

# 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.

WHY Select your experience type and goal...

WHO For all visitors

WHAT A Add action...

WHEN from Feb 10 2023, 10:35 AM ongoing

### 1 Why are you running this experience?

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

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

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

**Automated Personalization**

Use Automated Personalization to serve the best-fit variant to each *individual* customer. **AUTO PERSONALIZATION**

*Highest ROI, better for long-running experiences with high traffic volume*

**Dynamic Testing**

Use Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner. **DYNAMIC TESTING**

*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.


**NEXT** ←

3. 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.

**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**

4. 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.

**2 Goal**

★ Conversion rate

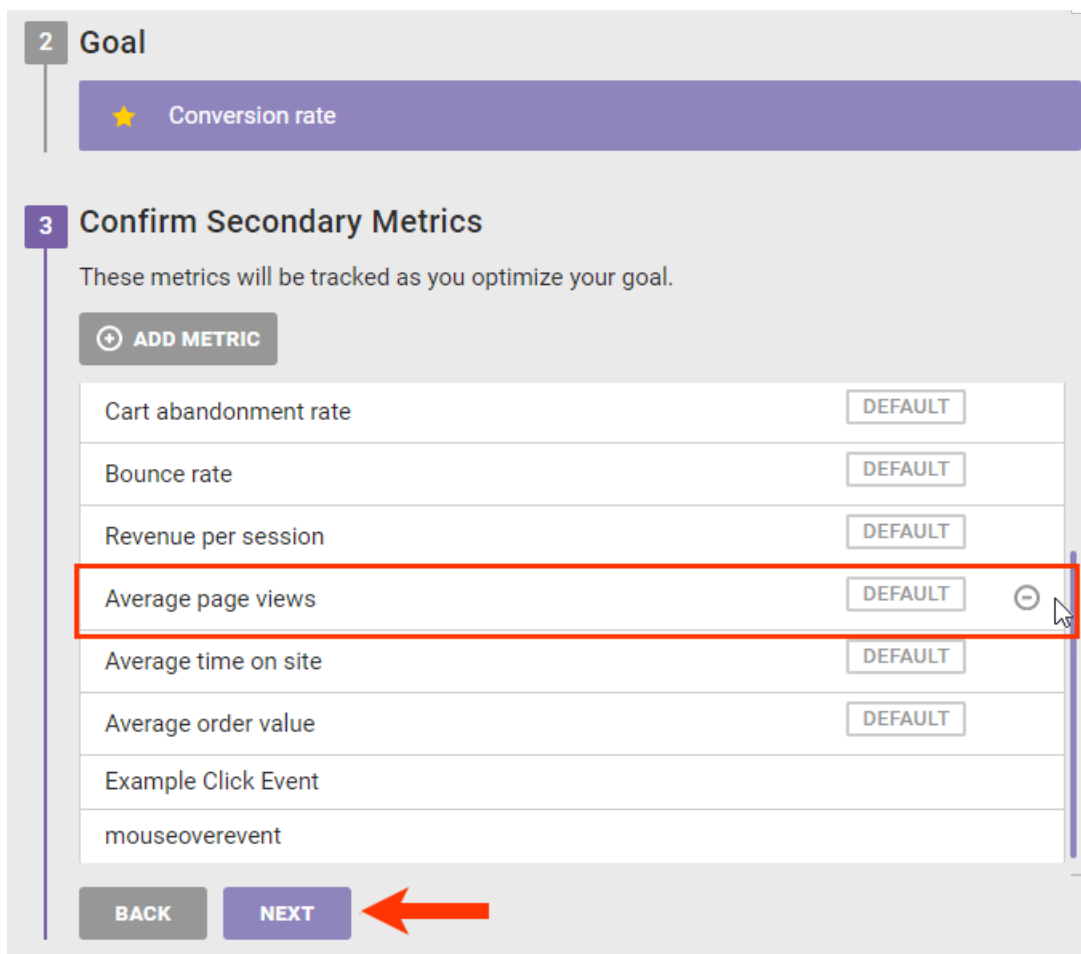
**3 Confirm Secondary Metrics**

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



5. Verify that you configured the settings properly, and then 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