

Statsig Comparison

Updated September 2025

Why choose Optimizely?

Built for scale and speed

Optimizely supports cross-team workflows, compliance, and role-based controls. Statsig lacks the enterprise readiness and flexibility non-engineering teams need.

End-to-end platform

Optimizely unifies analytics, feature flags, personalization, and experimentation in one platform. Statsig focuses narrowly on engineering-led use cases.

Statsig is now a side project

Acquired in September 2025, Statsig may lose roadmap focus as your experimentation needs just became secondary to OpenAI's internal applications.

See business results, fast

Experience real business impact:

+30%

More value delivered

+\$491K

Increased profit from data-driven insight

+79%

More experiments with AI

"[Optimizely] helps shorten the time spent on learning and decision-making...It helps us shift our focus to where it should be and make decisions with more intentionality."

Senior director of product analytics, automotive

	Optimizely	Statsig
Setup & deployment	✓	🔴
Instrumentation & event tracking	✓	✓
Data warehouse architecture	✓	✓
No-code experimentation	✓	🔴
Personalization	✓	🔴
Experimentation techniques	✓	✓
Audience targeting & segmentation	✓	✓
Advanced experimentation techniques	🔴	✓
Advanced statistical methods	🟡	✓
Experiment results & analysis	✓	✓
Feature flag management	🟡	✓
Behavioral & exploratory analytics	✓	✓
Journey & drilldown analysis	✓	✓
Performance optimization	✓	🔴
Dashboarding & visualization	✓	✓
Experience analytics	🔴	🔴
AI-powered experimentation	✓	🔴
AI-powered analytics	✓	🔴
Model context protocol (MCP) support	🔴	✓
Metric management & governance	✓	✓
Experiment design & collaboration	✓	🔴

	Optimizely	Statsig
A/B testing	5.00	3.00
Experiment design	5.00	3.00
Data platform	5.00	3.00
Roadmap	5.00	3.00

Source: The Forrester Wave: Feature Experimentation & Management, Q3 2024