

Default Metrics & Key Performance Indicators

Monetate tracks and reports a variety of metrics for Web experiences. Each key performance indicator (KPI) listed here works out of the box without any additional tracking from the Monetate JavaScript API:

- Bounce rate
- Average page views
- Average time on site

For more information on tracking your site data, see the documentation in the [Introduction to the Monetate JavaScript API](#) section of the [Developer](#) category of the knowledge base.

See [Email Experience Analytics](#) for the default metrics relevant to the Email add-on.

Default Metrics

This table provides the definition and formula for all the default system metrics that Monetate provides in any new experience. Metrics that require additional method calls from the Monetate API are denoted by a check mark (✓).

Metric	Definition & Formula	Requires Monetate API	Required API Method
Conversion rate	The percentage of visitors who make a purchase during their session; Sessions with purchase / Total sessions	✓	<code>addPurchaseRows</code>
New customer acquisition rate	The percentage of first-time visitors (anyone not currently identified with a Monetate ID) who make a purchase; Sessions with only 1 view / Total sessions	✓	<code>addPurchaseRows</code>
Add to cart rate	The percentage of visitors who view their cart with at least 1 item in it during their session; Sessions with cart item viewed / Total sessions	✓	<code>addCartRows</code>
Cart abandonment rate	The percentage of visitors who view their cart with at least 1 item in it during their session but don't make a purchase; Sessions with cart item viewed and no purchase / Total sessions with cart item viewed	✓	<code>addCartRows</code>
Bounce rate	The percentage of visitors who view only 1 page in the session and then leave; Sessions with only 1 view / Total sessions	—	—
Revenue per session	The average spend per session; Total revenue / Total sessions	✓	<code>addPurchaseRows</code>

Metric	Definition & Formula	Requires Monetate API	Required API Method
Units per transaction	The average number of products purchased in a transaction; Total units purchased / Total transactions	✓	addPurchaseRows
Average page views	The average number of pages that visitors in the experience view on the website per session; Total page views / Total sessions	—	—
Average time on site	The average time spent browsing a site per session based on the first time that the Monetate session began (for example, if a customer visits a homepage with the Monetate tag but no active experiences and then later navigates to the cart page with an active experience, then the time reported in Experience Results is measured from homepage to last page view); Total session time/Total sessions	—	—
Average order value	The average amount spent on an order; Total revenue for orders / Total number of orders	✓	addPurchaseRows

Configuring Default Metrics Reported in Experience Results

You can determine on the Default Metrics page which metrics are included by default in the experience results for every new Web experience. Regardless of the settings on this page, users can still include or exclude any default system metrics as well as add custom metrics when building an experience.

To configure the default reported metrics, first click the settings cog in the top navigation bar and then select **Default Metrics**.

The screenshot shows the Monetate dashboard interface. At the top, there is a navigation bar with the URL 'monetate.mybigcommerce.com' and several menu items: DASHBOARD, EXPERIENCES, AUDIENCES, COMPONENTS, DATASETS, and ANALYTICS. A settings cog icon is highlighted with a red box. A dropdown menu is open from the cog icon, listing various options under the 'ACCOUNT' section. The 'Default Metrics' option is highlighted with a purple bar and a red arrow points to it. Below the navigation bar, the dashboard displays several experience cards: '1 Auto Personalization experience' (19 context variables), '1 Dynamic Test experience' (1 session), and '4 Standard' (32 100%). A large '26.1%' metric is also visible at the bottom left.

System Metrics

To prevent a system metric from displaying in Experience Results for all new experiences, place your mouse pointer in the metric's row, and then click the delete icon that appears.



Removing a system metric from this list only means it isn't displayed by default in the results for all new experiences. Monetate still collects data for these metrics and provides it in the raw data CSV files and HTML tables you can access on the **Metrics** tab of the Experience Results page.

Default Metrics

ADD METRIC

Which experience metrics would you like to view in analytics? These settings apply to all new experiences.

METRICS TO SHOW IN ANALYTICS	
Conversion rate	
New customer acquisition rate	
Add to cart rate	
Cart abandonment rate	
Bounce rate	
Revenue per session	
Units per Transaction	
Average page views	
Average time on site	
Average order value	

SAVE

Follow these steps to restore a system metric to the default metrics.

1. Click **ADD METRIC**.

Default Metrics


 [ADD METRIC](#)

Which experience metrics would you like to view in analytics? These settings apply to all new experiences.



METRICS TO SHOW IN ANALYTICS
<input type="checkbox"/> Conversion rate
<input type="checkbox"/> New customer acquisition rate
<input type="checkbox"/> Add to cart rate
<input type="checkbox"/> Cart abandonment rate
<input type="checkbox"/> Bounce rate
<input type="checkbox"/> Revenue per session
<input type="checkbox"/> Units per Transaction
<input type="checkbox"/> Average page views
<input type="checkbox"/> Average order value

[SAVE](#)

2. Select the deleted system metric from the list in the Add Metric modal.

 Any system metric that's been removed appears at the top of the list in the Add Metric modal.

Add Metric ✕

 [SORT BY CREATION TIME](#) 

Metric

Average time on site
(end time - start time) / number of sessions
SYSTEM

mouseoverevent
mouse over live CS bot
EVENT **INTERACTION**

Email Submit
Weekly promo email
EVENT **INTERACTION**

[CHOOSE SELECTED](#)

3. Click **CHOOSE SELECTED**.

Add Metric ✕


search by name or type 🔍 SORT BY CREATION TIME ▾

Metric

Average time on site
(end time - start time) / number of sessions
SYSTEM

mouseoverevent
mouse over live CS bot
EVENT INTERACTION

Email Submit
Weekly promo email
EVENT INTERACTION

 **CHOOSE SELECTED**

4. Click **SAVE**.


Default Metrics

ADD METRIC

Which experience metrics would you like to view in analytics? These settings apply to all new experiences.

METRICS TO SHOW IN ANALYTICS
Conversion rate
New customer acquisition rate
Add to cart rate
Cart abandonment rate
Bounce rate
Revenue per session
Units per Transaction
Average page views
Average order value
Average time on site

SAVE



Custom Metrics

You can add custom metrics that you've created using Event Builder as default reported metrics for any new Web experience. See [Create an Interaction Event](#) for the steps to create an interaction-tracking event.

Follow these steps to make a custom metric a default reported metric.

1. Click **ADD METRIC**.

Default Metrics



ADD METRIC

Which experience metrics would you like to view in analytics? These settings apply to all new experiences.

METRICS TO SHOW IN ANALYTICS
Conversion rate
New customer acquisition rate
Add to cart rate
Cart abandonment rate
Bounce rate
Revenue per session
Units per Transaction
Average page views
Average order value

SAVE

2. In the Add Metric modal, select each custom metric that you want to track by default for all new experiences.



You can search for the custom metric by name or by any tags associated with it when it was created.

Add Metric ✕

search by name or type 🔍 **SORT BY CREATION TIME** ▾

Metric

mouseoverevent
mouse over live CS bot
EVENT INTERACTION

Promo Click Event
Promo banner click
EVENT INTERACTION

Email Submit
Weekly promo email
EVENT INTERACTION

CHOOSE SELECTED

3. Click **CHOOSE SELECTED**.

Add Metric ✕


search by name or type 🔍 **SORT BY CREATION TIME** ▾

Metric

mouseoverevent
mouse over live CS bot
EVENT INTERACTION

Promo Click Event
Promo banner click
EVENT INTERACTION

Email Submit
Weekly promo email
EVENT INTERACTION

 **CHOOSE SELECTED**


4. Click **SAVE**.

Default Metrics

Which experience metrics would you like to view in analytics? These settings apply to all new experiences.

[+ ADD METRIC](#)

METRICS TO SHOW IN ANALYTICS	
Conversion rate	
New customer acquisition rate	
Add to cart rate	
Cart abandonment rate	
Bounce rate	
Revenue per session	
Units per Transaction	
Average page views	
Average order value	
Average time on site	
mouseoverevent	EVENT
Email Submit	EVENT

[SAVE](#) 

The custom metrics that you add appear at the bottom of the list on the Default Metrics page.

You can delete a custom metric from the list using the same method as you use to delete a system metric.