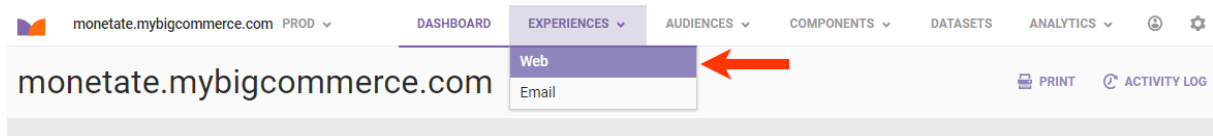


# Create an Omnichannel Experience

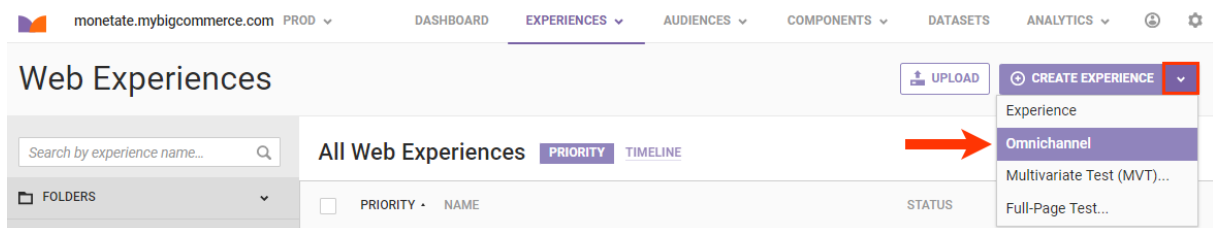
Regardless of the channel that you want to serve an experience on (mobile app, server-side integration for Web, etc.), the process for creating an Omnichannel experience is the same with the exception of the actions available for the experience.

Follow these steps to configure an Omnichannel experience.

1. Click **EXPERIENCES** in the top navigation bar, and then select **Web**.



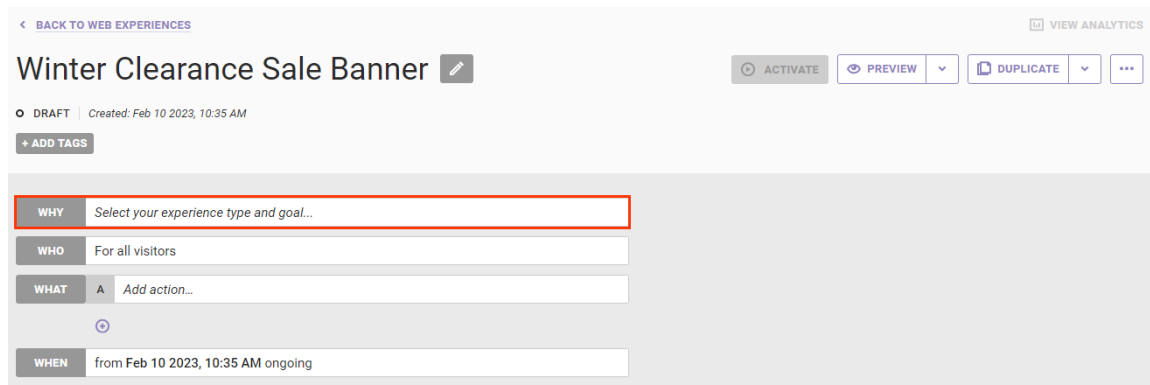
2. Click the arrow to the right of **CREATE EXPERIENCE**, and then select **Omnichannel**.



3. Name the experience.



4. Configure the WHY settings.
  - a. Click **WHY**.



- b. Select an experience type and then click **NEXT**.

WHY

WHO

WHAT

WHEN

---

1 Why are you running this experience?

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

**Automated 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**

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*

**RECOMMENDED**

**MACHINE LEARNING**

**100% EXP**

**AUTO PERSONALIZATION**

**DYNAMIC TESTING**

**STANDARD TEST**

To serve everyone the same experience.


To test multiple metrics with random traffic allocation.

Note: This experience will start with an even distribution between variants until the engine begins to learn.

**NEXT**

- c. Select a goal metric and then click **NEXT**. Refer to [Event/Metric Mapping in Target, Event, & Condition Mapping](#) for a table of default metrics and their respective associated Engine API events.

**1 Why are you running this experience?**

✓ To serve everyone the same experience. 


**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 

d. Configure as necessary the secondary metrics, and then 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



- e. Confirm that the WHY summary statement is accurate, and then click **SAVE**.

**4 Confirm**

I would like to **serve the same experience to each customer** to **measure Conversion rate** and **9** additional metrics.

SAVE CANCEL


5. Configure the WHO settings. Refer to [Target Type Mapping in Target, Event, & Condition Mapping](#) for a table of target types and their respective associated Engine API events.
- a. Click **WHO** and then click **ADD TARGET**.

WHY to increase lift for all traffic

WHO For all visitors

WHAT A Add action...

WHEN from Feb 10 2023, 10:35 AM ongoing

WHO  **ADD TARGET** ▼

- b. Click a category on the Target Type panel, select a target, and then configure it as necessary. See [WHO Targets in Omnichannel Experiences](#) in the Monetate Developer Hub for more information.


WHO TARGET TYPE RETURN TO TARGET LIST

Target Types

Landing	Location	Behavior	Technographics
US Demographics	Weather	Named Segments	Custom Targets
Datasets	Audiences	Audience Discovery	AdLink

6. Configure the WHAT settings.
- a. Click **WHAT** and then click **ADD ACTION**.

BACK TO WEB EXPERIENCES VIEW ANALYTICS

Winter Clearance Sale Banner 

**ACTIVATE** **PREVIEW** **DUPLICATE** **...**

DRAFT Created: Feb 10 2023, 10:35 AM


+ ADD TAGS

WHY to increase lift for all traffic

WHO For all visitors

WHAT A Add action...


WHEN from Feb 10 2023, 10:35 AM ongoing


WHAT  **ADD ACTION** ▼


- b. Click a category on the Action Type panel, select an action template, and then configure it as necessary. See [Available Omnichannel Action Types](#) for more information about the action templates typically available for Engine API clients. See [Using Action Conditions in Omnichannel Experiences in Target, Event, & Condition Mapping](#) in the Monetate Developer Hub for guidance on configuring action conditions.


WHAT ACTION TYPE < RETURN TO WHAT


### Action Type


 HTML

 Product Recommendations

 Social Proof

 Product Finder

 Badges

 Other

7. Configure the WHEN settings.
  - a. Click **WHEN** and then click **START AND STOP TIME**.

WHY to increase lift for all traffic

WHO For all visitors



WHAT A show Omni HTML

+

WHEN from Feb 10 2023, 10:35 AM ongoing

---

WHEN < BACK

START AND STOP TIME  

from February 10, 2023 at 10:35 AM ongoing


- b. Configure the start and, optionally, stop date and time as well as dayparting and time zone settings as necessary, and then click **SAVE**. See [Configure Experience Timing](#) for more information.


WHEN START AND STOP TIME < RETURN TO WHEN

### Start and Stop Time


Select a start and stop time for this experience, based on the retailer's time zone (America/Dominica).


**Start Experience**

Start date: 2/10/23 

Start time: 10:35 AM 

**End Experience**

End date: 


End time: 

Ongoing  Specific end date

**Day Parting**

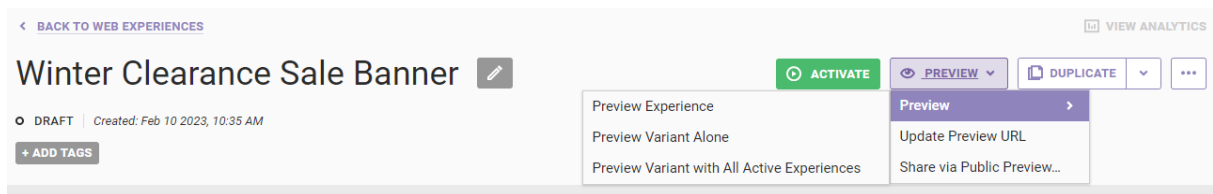
To turn this experience on for only some parts of the day, first choose the time zone context (your timezone or the visitor's timezone), and then select the hours when you would like the experience to be on.

**Time Zone Context**

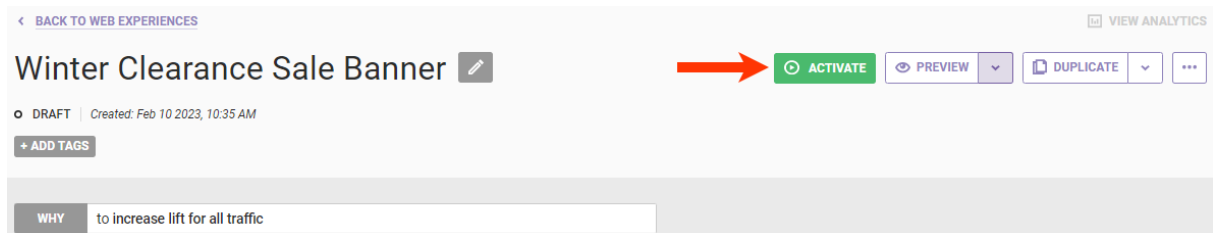
NONE 

**SAVE** **CANCEL**

8. Click **PREVIEW** to test the experience. See [Preview an Omnichannel Experience](#) in the Monetate Developer Hub for more information.



9. Click **ACTIVATE** when you're ready to deploy the experience.



See [Request Requirements](#) in the Monetate Developer Hub for more information about Engine API request calls for Omnichannel experiences.