

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**.

BACK TO WEB EXPERIENCES VIEW ANALYTICS

Valentine's Day Free Shipping ACTIVATE PREVIEW DUPLICATE ...

TEST | **DRAFT** | Created: Feb 10 2023, 1:04 PM

+ ADD TAGS

WHY to measure Revenue per session versus control

WHO For all visitors

WHAT A show Basic Lightbox 50%
- Control 50%

Traffic allocation: EVEN ALLOCATION

WHEN from Feb 11 2023, 12:00 PM to Feb 14 2023, 11:59 PM

- View Experience History...
- Third-Party Analytics...
- Notes...
- Import Actions...
- Export Actions
- Promote Experience
- Configure Auto-promotion...**
- Estimated RPS Value...
- Administrator Lock
- Delete

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**.

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DASHBOARD EXPERIENCES AUDIENCES COMPONENTS DATASETS **ANALYTICS**

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- Experience Results**
- Session Stream
- Global Recommendations Report
- Custom Reports

Showing experiences and account analytics from 30 DAYS

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

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Experience Analytics

search by name or type 🔍

current | x active | x

NAME ▾	STATUS	MODIFICATION ▾	TIME
Auto Event	▶ ACTIVE	Jun 5 2023, 9:28 AM	
Browser test	▶ ACTIVE	Jun 7 2023, 5:31 AM	
Geo Location	▶ ACTIVE	Jun 5 2023, 9:29 AM	

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.

< BACK TO EXPERIENCE RESULTS VIEW EXPERIENCE VIEW AUDIENCE

Holiday Shipping Promo

Metrics Real-Time Counts Actions Start Date: Thu Dec 12 2024 ▶ ACTIVE Actionable Confidence Level: 95%

Over the period of **EARLIEST TO DATE** and considering **ALL METRICS**

7,914,564 total sessions were part of this experience 100% Experiment 7,914,564 sessions

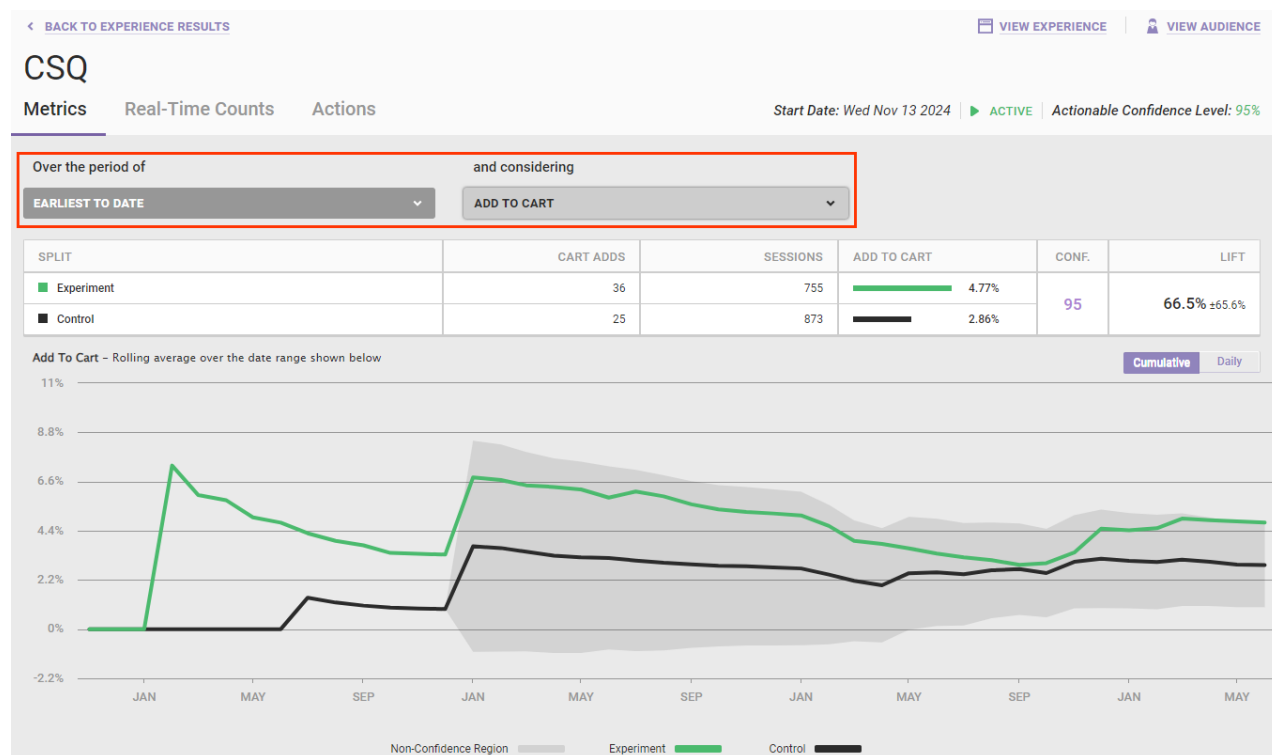
[VIEW RAW DATA](#)

METRIC	TOTAL	SESSIONS	VALUE
📊 Conversion Rate [?]	51,804	7,914,564	0.65%
👤 New Visitor Conversion [?]	30,884	5,777,747	0.53%
🛒 Add To Cart [?]	311,175	7,914,564	3.93%
🗑️ Cart Abandonment [?]	259,371	311,175	83.35%
🏹 Bounce Rate [?]	3,172,634	7,914,564	40.09%
💰 Revenue Per Session [?]	\$7,250,692.00	7,914,564	\$0.92
📦 Units Per Transaction [?]	257,350	53,411	4.8
👁️ Average Page Views [?]	44.3M	7,914,564	6
🕒 Average Time On Site [?]	13758d	7,914,564	2m 30s
👛 Average Order Value [?]	\$7,250,692.00	53,411	\$135.75

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




















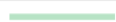


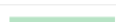

These metrics have reached 95% confidence and therefore can be used in making decisions about this experience.

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		
 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 **EARLIEST TO DATE** and considering **ALL METRICS** and comparing **ALL SPLITS**



Actionable Results

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

[VIEW RAW DATA](#)

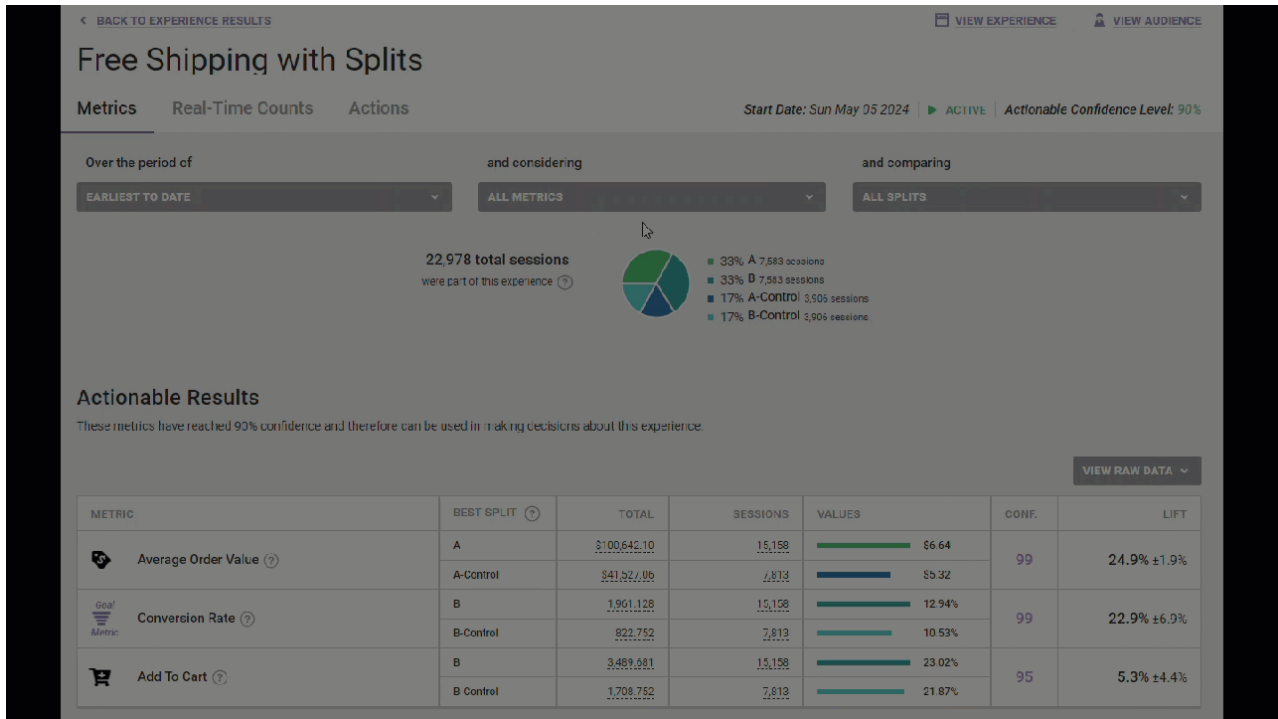
METRIC	BEST SPLIT	TOTAL	SESSIONS	VALUES	CONF.	LIFT
Average Order Value	A	\$100,642.10	15,158	\$6.64	99	24.9% ±1.9%
	A-Control	\$41,527.06	7,813	\$5.32		
Conversion Rate	B	1,961,128	15,158	12.94%	99	22.9% ±6.9%
	B-Control	822,752	7,813	10.53%		
Add To Cart	B	3,489,681	15,158	23.02%	95	5.3% ±4.4%
	B-Control	1,708,752	7,813	21.87%		

Pending

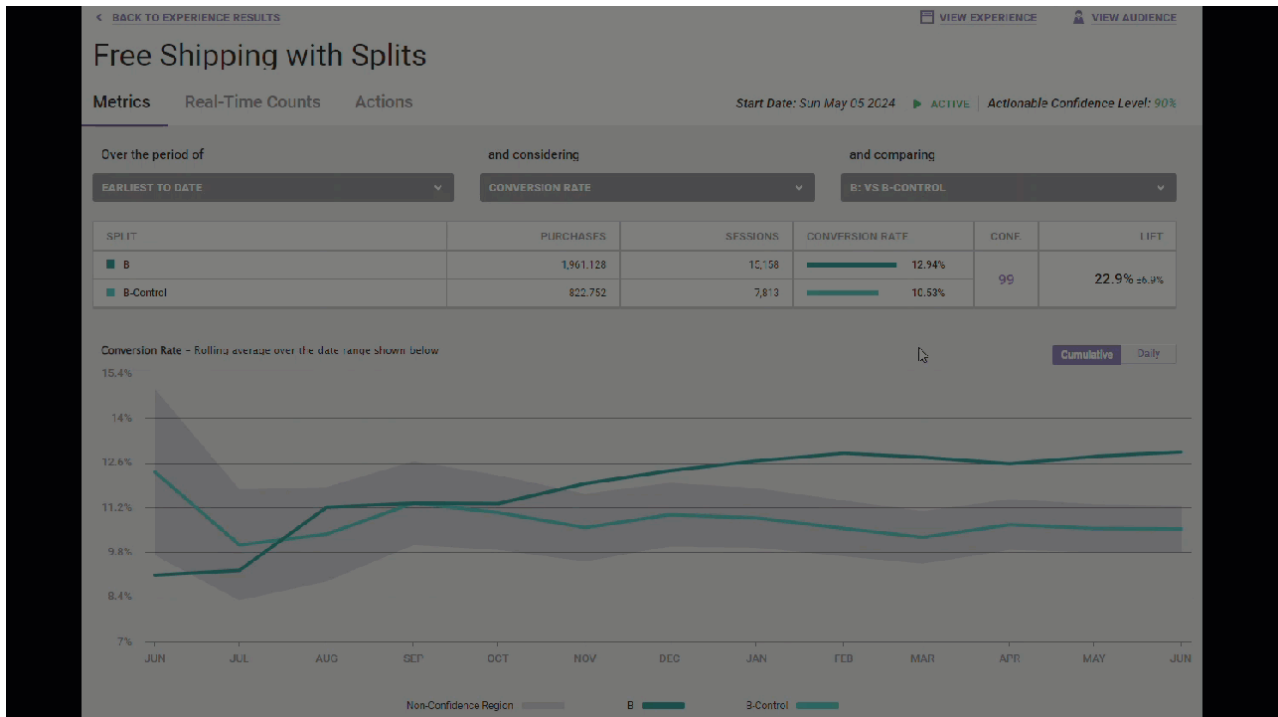
More time/confidence is needed before these metrics should be used to make decisions about this experience.

METRIC	BEST SPLIT	TOTAL	SESSIONS	VALUES	CONF.	LIFT
Bounce Rate	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	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	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	B	56d	15,158	5m 18s	1+ Years	-16.4% ±32.2%
	B-Control	34d	7,813	6m 20s		
Cart Abandonment	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	A	125k	15,158	8.23	1+ Years	-4.8% ±27.1%
	A-Control	68k	7,813	8.65		
Testing Change Name for Propagation	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**.