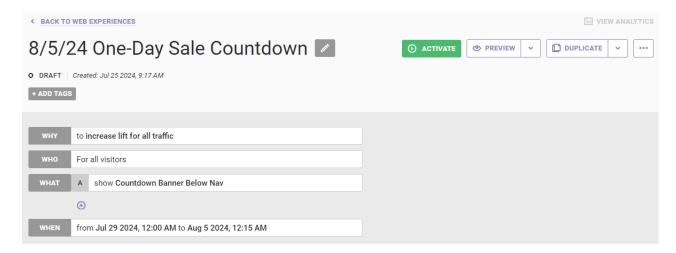# Agility Experiences

Agility experiences allow you to make quick changes to your site to impact a broad audience. They are often used for last-minute events, such as a flash sale, or as a means to deliver on an objective in a timely manner without involving extensive development resources.

- Make fast development changes that typically impact a large demographic of your audience
- Typically high in the conversion funnel

Case Study

An experience is configured to target all visitors and to display a countdown banner under the navigation to create urgency in advance of a one-day sale.

Keep in mind that everything presented in these training materials is only the baseline for the strategic approach you can take with Monetate. The Strategy and Insights team is here to help develop a personalized approach to your specific business goals. Contact your Client Success Manager (CSM) for more information.