

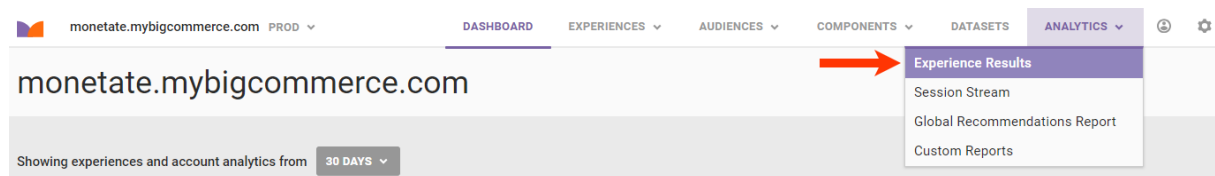
# Automated Personalization Experience Results

Automated Personalization experiences focus on goal metric performance. Performance data is available as soon as [sessions](#) included in the experience end, which occurs after customers are inactive for at least 30 minutes.

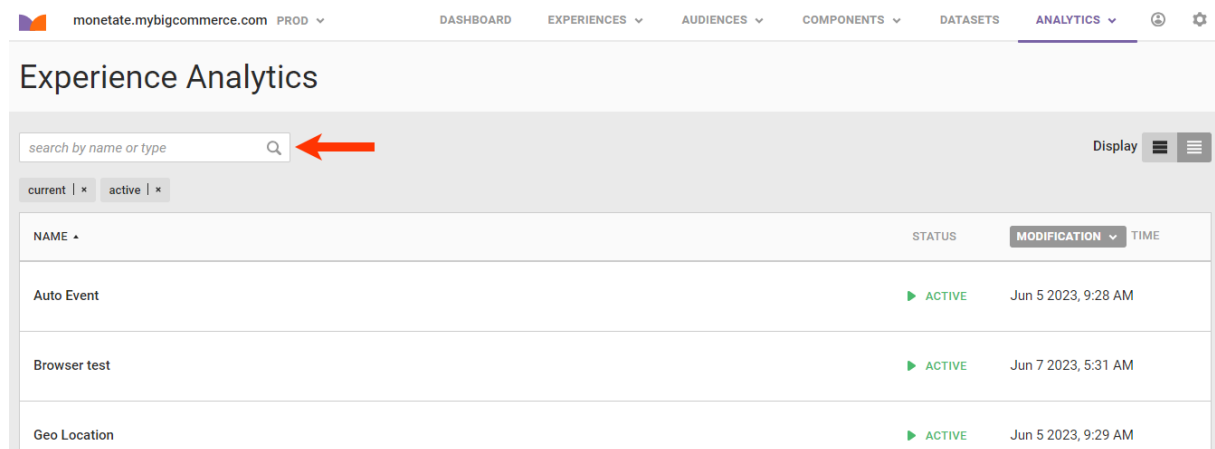
## Accessing an Experience's Performance Results

Follow these steps to access the performance results for an Automated Personalization 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 **Real-Time Counts** tab until the experience has data from at least one session to report. Thereafter, it opens on the **Performance** tab. New data is available every minute by refreshing the page.

See [Real-Time Counts](#) to understand what information about the Automated Personalization experience appears on that tab. See [Automated Personalization Experience Engine Insights](#) to learn more about the information that appears on the **Engine Insights** tab.

If the experience includes a recommendations action, then the **Recommendations** menu appears next to the **Real-Time Counts** tab. Refer to [Experience-Level Reports](#) in [Product Recommendations Reports](#) for more information about the report option available.

# Performance Tab

The experience's goal metric appears at the top left of the **Performance** tab. At the top right of the tab is the experience's run time.

BACK TO EXPERIENCE RESULTS | VIEW EXPERIENCE | VIEW AUDIENCE

## Homepage Product Recs

Performance | Engine Insights | Real-Time Counts | Recommendations | Start Date: January 19, 2023

★ Goal Metric: HP Product Rec Click | Run Time: 5 months 25 days 1 hour

Has the Engine learned enough to improve HP Product Rec Click?

NO | MAYBE | YES | Currently, there's a 99.9% Chance Intelligent 1:1 Assignment is better than Random.

↑5.79% <small>+/- 2.93%</small> 1:1 ASSIGNMENT LIFT OVER RANDOM	+6 GOAL EVENTS / DAY MORE THAN RANDOM	+1,036 TOTAL GOAL EVENTS MORE THAN RANDOM
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The tab contains three sections. The first focuses on the goal metric. The second focuses on the ongoing performance of the experience. The third reports data for all metrics.

## Has the Engine Learned Enough to Improve the Goal Metric?

The first section answers the question "Has the Engine learned enough to improve [goal metric]?" and provides the relevant data to back up the answer.

## Homepage Product Recs

Performance | Engine Insights | Real-Time Counts | Recommendations | Start Date: January 19, 2023

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What should I do next?

VARIANTS (2)	VARIANT ASSIGNMENT	HP PRODUCT REC CLICK	SESSIONS	RATE	CURRENT CHANCE IS BETTER
A	80% Intelligent 1:1 Assignment	18,927	260,101	7.28%	99.9%
B	20% Random Assignment	4,476	65,071	6.88%	0.1%

That data includes the following:

- The percentage of lift that the one-to-one assignment performed over the holdout
- The cumulative total goal events the one-to-one assignment had over the holdout
- The relative impact, which estimates the raw number of goal events gained or lost as a result of the experience's performance over the holdout and is calculated by dividing the cumulative additional goal events more than the holdout by the experience's run time to arrive at the average additional goal events the experience gained or lost per day

You shouldn't attribute the relative impact to a single experience because customers could have interacted with other experiences on your site.

## Chance Intelligent Assignment Is Better Percentage Categories

The percentage chance that the one-to-one assignment is better is categorized as follows:

- **Very High:** 95–99.9%
- **High:** 75–94.9%
- **Medium:** 50–74.9%
- **Low:** 0–49.9%

If the percentage chance falls into the High or Very High category, then the answer to the question "Has the Engine learned enough to improve [goal metric]?" is "Yes." Click **What should I do next** that appears under the cumulative total of goal events for suggested next steps.

The screenshot shows a dashboard titled "Homepage Product Recs" with navigation tabs for Performance, Engine Insights, Real-Time Counts, and Recommendations. The "Start Date" is January 19, 2023. The main goal metric is "HP Product Rec Click" with a "Run Time" of 5 months 25 days 1 hour. The central question is "Has the Engine learned enough to improve HP Product Rec Click?" with three radio buttons: NO, MAYBE, and YES (selected). Below the question, it states "Currently, there's a 99.9% Chance Intelligent 1:1 Assignment is better than Random." Three key statistics are displayed: a 5.79% lift (up from 2.93%) for 1:1 assignment, +6 goal events per day, and +1,036 total goal events. A red arrow points to a "What should I do next" link. Below this, a section titled "Here are a few things to consider before moving forward:" contains three informational boxes: "Is The Engine done learning?", "Can lift go back down from this point?", and "What should I do next?". At the bottom, a table lists variants, with the first row showing "VARIANTS (2)", "VARIANT ASSIGNMENT", "HP PRODUCT REC CLICK", "SESSIONS", "RATE", and "CURRENT CHANCE IS BETTER".

If the percentage chance falls into the Medium category, then the answer to the question "Has the Engine learned enough to improve [goal metric]?" is "Maybe." Click **What does this mean** that appears under the cumulative total of goal events for suggested next steps.

★ Goal Metric: Revenue Per Session

Run Time: 3 months 15 days 8 hours

### Has the Engine learned enough to improve Revenue Per Session?

NO — **MAYBE** — YES


Currently, there's a 52.5% Chance Intelligent 1:1 Assignment is better than Random.

↑ **0.22%** 6.49% 1:1 ASSIGNMENT LIFT OVER RANDOM

**+£5** GOAL EVENTS / DAY MORE THAN RANDOM

**+£500** TOTAL GOAL EVENTS MORE THAN RANDOM

Let's give The Engine some time to learn...

 [What does this mean](#) ✕

#### How can I have positive Lift, but the Engine hasn't learned enough?

The Engine is driving ROI with everything it knows up to this point, but the current chance that the Intelligent 1:1 Assignment is better than Random is less than 75%. Monetate needs more data before we can be certain that Lift is a result of The Engine's understanding of your audience and not simply due to random chance.

#### So what should I do about it?

Check out Lift for the past 7 days; if you see an upwards trend, let it continue to run. If not, you may want to monitor it for a few days. There may have been recent factors which affected The Engine's ability to drive Lift.

Read our [Automated Personalization experience Iteration Guide](#) for ways to evaluate your experience.

If the percentage chance falls into the Low category, then the answer to the question "Has the Engine learned enough to improve [goal metric]?" is "No." Click **What's going on here** that appears under the cumulative total of goal events for suggested next steps.

Performance Engine Insights Real-Time Counts

Start Date: May 1, 2023

★ Goal Metric: Click Mother's Day Promo Banner

Run Time: 13 days 23 hours

### Has the Engine learned enough to improve Click Mother's Day Promo Banner?

NO — MAYBE — YES


Currently, there's only a 34.6% Chance Intelligent 1:1 Assignment is better than Random.

↓ **-1.99%** 8.73% 1:1 ASSIGNMENT LIFT OVER RANDOM

**-3** GOAL EVENTS / DAY MORE THAN RANDOM

**-36** TOTAL GOAL EVENTS MORE THAN RANDOM

Don't panic. We can learn from this.

 [What's going on here](#) ✕

#### How is it possible for Intelligent 1:1 Assignment to perform worse than the Holdout?

Given enough time and traffic, The Engine will always perform at least as well as Random Assignment. All negative Lift will trend toward 0 over time. Also, take note of the Confidence Interval around Lift to get a sense of how much Lift may fluctuate.

With a Single Variant Holdout, the Engine will eventually figure out that it should give all of the traffic to the variant that performs best for your entire audience (assuming it doesn't learn something useful before then). However, because it's attempting to find patterns in all of the context fed into it, this process can take some time.

While there's no guarantee that you'll always see Lift, the best way to increase your chance to outperform the Holdout is to sufficiently differentiate the content of your variants.

#### So what should I do about it?

Check out Lift for the past few days; if you see an upwards trend, let it run. If not, you may want to consider factors which may affect The Engine's ability to drive Lift.

It's important to remember though, even if you don't see a positive trend right now, The Engine may learn something new and turn it around.

VARIANTS (3) VARIANT ASSIGNMENT CLICK MOTHER'S DAY PROMO BANNER SESSIONS RATE CURRENT CHANCE IS BETTER

Occasionally the Personalization engine hasn't collected enough data to answer the question "Has the Engine learned enough to improve [goal metric]?" In that situation the answer is "Too soon to say." In this situation the number of sessions recorded along with the minimum sessions required for the Engine to answer the question appears instead of the lift. You can view the lift by clicking **SHOW ME LIFT ANYWAY**.

Performance Engine Insights Real-Time Counts Start Date: April 28, 2023

★ Goal Metric: Click Spring Promo Banner Run Time: 2 days 21 hours

Has the Engine learned enough to improve Click Spring Promo Banner?

**TOO SOON TO SAY** There isn't enough data to determine if Intelligent 1:1 Assignment is better than Random.

6,083 / 40,000 SESSIONS (15%) Performance results can fluctuate dramatically during the start of Automated Personalization experiences.

LIFT AND THE CHANCE THAT INTELLIGENT 1:1 ASSIGNMENT IS BETTER WILL BE DISPLAYED AFTER 40,000 SESSIONS (10K SESSIONS PER VARIANT)

[SHOW ME LIFT ANYWAY](#)

Why is Lift hidden

VARIANTS (4)	VARIANT ASSIGNMENT	CLICK SPRING PROMO BANNER	SESSIONS	RATE	CURRENT CHANCE IS BETTER
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Click **Why is Lift hidden** for more information on what the Engine is doing.

Performance Engine Insights Real-Time Counts Start Date: April 28, 2023

★ Goal Metric: Click Spring Promo Banner Run Time: 2 days 21 hours

Has the Engine learned enough to improve Click Spring Promo Banner?

**TOO SOON TO SAY** There isn't enough data to determine if Intelligent 1:1 Assignment is better than Random.

<p>↑ <b>29.72%</b> <small>32.59% 1:1 ASSIGNMENT LIFT OVER RANDOM</small></p>	<p><b>+34</b> <small>GOAL EVENTS / DAY MORE THAN RANDOM</small></p>	<p><b>+67</b> <small>TOTAL GOAL EVENTS MORE THAN RANDOM</small></p>
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→ [Why is Lift hidden](#) ✕

**Now just hang tight there, partner...**

**Why is some of my data hidden?**

We strongly recommend that you wait a bit before you draw any conclusions based on the data available here. Lift is prone to fluctuate wildly during this period as Monetate collects data on the difference between 1:1 Intelligent and Random Assignment.

If you're seeing positive lift right now, that may be a good sign; however, you could see Lift turn negative at some point as well. Don't panic! Be patient and let the experience collect more data before making any decisions.

**What if I'm not getting enough sessions?**

The experience needs to see at least 10,000 sessions per variant to reach a reasonable level of certainty in the difference between 1:1 Intelligent and Random Assignment. If this experience won't hit that minimum within your given timeline, you have a couple options:

1. You may want to just let it run and take a look at the results at the end. Since the data is very uncertain at this point, be sure to take note of the chance 1:1 is better and confidence interval around the lift.
2. You can try tweaking your experience and running a new one.

VARIANTS (4)	VARIANT ASSIGNMENT	CLICK SPRING PROMO BANNER	SESSIONS	RATE	CURRENT CHANCE IS BETTER
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## Variants Widget

Automated Personalization experiences match each customer to the right variant by optimizing the goal metric. Below the lift calculations is the Variants widget, which displays the performance of variants that were part of the Automated Personalization algorithm and the performance of the holdout that used random assignment among the variants.

# Homepage Product Recs

Performance Engine Insights Real-Time Counts Recommendations

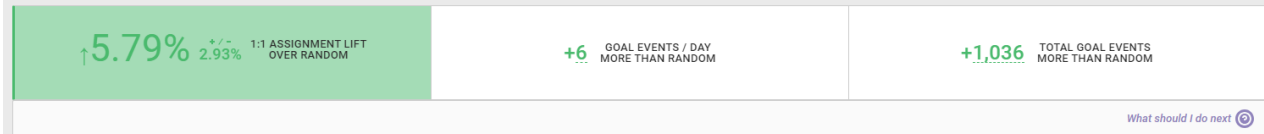
Start Date: January 19, 2023

★ Goal Metric: HP Product Rec Click

Run Time: 5 months 25 days 1 hour

Has the Engine learned enough to improve HP Product Rec Click?

NO  MAYBE  YES Currently, there's a 99.9% Chance Intelligent 1:1 Assignment is better than Random.



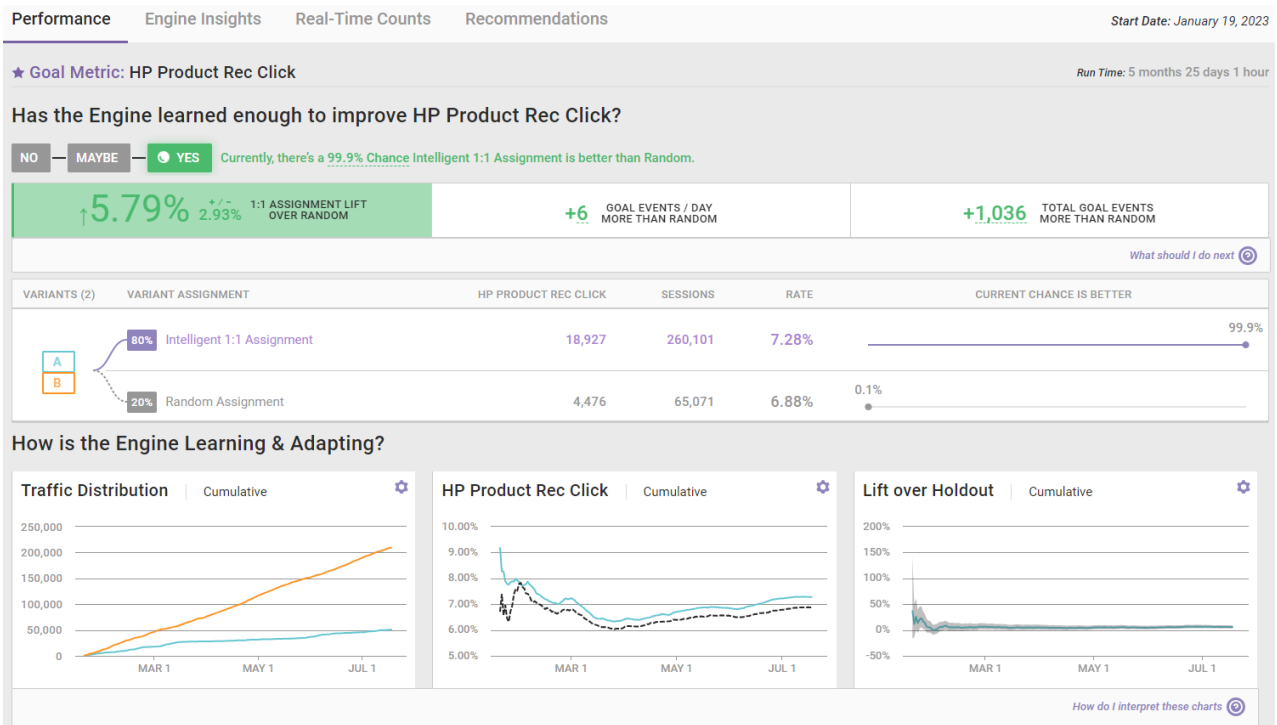
VARIANTS (2)	VARIANT ASSIGNMENT	HP PRODUCT REC CLICK	SESSIONS	RATE	CURRENT CHANCE IS BETTER
	80% Intelligent 1:1 Assignment	18,927	260,101	7.28%	99.9%
	20% Random Assignment	4,476	65,071	6.88%	0.1%

## How is the Engine Learning & Adapting?

This screenshot shows that the one-to-one assignment variants had a goal rate of 7.28%, and the random assignment variants had a goal rate of 6.88%.

## How Is the Engine Learning and Adapting?

The second section of the **Performance** tab answers the question "How is the Engine learning and adapting?" with data about variant traffic distribution, goal metric performance, and lift performance.

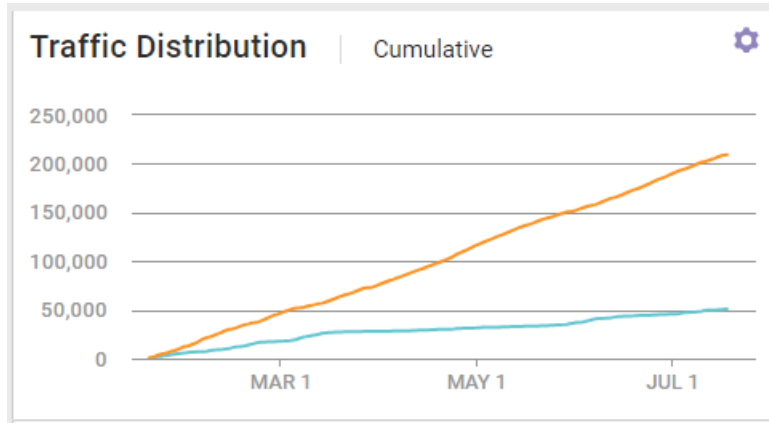


Each of the three widgets in this section has two modes: Cumulative and By Interval. You can toggle between modes by clicking the settings cog that each widget has and then selecting the view you want.

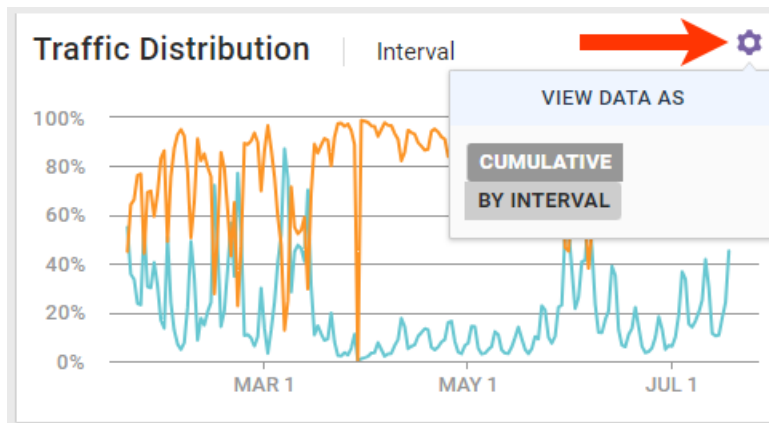
## Traffic Distribution

The Traffic Distribution widget provides insight into the traffic breakdown over time for each variant. It's helpful for seeing how the Engine has learned from visitor behavior and routed traffic accordingly.

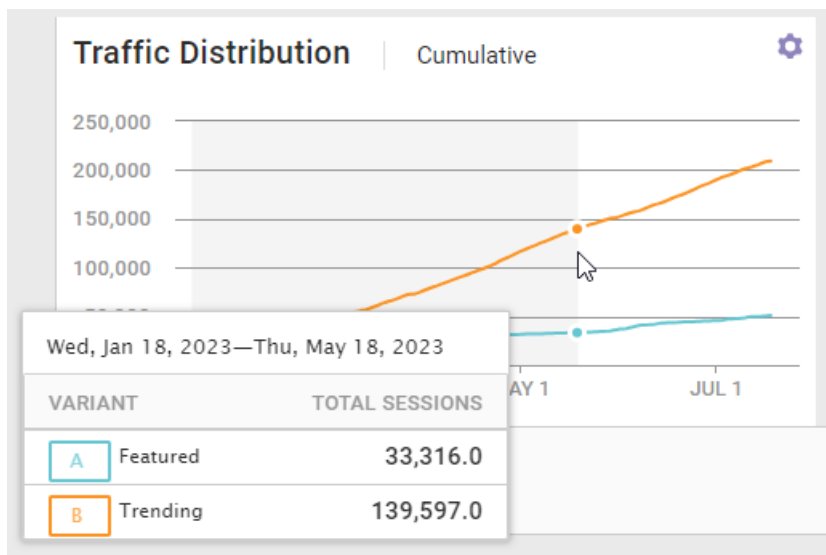
This screenshot shows the cumulative view of the Traffic Distribution widget.



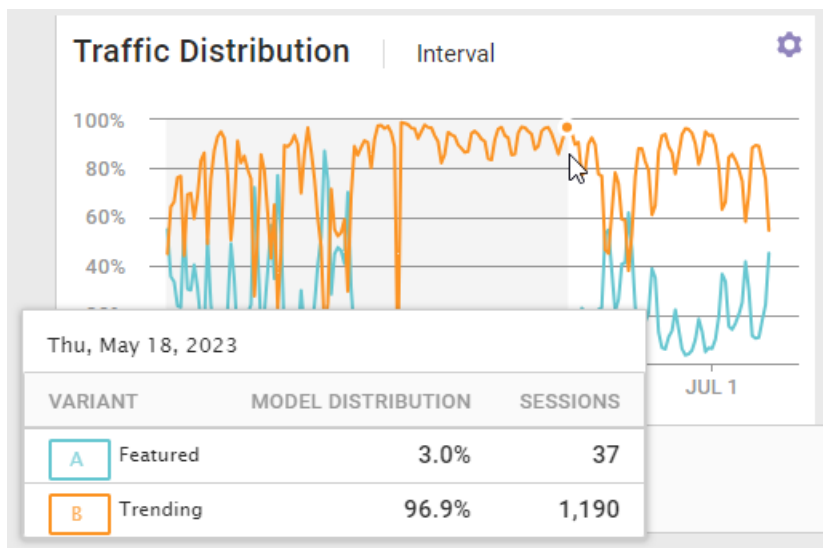
Click the settings cog and then select the mode you want to see.



Place your mouse pointer on any segment of any line on the Traffic Distribution widget's cumulative view, and a pop-up appears that lists each variant and its respective total cumulative sessions from the start of the experience to the specific date on which you placed the mouse pointer.



When viewing the By Interval mode of the Traffic Distribution widget, placing your mouse pointer on any segment of any line results in a pop-up that lists each variant and its respective model distribution percentage and total sessions on the specific date on which you place the mouse pointer.



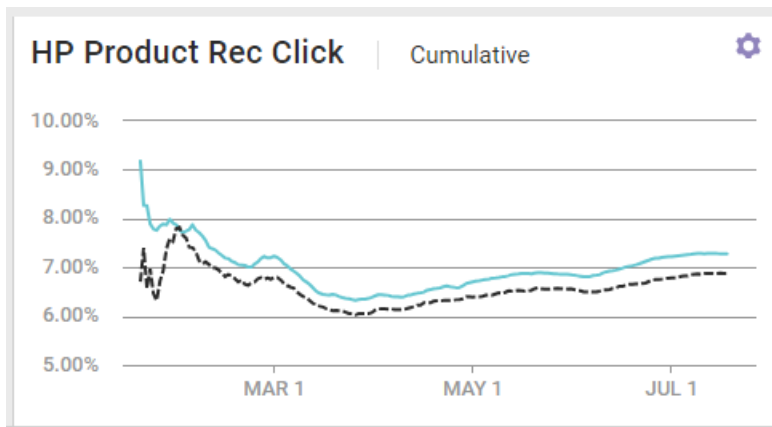
Dismiss any pop-up by moving the mouse pointer.

## Goal Metric Performance

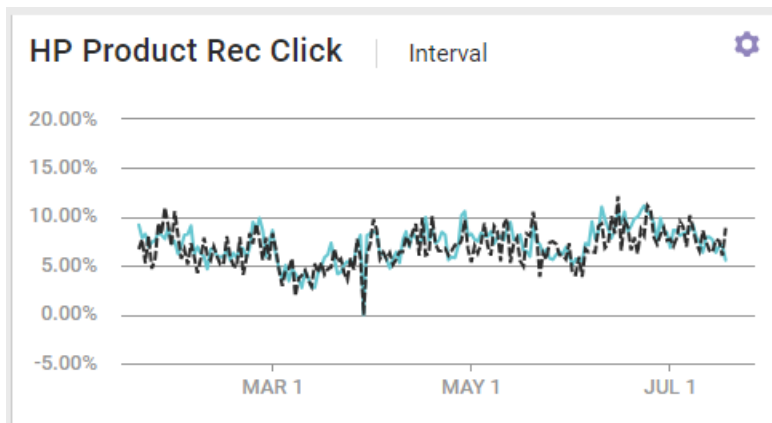
The data displayed in the goal metric performance widget helps you understand how the Personalization engine drives goal metric lift over the random assignment.

This screenshot shows the cumulative view of the goal metric performance widget.

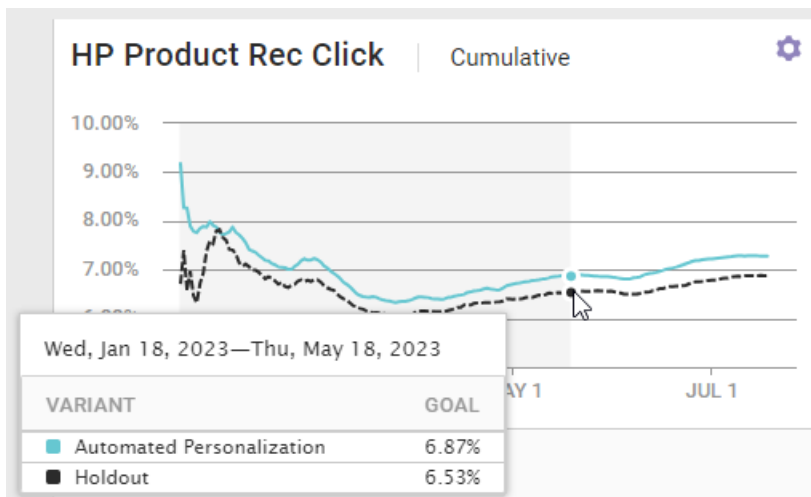




The interval view, shown in this screenshot, is available by clicking the settings cog and then selecting **BY INTERVAL**.

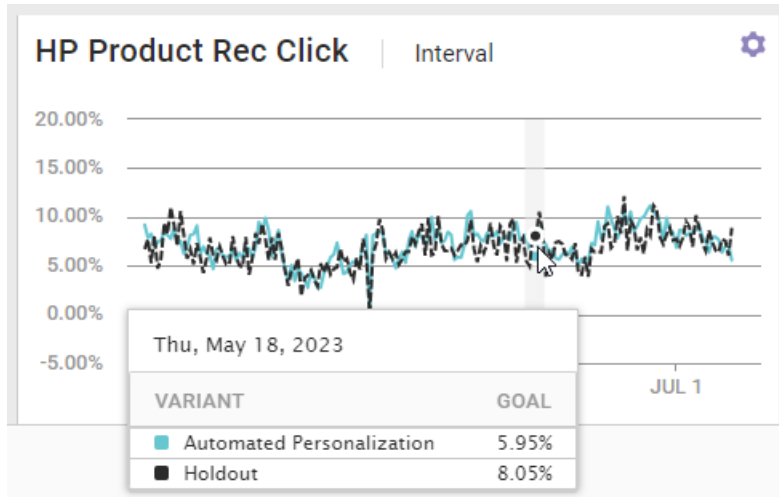


Place your mouse pointer on any segment of any line on the goal metric performance Cumulative mode, and a pop-up appears that shows the percentages for the one-to-one assignment and random assignment from the start of the experience to the specific date on which you placed the mouse pointer.



When viewing the By Interval mode of the goal metric performance widget, placing your mouse pointer on any segment of any line results in a pop-up that shows the goal metric performance percentage for the one-to-one

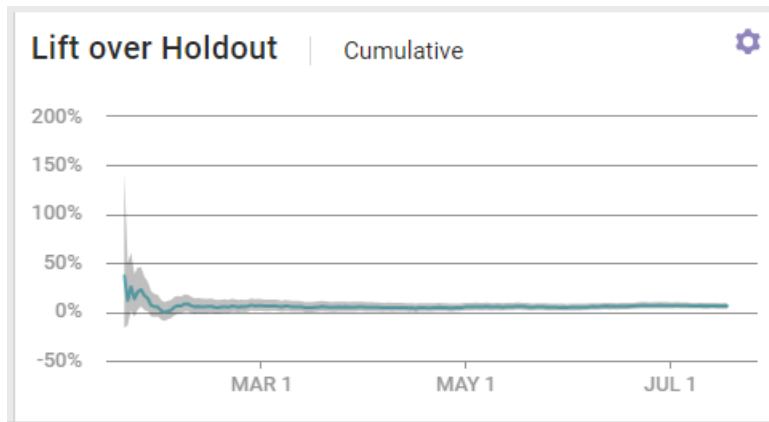
assignment and random assignment on the specific date on which you place the mouse pointer.



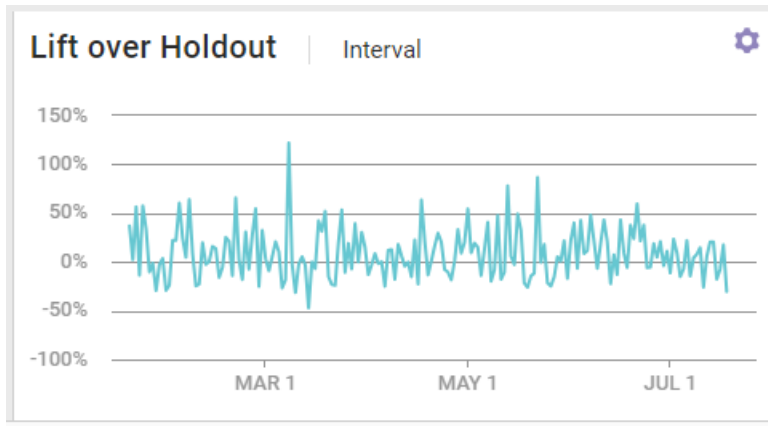
Dismiss any pop-up by moving the mouse pointer.

## Lift over Holdout

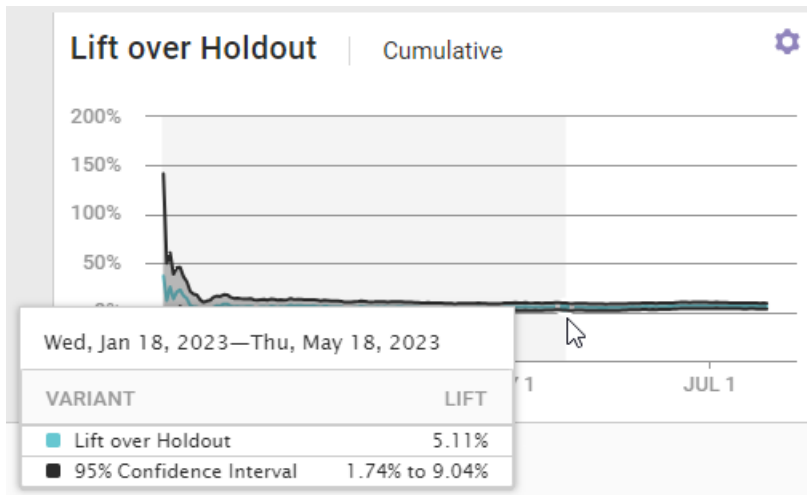
The Lift over Holdout widget shows how the experience's lift changes over time. This screenshot shows the cumulative view of the widget.



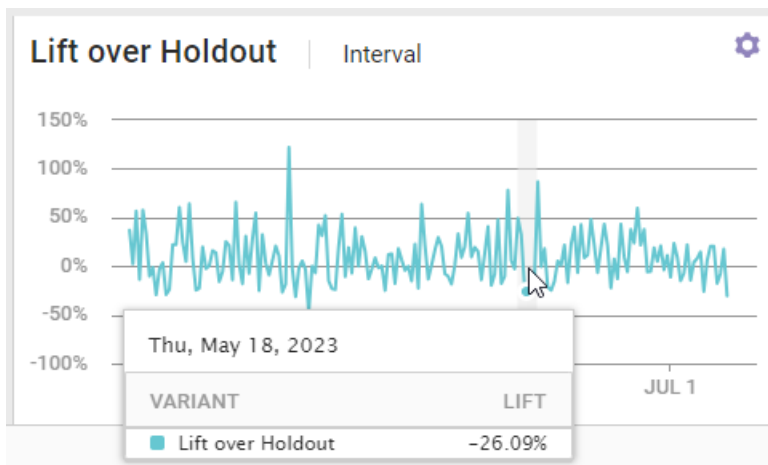
The interval view, shown in this screenshot, is available by clicking the settings cog and then selecting **BY INTERVAL**.



Place your mouse pointer on any segment of the Lift over Holdout cumulative view, and a pop-up appears that shows the percentage lift of the one-to-one assignment over the random assignment for the one-to-one assignment and random assignment along with the percentage range of the 95% confidence level, both measured from the start of the experience to the specific date on which you placed the mouse pointer.



When viewing the By Interval mode of the Lift over Holdout widget, placing your mouse pointer on any segment results in a pop-up that shows the percentage of the one-to-one assignment's lift over the random assignment on the specific date on which you place the mouse pointer.

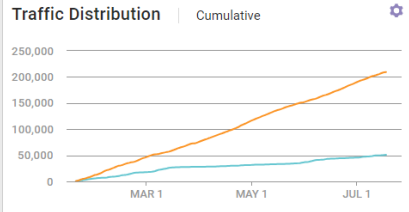


Dismiss any pop-up by moving the mouse pointer.

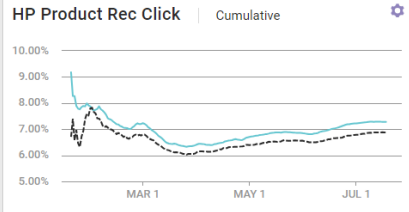
For additional assistance understanding the data presented in the three widgets, click **How do I interpret these charts** that appears under the Lift over Holdout widget. An accordion then appears with a tab for each widget.

**How is the Engine Learning & Adapting?**

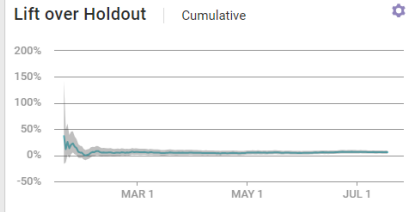
**Traffic Distribution** | Cumulative



**HP Product Rec Click** | Cumulative



**Lift over Holdout** | Cumulative



**Traffic Distribution** | Goal Metric | Lift over Random

[How do I interpret these charts](#)

**The Traffic Distribution Chart**

The Traffic Distribution chart is helpful for seeing how The Engine has learned from visitor behavior and routed traffic accordingly. Here are a few common trends and how to handle each.

1. Clear changes in traffic assignment show how The Engine exploits new learnings to drive Lift. Let the experience run, if you can. There may be more potential ROI to grab.
2. Stability in traffic assignment indicates The Engine has exploited all of its learnings up to this point. You should take a look at your current Lift and make a decision at this point. If you're unsatisfied with your Lift, it may be time to try something new.
3. Similarly, equal traffic assignment gives you the opportunity to make a decision. Are you satisfied with this Lift? Let it ride. Otherwise, you may want to consider a new experience.

Each tab containing tips for interpreting the data for its respective widget.

## All Metrics

Use the All Metrics widget to view the individual performance of the goal metric and each secondary metric of the experience by variant and the overall Automated Personalization assignment.



The Automated Personalization algorithm optimizes towards the goal metric. Select a goal that's both closest to the change and what's most important to you. Monetate offers secondary metrics for observational purposes only. Due to variance and limited samples, noise may impact secondary metric measurement.

★ Goal Metric: HP Product Rec Click Run Time: 5 months 25 days 1 hour

### Has the Engine learned enough to improve HP Product Rec Click?

NO — MAYBE — **YES** Currently, there's a 99.9% Chance Intelligent 1:1 Assignment is better than Random.

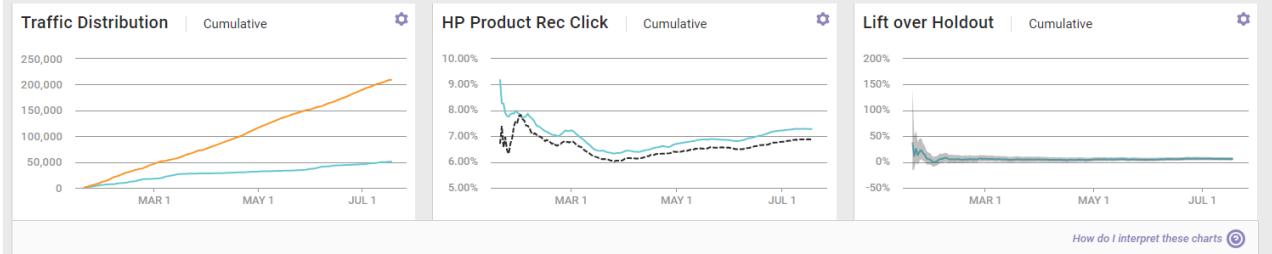
↑5.79% +/- 2.93% **1:1 ASSIGNMENT LIFT OVER RANDOM**

+6 **GOAL EVENTS / DAY MORE THAN RANDOM**

+1,036 **TOTAL GOAL EVENTS MORE THAN RANDOM**

VARIANTS (2)	VARIANT ASSIGNMENT	HP PRODUCT REC CLICK	SESSIONS	RATE	CURRENT CHANCE IS BETTER
<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">A</div> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">B</div> </div>	80% Intelligent 1:1 Assignment	18,927	260,101	7.28%	99.9%
	20% Random Assignment	4,476	65,071	6.88%	0.1%

### How is the Engine Learning & Adapting?

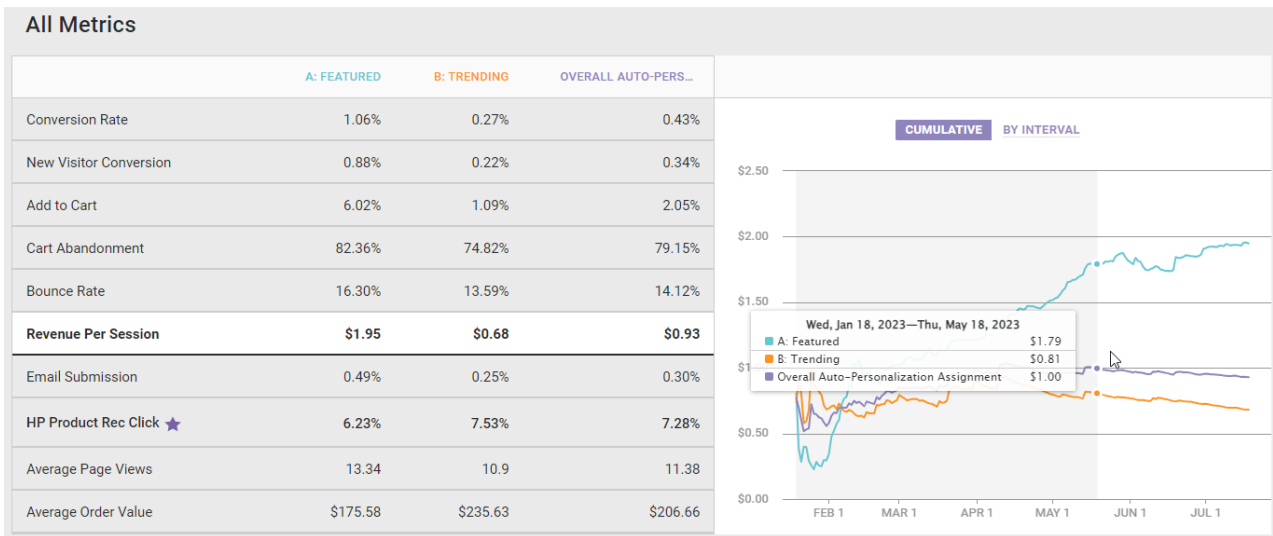


### All Metrics

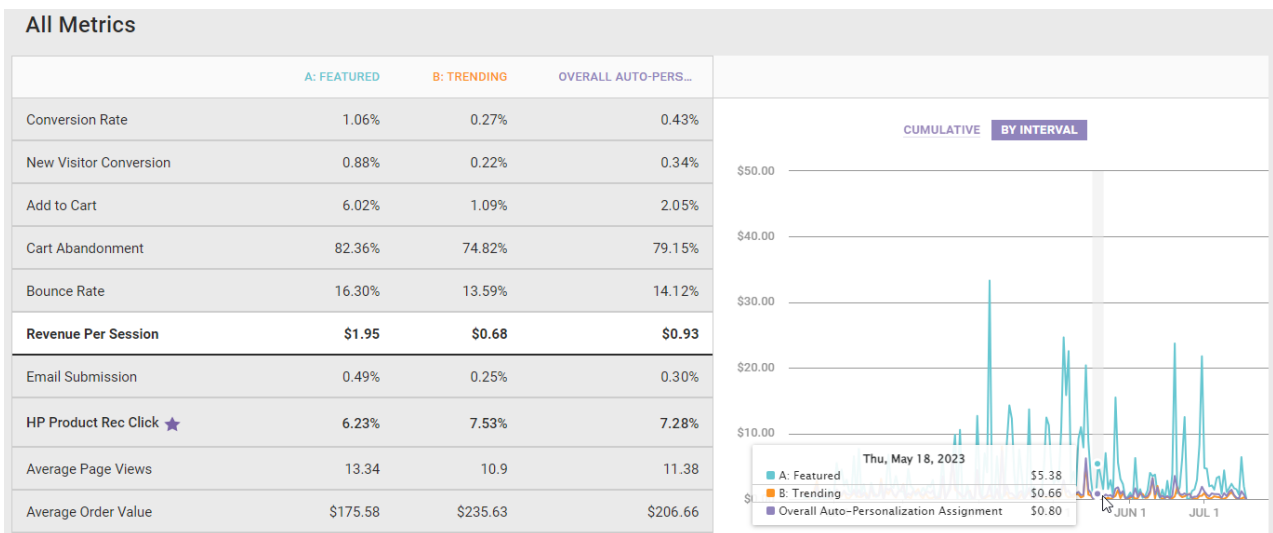
	A: FEATURED	B: TRENDING	OVERALL AUTO-PERS...
<b>Conversion Rate</b>	<b>1.06%</b>	<b>0.27%</b>	<b>0.43%</b>
New Visitor Conversion	0.88%	0.22%	0.34%
Add to Cart	6.02%	1.09%	2.05%
Cart Abandonment	82.36%	74.82%	79.15%
Bounce Rate	16.30%	13.59%	14.12%
Revenue Per Session	\$1.95	\$0.68	\$0.93
Email Submission	0.49%	0.25%	0.30%
<b>HP Product Rec Click</b> ★	<b>6.23%</b>	<b>7.53%</b>	<b>7.28%</b>
Average Page Views	13.34	10.9	11.38
Average Order Value	\$175.58	\$235.63	\$206.66

Click a metric listed in the table to view its performance-over-time graph. You can change the graph mode from cumulative to interval by clicking **BY INTERVAL**. Change the mode back by clicking **CUMULATIVE**.

When you place your mouse pointer on any segment of any line of the graph in Cumulative mode, a pop-up appears that shows the performance of each variant along with the performance of the overall Automated Personalization experience for the selected metric that is measured from the start of the experience to the specific date on which you placed the mouse pointer.



When viewing the By Interval mode, placing your mouse pointer on any segment of any line results in a pop-up that shows the performance of each variant along with the performance of the overall Automated Personalization experience for the selected metric on the specific date on which you place the mouse pointer.



Dismiss any pop-up by moving the mouse pointer.