Automated Personalization Experience Engine Insights

The **Engine Insights** tab available on the Experience Results page for Automated Personalization experiences provides a view into the data that Monetate used to decide if a site visitor was a better fit for one variant in an experience over another.

> The **Engine Insights** tab becomes available after each variant in an experience has accumulated a minimum of 10,000 sessions.

You can view what drove individual decisions to optimize the individual and ultimately increase your business goals.

Most Influential Context Categories for This Experience

All the context categories that you selected when you created an Automated Personalization experience helped the Engine make decisions, but some proved to be more influential than others. The Most Influential Context Categories for This Experience section of the **Engine Insights** tab displays the most influential context categories.

The information in this section could also reveal decision patterns regardless of the variant or the actual value of the context. It may also help to inform your context strategy and how you think about your site visitors as a whole within the experience.

Most Influential Context per Variant

All the context values that made a site visitor a fit for a variant or not are found in the Most Influential Context per Variant section of the **Engine Insights** tab.

The Personalization engine searches for patterns within visitor traffic, and a combination of the context values determine whether a visitor sees a variant. However, by looking at the overall influence of each context value, you can discover trends within your site visitors and the relationship to the variant, which then allows you to confirm or challenge your initial assumptions about your site visitors.

In the Most Influential Context per Variant section, you can see the most influential context values for each variant of the experience. The context values are separated into the ones that indicated someone would likely see a variant and the ones that indicated someone wouldn't likely see a variant. The context values are then sorted by relative influence.

This information provides directional guidance to iterate on the current experience or conceptualize a new one.