

Add Custom Metrics to an Experience

You can add one or more events that you've created in [Event Builder](#) as custom metrics to an experience before activating it.



You can't include custom metrics in [Multivariate Test \(MVT\)](#) experiences.

If you want to do add a custom metric to an active experience, you must duplicate it and then add the custom metric to the copy. See [Duplicate an Experience](#) for more information.

Follow these steps to add an event as a custom metric to an experience.

1. Create a new Web experience, or open in Experience Editor an existing experience to which you want to add a custom metric.
2. Click **WHY**.

A screenshot of the Experience Editor interface. At the top left, there is a link '< BACK TO WEB EXPERIENCES'. At the top right, there is a 'VIEW ANALYTICS' button. The main title is 'Winter Clearance Sale Banner' with an edit icon. Below the title are buttons for 'ACTIVATE', 'PREVIEW', 'DUPLICATE', and a menu icon. The status is 'DRAFT' and it was 'Created: Feb 10 2023, 10:35 AM'. There is an '+ ADD TAGS' button. The 'WHY' field is highlighted with a red border and contains the text 'Select your experience type and goal...'. The 'WHO' field contains 'For all visitors'. The 'WHAT' field contains 'A Add action...'. The 'WHEN' field contains 'from Feb 10 2023, 10:35 AM ongoing'.

3. Select the [type of experience](#) you want to run, and then click **NEXT**.

WHY

WHO

WHAT

WHEN

1 Why are you running this experience?

RECOMMENDED

To optimize my goal with Machine Learning. **MACHINE LEARNING**

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.


To serve everyone the same experience. **100% EXP**


To test multiple metrics with random traffic allocation. **STANDARD TEST**

NEXT

- To make a custom metric the goal metric, scroll or search by name to find it, and then click the star icon to select it. Otherwise, select a **default system metric** for the goal metric. Click **NEXT**.

1 Why are you running this experience?

✓ To serve everyone the same experience.  100% EXP

2 Goal 

Which metric do you want to optimize with this experience?

★ Select a goal metric below

Search for metric by name...

GOAL	METRIC	
★	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


5. Optionally, add one or more custom metrics as secondary metrics.
 - a. Click **ADD METRIC**.

2 Goal

★ Conversion rate

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**

- b. Scroll or search by name to find the custom metric you want to add, and then click to select it. Repeat as necessary. Click **CHOOSE SELECTED**.

Add Metrics ✕

SORT BY NAME ▾

<input type="checkbox"/>	METRIC
<input type="checkbox"/>	Email Submit
<input type="checkbox"/>	Banner Click Event
<input type="checkbox"/>	ClickHeaderEvent
<input type="checkbox"/>	mouseoverevent

CHOOSE SELECTED

6. Click **NEXT**.

2 Goal

★ Conversion rate

3 Confirm Secondary Metrics

These metrics will be tracked as you optimize your goal.

⊕ ADD METRIC

Cart abandonment rate	DEFAULT
Bounce rate	DEFAULT
Revenue per session	DEFAULT
Average page views	DEFAULT
Average time on site	DEFAULT
Average order value	DEFAULT
Example Click Event	
mouseoverevent	

BACK

NEXT



7. Click **SAVE**.

3 Confirm Secondary Metrics

Cart abandonment rate	DEFAULT
Bounce rate	DEFAULT
Revenue per session	DEFAULT
Average page views	DEFAULT
Average time on site	DEFAULT
Average order value	DEFAULT
Example Click Event	
mouseovererevent	

4 Confirm

I would like to **serve the same experience to each customer** to **measure Conversion rate** and **11** additional metrics.

SAVE **CANCEL**

8. Complete the **WHO**, **WHAT**, and **WHEN** settings of the experience as necessary, and then click **ACTIVATE** to launch the experience or **PREVIEW** to ensure the experience is configured as you want.