

# Build a Dynamic Testing Experience

Dynamic Testing experiences are powered by the Dynamic Testing algorithm that determines the right content to show to the majority of your audience. This type of experience is effective when you only want to run an experience for a short time.

Follow these steps to create a Dynamic Testing experience.

1. Click **EXPERIENCES** in the top navigation bar and then select **Web**.
2. Click **CREATE EXPERIENCE**.
3. Configure the WHY settings.
  - a. Click **WHY**, select **Dynamic Testing**, and then click **NEXT**.
  - b. Select the goal metric you want to optimize with this experience, and then click **NEXT**.

Ensure you put some time and thought into selecting the most appropriate goal metric for the Dynamic Testing experience. Monetate optimizes the traffic distribution for the experience to display the most successful split to more of the experience traffic based on this metric. Once you activate the experience, you cannot make changes to its configuration.

- c. Select any secondary metrics that you want to track with the Dynamic Testing experience, and then click **NEXT**.

The Dynamic Testing algorithm personalizes based on the goal metric that you selected in the previous step. Since the engine is not optimizing for secondary metrics, it's possible that they may underperform within the experience.

- d. Verify that you've configured the WHY settings properly, and then click **SAVE**.
4. Optionally, narrow the target audience for the experience. Click **WHO**, click **ADD TARGET**, select a target type, and then complete the settings for that target. See [Configure the WHO of a Web Experience](#) and [Types of WHO Targets](#) for more information about target options and settings.
  5. Configure the WHAT settings.
    - a. 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.

- b. Optionally, add more variants to test multiple versions of action A. Hover your mouse pointer over the plus sign (+) under the **Control** field of the **WHAT** settings, click **ADD VARIANT** when it appears, select an option, and then configure the variant. See [Add Variants to a Web Experience](#) for more information.
6. 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.

You must click **Specific End Date** before you can add an end date and time to your experience.

7. Click **PREVIEW** and then select the option that corresponds to the variant you want to preview and if you want to preview it alone or with all other active experiences. See [Activate an Experience for Preview and Testing](#) for more information.
8. Click **ACTIVATE** to deploy the experience to your site as determined by the **WHEN** configuration.

You cannot edit a Dynamic Testing experience once you activate it. For example, if you want to debug a Dynamic Testing experience that was configured to target a product detail page but that action condition was removed for debugging purposes, the condition still exists in the activated state of the Dynamic Testing experience. However, you can modify the action conditions and other aspects of the experience. To do so, you must duplicate the experience and properly configure all conditions before you activate it.

Refer to [Experience Priority](#) for more information about how experiences are prioritized.