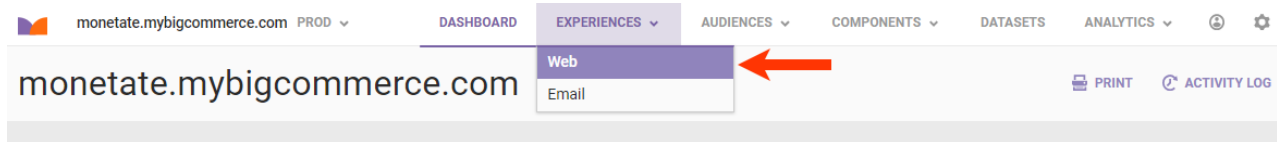


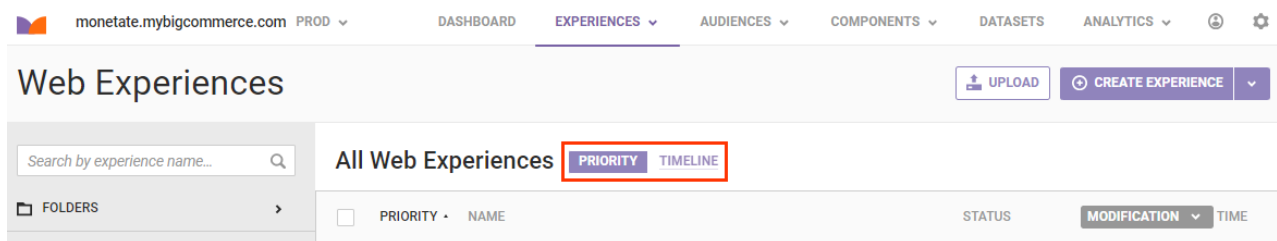
Web Experiences List Page

The Web Experiences list page is your resource for all Web experiences created within your account. To access it, click **EXPERIENCES** in the top navigation bar and then select **Web**.



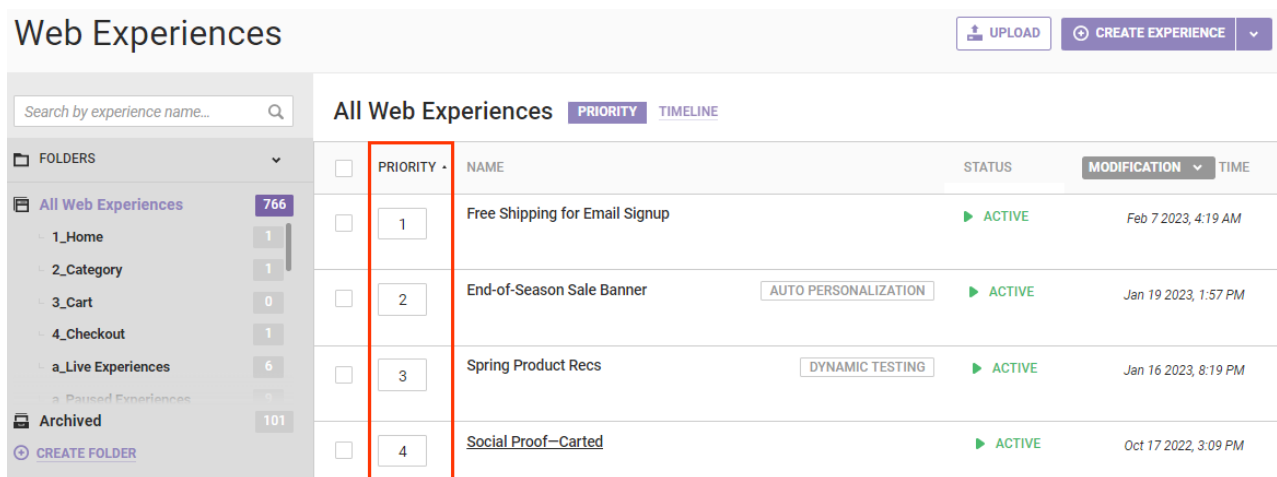
Modes

There are two modes for the Web Experiences list page: Priority and Timeline. You can switch between them by clicking the appropriate button at the top of the page.



Priority Mode

The Priority mode of the Web Experiences list page displays all the Web experiences in a list within a given folder, sorted by the filters and search results that you've applied.



Timeline Mode

The Timeline mode of the Web Experiences list page displays a visual representation of when the experiences within a given folder, sorted by the filters and search results that you have applied, will run or ran. You can adjust the display by changing the sort criteria and the time window.

Web Experiences


UPLOAD

CREATE EXPERIENCE

Search by experience name...

All Web Experiences PRIORITY TIMELINE

STATUS ACTIVE | x RESET

Sort by START TIME 

Showing experiences active over the PAST 30 DAYS NEXT 7 DAYS

	JAN 10	JAN 16	JAN 22	JAN 28	FEB 3	FEB 9	FEB 15
<input type="checkbox"/> NAME							
<input type="checkbox"/> A/B test: Homepage product recommendation							
<input type="checkbox"/> New customers: Dynamic badging campaign							
<input type="checkbox"/> Lapsed MVP customers: Alternative experien...							
<input type="checkbox"/> Email-to-site consistency (SS2016)							



Any search results, folder selections, and filters that you select apply to both the Priority and Timeline modes.

Experience Priority

You can set the priority for an experience within any folder or from the All Web Experiences view. You can do this by clicking the priority for a particular experience and manually entering its new priority or by dragging the experience to the desired position in the list.

Web Experiences

UPLOAD CREATE EXPERIENCE

Search by experience name...

All Web Experiences PRIORITY TIMELINE

STATUS ACTIVE | x RESET

	PRIORITY	NAME	STATUS	MODIFICATION	TIME
<input type="checkbox"/>	1	SDK_MostViewed_Rec_Exp	OMNI ACTIVE		Feb 11 2023, 1:32 AM
<input type="checkbox"/>	2	AB test	SPLIT TEST ACTIVE		Feb 11 2023, 1:33 AM
<input type="checkbox"/>	3	Most Popular Rec Exp	OMNI ACTIVE		Feb 11 2023, 1:35 AM
<input type="checkbox"/>	4	Darren - HTML Omni	ACTIVE		Feb 11 2023, 1:36 AM

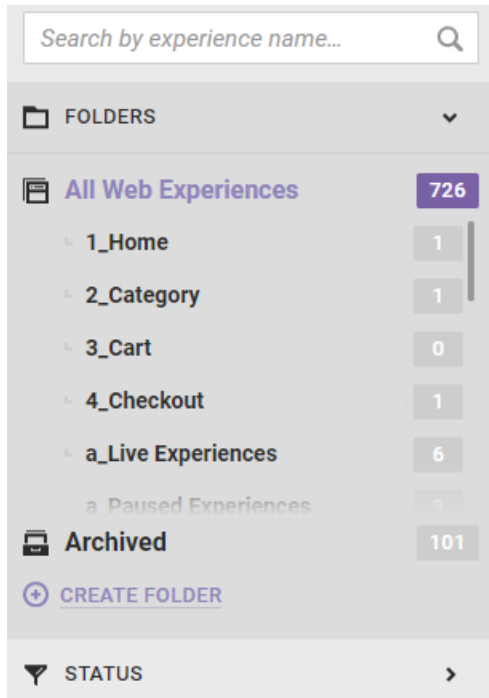
See [Experience Priority](#) for more information.

Experience Priority and Filtering

You cannot edit experience priority once you have applied any filters or narrowed your search results, even in the All Web Experiences view.

Folders


The All Web Experiences folder contains every Web experience that is active, paused, or in draft mode, even if the experience is in a different folder. When you load the Web Experiences list page, the default view is the contents of the All Web Experiences folder.




The Archived folder contains the experiences that are paused or archived.


Click a folder to see the experiences it contains. Each folder listed in the left-hand sidebar has an experience count that automatically adjusts as you add and remove experiences from the folder.


Click **CREATE FOLDER** to create a new folder.


Search by experience name... 


FOLDERS 

- All Web Experiences** **726**
 - 1_Home 1
 - 2_Category 1
 - 3_Cart 0
 - 4_Checkout 1
 - a_Live Experiences 6
 - a Paused Experiences 0
- Archived** **101**
- [+ CREATE FOLDER](#)

STATUS 

TYPE 

ANALYTICS 

ACCOUNT ENVIRONMENT 

To delete or rename a folder, place your mouse pointer on a folder name, click the additional options menu (...), and then select the action that you want to take. If you delete a folder that contains experiences, those experiences are moved to the Unfiled folder, which contains all experiences not assigned to a folder.

Search by experience name...

FOLDERS

- All Web Experiences **726**
 - 1_Home 1
 - 2_Category 1
 - 3_Cart 0
 - 4_Checkout 1
 - a_Live Experiences 6
 - a Paused Experiences 0
- Archived **101**
- [CREATE FOLDER](#)

STATUS >

TYPE >

ANALYTICS >

ACCOUNT ENVIRONMENT >

To move an experience to a folder, place your mouse pointer on the experience's name so that a row of related actions appears beneath it, and then click **Move**. In the Move To Folder modal, select the folder where you want to move the experience, and then click **MOVE**.

Web Experiences UPLOAD CREATE EXPERIENCE

Search by experience name...

FOLDERS

- All Web Experiences **769**
 - 2_Category 1
 - 3_Cart 0
 - 4_Checkout 1
 - a_Live Experiences 6
 - a_Paused Experiences 9
- Archived **101**
- [CREATE FOLDER](#)

STATUS >

TYPE >

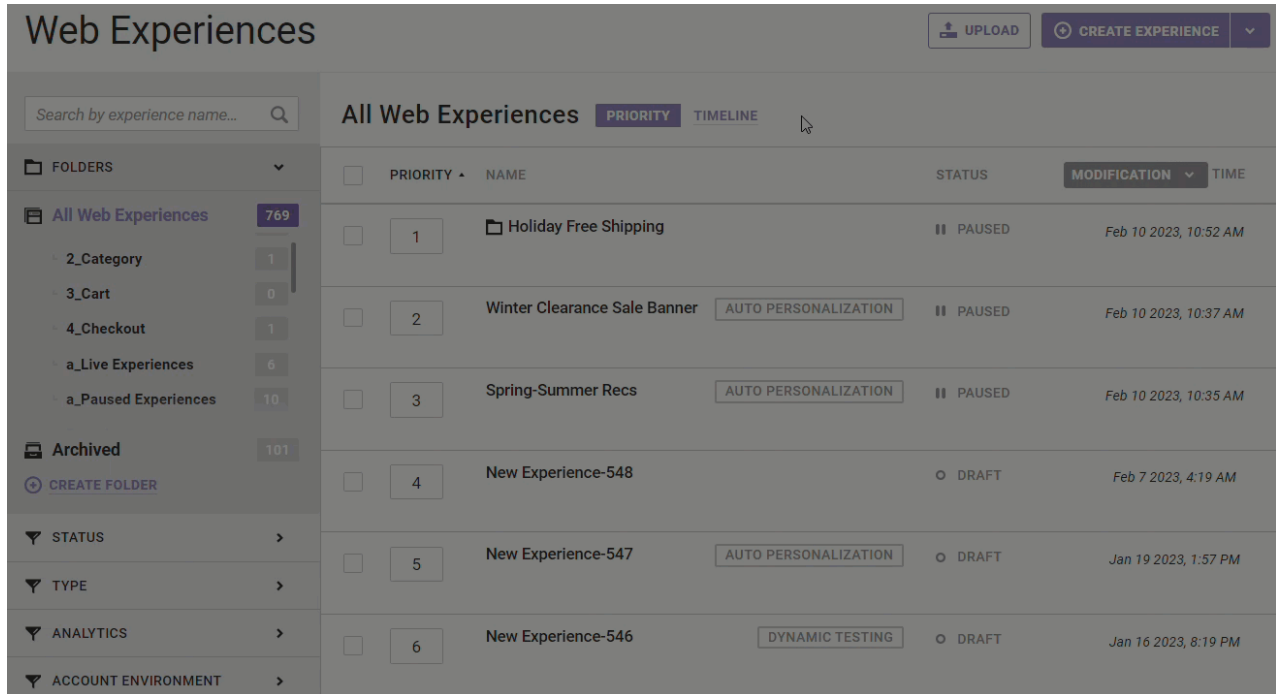
ANALYTICS >

All Web Experiences **PRIORITY** TIMELINE

<input type="checkbox"/>	PRIORITY	NAME		STATUS	MODIFICATION	TIME
<input type="checkbox"/>	1	Holiday Free Shipping		PAUSED		Feb 10 2023, 10:48 AM
<input type="checkbox"/>	2	Winter Clearance Sale Banner	AUTO PERSONALIZATION	PAUSED		Feb 10 2023, 10:37 AM
<input type="checkbox"/>	3	Spring-Summer Recs	AUTO PERSONALIZATION	PAUSED		Feb 10 2023, 10:35 AM
<input type="checkbox"/>	4	New Experience-548		DRAFT		Feb 7 2023, 4:19 AM
<input type="checkbox"/>	5	New Experience-547	AUTO PERSONALIZATION	DRAFT		Jan 19 2023, 1:57 PM
<input type="checkbox"/>	6	New Experience-546	DYNAMIC TESTING	DRAFT		Jan 16 2023, 8:19 PM

Alternately, you can drag the experience into the destination folder in the sidebar.

To move multiple experiences at once, first select each experience that you want to move, and then click **MOVE TO FOLDER** in the left-hand panel. Next, in the Move To Folder modal, select the folder where you want to move the experiences, and then click **MOVE**.



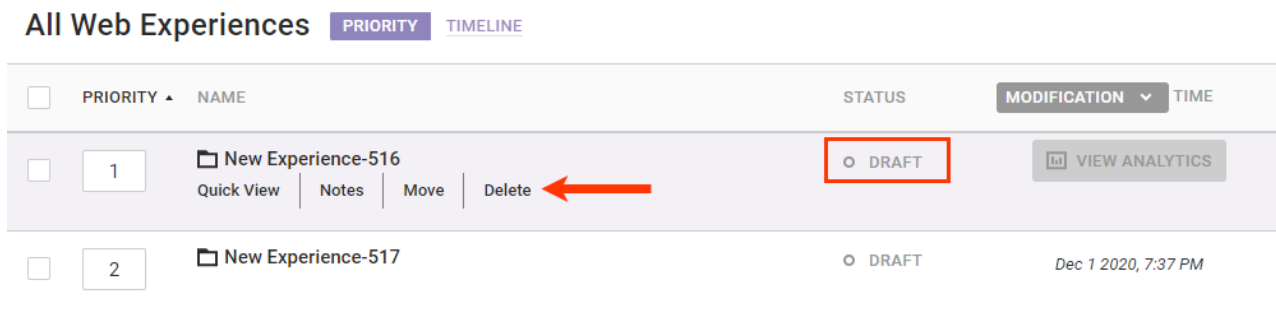
The screenshot shows the 'Web Experiences' interface. On the left is a sidebar with a search bar and a 'FOLDERS' section containing 'All Web Experiences' (769), '2_Category' (1), '3_Cart' (0), '4_Checkout' (1), 'a_Live Experiences' (6), and 'a_Paused Experiences' (10). Below this are 'Archived' (101), 'CREATE FOLDER', and filters for 'STATUS', 'TYPE', 'ANALYTICS', and 'ACCOUNT ENVIRONMENT'. The main area is titled 'All Web Experiences' with 'PRIORITY' and 'TIMELINE' tabs. It displays a table of experiences:

<input type="checkbox"/>	PRIORITY	NAME	STATUS	MODIFICATION	TIME
<input type="checkbox"/>	1	Holiday Free Shipping	PAUSED		Feb 10 2023, 10:52 AM
<input type="checkbox"/>	2	Winter Clearance Sale Banner	PAUSED	AUTO PERSONALIZATION	Feb 10 2023, 10:37 AM
<input type="checkbox"/>	3	Spring-Summer Recs	PAUSED	AUTO PERSONALIZATION	Feb 10 2023, 10:35 AM
<input type="checkbox"/>	4	New Experience-548	DRAFT		Feb 7 2023, 4:19 AM
<input type="checkbox"/>	5	New Experience-547	DRAFT	AUTO PERSONALIZATION	Jan 19 2023, 1:57 PM
<input type="checkbox"/>	6	New Experience-546	DRAFT	DYNAMIC TESTING	Jan 16 2023, 8:19 PM

To delete an experience, place your mouse pointer on the experience's name, and then click **Delete** from the row of action that appears below it.



An informational message box with a purple header and a white background. It contains an information icon (i) and the text: "You can only delete draft experiences."



The screenshot shows a close-up of the 'All Web Experiences' interface. The 'PRIORITY' and 'TIMELINE' tabs are visible. The table shows two rows of experiences. The first row is highlighted, and a row of actions is visible below it:

<input type="checkbox"/>	PRIORITY	NAME	STATUS	MODIFICATION	TIME
<input type="checkbox"/>	1	New Experience-516	DRAFT		
		Quick View Notes Move Delete			
<input type="checkbox"/>	2	New Experience-517	DRAFT		Dec 1 2020, 7:37 PM

An orange arrow points to the 'Delete' action in the row of actions for 'New Experience-516'. The 'DRAFT' status is also highlighted with a red box.

If an experience is active or paused, you can archive it. To archive an experience, place your mouse pointer on the experience's name, and then click **Archive** from the row of action that appears below it.

All Web Experiences PRIORITY TIMELINE

STATUS ACTIVE | x

RESET

<input type="checkbox"/>	PRIORITY ▾	NAME		STATUS	MODIFICATION ▾	TIME
<input type="checkbox"/>	47	New Experience-477 Giri	<input type="button" value="SPLIT TEST"/>	<input type="button" value="GOAL SIG"/>	<input type="button" value="▶ ACTIVE"/>	<input type="button" value="VIEW ANALYTICS"/>
		Quick View Notes Move Pause Archive				
<input type="checkbox"/>	48	New Experience-477 GN-1		<input type="button" value="▶ ACTIVE"/>		May 3 2020, 3:04 PM

All experiences that you archive are in the Archived folder.

Search

Use the search bar on the left side of the list page to find specific experiences by name regardless of what folder they're in and to display them in the panel on the right.

Web Experiences

UPLOAD CREATE EXPERIENCE ▾

FOLDERS ▸

All Web Experiences PRIORITY TIMELINE

<input type="checkbox"/>	PRIORITY ▾	NAME		STATUS	MODIFICATION ▾	TIME
--------------------------	------------	------	--	--------	----------------	------

To clear the search term or phrase, click the **X** in the search bar.

Filter and Sort

You can sort what experiences appear within a folder with the built-in Status, Type, Analytics, Account Environment, Tags, and Goal Metric filters.

Search by experience name... 🔍

FOLDERS ▾

- All Web Experiences 871
 - Fname12 0
 - LM Tests2 1
 - MPX 4
 - test folder 3
 - test1_rename 0
 - Unfiled 863
- Archived 311

[+ CREATE FOLDER](#)

- STATUS ▾
- TYPE ▾
- ANALYTICS ▾
- ACCOUNT ENVIRONMENT ▾
- TAGS ▾
- GOAL METRIC ▾

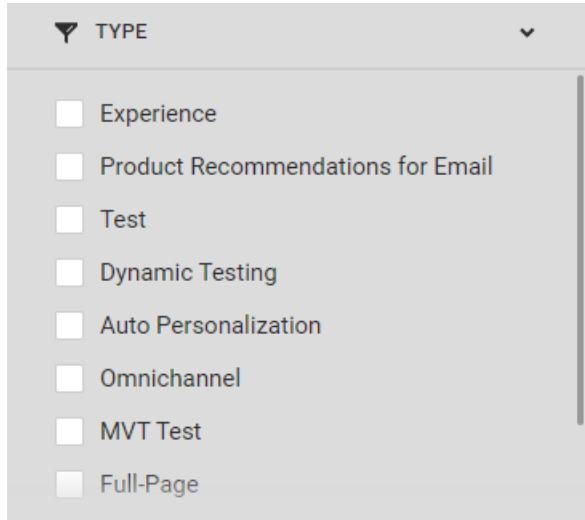
The Status filter options allow you to display any combination of active, scheduled, paused, ended, or draft experiences within a specific folder.

STATUS ▾

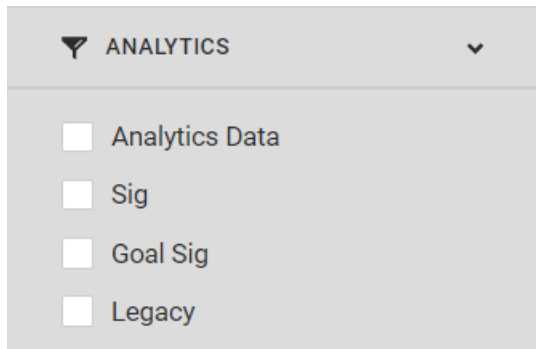
- Active
- Scheduled
- Draft
- Paused
- Ended

The Type filter options allow you to display any combination of experiences as identified by experience type. The

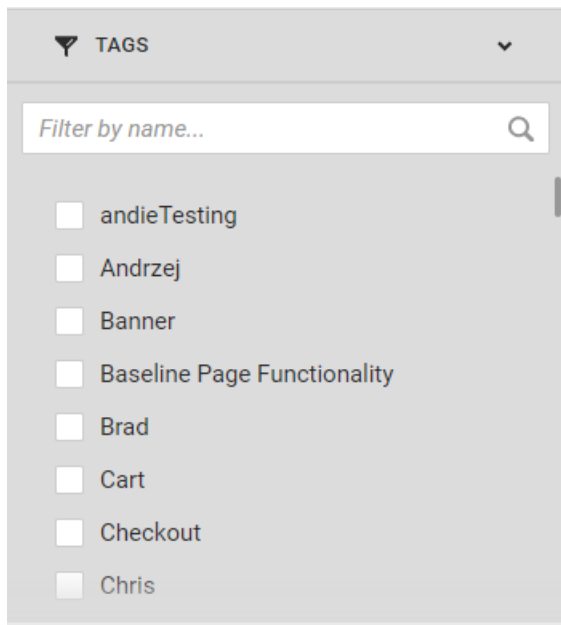
types available within this filter vary based on the experience types available within your account.



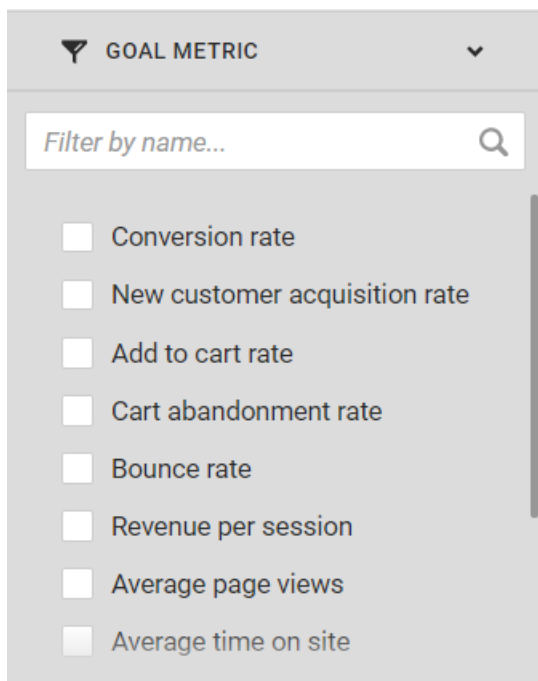
The Analytics filters allow you to display any combination of experiences as identified by their various analytics states. The types available within this filter vary based on the experiences within your account and whether or not they have reached significance or have analytics data available.



The Tags filters allow you to display any combination of experiences that are labeled with tags that you created. The types available within this filter vary based on the tags created for experiences within the account. If users haven't created any tags, then no tags are listed here.



The Goal Metric filters allow you to display any combination of experiences that contain a particular goal metric. This category includes out-of-the-box goal metrics and custom metrics that you create. If you haven't created any custom metrics, then you only see the out-of-the-box goal metrics.

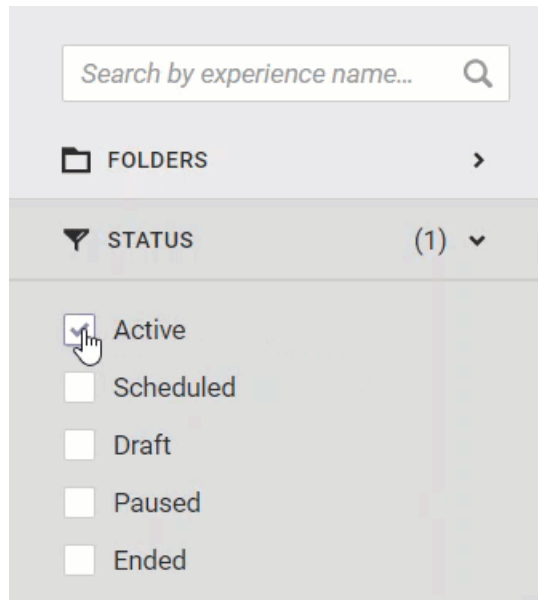


If you choose multiple options from the same filter type, the filtering function uses "or" as the conditional operator. For example, if you select both **Conversion rate** and **New customer acquisition rate** from the Goal Metric category, then you see all experiences that contain either the Conversion rate goal metric or the New customer acquisition rate goal metric.

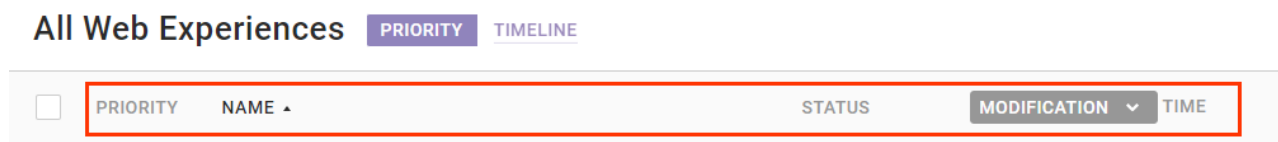
If you select multiple options from different filter types, the filtering function uses "and" for the conditional operator. For example, if you select **Active** from the Status filter category and **Conversion rate** Goal Metric category, then you see all experiences that are active and have the Conversion rate goal metric. Each time you

add a filter option, the filtering function updates to include the new filter selections.

To clear the filters, deselect them from each category accordion, or click **RESET** that appears when your mouse pointer hovers over the number of selected filters in a category. All filters remain in place across all folders until you clear or deselect them.



Click a column header to change the sort order from ascending or descending.



Sort by Time

Use the options in the selector that accompanies the TIME column header to change which timestamp appears for the experiences listed. Selecting an option only changes the time shown and *does not* change the sort order. For example, if you sort by priority, choosing **Activation** from the selector only changes the timestamp to display the time and date when each experience was activated but doesn't sort the list by activation time. It remains sorted by priority. To sort by activation time, select **Activation** and then click the TIME column header.

Folder Strategy

There are a number of effective strategies for organizing experiences within folders. Here are some of the most frequently used methods:

- Users who created the experience
- Specific marketing initiatives
- Page types that the experience applies to
- Audience for the experience

- Date ranges

You can use any of these folder organization methods, or you can create your own folders to best suit your business needs.

Folders and User Roles

The ability to edit different folder options depends on your user role:

- **Administrator:** Can leverage all functionality of folders
- **Experience Building & Activation:** Can leverage all functionality of folders
- **Experience Building:** Can leverage all functionality of folders, expect moving active experiences into and out of a folder
- **Action Builder:** Can leverage all functionality of folders, expect moving active experiences into and out of a folder
- **Reporting Only:** Can only view folders and cannot create, edit, delete, or move experiences into and out of folders