

Automate your Experiments and Feature Rollouts with Rule Scheduling

If you don't like staying up late or working weekends to launch experiments or features, Rule Scheduling has got you covered.

Flag and experiment scheduling lets you plan ahead of time and achieve faster experimentation velocity with confidence in scheduled changes. So if you'd like to release a feature at midnight, previously you would have to stay up until midnight to turn on the feature, and now you can simply schedule it to happen.

Who is it for?

Product managers

- Time flags to turn on or off on a specified date/time
- Automate gradual / progressive rollouts
- Enable temporary access to features targeted to certain contexts (i.e. aligned to a campaign period) or audience segments

Engineers

- Automate your flag rules to clean up after 100% rollout
- Schedule to play or pause a rule
- Schedule change to a rule's rollout percentage
- Edit / Delete a scheduled change
- See a list of scheduled activities

Experimentation program managers

Automate your experiment calendar by scheduling experiment start and end dates

Features and capabilities

Flags and rules

Schedule and Experiment, Flag or Rule to toggle on or off.

Launch timing

Scheduling your flag to turn on or off on a specified date/time allows you to plan your release without having to manually make changes at desired release times.

Progressive rollouts

Create a set of scheduled changes to your flag once, and Feature Experimentation slowly releases the feature for you. For example, you can schedule your flag to roll out to 20% of your user base tomorrow, 35% the day after, 50% the day after that, and increase that percentage until it reaches 100%.



This feature will enable all users, including non-technical users, to schedule any rule options to their flags, rules or targeted deliveries.



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Flag hygiene

Plan for a flag's end state ahead of time to ensure that rules are cleaned up. For example, a tech team wants to make sure that a flag's rules are adjusted so that no experiment is running + rolled out at 100% after a month. This might be easily forgotten without scheduling. Instead of creating a ticket to make the change, they can schedule the end state ahead of time.

Observability

- View a list of changes for a flag before scheduling.
- View a list of scheduled changes for a flag.
- All scheduled changes will be tagged in the audit log.

What early customers love about Rule Scheduling



Experimentation velocity

Faster experimentation velocity with confidence in scheduled changes

Smoother rollouts

Smoother progressive rollouts

Better time management

Plan experiment execution ahead of time

Q&A

Q: Is there a public API for Rule Scheduling?

A: Not yet, but this will be added in a future release.

Q: Is the feature experimentation scheduling available for all customers?

A: The rule scheduling feature is only available to customers in Scale and Accelerate.

Q: Can I schedule audience condition change and use public APIs to schedule changes in this feature?

A: Currently, users cannot schedule audience condition change and use public APIs, but it will be added as an enhancement soon.

Q: How close to current time and how far from the current time can I schedule a change?

A: A user can schedule a change in the next 3 mins and up to 3 months ahead from the current time.



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