

# How do teams use data when launching new features?

We wanted to find out what kinds of data teams use for building digital experiences. So we asked them!

[Get your copy of Data Decoded: The Heap Digital Insights Report 2023.](#)

To build great products, you can't just make stuff and hope it works.

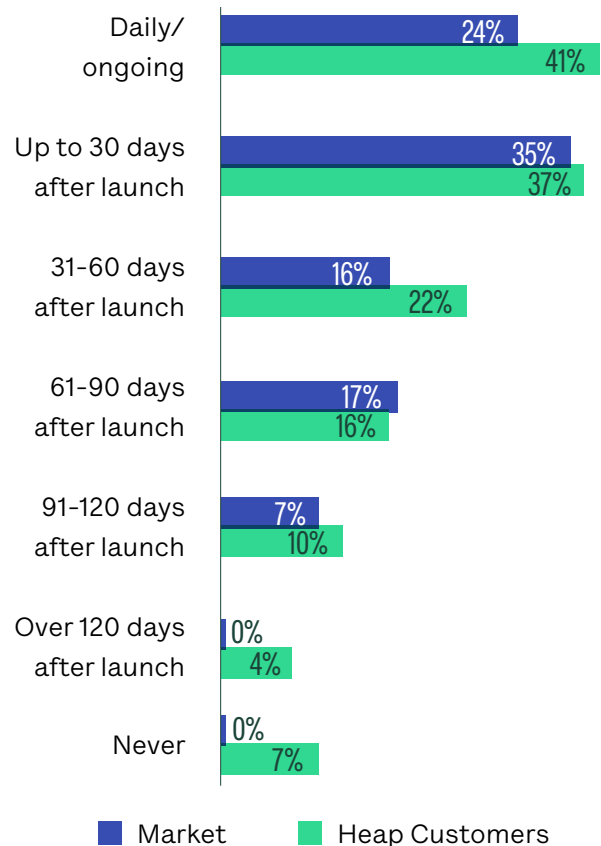
One of the key things our survey asked was about feature delivery. Are teams considering more than just whether their feature shipped or not?

The real point is to make something people use, and which brings in revenue for your business. The only way you can do this is to set up hypotheses, measure the results, and see what happens.

**The best metrics focus on the effects of a given feature:** Did it perform as expected? Why or why not? What's causing any friction? What should we change about it?

**What we found:** Of the teams that track launches, the ones who aren't checking regularly lose momentum after the first month. After 90 days, effort dwindles significantly. →

HOW OFTEN AFTER LAUNCH DO YOU EVALUATE YOUR FEATURES' PERFORMANCES?



**The takeaway:**  
**Data for the win!**

Heap users apparently track launches more consistently and for longer periods of time than do most teams in the general market. This suggests that having data at their fingertips incentivizes teams to use it creatively.

# There's simply no downside to becoming data-driven.

## Q: What's the difference between Outcome and Output?

A big part of becoming data-driven is learning to prioritize outcomes over outputs. It's a powerful distinction!

**Output** refers to the information generated by a process or system, like statistical figures, charts, or raw data.

**Outcome** refers to the results achieved by using that information. For example, if your goal is improving customer satisfaction, the outcome could be increased customer loyalty and positive changes in customer behavior.

Output is what you produce, while outcome is the results you produce with the output in service of a specific context or goal.

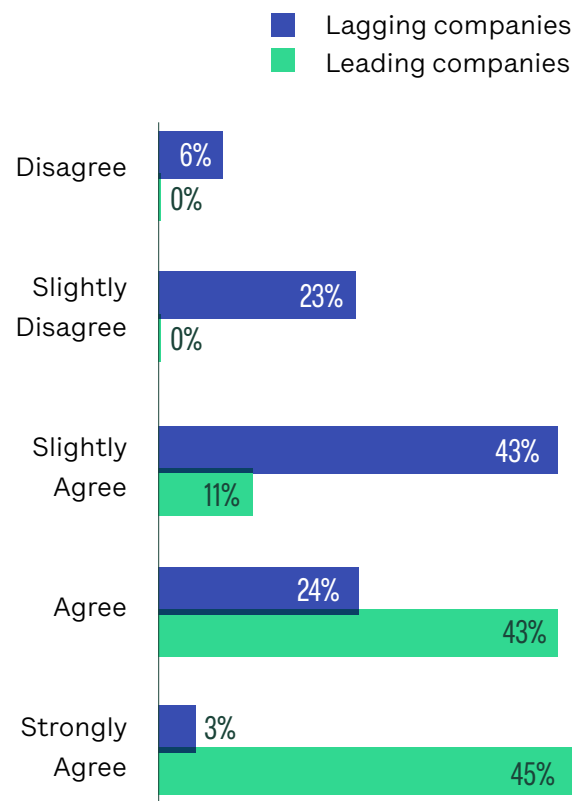
One way to make sure you're tracking performance after you launch: use a worksheet like our [After-Action Report](#).

### INSIGHT

*The most successful teams judge project success by both impact and delivery time frame so they can deliver proven business value.*

Here's a chart from our report on [Data Maturity](#) and business success:

### PROJECT SUCCESS IS LARGELY JUDGED ON WHETHER PROJECT DELIVERY TIMELINES ARE MET.



**What we found:** The chart reveals a very interesting story about leaders and laggards.



## Interested in more insights like this?

We ran a deep dive into how digital experience teams work. And all of our data is available to you! Get your copy of [Data Decoded: The Heap Digital Insights Report 2023](#).