

Build a Full-Page Test Experience

A Full-Page Test (FPT) experience allows you to redirect all site visitors to an alternate version of a full page on your site. It's useful when you want to test an entire alternate page or if you want to track data and audiences using a parameter and value.

Prerequisites

Before you can create and use FPT experiences, your account must first meet two prerequisites:

- You must have this feature enabled for the account. If you don't see an option to create Full-Page Test experiences as shown in step 2 of this documentation, submit a request using the Monetate Technical Support portal (support.monetate.com).
- You must use the [synchronous version](#) of the Monetate tag on your site.

Instead of using HTACCESS files and a 301 redirect to send traffic to a moved page, Monetate instead uses the [synchronous version](#) of its [Monetate tag](#) to evaluate the URL with a string or regular expression and then immediately passes the traffic on to the new target URL. It calls `entry.js` directly and is faster when caching URLs.

Monetate does not support Full-Page Test experiences on [single-page application sites](#). Because of how the DOM is rendered, a Full-Page Test experience works on a landing page but does not on retracks and page renderings because of when they're evaluated.

Building the Experience

The steps for building an FPT experience are similar to but not exactly the same as building any other experience in Monetate. While FPT experiences have the same WHO, WHAT, WHEN, and WHY parts, there are a few important differences.

The WHO setting for an FPT experience is **For all visitors** and cannot be changed. This configuration optimizes the page redirect to take place as soon as possible so that site visitors don't realize a redirect has occurred.

The WHAT settings default to 100% traffic distribution to the replacement page you enter in step 4.

The goal metric in the WHY settings is the [account's default goal metric](#). You can only change the experience's goal metric if you allocate a percentage of traffic to the current page, called the control, in the WHAT settings.

Follow these steps to create an FPT experience.

1. Click **EXPERIENCES** in the top navigation and then select **Web**.
2. Click the arrow next to **CREATE EXPERIENCE** and then select **Full-Page Test**.

3. Enter a name for the experience into **Full-Page Experience Name**.
4. Enter the URL for the webpage that you want replaced into **Current Page**, and then enter the URL for the replacement page into **Replacement Page**.

Each URL must be on the domain registered to your account.

5. Select an option from **Operator** to determine how URLs are matched.

The **Pathname Regular Expression**, **URL Regular Expression**, and **URL (w/ Params) Regular Expression** operators require that the URL value use a regular expression to work. For assistance with regular expressions, the online regular expression debugging site [RegEx101](#) can explain and detect errors in your regex input.

Operator	Description
Exact Match	<p>Performs an exact URL evaluation down to the trailing slash. For best results copy the URL that you want replaced from a browser address bar. Include <code>http://</code> and the trailing slash (<code>/</code>).</p> <p>Does not evaluate URLs with parameters. Use URL (w/ Params) Regular Expression to evaluate URLs that include query string parameters.</p>
Pathname Regular Expression	<p>Performs a regular expression evaluation against the current path. Normally used to replace multiple page URLs on your site. Use <code>window.location.pathname</code> in the console to get the current path.</p>
URL Regular Expression	<p>Similar to Pathname Regular Expression but evaluates the entire URL instead of just the pathname. This operator is the most commonly used when targeting pages with query string parameters.</p>
URL (w/ Params) Regular Expression	<p>Same as Pathname Regular Expression and URL Regular Expression but the replacement URL allows you to return a value from the regular expression. Useful for keeping the URL query string parameters attached to the new URL when redirecting traffic.</p>
Add URL Param	<p>Allows you to find URLs that don't have a given query string parameter and then adds the given value. Useful for pages without the parameter <code>beta</code> to add the parameter <code>true</code> to test a new redesign.</p>

6. Click **CREATE**.
7. Optionally, configure the WHAT settings to allot a percentage of traffic to the control or to add up to four

additional replacement pages to the experience by following the steps in [Adjusting Traffic Distribution](#) and in [Adding More Replacement Pages](#), respectively, in this documentation.

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

You cannot set up dayparting as part of the WHEN settings.

9. Optionally, configure the WHY settings. Follow the steps in [Adjusting the Metrics](#) in this documentation to [add](#) or [remove](#) metrics reported in the experience analytics. Follow the steps in [Changing the Goal Metric](#) to change the goal metric if you've allocated traffic to the control.
10. Click **SHARE** to preview the experience before activating it. See [Previewing the Experience](#) in this documentation for the steps to share a preview.
11. Click **ACTIVATE** to enable the experience.

Adjusting Traffic Distribution

Follow these steps to adjust the traffic distribution between the control and replacement page in the experience.

1. Click **WHAT**.
2. Optionally, name the replacement page.
3. Enter a percentage for the control and for the replacement page that add up to 100%.
4. Click **SAVE**.

You can now change the goal metric by following the steps in [Changing the Goal Metric](#) in this documentation.

Adding More Replacement Pages

You can add and edit replacement pages until you activate the experience. Each page must have a unique name and a replacement URL. Follow these steps.

1. Click **WHAT**.
2. Enter a name for the replacement URL that you added in step 4 of [Building the Experience](#) into its

corresponding **Name** field.

3. Click **ADD TEST PAGE**.
4. Enter the additional test page's name and URL into their respective fields.
5. Repeat steps 3 and 4 as necessary to add more test pages.

A Full-Page Test experience can have up to five total test pages.

6. Adjust as necessary the traffic percentages for each test page and the control.
7. Click **SAVE**.

Adjusting the Metrics

You can add or remove any of the metrics reported for the experience.

Removing Metrics

Follow these steps to remove any of the metrics reported in the experience's analytics.

Removing a metric only means it is not displayed on the Experience Results page. Monetate still collects data for any removed metric and includes it in the CSV and HTML files available for download on the Experience Results page.

1. Click **WHY** and then click the WHY statement.
2. Place your mouse pointer on the metric you want to remove from the Experience Metrics table, and then click the delete icon (–) that appears.
3. Repeat the previous step as necessary to remove additional metrics.
4. Click **SAVE**.

Adding Metrics

Follow these steps to add metrics to the experience.

1. Click the **WHY** and then click the WHY statement.

2. Click **ADD METRIC**.
3. Select each additional metric you want reported for the experience.

The options in the Add Metric modal are default metrics that have been removed from the experience and labeled **SYSTEM** along with [custom metrics](#) created in Event Builder.

4. Click **CHOOSE SELECTED**.
5. Click **SAVE**.

You can create a new metric for the experience from the WHY settings. Click **CREATE METRIC** to leave the Experience Editor page and launch Event Builder on your site.

See [Events](#) for more information on using Event Builder.

Changing the Goal Metric

Follow these steps to change the experience's goal metric.

You cannot change the goal metric if you haven't allocated traffic to the control. Follow the steps in [Adjusting Traffic Distribution](#) in this documentation to fulfill that prerequisite.

1. Click **WHY** and then click the WHY statement.
2. Place your mouse pointer on the metric that you want to make the goal metric, and then click the blue star icon that appears.
3. Optionally, select an option to adjust the minimum statistical significance needed to reach the goal.
4. Click **SAVE**.

Previewing the Experience

The only way to preview a FPT experience is to generate a link. Follow these steps to generate the preview link.

1. Click **SHARE**.

2. If the experience has multiple replacement pages, select one from **Preview Group**.
3. Optionally, select **Preview Against All Active Experiences** if you want the preview to show how the replacement page appears with all other active experiences.
4. Edit the description as necessary.
5. Click **CREATE PREVIEW LINK/QR CODE**.
6. Click **COPY URL** and then click **DONE**.

The link generated allows others within your company to preview the experience without requiring login credentials for Monetate.