Experience Status

Any experience that you create within Monetate has a particular state or status. Experience status is important for many reasons. To begin with, this is how Monetate defines whether or not an experience is running, is scheduled to run, is still being created, among other possible things. It is also one of the first things you should check if an experience is unexpectedly visible or invisible on your site.

Experience Statuses

Familiarize yourself with the experience statuses so you understand what state an experience is currently in when you review your Experience List page or the individual details for an experience.

Active

This experience is currently running for its target audience at the priority specified on the experiences list page. It will continue running until its end date and time if they are specified in the WHEN settings. If there is no end date, this experience runs indefinitely or until it is paused.

Scheduled

This experience will run at the date and time specified in its WHEN settings. It automatically begins running on the predefined start date and time and continues running until its end date and time if they are specified in the WHEN settings. If there is no end date, this experience runs indefinitely or until it is paused.

Draft

This experience has not yet been activated. This is the default state for any newly created experience.

Paused

This experience has been previously activated, but it is not currently running.

> ℹ️ Any data from when it was running has been preserved and remains intact.

Ended

If an experience has a start date and time and an end date and time specified in its WHEN settings and the end date has passed, the experience will be ended. It is no longer active, but all data from when it was running has been preserved and remains intact.