

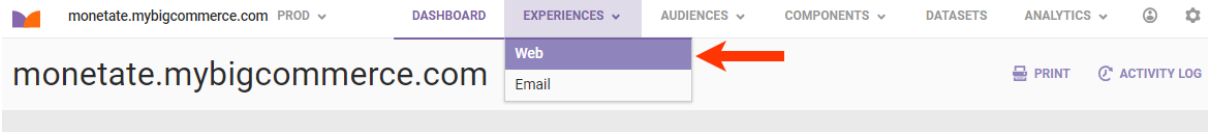
Enable Auto-Promotion for Experiences

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.

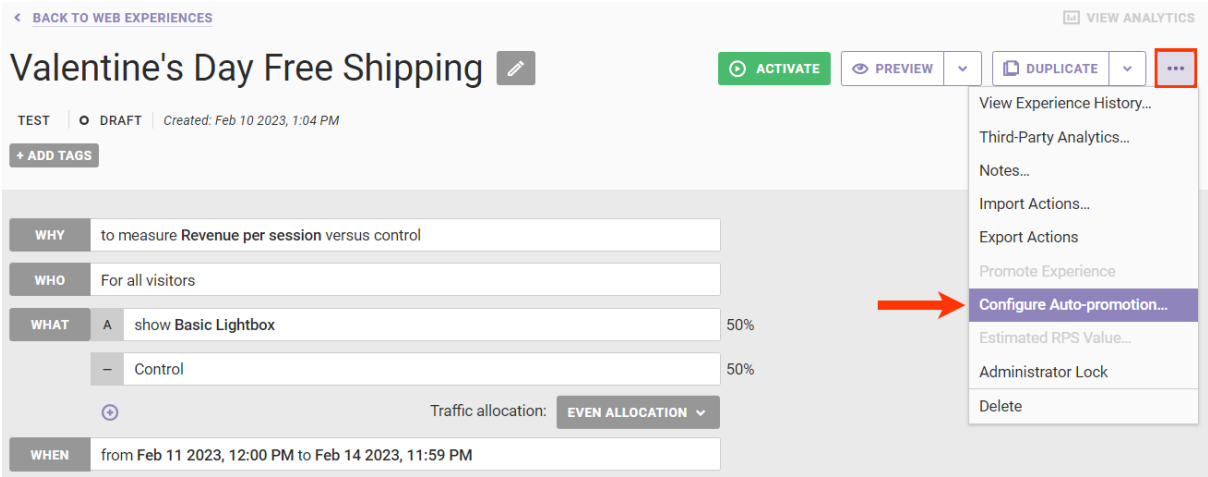
Follow these steps to enable auto-promotion for an experience.

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**.

i 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**.

Configure auto-promotion ✕

If an experience has auto-promotion enabled it will promote an experience if the conditions below are met. The new experience that Monetate creates will have no control traffic and will be activated immediately.

- a. The experiences goal metric has a positive lift above the minimum statistical significance.
- b. The experience has no shown metrics with negative lift above the minimum statistical significance.

Enable auto-promote

NO 

Days before auto-promotion

5. Input into **Days before auto-promotion** the minimum number of days that the experience must run before it's auto-promoted.

Configure auto-promotion ✕


If an experience has auto-promotion enabled it will promote an experience if the conditions below are met. The new experience that Monetate creates will have no control traffic and will be activated immediately.

- a. The experiences goal metric has a positive lift above the minimum statistical significance.
- b. The experience has no shown metrics with negative lift above the minimum statistical significance.

Enable auto-promote

YES NO

Days before auto-promotion



6. Click **SAVE**.

Configure auto-promotion ✕


If an experience has auto-promotion enabled it will promote an experience if the conditions below are met. The new experience that Monetate creates will have no control traffic and will be activated immediately.

- a. The experiences goal metric has a positive lift above the minimum statistical significance.
- b. The experience has no shown metrics with negative lift above the minimum statistical significance.

Enable auto-promote

YES NO

Days before auto-promotion



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 confidence.

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.