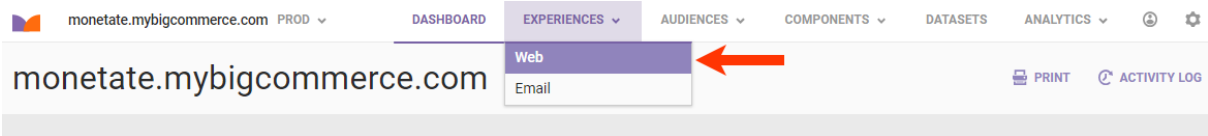


Build a Dynamic Testing Experience

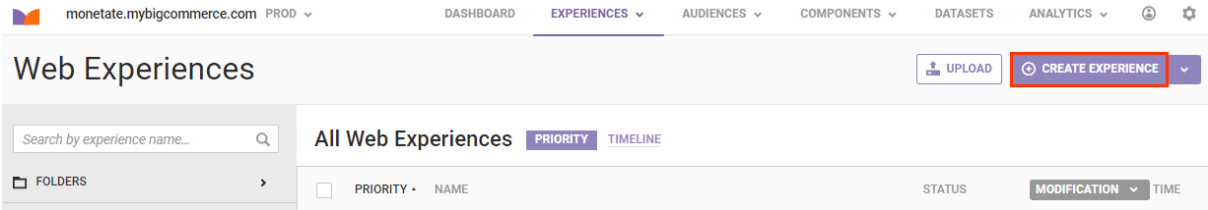
Dynamic Testing experiences are powered by the Dynamic Testing algorithm that determines the right content to show to the majority of your audience. This type of experience is effective when you only want to run an experience for a short time.

Follow these steps to create a Dynamic Testing experience.

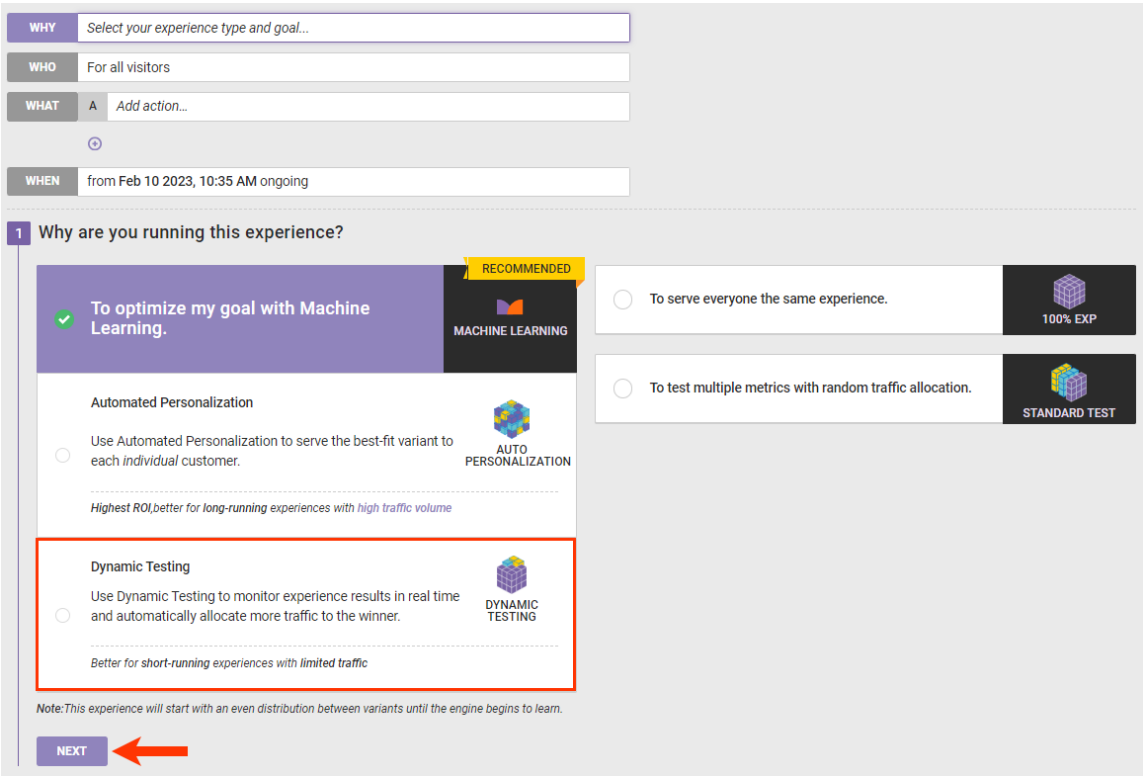
- 1. Click **EXPERIENCES** in the top navigation bar and then select **Web**.



- 2. Click **CREATE EXPERIENCE**.



- 3. Configure the WHY settings.
 - a. Click **WHY**, select **Dynamic Testing**, and then click **NEXT**.



- b. Select the goal metric you want to optimize with this experience, and then click **NEXT**.



Ensure you put some time and thought into selecting the most appropriate goal metric for the Dynamic Testing experience. Monetate optimizes the traffic distribution for the experience to display the most successful split to more of the experience traffic based on this metric. Once you activate the experience, you cannot make changes to its configuration.

1 Why are you running this experience?

To optimize my goal with Machine Learning. RECOMMENDED

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

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** ←

- c. Select any secondary metrics that you want to track with the Dynamic Testing experience, and then click **NEXT**.



The Dynamic Testing algorithm personalizes based on the goal metric that you selected in the previous step. Since the engine is not optimizing for secondary metrics, it's possible that they may underperform within the experience.

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 


- d. Verify that you've configured the WHY settings properly, and then click **SAVE**.

4 Confirm

I would like to **use Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner.** to optimize **Conversion rate** and **9** additional metrics.


SAVE CANCEL

4. Optionally, narrow the target audience for the experience. Click **WHO**, click **ADD TARGET**, select a target type, and then complete the settings for that target. See [Configure Experience Targeting](#) and [Types of WHO Targets](#) for more information about target options and settings.


WHY	to optimize Conversion rate using Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner.	
WHO	For all visitors	
WHAT	A	Add action...
	-	Control
	+	
WHEN	from Feb 10 2023, 10:35 AM ongoing	
WHO	 ADD TARGET	

5. Configure the WHAT settings.

- a. Configure at least one WHAT action. Click the **A** field, click **ADD ACTION**, select an action type, and then complete the settings for that action. Refer to the [Actions](#) section of the knowledge base for more information.

WHY	to optimize Conversion rate using Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner.	
WHO	For all visitors	
WHAT	A	Add action...
	-	Control
	+	
WHEN	from Feb 10 2023, 10:35 AM ongoing	
WHAT	 ADD ACTION	

- b. Optionally, add more variants to test multiple versions of action A. Hover your mouse pointer over the plus sign (+) under the **Control** field of the WHAT settings, click **ADD VARIANT** when it appears, select an option, and then configure the variant. See [Add Variants to a Web Experience](#) for more information.

WHY	to optimize Conversion rate using Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner.	
WHO	For all visitors	
WHAT	A	show Tippy Top Banner
	-	Control
	+	
	 ADD VARIANT	
WHEN	Blank Variant	ing
	Variants With Actions From ...	Unnamed Variant
	Control	
WHAT	ADD ACTION	

6. Click **WHEN**, click **START AND STOP TIME**, and then configure the date and time settings for the experience. See [Configure Experience Timing](#) for more information.



You must click **Specific End Date** before you can add an end date and time to your

experience.

WHY to optimize Conversion rate using Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner.

WHO For all visitors



WHAT A show Tippy Top Banner Text Only

B show Tippy Top Banner Product Collage

- Control

WHEN from Feb 10 2023, 10:35 AM ongoing

TEXT ONLY - WHEN

START AND STOP TIME  

from February 10, 2023 at 10:35 AM ongoing

7. Click **PREVIEW** and then select the option that corresponds to the variant you want to preview and if you want to preview it alone or with all other active experiences. See [Activate an Experience for Preview and Testing](#) for more information.

< BACK TO WEB EXPERIENCES VIEW ANALYTICS

Winter Clearance Banner

DYNAMIC TESTING | DRAFT | Created: Feb 10 2023, 10:35 AM

+ ADD TAGS

WHY to optimize Conversion rate using Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner.

WHO For all visitors

WHAT A show Tippy Top Banner Text Only

B show Tippy Top Banner Product Collage

- Control

WHEN from Feb 10 2023, 10:35 AM ongoing

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

Preview A Alone

Preview A with All Active Experiences

Preview B Alone

Preview B with All Active Experiences

Preview

Update Preview URL

Share via Public Preview...

8. Click **ACTIVATE** to deploy the experience to your site as determined by the WHEN configuration.



You cannot edit a Dynamic Testing experience once you activate it. For example, if you want to debug a Dynamic Testing experience that was configured to target a product detail page but that action condition was removed for debugging purposes, the condition still exists in the activated state of the Dynamic Testing experience. However, you can modify the action conditions and other aspects of the experience. To do so, you must duplicate the experience and properly configure all conditions before you activate it.


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WHY to optimize Conversion rate using Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner.

 [ACTIVATE](#) [PREVIEW](#) [DUPLICATE](#) [...](#)

Refer to [Experience Priority](#) for more information about how experiences are prioritized.