

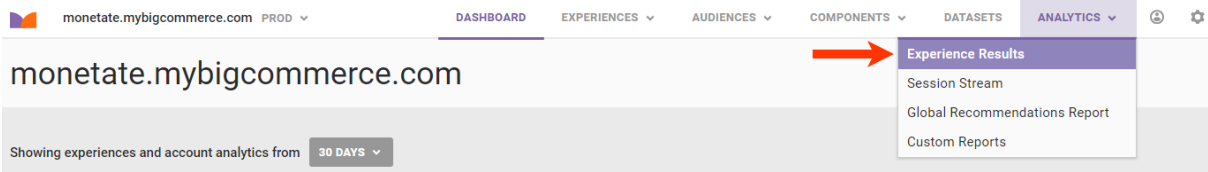
Export Experience Results Data

Exporting experience results allows you to save the raw data for an experience (by day) to your computer for further analysis. You can download the raw data from an experience's results as a comma-separated values (CSV) file or display it as an HTML table in your browser.

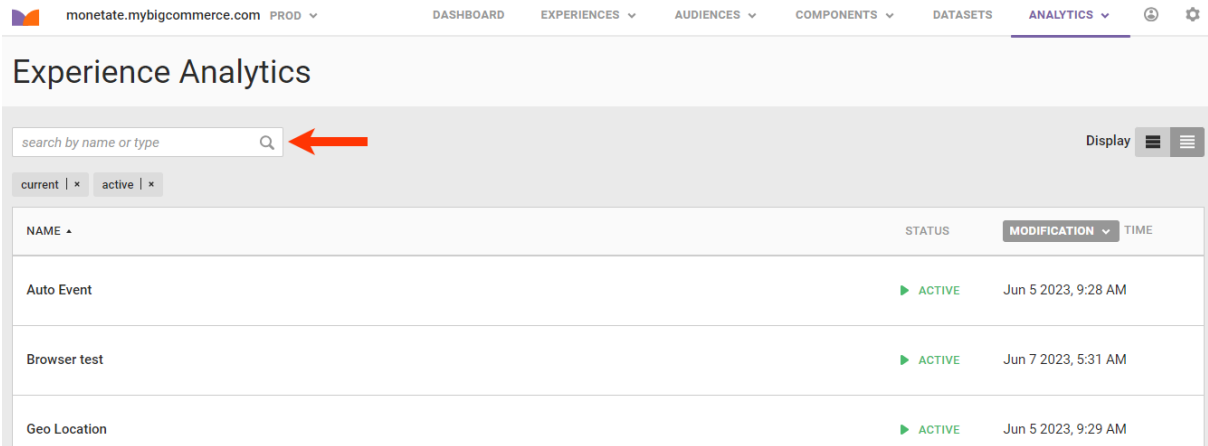
Downloading the CSV File

Follow these steps to download the raw data from an experience's results as a CSV file.

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.

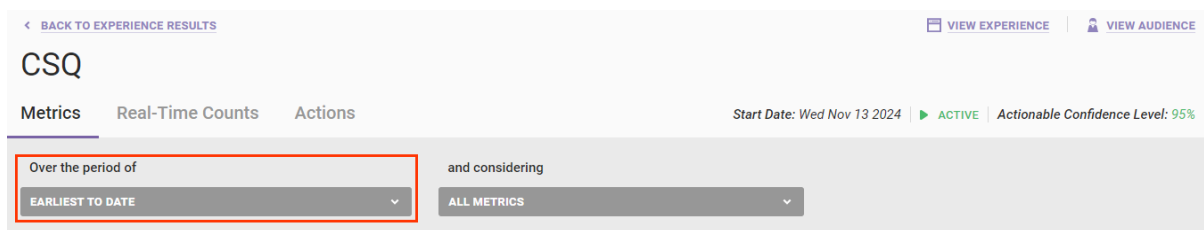


3. Click the experience's name to open its Experience Results page.

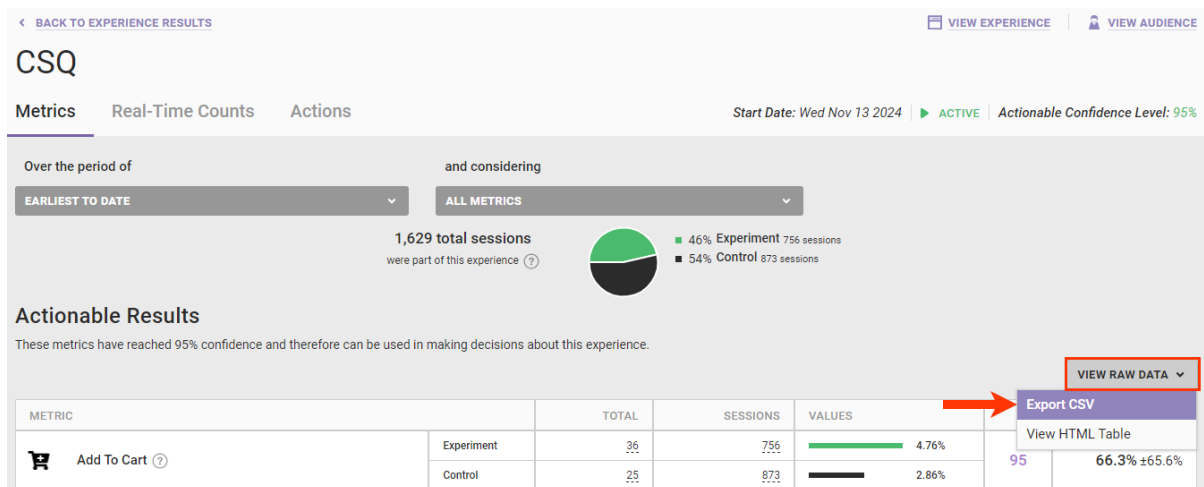
! The Experience Results page opens on the **Metrics** tab unless the experience hasn't been active for 24 hours. If the Experience Results page opens instead on the **Real-Time Counts** tab, then you cannot download a CSV report. See [Real-Time Counts](#) to review what data appears on that tab.

4. If necessary, adjust the lookback period by selecting an option from **Over the period of**.

i You cannot generate a report that contains only one metric's data. Therefore, you cannot select a different option from **and considering**.



5. Click **VIEW RAW DATA** and then select **Export CSV**.

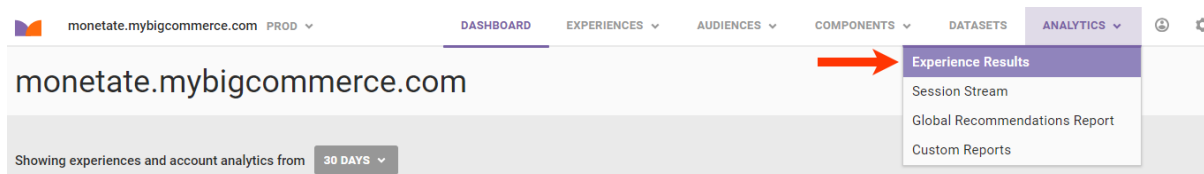


The CSV file downloads to the default file download location that you have set in your browser settings.

Viewing the HTML Table

Follow these steps to view the raw data from an experience's results as an HTML table.

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.

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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	

- Click the experience's name to open its Experience Results page.

! The Experience Results page opens on the **Metrics** tab unless the experience hasn't been active for 24 hours. If the Experience Results page opens instead on the **Real-Time Counts** tab, then you cannot download a CSV report. See [Real-Time Counts](#) to review what data appears on that tab.

- If necessary, adjust the lookback period by selecting an option from **Over the period of**.

i You cannot generate a table that contains only one metric's data. Therefore, you cannot select a different option from **and considering**.

< BACK TO EXPERIENCE RESULTS VIEW EXPERIENCE VIEW AUDIENCE

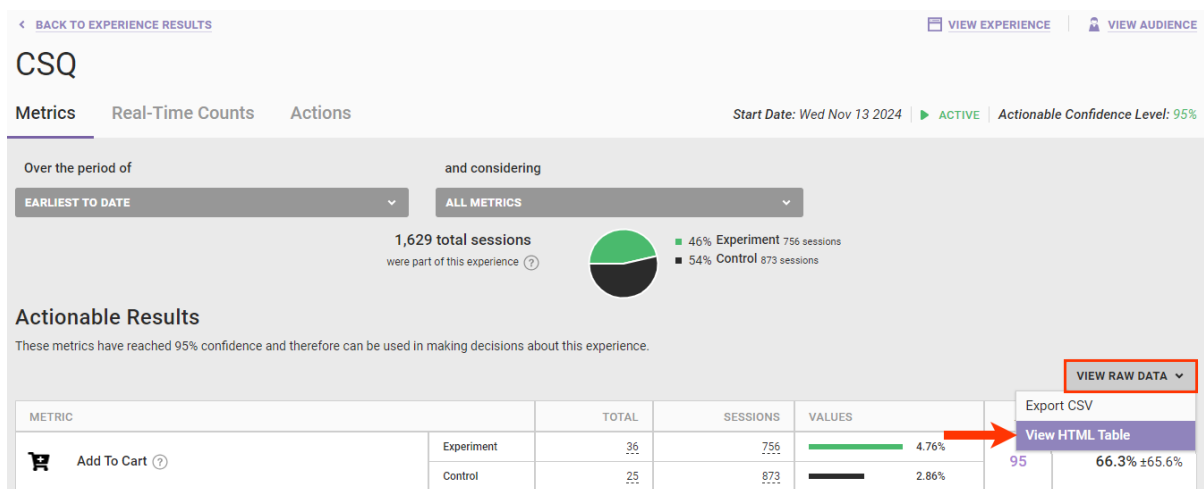
CSQ

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

Over the period of and considering

EARLIEST TO DATE ALL METRICS

- Click **VIEW RAW DATA** and then select **View HTML table**.



The HTML table opens in the same browser tab in which you open Monetate. Click **BACK TO FORMATTED ANALYTICS** to return to the Experience Results page.

CSQ

DATE	CONVERSION RATE			NEW VISITOR CONVERSION			ADD TO CART			CART ABANDONMENT			BOUNCE RATE	
	LIFT	EXPERIMENT	CONTROL	LIFT	EXPERIMENT	CONTROL	LIFT	EXPERIMENT	CONTROL	LIFT	EXPERIMENT	CONTROL	LIFT	EXPERIMENT

Understanding Totals and Raw Totals

You may notice a substantial difference between the Totals and Raw Totals metrics in exported data. Totals refers to the number of unique users who interacted at least once with an event on your page, and Raw Totals refers to the total number of interactions with an event on your page.

For example, if a site visitor clicks the same button on your site 12 times during the same session, here's how that data is reported:

- **Button Click Total:** 1
- **Button Click Raw Total:** 12