split.io

Satisfaction Ratings

Quality of support
98%
Avg 93%

Ease of Use
86%
Avg 89%

Meets Requirements
92%
Avg 89%

Ease of Admin
N/A
Avg 92%

Ease of Doing Business With
N/A
Avg 92%

Ease of Setup
N/A
Avg 89%

Top Industries Represented

● Computer software		9
● Internet		2
● Automotive		1
● Consumer services		1
● Financial services		1

Ownership
Split

HQ Location
Redwood City, CA

Year Founded
2015

Employees
163

ConfigCat

★★★★⯨

4.6 out of 5

ConfigCat has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend ConfigCat at a rate of 92%. ConfigCat is also in the Configuration Management category.

configcat.com

Satisfaction Ratings

Quality of support
95%
Avg 93%

Ease of Use
93%
Avg 89%

Meets Requirements
89%
Avg 89%

Ease of Admin
91%
Avg 92%

Ease of Doing Business With
N/A
Avg 92%

Ease of Setup
91%
Avg 89%
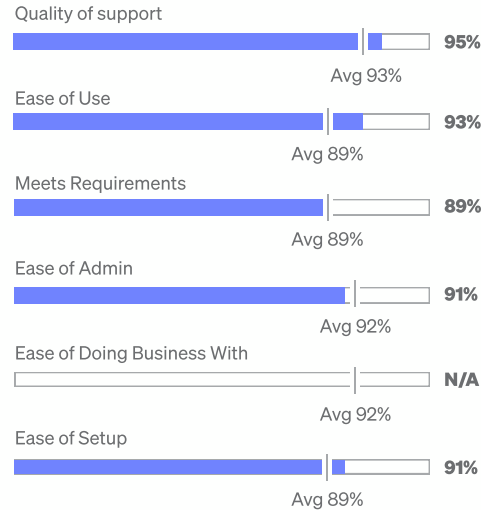
Top Industries Represented

● Computer software   5
● Compueter games   1
● Education management   1
● Financial services   1
● Hospital & health care   1

Ownership
ConfigCat

HQ Location
Budapest, Hungary

Year Founded
2018

Employees
9

Apptimize

★ ★ ★ ★ ☆

4.2 out of 5

Apptimize has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 94% of users rated it 4 to 5 stars. 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Apptimize at a rate of 83%. Apptimize is also in the A/B Testing and Mobile App Optimization categories.

apptimize.com

Satisfaction Ratings

Quality of support
92%
Avg 93%

Ease of Use
83%
Avg 89%

Meets Requirements
82%
Avg 89%

Ease of Admin
92%
Avg 92%

Ease of Doing Business With
98%
Avg 92%

Ease of Setup
80%
Avg 89%
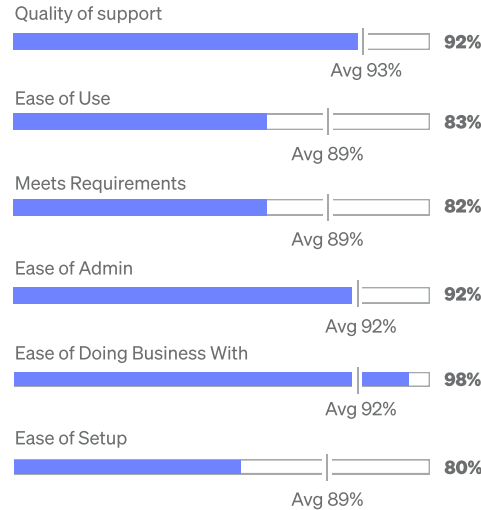
Top Industries Represented

- ● E-Learning — 4
- ● Internet — 4
- ● Entertainment — 2
- ● Computer Software — 1
- ● Consumer Services — 1

Ownership
Apptimize

HQ Location
San Francisco, CA

Year Founded
2013

Employees
14

96%

of G2 respondents
recommend LaunchDarkly

Satisfaction ratings for feature management

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the next table.

Satisfaction by category

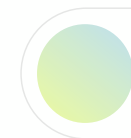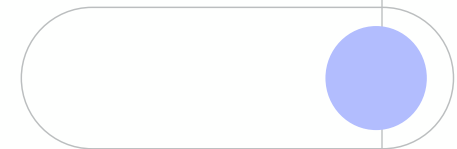|	LaunchDarkly	CloudBees	Optimizely Web Experimentation	AB Tasty	Flagsmith	Optimizely Full Stack	Split	ConfigCat	Apptimize	Average
Likelihood to recommend	**96%**	85%	86%	88%	96%	84%	93%	92%	83%	89%
Product going in right direction?	**93%**	71%	79%	97%	50%	92%	100%	80%	88%	83%
Meets requirements	**96%**	88%	88%	91%	94%	85%	92%	89%	82%	89%
Ease of admin	**95%**	88%	85%	97%	93%	N/A	N/A	91%	92%	92%
Ease of doing business with	**98%**	90%	84%	91%	N/A	N/A	N/A	N/A	98%	92%
Quality of support	**97%**	93%	84%	94%	100%	85%	98%	95%	92%	93%
Ease of setup	**96%**	87%	90%	94%	88%	N/A	N/A	91%	80%	89%
Ease of use	**95%**	91%	87%	90%	94%	84%	86%	93%	83%	89%

Net Promoter Score (NPS)

95	47	53	62	85	42	78	80	38	64

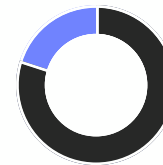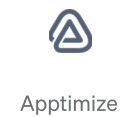| LaunchDarkly | CloudBees | Optimizely Web Experimentation | AB Tasty | Flagsmith | Optimizely Full Stack | Split | ConfigCat | Apptimize | **Average** |

*N/A is displayed when fewer than five responses were recieved for the question

98%

of G2 respondents
trust LaunchDarkly
with flag management

Feature comparison for feature management

G2 users have evaluated the following products by
feature. Feature ratings are representative of
reviewers' overall satisfaction with each feature and
do not necessarily take into account the breadth of
individual product features. The results are shown
on the next page.

Flag Management

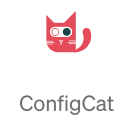|	LaunchDarkly	CloudBees	Optimizely Web Experimentation	AB Tasty	Flagsmith	Optimizely Full Stack	Split	ConfigCat	Apptimize	Average
	98%	89%	86%	N/A	94%	88%	N/A	N/A	N/A	91%

Rollout & rollback control

	LaunchDarkly	CloudBees	Optimizely Web Experimentation	AB Tasty	Flagsmith	Optimizely Full Stack	Split	ConfigCat	Apptimize	Average
	96 %	92%	86%	N/A	89%	83%	N/A	N/A	N/A	89%

Funcionality

	LaunchDarkly	CloudBees	Optimizely Web Experimentation	AB Tasty	Flagsmith	Optimizely Full Stack	Split	ConfigCat	Apptimize	Average
	98 %	90%	87%	N/A	91%	87%	97%	N/A	N/A	92%

Additional data for feature management

The following graphs includes a breakdown of the customer segments for each product, as represented by G2 reviewers.
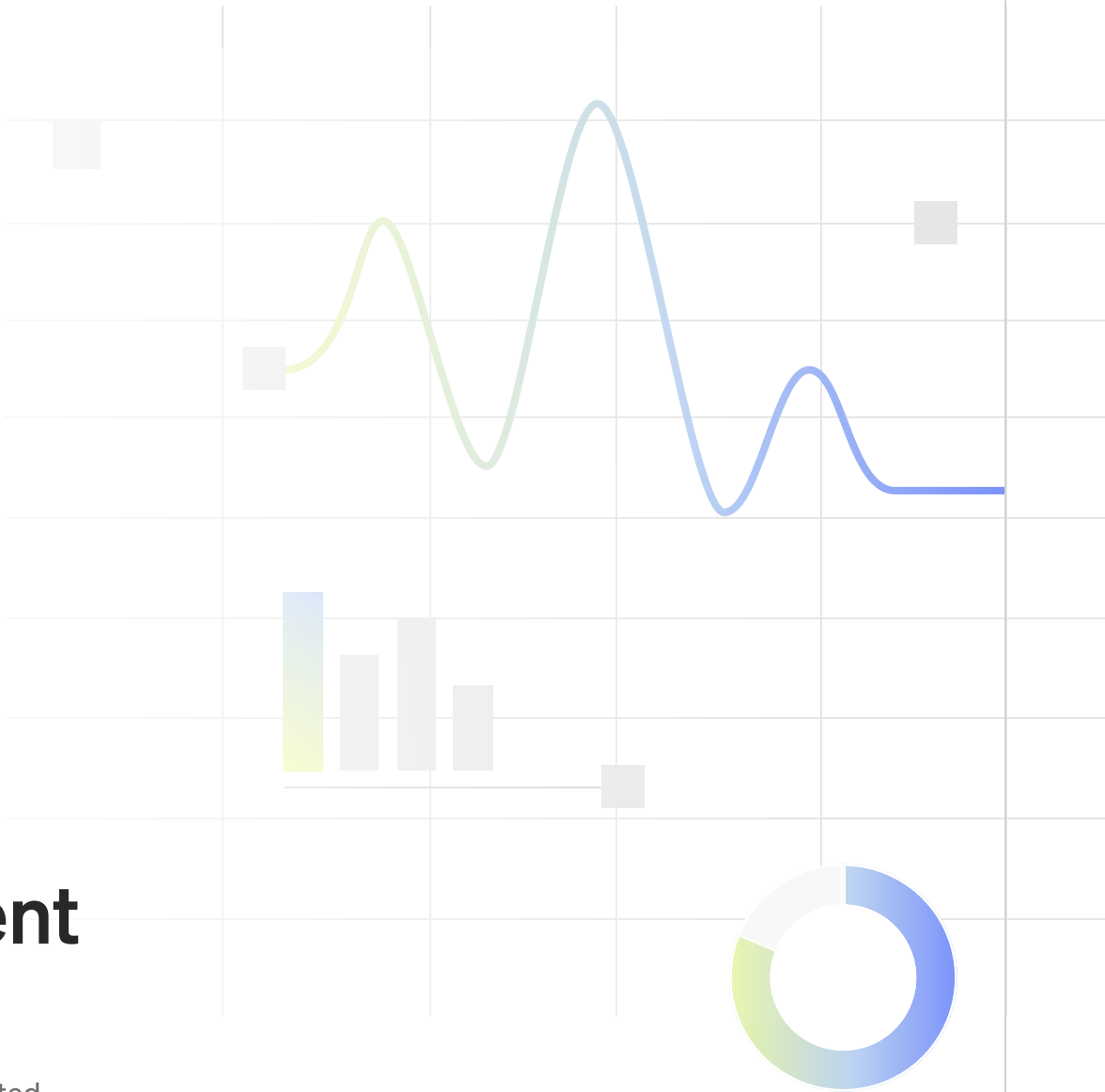
Customers by size

● Small business
(<50 employees)

● Mid-market business
(50-100 employees)

**●** Enterprise
(>1000 employees)

LaunchDarkly

CloudBees

Optimizely Web
Experimentation

AB Tasty

Flagsmith

Optimizely
Full Stack

Split

ConfigCat

Apptimize

Average

Average user adoption

77%	68%	54%	61%	N/A	N/A	N/A	N/A	100%	72%

| LaunchDarkly | CloudBees | Optimizely Web Experimentation | AB Tasty | Flagsmith | Optimizely Full Stack | Split | ConfigCat | Apptimize | **Average** |
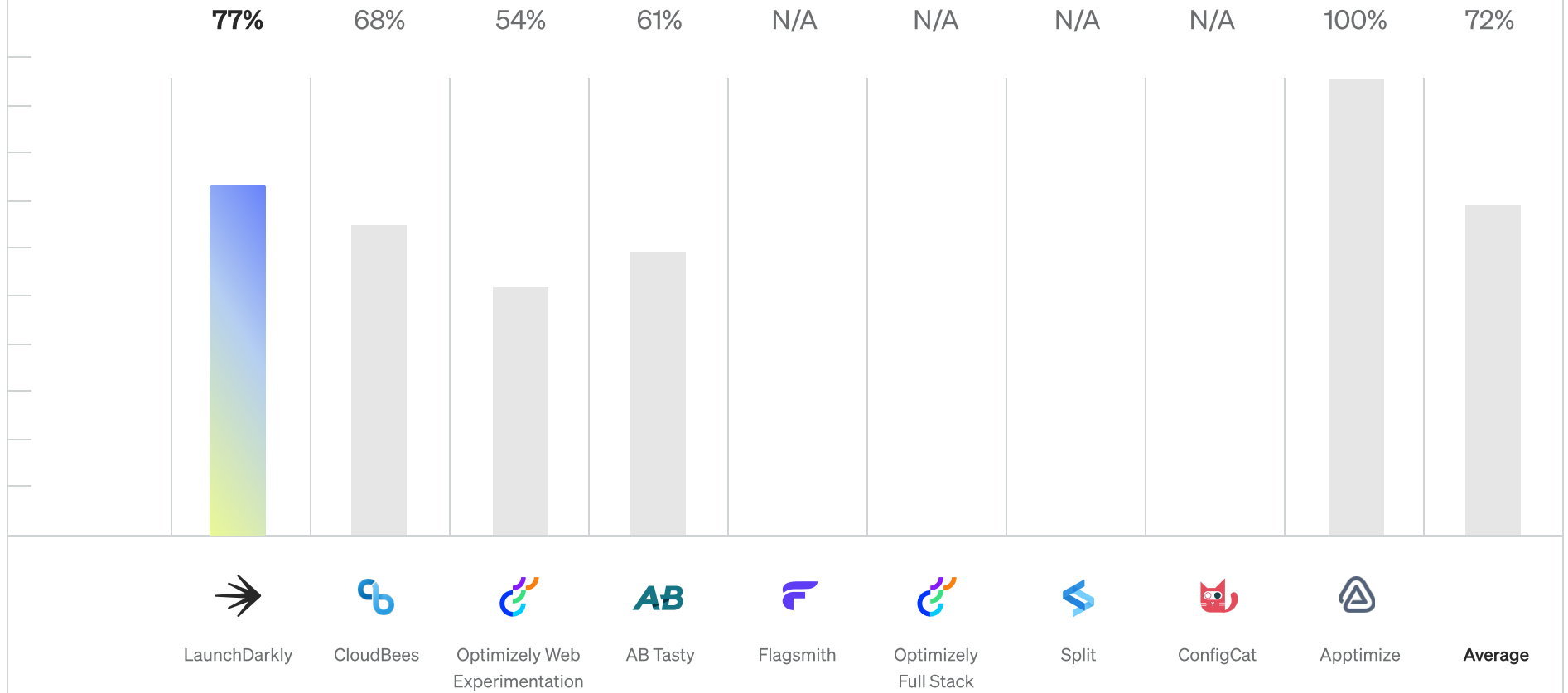
Deployment
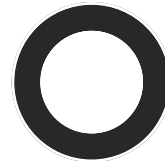
● Cloud

● On-premises

LaunchDarkly

CloudBees

Optimizely Web
Experimentation

AB Tasty

Flagsmith

Optimizely
Full Stack

Split — N/A

ConfigCat — N/A

Apptimize — N/A

Average

*N/A is displayed when fewer than five responses were recieved for the question
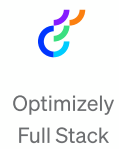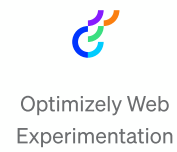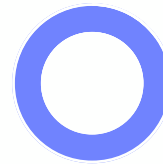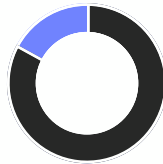
Implementation time (Avg. months to go live)

	0.4	2.0	1.0	5.0	N/A	N/A	N/A	N/A	N/A	1.0

LaunchDarkly	CloudBees	Optimizely Web Experimentation	AB Tasty	Flagsmith	Optimizely Full Stack	Split	ConfigCat	Apptimize	**Average**

*N/A is displayed when fewer than five responses were recieved for the question
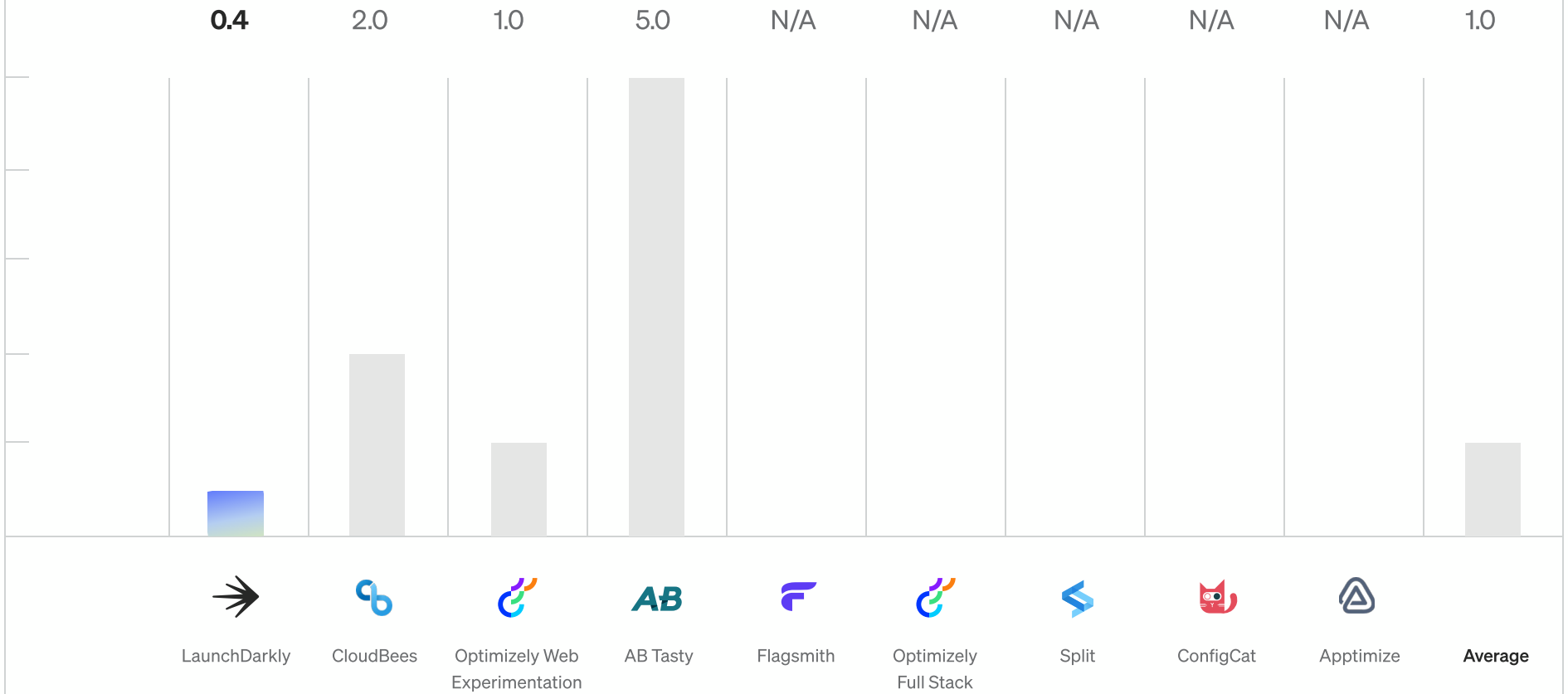
Implementation method

- ● In-house team
- ● Seller services team
- ● Third-party consultant
- ● Don't know
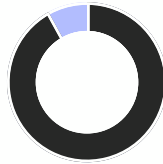
LaunchDarkly

CloudBees

Optimizely Web Experimentation

AB Tasty

Flagsmith

N/A

N/A

N/A
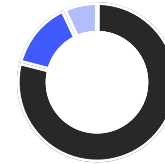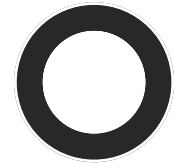
Optimizely Full Stack

Split

ConfigCat

Apptimize

Market presence

	LaunchDarkly	CloudBees	Optimizely Web Experimentation	AB Tasty	Flagsmith	Optimizely Full Stack	Split	ConfigCat	Apptimize
Year founded	**2014**	2010	2010	2009	2018	2010	2015	2018	2013
Employees on LinkedIn (Seller)	**383**	468	369	248	7	369	163	9	14
LinkedIn Followers	**10,008**	36,846	28,644	13,722	314	28,644	3,637	131	3,201
Twitter Followers (Seller)	**4,063**	40,571	5,585	13,171	0	5,585	1,303	118	1,122
Glassdoor rating	**4.7**	4.0	0.0	4.4	N/A	0.0	4.5	N/A	3.5
Alexa web traffic rank	**40,495**	46,912	898,604	36,894	729,699	898,604	59,970	580,544	403,074

About LaunchDarkly

LaunchDarkly isn't just a leader in feature management — it's the first scalable feature management platform. Feature management allows development teams to innovate faster by fundamentally transforming how software is delivered to customers. With the ability to gradually release new software features to any segment of users on any platform, DevOps teams can standardize safe releases at scale, accelerate their journey to the cloud and collaborate more effectively with business teams.

Today, LaunchDarkly deploys peaks of 20 trillion feature flags each day, and that number continues to grow. Founded in 2014 in Oakland, California by Edith Harbaugh and John Kodumal, LaunchDarkly has been named on the Forbes Cloud 100 list, InfoWorld's 2021 Technology of the Year list, and the Enterprise Tech 30 list. Learn more at launchdarkly.com.

> See how you can transform your business by transforming how you deliver software with a personalized demo or exploring more at our resource center.

→

We empower all teams to deliver and control their software.