

# Client-side vs Server-side Experimentation

Both client and server-side testing have their benefits depending on your objectives and the needs of and resources within your organization. This comparison should offer a quick overview of the key differences between these methods to decide which one, if not both, is better suited for your team and their needs.

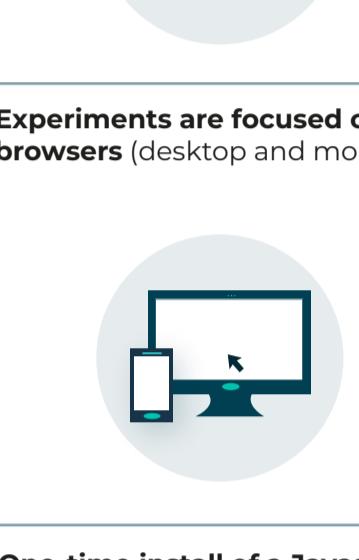
## Recommended solution

### AB Tasty



## Used by

Marketing teams that are looking to run agile experiments on their websites.



Product development teams that want flexibility to run any type of experiments, anywhere.

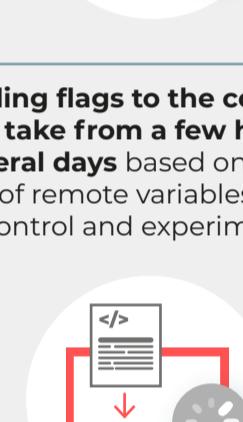


## Experiment types

Surface-level modifications or visual aspects of a website: copywriting, imagery, layout, etc.

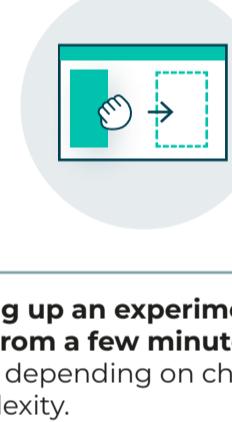


Deep-level modifications tied to back-end architecture: forms, search algorithms, signup and transaction funnel, etc.

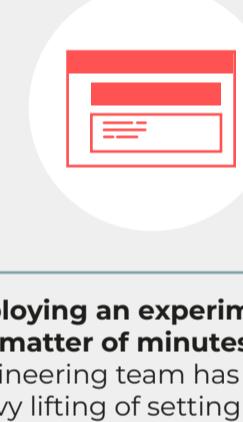


## Channels

Experiments are focused on web browsers (desktop and mobile).



Experiments can be run across multiple channels including mobile apps, connected devices, IoT...



## Setup workload

One-time install of a Javascript snippet into the code source of all web pages.



Codebase update is required to wrap elements with feature flags that will later interact with Flagship API/SDKs.

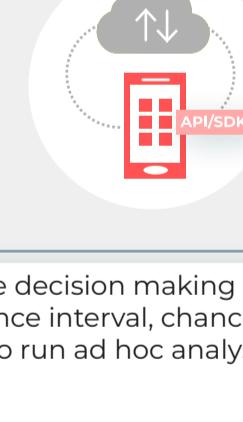


## Experiment deployment timeline

Adding a Javascript snippet is a matter of minutes. Deployment through a tag manager can accelerate the process.



Adding flags to the codebase can take from a few hours to several days based on the number of remote variables you want to control and experiment with.

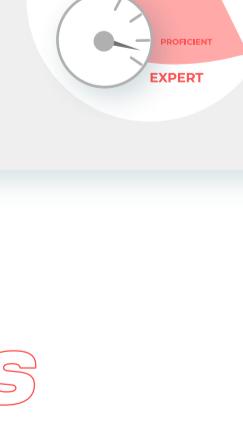


## Performance

User experience should be monitored as calling third-party snippets can introduce flickering effects or additional loading time.

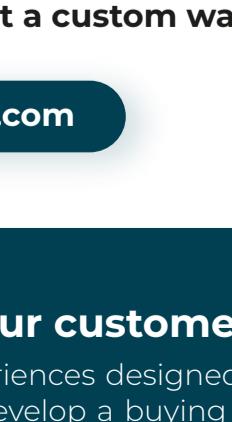


No noticeable impact on the end-user experience since experiments are rendered on the server before being pushed to the client.

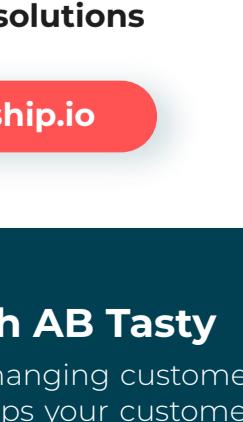


## To sum up

The best choice to quickly run simple experiments. Good fit for users new to experimentation or with less advanced use cases.



The best choice for experimentation experts who need the highest level of flexibility by working hand in hand with engineering teams.



**Let your good ideas take flight**

Contact us to get a custom walkthrough of our solutions

[www.abtasty.com](http://www.abtasty.com)

[www.flagship.io](http://www.flagship.io)

## Deliver more value to your customers quicker with AB Tasty

With AB Tasty, you can build experiences designed to adapt to ever-changing customer expectations. Better understand how to develop a buying experience that keeps your customers coming back for more through experimentation, personalization, optimization, and feature management. Ensure you deliver personalized, relevant, seamless online shopping experiences for your customers across all channels through client-side and server-side optimization with AB Tasty.