View Experience Metrics

When you're creating an experience, you define its goals in the **WHY** settings. In defining the goals, you define the following:

- The key performance indicator (KPI) that you want to focus on in the experience
- The level required (90%, 95%, 99%) to reach confidence

Monetate can notify you when each KPI reaches confidence within an experience. If you've chosen to automatically push winning tests to 100% of site traffic, the platform does so when the following are achieved:

- The experience reaches the selected confidence level for one or more of the selected goals and metrics
- The experience goal reaches confidence with positive or neutral results
- The experience has no negative lift for any metric with statistical confidence

To enable this setting for an experience, click the additional options menu (**...**) in Experience Editor, and then click **Configure Auto-promotion**.

See Enable Auto-Promotion for Experiences for more information.

Accessing an Experience's Metrics Results

Follow these steps to access metrics results for an experience.

1. Click **ANALYTICS** in the top navigation bar, and then select **Experience Results**.

2. Search for the experience's entry on the Experience Analytics list page.

3. Click the experience's name.

The Experience Results page opens on the **Metrics** tab unless the experience hasn't been active for at least 24 hours. In that situation, the **Real-Time Counts** tab opens. See Real-Time Counts to review what data appears on that tab.

The Metrics Tab

The **Metrics** tab of the Experience Results page displays information about the performance of each metric included in the experience.

Monetate reports statistical confidence for each KPI within an experience rather than at the experience level

itself. Experience level confidence offers little insight to marketers for some metrics, such as New Visitors, because the sample size for an experience may be larger than that of the KPI. By default, the experience results displays the cumulative results of the experience.

To view a line graph with a breakdown of the experiment and control for any metric in the experience, select an option from **and considering**. Select an option from **Over the period of** to change the date range for the results graphed.
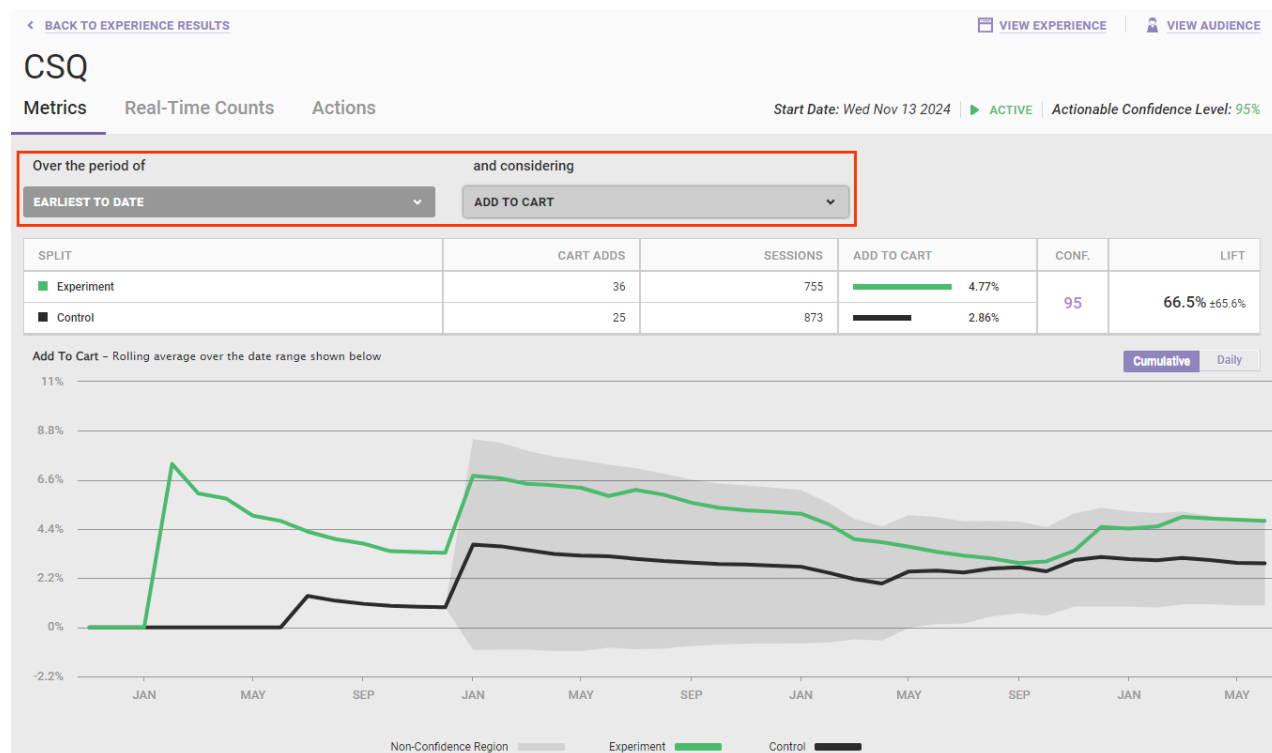
The graph is broken into three distinct parts: the dark shaded non-confidence region, a green experiment line, and a black control line. The non-confidence region is widest where there are the fewest samples and the highest level of variance in the data. If the experiment line is completely contained inside the gray non-confidence region, the metric has not yet reached a confidence of 95%. When the experiment line breaks out of the non-confidence region, either positively or negatively, the metric has reached at least 95% confidence.

Actionable Results and Pending Tables

If not all the metrics have achieved 95% statistical confidence, then the **Metrics** tab is divided into the Actionable Results table and the Pending table. The Actionable Results table contains those metrics that have reached confidence, and the Pending table contains those metrics that haven't yet reached confidence.

Actionable Results

These metrics have reached 95% confidence and therefore can be used in making decisions about this experience.

VIEW RAW DATA ⌄

METRIC		TOTAL	SESSIONS	VALUES		CONF.	LIFT
🏷 Average Order Value ⍰	Experiment	$99,196.60	18,863	▬▬▬	$5.26	99	6.6% ±1.9%
	Control	$93,057.42	18,863	▬▬▬	$4.93		
Goal Metric ⏚ Conversion Rate ⍰	Experiment	2,223.718	18,863	▬▬▬	11.79%	96	6.4% ±5.8%
	Control	2,090.342	18,863	▬▬▬	11.08%		

Pending

More time/confidence is needed before these metrics should be used to make decisions about this experience.

METRIC		TOTAL	SESSIONS	VALUES		CONF.	LIFT
🏗 Cart Abandonment ⍰	Experiment	5,186.409	18,863	▬▬▬	27.50%	1+ Years	-1.9% ±3.2%
	Control	5,284.613	18,863	▬▬▬	28.02%		
🏹 Bounce Rate ⍰	Experiment	2,910.374	18,863	▬▬▬	15.43%	1+ Years	-2.2% ±4.6%
	Control	2,974.847	18,863	▬▬▬	15.77%		
👤+ New Visitor Conversion ⍰	Experiment	1,721.509	18,863	▬▬▬	9.13%	1+ Years	2.8% ±6.5%
	Control	1,674.504	18,863	▬▬▬	8.88%		
🖺 Revenue Per Session ⍰	Experiment	$58,854.80	18,863	▬▬▬	$3.12	1+ Years	9.4% ±22.4%
	Control	$53,820.40	18,863	▬▬▬	$2.85		
👁 Average Page Views ⍰	Experiment	165k	18,863	▬▬▬	8.75	1+ Years	-3% ±22.1%
	Control	170k	18,863	▬▬▬	9.02		
🛒 Add To Cart ⍰	Experiment	4,310.98	18,863	▬▬▬	22.85%	1+ Years	0.5% ±3.7%
	Control	4,289.33	18,863	▬▬▬	22.74%		
🕐 Average Time On Site ⍰	Experiment	81d	18,863	▬▬▬	6m 12s	1+ Years	1.4% ±29.6%
	Control	80d	18,863	▬▬▬	6m 7s		
🖹 Testing Change Name for Propagation. ⍰	Experiment	24,949	18,863	▬▬▬	132.26%	? Days	4.4%
	Control	23,897	18,863	▬▬▬	126.69%		

The Pending table includes the time to reach confidence for each metric.

Metrics for Experiences with Splits

The analytics displayed on the **Metrics** tab for an experience with splits compares the control group with each individual split independently.

Free Shipping with Splits

Metrics   Real-Time Counts   Actions   *Start Date:* Sun May 05 2024 | ▶ ACTIVE | Actionable Confidence Level: 90%

Over the period of	and considering	and comparing
EARLIEST TO DATE ⌄	ALL METRICS ⌄	ALL SPLITS ⌄

22,978 total sessions
were part of this experience ⑦

- 🟩 33% **A** 7,583 sessions
- 🟩 33% **B** 7,583 sessions
- 🟦 17% **A-Control** 3,906 sessions
- 🟦 17% **B-Control** 3,906 sessions

Actionable Results

These metrics have reached 90% confidence and therefore can be used in making decisions about this experience.

VIEW RAW DATA ⌄

| METRIC	BEST SPLIT ⑦	TOTAL	SESSIONS	VALUES		CONF.	LIFT
🏷 Average Order Value ⑦	A	$100,642.10	15,158	▬▬▬▬	$6.64	99	**24.9%** ±1.9%
	A-Control	$41,527.06	7,813	▬▬	$5.32		
📊 Conversion Rate ⑦	B	1,961.128	15,158	▬▬▬	12.94%	99	**22.9%** ±6.9%
Goal Metric	B-Control	822.752	7,813	▬▬▬	10.53%		
🛒 Add To Cart ⑦	B	3,489.681	15,158	▬▬▬▬	23.02%	95	**5.3%** ±4.4%
	B-Control	1,708.752	7,813	▬▬▬▬	21.87%		

Pending

More time/confidence is needed before these metrics should be used to make decisions about this experience.

METRIC	BEST SPLIT	TOTAL	SESSIONS	VALUES		CONF.	LIFT
〰 Bounce Rate ⑦	A	2,142.78	15,158	▬▬▬	14.14%	1+ Years	-3.4% ±5.5%
	A-Control	1,143.28	7,813	▬▬▬	14.63%		
📄 Revenue Per Session ⑦	B	$49,308.93	15,158	▬▬▬	$3.25	1+ Years	17.5% ±27.9%
	B-Control	$21,628.48	7,813	▬▬	$2.77		
👤+ New Visitor Conversion ⑦	A	1,335.07	15,158	▬▬▬	8.81%	1+ Years	3.9% ±7.6%
	A-Control	662.003	7,813	▬▬▬	8.47%		
🕐 Average Time On Site ⑦	B	56d	15,158	▬▬▬	5m 18s	1+ Years	-16.4% ±32.2%
	B-Control	34d	7,813	▬▬	6m 20s		
🛍 Cart Abandonment ⑦	A	4,150.306	15,158	▬▬▬▬	27.38%	1+ Years	1.1% ±3.8%
	A-Control	2,116.822	7,813	▬▬▬▬	27.09%		
👁 Average Page Views ⑦	A	125k	15,158	▬▬▬	8.23	1+ Years	-4.8% ±27.1%
	A-Control	68k	7,813	▬▬▬	8.65		
🗒 Testing Change Name for Propagation. ⑦	A	19,585	15,158	▬▬▬▬	129.21%	? Days	6.6%
	A-Control	9,473	7,813	▬▬▬	121.25%		

To view the graph for an individual metric's performance, first select it from **and considering**. Next, select an option from **and comparing** if you want the graph to show the comparison of some combination of splits.
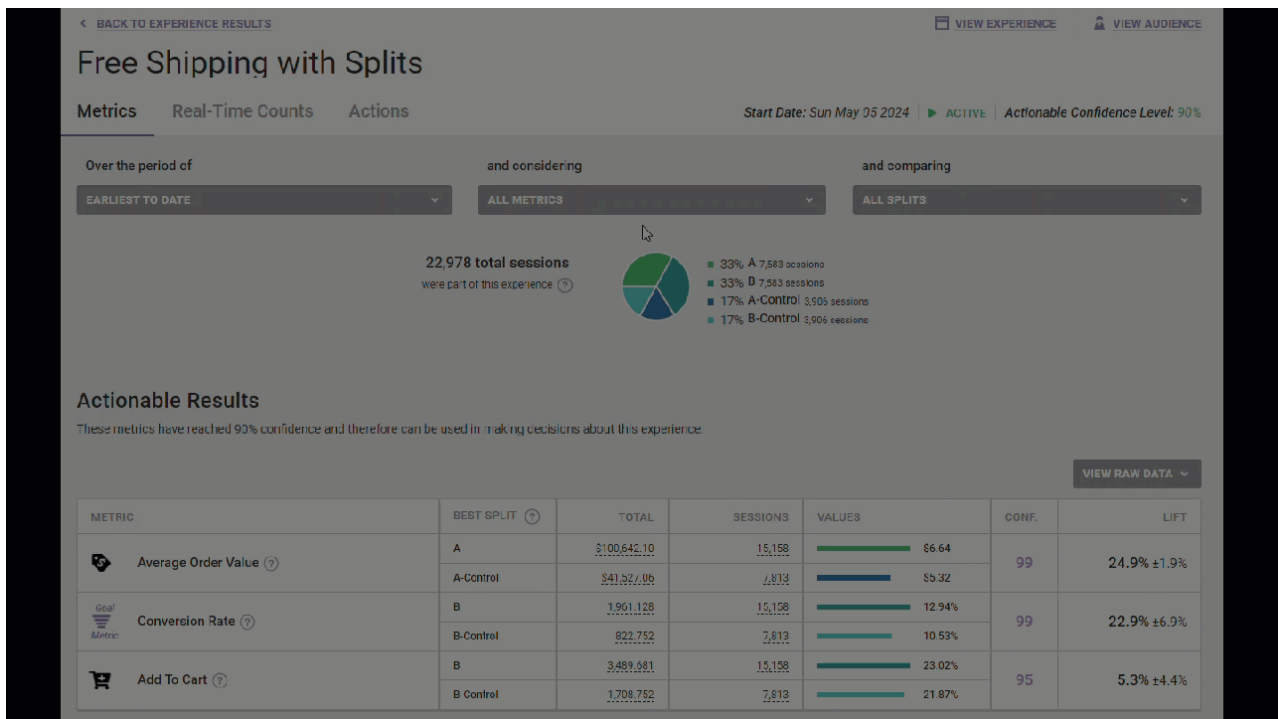
The default view is the cumulative average over time of how the metric has performed. Click **Daily** above the graph to view the daily values.
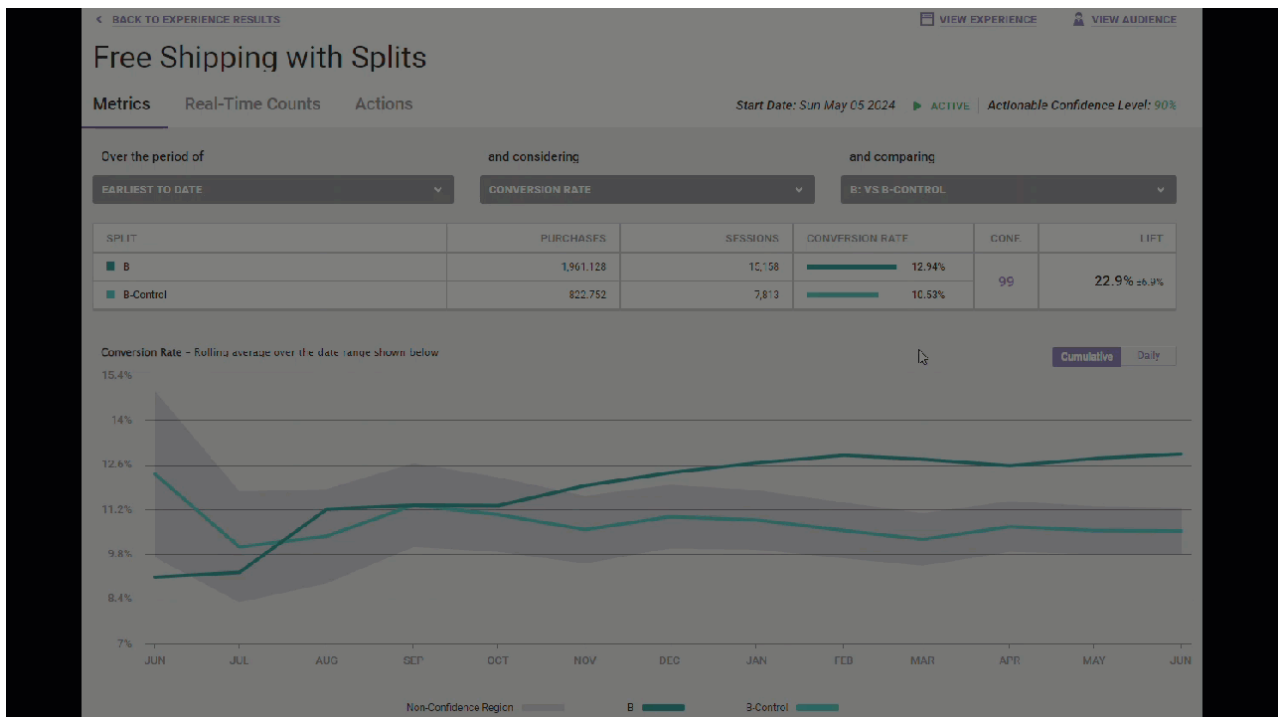
You can change the time range of the data charted by selecting an option from **Over the period of**.