

Prioritize Experiences

Your experiences don't exist in a vacuum on your site. Every active experience contributes to the overall customer experience your visitors see when they navigate your site. Sometimes, you may build experiences that affect the same page or site element. Experience priority is the best way to prevent unexpected and undesirable experience effects. To learn more about how this feature, see [Experience Priority](#).

Strategy

When you prioritize the experiences you want to run, it is important that you ask yourself questions about your key objectives. The list below shows some common questions that Monetate customers have used with great success to help determine experience priority:

- Is this experience in line with my predetermined objectives and/or key business objectives?
- Is this experience running on a high-traffic location on the site?
- Are the changes made within this experience above the fold?
- Will this experience be visible to a site visitor within first 5 seconds after landing?
- Is there an opportunity for personalization?
- Is this experience relatively easy to implement?
- Does this experience increase or facilitate customer motivation?
- Will you implement this experience for all device types?
- Is the change you are making in this experience measurable?
- Is there an opportunity to include first-party data?



Changing priority for experiences has an opportunity cost implication.

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.