

# Configure the WHY of a Web Experience

Follow these steps to configure the WHY settings, including the metrics tracked, of a Web experience.

Dynamic Testing and Automated Personalization experiences optimize toward the goal metric you select, so ensure that you put some thought into your selection. See [Default Metrics](#) for more information about system metrics and the metrics reported by default on the Experience Results page.

1. After you create and name a Web experience, click **WHY**, select the [type of experience](#) that you want to configure, and then click **NEXT**.
  - Dynamic Testing and Automated Personalization experiences use machine learning to intelligently assign qualifying visitors
  - 100% Experiences and Standard Test experiences are fixed-assignment experiences

2. Choose a goal metric and then click **NEXT**.

You can use a custom metric that you've built in Event Builder for the goal metric. See [Add Custom Metrics to an Experience](#) for more information.

3. Adjust as necessary the secondary metrics that you want to track for the experience, and then click **NEXT**.
  - To add custom metrics to the experience's secondary metrics, see [Add Custom Metrics to an Experience](#) for the steps.
  - To remove a metric from the list of secondary metrics, place your cursor in the metric's row, and then click the minus symbol (–) that appears at the far-right end of the row.
4. Verify that you configured the settings properly, and then click **SAVE**.