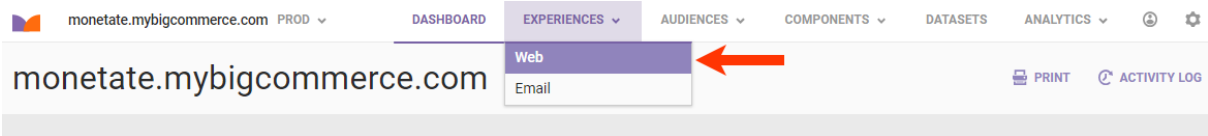


Build a 100% Experience

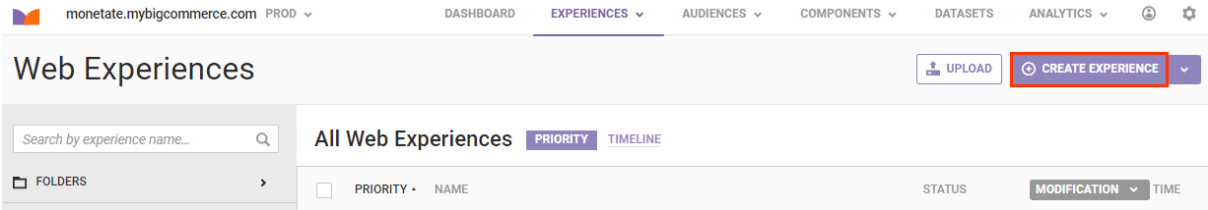
A 100% Experience allows you to quickly make changes to your site content—text, images, styles, and more—without any support from a Web developer. This experience type is a useful agility tool because it shows every site visitor in your defined audience the same experience.

Follow these steps to build a 100% Experience.

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



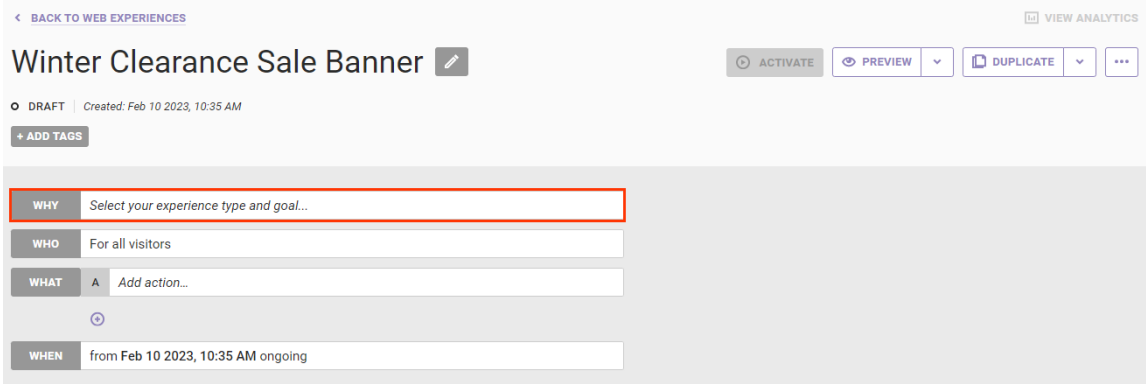
2. Click **CREATE EXPERIENCE**.



3. Name the experience.



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



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

WHY Select your experience type and goal...

WHO For all visitors

WHAT A Add action...

WHEN from Feb 10 2023, 10:35 AM ongoing

1 Why are you running this experience?

RECOMMENDED

To optimize my goal with Machine Learning. **MACHINE LEARNING**

To serve everyone the same experience. **100% EXP**

To test multiple metrics with random traffic allocation. **STANDARD TEST**

Automated Personalization

Use Automated Personalization to serve the best-fit variant to each individual customer. **AUTO PERSONALIZATION**

Highest ROI, better for long-running experiences with high traffic volume

Dynamic Testing

Use Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner. **DYNAMIC TESTING**

Better for short-running experiences with limited traffic


Note: This experience will start with an even distribution between variants until the engine begins to learn.

NEXT ←

2 Goal

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

1 Why are you running this experience?

✓ To serve everyone the same experience. 


2 Goal

Which metric do you want to optimize with this experience?

★ Select a goal metric below

Search for metric by name...

GOAL	METRIC	
★	Conversion rate	DEFAULT
★	New customer acquisition rate	DEFAULT
★	Add to cart rate	DEFAULT
★	Cart abandonment rate	DEFAULT
★	Bounce rate	DEFAULT
★	Revenue per session	DEFAULT
★	Average page views	DEFAULT

BACK 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.


2 Goal


★ Conversion rate

3 Confirm Secondary Metrics


These metrics will be tracked as you optimize your goal.

+ ADD METRIC

Cart abandonment rate	DEFAULT
Bounce rate	DEFAULT
Revenue per session	DEFAULT
Average page views	DEFAULT 
Average time on site	DEFAULT
Average order value	DEFAULT
Example Click Event	
mouseoverevent	

BACK NEXT 

- 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**.

Add Metrics 

SORT BY NAME ▾

<input type="checkbox"/>	METRIC
<input type="checkbox"/>	Email Submit
<input type="checkbox"/>	Banner Click Event
<input type="checkbox"/>	ClickHeaderEvent
<input type="checkbox"/>	mouseoverevent

CHOOSE SELECTED

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

3 Confirm Secondary Metrics

Cart abandonment rate	DEFAULT
Bounce rate	DEFAULT
Revenue per session	DEFAULT
Average page views	DEFAULT
Average time on site	DEFAULT
Average order value	DEFAULT
Example Click Event	
mouseoverevent	

4 Confirm

I would like to **serve the same experience to each customer** to **measure Conversion rate** and **11** additional metrics.

SAVE **CANCEL**

- Skip the WHO settings so that it remains configured in the default "For all visitors."
- 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 [Actions](#) section of the knowledge base for more information.

i 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.

[BACK TO WEB EXPERIENCES](#) VIEW ANALYTICS

Winter Clearance Sale Banner ACTIVATE PREVIEW DUPLICATE ...

DRAFT | Created: Feb 10 2023, 10:35 AM

+ ADD TAGS

WHY	to increase lift for all traffic
WHO	For all visitors
WHAT	A Add action...
WHEN	from Feb 10 2023, 10:35 AM ongoing

WHAT **ADD ACTION**

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

[← BACK TO WEB EXPERIENCES](#) VIEW ANALYTICS

Winter Clearance Sale Banner

ACTIVATE **PREVIEW** **DUPLICATE** **...**

DRAFT | Created: Feb 10 2023, 10:35 AM

+ ADD TAGS

WHY to increase lift for all traffic



WHO For all visitors

WHAT A show Sale Banner

ADD VARIANT

WHEN from Feb 10 2023, 10:35 AM ongoing

WHEN **← BACK**

START AND STOP TIME  

from Feb 10 2023 at 10:35 AM ongoing

- 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.

[← BACK TO WEB EXPERIENCES](#) VIEW ANALYTICS

Winter Clearance Sale Banner

ACTIVATE **PREVIEW** **DUPLICATE** **...**

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+ ADD TAGS

WHY to increase lift for all traffic

PREVIEW dropdown menu:
Preview this Experience Alone
Preview with All Active Experiences
Share via Public Preview...

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

[← BACK TO WEB EXPERIENCES](#) VIEW ANALYTICS

Winter Clearance Sale Banner

ACTIVATE **PREVIEW** **DUPLICATE** **...**

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+ ADD TAGS

WHY to increase lift for all traffic

