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 you 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**.