Enable Auto-Promotion for Experiences

You can configure experiences to auto-promote within Monetate. An experience must meet two guidelines to enable auto-promotion:

- The control threshold as defined by the slider in the WHY part of the experience must be greater than zero.
- The experience must not contain a split.

Follow these steps to enable auto-promotion for an experience.

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

2. Click the experience for which you want to enable auto-promotion.

3. Click the additional options menu (...), and then select **Configure Auto-promotion**.

   ![Configure Auto-promotion](image)

   If the experience doesn't meet the criteria, then **Configure Auto-promotion** is disabled in the menu.

4. Click to toggle **Enable auto-promote** to YES.
5. Input into **Days before auto-promotion** the minimum number of days that the experience must run before it’s auto-promoted.

6. Click **SAVE**.
Once you enable auto-promotion, the experience must meet the following prerequisites before it is promoted:

- The experience must be currently active and have been active for at least the number of days specified in Days before auto-promotion.
- The following conditions have been true for at least the number of days specified in Days before auto-promotion:
  - The experience’s goal metric must have a positive lift above the minimum statistical significance.
  - The experience must not have any metrics with negative lift above the minimum statistical significance.

### Promotion Handling in the Platform

When an experience is promoted, Monetate automatically takes the following actions:

1. It duplicates the original experience as a full experiment without a control.
2. It pauses the original experience.
3. It activates the new experience.

Monetate users can receive experience auto-promotion notifications. See User Account Settings in Manage Users for more information.