

# Experience Priority

Experience priority is a system that determines which experience takes precedence on a site when multiple experiences use the same action or when actions have the same settings for an overlapping target audience.

For example, if you have one experience that targets returning visitors and another experience that targets visitors from Philadelphia, a returning visitor from Philadelphia would qualify for both experiences. If both experiences use the same action (such as replacing a hero banner), the experience with the higher priority is displayed.

Experience priority is listed in the PRIORITY column on the Web Experiences list page.

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' (766), '1\_Home' (1), '2\_Category' (1), '3\_Cart' (0), '4\_Checkout' (1), 'a\_Live Experiences' (6), 'Paused Experiences' (0), and 'Archived' (101). The main area is titled 'All Web Experiences' and has tabs for 'PRIORITY' and 'TIMELINE'. A table lists experiences with columns for 'PRIORITY', 'NAME', 'STATUS', 'MODIFICATION', and 'TIME'. A red box highlights the 'PRIORITY' column, which contains values 1, 2, 3, and 4 for the following experiences: 'Free Shipping for Email Signup', 'End-of-Season Sale Banner', 'Spring Product Recs', and 'Social Proof—Carted'. The 'End-of-Season Sale Banner' and 'Spring Product Recs' rows also show 'AUTO PERSONALIZATION' and 'DYNAMIC TESTING' buttons respectively.

PRIORITY	NAME	STATUS	MODIFICATION	TIME
1	Free Shipping for Email Signup	ACTIVE		Feb 7 2023, 4:19 AM
2	End-of-Season Sale Banner	ACTIVE	AUTO PERSONALIZATION	Jan 19 2023, 1:57 PM
3	Spring Product Recs	ACTIVE	DYNAMIC TESTING	Jan 16 2023, 8:19 PM
4	Social Proof—Carted	ACTIVE		Oct 17 2022, 3:09 PM

# Adjusting Experience Priority

To adjust the priority of an experience, change the number in the textbox for that experience in the PRIORITY column. Experiences with lower numbers take greater priority than experiences with higher numbers.

The screenshot shows the 'Web Experiences' interface with a filter for 'ACTIVE' status. The sidebar on the left has various filters expanded: 'STATUS' (1), 'TYPE', 'ANALYTICS', 'ACCOUNT ENVIRONMENT', 'TAGS', and 'GOAL METRIC'. The main area is titled 'All Web Experiences' and has tabs for 'PRIORITY' and 'TIMELINE'. A table lists experiences with columns for 'PRIORITY', 'NAME', 'STATUS', 'MODIFICATION', and 'TIME'. The 'PRIORITY' column contains values 1, 2, 3, and 4 for the following experiences: 'SDK\_MostViewed\_Rec\_Exp', 'AB test', 'Most Popular Rec Exp', and 'Darren - HTML Omni'. The 'SDK\_MostViewed\_Rec\_Exp' and 'Most Popular Rec Exp' rows also show 'OMNI' buttons. The 'AB test' row shows a 'SPLIT TEST' button.

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

You can adjust the priority for any experience within a folder or from the All Web Experiences view of the list page.