

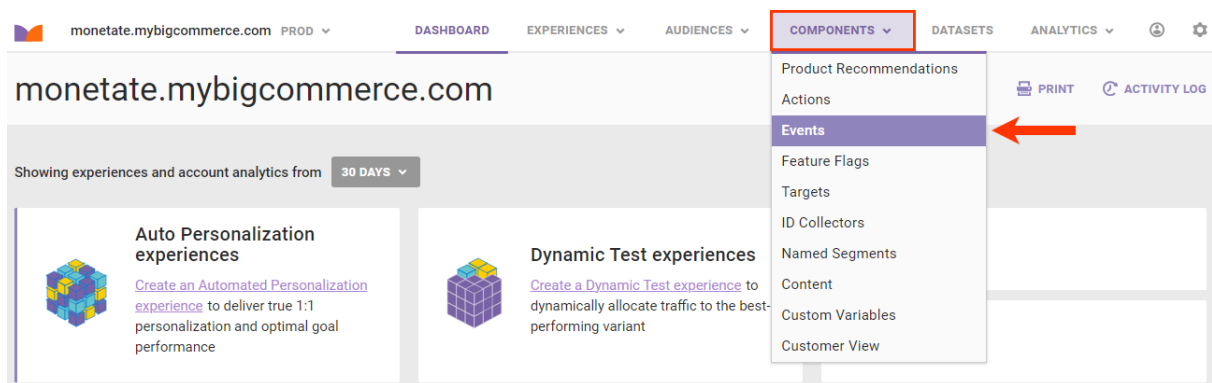
Track Customer Engagement with Recommendations

You can set up an engagement-based goal metric to use with a recommendations action with a URL parameter name and a URL parameter value that you can track in a custom event built in Event Builder.

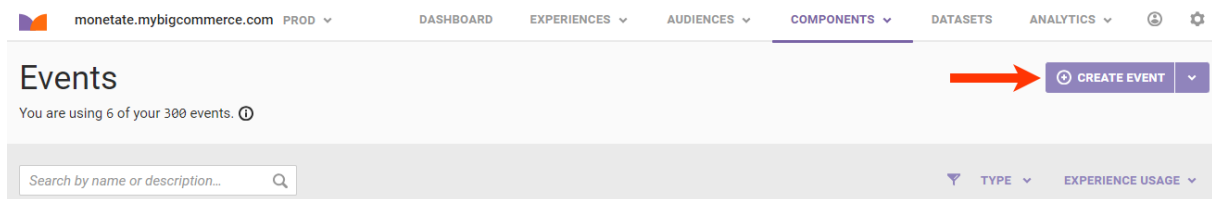
Creating the Custom Event

Follow these steps to create an event to track the URL parameter name and value.

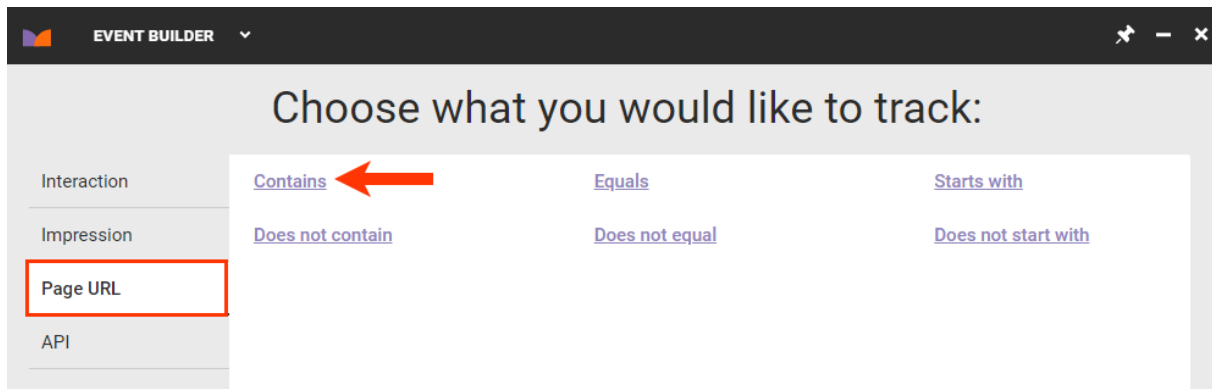
1. Click **COMPONENTS** in the top navigation bar and then select **Events**.



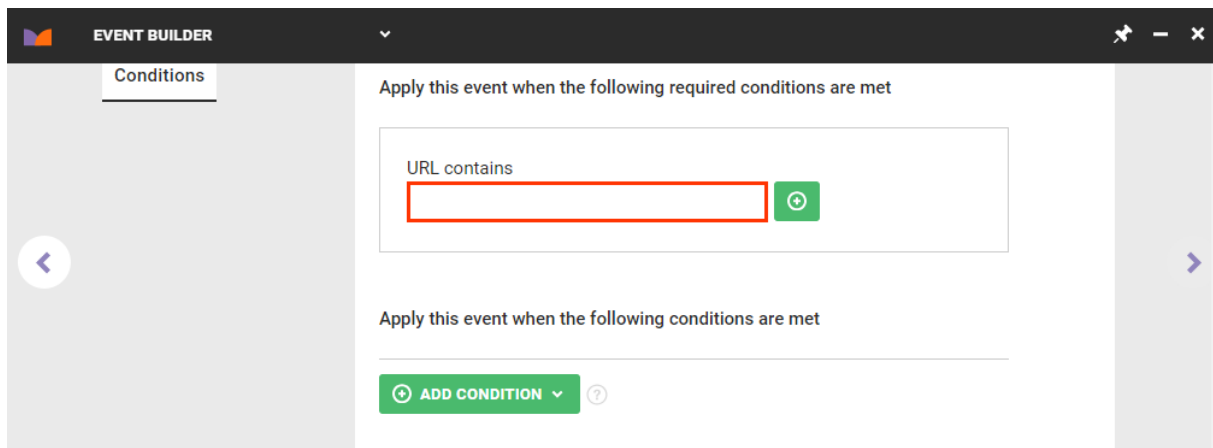
2. Click **CREATE EVENT**.



3. Click the **Page URL** tab, and then click **Contains**.



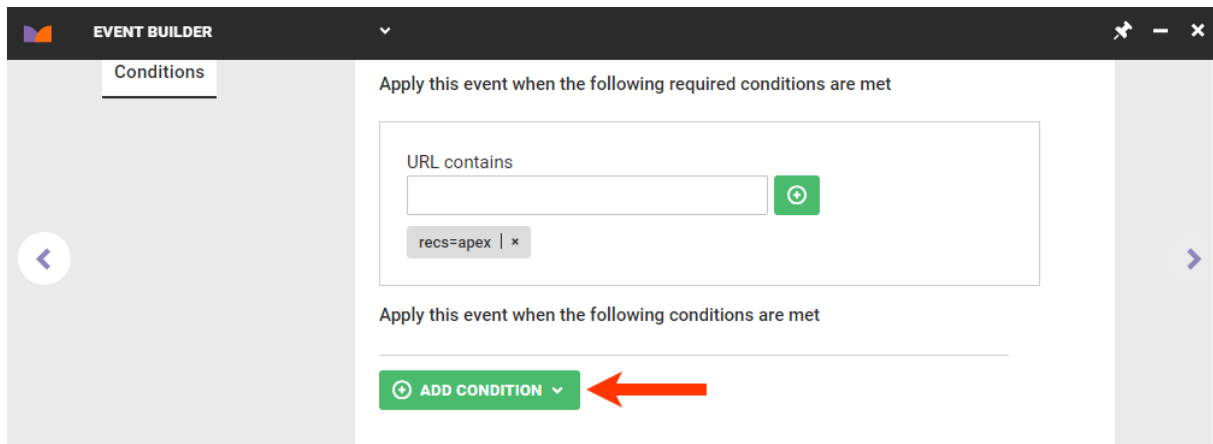
4. Type into **URL contains** a parameter name and value that is not used elsewhere on your site, and then press Enter.



Enable Logging **ON** You can preview this functionality in the Monetate Inspector.

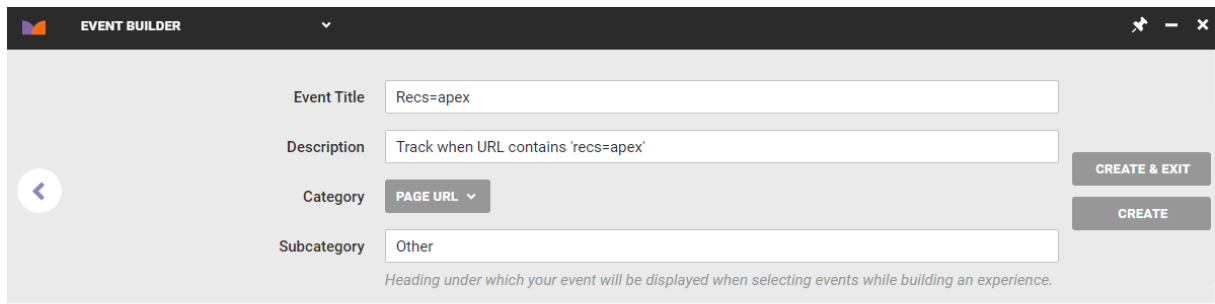
5. Optionally, click **ADD CONDITION**, select a category, select an option from that category, and then complete the condition. See [Action Conditions](#) for more information.

The `recs=apex` query parameter used in the example shown designates that the URL contains the keyword `recs` and that it is associated with an Automated Personalization experience (`apex`). You can use this example for the event you're building by changing the parameter value to whatever makes the most sense for your purpose, but ensure it's specific to what you will use in the recommendations action and isn't used anywhere else on your site.



Enable Logging **ON** You can preview this functionality in the Monetate Inspector.

6. Type a title and description into the **Event Title** and **Description** fields, respectively. Optionally, type a subcategory into its respective field. Finally, click **CREATE & EXIT**.



Event Title: Recs=apex

Description: Track when URL contains 'recs=apex'

Category: PAGE URL

Subcategory: Other

CREATE & EXIT

CREATE

Heading under which your event will be displayed when selecting events while building an experience.

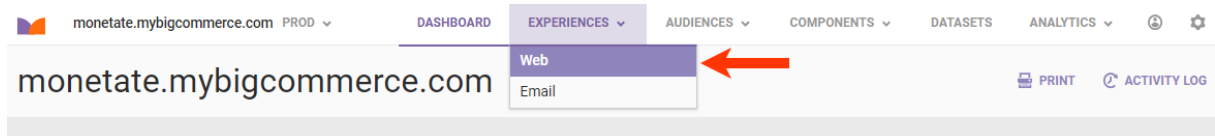
Enable Logging ON You can preview this functionality in the Monetate Inspector.

Continue to the next section to add the event to a Web experience with a recommendations action.

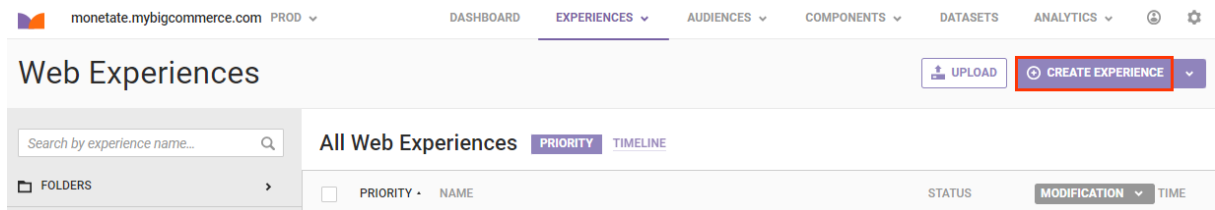
Adding the Event to a Web Experience

Follow these steps to set up an Automated Personalization experience with the tracking event.

1. Click **EXPERIENCES** in the top navigation bar and then select **Web**.



2. Click **CREATE EXPERIENCE**.



3. Click the pencil icon to the right of the placeholder name, give the new experience a name, and then click the green checkmark.
4. Click **WHY**, select **Automated Personalization**, and then click **NEXT**.

WHY

WHO

WHAT

WHEN

1 Why are you running this experience?

To optimize my goal with Machine Learning. RECOMMENDED MACHINE LEARNING 100% EXP

To serve everyone the same experience. STANDARD TEST

To test multiple metrics with random traffic allocation. STANDARD TEST

Automated Personalization AUTO PERSONALIZATION

Use Automated Personalization to serve the best-fit variant to each *individual* customer.


Highest ROI, better for long-running experiences with high traffic volume

Dynamic Testing DYNAMIC TESTING

Use Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner.

Better for short-running experiences with limited traffic

Note: This experience will start with an even distribution between variants until the engine begins to learn.

NEXT 

5. Select the event metric you created in Event Builder and then click **NEXT**.

1 Why are you running this experience?



To optimize my goal with Machine Learning.

RECOMMENDED

MACHINE LEARNING

Automated Personalization



Use Automated Personalization to serve the best-fit variant to each *individual* customer.



AUTO PERSONALIZATION

Highest ROI, better for long-running experiences with high traffic volume

2 Goal

Which metric do you want to optimize with this experience?

★ Recs=apex

Search for metric by name...

★ Add to cart rate	DEFAULT
★ Cart abandonment rate	DEFAULT
★ Bounce rate	DEFAULT
★ Revenue per session	DEFAULT
★ Average page views	DEFAULT
★ Average time on site	DEFAULT
★ Average order value	DEFAULT
★ Recs=apex	

BACK

NEXT



6. Click **NEXT** to confirm the secondary metrics.

2 Goal


★ Recs=apex

3 Confirm Secondary Metrics

These metrics will be tracked as you optimize your goal.

+ ADD METRIC

SECONDARY METRICS TO TRACK	
Conversion rate	DEFAULT
New customer acquisition rate	DEFAULT
Add to cart rate	DEFAULT
Cart abandonment rate	DEFAULT
Bounce rate	DEFAULT
Revenue per session	DEFAULT
Average page views	DEFAULT

BACK NEXT 

7. Click **SAVE** to confirm the WHY settings.

2 Goal

★ Recs=apex

3 Confirm Secondary Metrics

Conversion rate	DEFAULT
New customer acquisition rate	DEFAULT
Add to cart rate	DEFAULT
Cart abandonment rate	DEFAULT
Bounce rate	DEFAULT
Revenue per session	DEFAULT
Average page views	DEFAULT

4 Confirm

I would like to **use Automated Personalization to serve the best-fit variant to each individual customer.** to **optimize Recs=apex and 9 additional metrics.**

SAVE **CANCEL**

Continue to the next section to add a recommendations action to the experience.

Adding the Recommendations Action to the Web Experience

Follow these steps to configure the recommendations action for the Automated Personalization experience you created in the previous section.

1. Click **A** of the WHAT settings, and then click **ADD ACTION**.

[BACK TO WEB EXPERIENCES](#) [VIEW ANALYTICS](#)

Recs with URL-Tracking Metric

ACTIVATE PREVIEW DUPLICATE ...

AUTO PERSONALIZATION | **DRAFT** | Created: Feb 10 2023, 10:35 AM


[+ ADD TAGS](#)

WHY to optimize Recs=apex using Automated Personalization to serve the best-fit variant to each individual customer.

WHO For all visitors

WHAT A Add action...

- Baseline



WHEN from Feb 10 2023, 10:35 AM ongoing











HOW Using 19 Context Variables for 1:1 decisions versus a 20% random assignment holdout

WHAT ADD ACTION

2. Click **Product Recommendations**.

[WHAT](#) [ACTION TYPE](#) [RETURN TO WHAT](#)

Action Type

 Images	 HTML	 CSS	 JavaScript
 Lightboxes	 Hide/Show Content	 Product Recommendations	 Badges
 Create New Action	 Other		

3. Click a recommendations action template that includes the **URL Parameter** and **URL Parameter Value** fields, and then configure the settings in the Required Inputs section. See [Configure a Recommendations Action](#) for more information about the settings and options.

[WHAT](#) [ACTION TYPE](#) [PRODUCT RECOMMENDATIONS](#) [RETURN TO ACTION TYPE](#)

Product Recommendations

Recommendations Recommendation Recommendation (with slotting) Intelligent Recommendation Slider (with Slotting)	Cart Cart Recommendations - Template PLP PLP Recommendations - Template	Home Page Home Page Recommendations - Template PDP PDP Recommendations - Template
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4. In the Optional Inputs section, type the parameter name you used when creating the tracking event into **URL Parameter Name**, and then type the parameter value into **URL Parameter Value**.

Re-check for Elements YES NO
 If elements are not found, keep checking every 50ms for up to 3 seconds. Useful for content loaded asynchronously (ajax).

URL Parameter Name
 URL parameter name to be appended to item URLs.

URL Parameter Value
 URL parameter value to be appended to item URLs.

Exclude PIDs from Page YES NO
 Only activate this if the client wants to exclude the PIDs on the page (that was collected from the track that the endcap was created).

Apply this action when the following conditions are met:

5. Configure any of the other Optional Inputs settings as needed, add any action conditions, and then click **CREATE**.
6. Configure the WHO, WHEN, and HOW settings of the experience as necessary, and then click **ACTIVATE**.

[← BACK TO WEB EXPERIENCES](#) [VIEW ANALYTICS](#)

Recs with URL-Tracking Metric

 [ACTIVATE](#) [PREVIEW](#) [DUPLICATE](#) [...](#)

AUTO PERSONALIZATION | DRAFT | Created: Feb 10 2023, 10:35 AM

[+ ADD TAGS](#)

WHY to optimize Recs=apex using Automated Personalization to serve the best-fit variant to each individual customer.

With this configuration the experience leverages each customer's contextual attributes to automatically optimize their chances of engaging with the recommendations.