Welcome to the help guide for Optimizely Full Stack.

**Full Stack** allows product teams to run experiments anywhere in your technology stack. You can deploy code behind feature flags, experiment with A/B tests, and rollout or rollback features immediately. All of this functionality is available with zero performance impact via easy-to-use SDKs.

Want to get started building and running experiments, and learning from your results? Check out our Full Stack documentation for in-depth coverage of every stage of the Full Stack experimentation lifecycle. Or start with a six-minute Full Stack demo.

Get started with our SDKs:

- **Python**
- **Java**
- **Ruby**
- **PHP**
- **C#**
• **Node**
• **JavaScript**
• **Objective-C**
• **Swift**
• **Android**

Check out our developer docs for everything you need to know about the Full Stack [SDK](#).

**Meet Optimizely Full Stack**

[Watch a webinar](#) about the benefits of unified server and client-side testing, why you should experiment throughout the product lifecycle, and how to test applications developed with Python, Java, Ruby, Node, PHP, JavaScript.

Read our [whitepaper on feature flagging](#) to learn on how to ship products faster, with less risk and more control.

Wondering about the basic differences between X Web and Full Stack? Check out our article on [X Web to Full Stack migration](#) to learn what to expect after you’ve made the switch.

**Setup**

• [Review the core concepts](#) to find out what Full Stack is all about.

• What is the [datafile](#), and why is it so important?

• Find out how to create and manage [Full Stack environments](#).
Define & debug experiments

- Design and run [A/B tests](#) and [feature tests](#).
- What’s the difference between feature flags and feature variables?
- Define your [audiences and attributes](#).
- Roll out and roll back features to subsets of your customers.
- Fine-tune your experiments by [previewing your experiment variations](#).
- Learn how to use [forced bucketing](#) and [whitelisting](#).
- Here’s how to do troubleshooting for Full Stack.

Get results

- Learn how to [read and analyze the Results page](#).
• **Choose the right metrics** for your experiment.

• Find out how to integrate external analytics platforms, like Google Analytics or Amplitude.

Best practices

• Learn how to leverage **CDNs**.

• Find out how [datafile versioning and management](#) works in Full Stack.

• Here's how to work with **microservices**.

• Add staging environments to your projects for QA.