

# View Tracked Actions in Experience Results

The information available on the **Actions** tab of a Web experience's results you how site visitors interact with content modified by the actions in that experience.

This table contains the specific interactions that Monetate tracks for various action types.

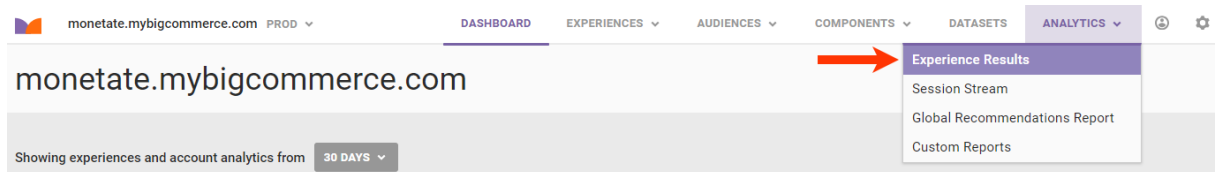
Action Type	Interactions Tracked
Insert Countdown Timer	Impressions
Insert Image	Impressions, clicks, and click zone clicks
Insert HTML	Impressions
Insert Lightbox	Impressions and clicks
Insert Background Image	Impressions and clicks
Edit HTML	Impressions
Endcap	Impressions and clicks
Show Element	Impressions

You don't need to change any settings or make other adjustments for the platform to track and report these interactions.

## Accessing an Experience's Action-Tracking Results

Follow these steps to access the real-time counts 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.
4. Click **Actions**.

The **Actions** tab is inaccessible until the experience has been active for 24 hours.

## The Actions Tab

Depending on the experience's configuration, the **Actions** tab can display two metrics:

- **Impressions:** The number of times the action was shown to a site visitor. Monetate counts each page load on which the action displays.
- **Clicks:** The number of times a site visitor clicked the action. Monetate counts each click of the action.

The default lookback period is **Earliest to date**. You can change the range by selecting an option from **Over the**

period of.

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## Free Shipping Banner

Metrics Real-Time Counts **Actions** Start Date: Mon Nov 18 2024 | ACTIVE | Actionable Confidence Level: 95%

Track site visitors' interactions with content modified by Monetate actions.  
*Note: Actions never run in a control group; lift does not apply.*

Over the period of **EARLIEST TO DATE** and comparing **ALL ACTIONS**

Experiment 35,754 sessions Display **SESSION III** counts

**Insert Banner** IMAGE

If the experience contains splits, the counts by split appear by default. To change this view, configure the options in the associated selector accordingly.

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## Free Shipping with Splits

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

Track site visitors' interactions with content modified by Monetate actions.  
*Note: Actions never run in a control group; lift does not apply.*

Over the period of **EARLIEST TO DATE** and comparing **ALL SPLITS**

A 7,651 sessions Display **SESSION III** counts

**Insert Banner** IMAGE

If the experience contains multiple actions, by default the counts from all actions appear. To change this view, configure the options in the associated selector accordingly.

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## Free Shipping with Splits

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

Track site visitors' interactions with content modified by Monetate actions.  
*Note: Actions never run in a control group; lift does not apply.*

Over the period of **EARLIEST TO DATE** and comparing **ALL SPLITS**

A 7,651 sessions Display **SESSION III** counts

**Insert Banner Below Nav** IMAGE

Insert Banner Below Nav

Switch between session counts and total counts by clicking **Display**.

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## Free Shipping with Splits

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

Track site visitors' interactions with content modified by Monetate actions.  
*Note: Actions never run in a control group; lift does not apply.*

Over the period of **EARLIEST TO DATE** and comparing **ALL SPLITS** and comparing **ALL ACTIONS**

Display **SESSION** counts

A session count is the number of users for which the action was tracked, and the total count is the total number of times the action was tracked. For example, if the action was tracked nine times but three of those times were by the same user, then the total count is nine and the sessions count is seven.

**i** Action tracking is based on the Monetate session. See [The Monetate Session](#) for more information about what defines a session.

Tracking occurs and is reported at both the action level and the input level. Action-level tracking occurs any time a visitor views or clicks an action. Input-level tracking is associated with tracking the specific image and the associated click zones.

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## CSQ

Metrics Real-Time Counts **Actions** Start Date: Wed Nov 13 2024 | ACTIVE | Actionable Confidence Level: 95%

Track site visitors' interactions with content modified by Monetate actions.  
*Note: Actions never run in a control group; lift does not apply.*

Over the period of **EARLIEST TO DATE** and comparing **ALL ACTIONS**


Experiment **20,554 sessions** Display **SESSION** counts

### Replace HP Hero IMAGE

Replace HP Hero

**53,628**  
Impressions

ACTION EVENT	COUNT
click	52,083



Main\_Hero.jpg

INPUT EVENT	COUNT
<b>Total Clickzone Clicks</b>	<b>254,770</b>
Eyewear	53,699
Mens	54,291
Sale	43,290
Womens	51,177
Shoes	52,313

If the action contains an image with click zones, you can view the specific area of the image linked to each click-zone click. Place your mouse pointer on the click zone name in the INPUT EVENT table, and the area of the image that corresponds to that click zone is highlighted.

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# CSQ

Metrics   Real-Time Counts   **Actions**

 Start Date: Wed Nov 13 2024 | ▶ ACTIVE | Actionable Confidence Level: 95%

Track site visitors' interactions with content modified by Monetate actions.  
*Note: Actions never run in a control group; lift does not apply.*

Over the period of EARLIEST TO DATE and comparing ALL ACTIONS

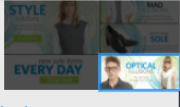
Experiment 20,554 sessions Display SESSION III counts

## Replace HP Hero IMAGE

Replace HP Hero

53,628  
Impressions

ACTION EVENT	COUNT
click	52,083



*Main\_Hero.jpg*

INPUT EVENT	COUNT
Total Clickzone Clicks	254,770
Eyewear	53,699
Mens	54,291
Sale	43,290
Womens	51,177
Shoes	52,313

## Editing Experiences with Action Tracking

You may affect analytics for action tracking if you make changes to an action used in a live experience. If you have an experience running that has collected action tracking metrics and then you change an element of that experience, action tracking is affected in the following circumstances:

- If you change an HTML action, all custom HTML action event counts reset to zero.
- If you change the image, the input level numbers reset to zero, but the action level numbers remain the same.
- If you change the name of a click zone, the name of the click zone updates and none of the counts will reset.
- If you add a click zone, the additional click zone is added and starts at zero, but the existing click zones continue and retain their existing counts.

## Tracking Events on Other Actions

You can track clicks within HTML content added through Edit or Insert HTML Actions with the Custom Event API. Submit a support ticket using the Monetate Technical Support portal ([support.monetate.com](https://support.monetate.com)) if you have any questions about tracking other actions.