Build a 100% Experience

A 100% Experience allows you to quickly make changes to your site content—text, images, styles, and more—without any support from a Web developer. This experience type is a useful agility tool because it shows every site visitor in your defined audience the same experience.

Follow these steps to build a 100% Experience.

1. Click **EXPERIENCES** in the top navigation bar, and then click **Web**.

2. Click **CREATE EXPERIENCE**.

3. Name the experience.

4. Configure the WHY settings.
   a. Click **WHY**.

   b. Select **To serve everyone the same experience**, and then click **NEXT**.

   c. Select a goal metric and then click **NEXT**.

   d. Configure as necessary the secondary metrics using one or both of the following methods, and then click **NEXT**:
      - To remove a default secondary metric, place your mouse pointer on a metric name, and then click the minus sign (−) that appears at the end of the row.

      - To add custom metrics as secondary metrics, click **ADD METRIC**, select one or more of the options in the Add Metrics modal, and then click **CHOOSE SELECTED**.

   e. Confirm that the WHY summary statement is accurate, and then click **SAVE**.

5. Skip the WHO settings so that it remains configured in the default "For all visitors."
6. Configure at least one WHAT action. Click the **A** field, click **ADD ACTION**, select an action type, and then complete the settings for that action. Refer to the Building Actions category of the knowledge base for more information.

> To limit the pages or locations on which this experience fires, configure the appropriate action conditions for each action that you add to the experience.

7. Click **WHEN**, click **START AND STOP TIME**, and then configure the date and time settings for the experience. See Configure the WHEN of a Web Experience for more information.

8. Click **PREVIEW** and then select an option to preview the experience alone, preview it with all other active experiences, or share the preview with people who don't have access to the Monetate platform. See Activate an Experience for Preview and Testing for more information.

9. Click **ACTIVATE** to deploy the experience to your site as determined by the WHEN configuration.