

# Build a Standard Test Experience

Standard Test experiences allow you to test different versions of some change on your site against a control variant. You can learn more about the behavior of your customers and test new content before pushing it to a larger portion of your audience or to your entire audience using a 100% Experience. Each site visitor in the defined audience sees a random variant from the experience you build. Site visitors remain in this variant group for the duration of their session.

The Standard Test experience type persists across sessions so long as the site visitor doesn't clear their Monetate ID `mv.t` cookie. Monetate stores the initially assigned variant in the cookie so that it persists for the length of the test for consistency. Once you set up a Standard Test experience, any returning visitor is exposed to the very same variant with each new session each time they return to the site. See [The Monetate Session](#) for more information.

Follow these steps to build a Standard Test Web 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 test multiple metrics with random traffic allocation**, and then click **NEXT**.
  - c. Select a goal metric, adjust the [statistical significance level](#) for the goal metric if necessary, and then click **NEXT**.
  - d. Configure as necessary the secondary metrics by one or both of these options. Click **NEXT** to confirm the secondary metrics after you configure them.
    - Remove any default secondary metrics as necessary. Hover over a metric name, and then click the minus sign (–) that appears at the end of the row.
    - Add custom metrics or default metrics that you removed by clicking **ADD METRIC**, selecting one or more of the options in the Add Metrics modal, and then clicking **CHOOSE SELECTED**.
  - e. Confirm that the WHY summary statement is accurate, and then click **SAVE**.

5. Optionally, configure the experience to target a more specific group of site visitors instead of all visitors, the default setting. 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.
6. 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.
  - c. Optionally, configure the traffic allocation for each variant and the control.

By default each variant receives an even traffic distribution. See [Allocating Traffic in Add Variants to a Web Experience](#) for more information.

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.

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

8. 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.
9. Click **ACTIVATE** to deploy the experience to your site as determined by the WHEN configuration.

Refer to [Experience Priority](#) and [Enable Auto-Promotion for Experiences](#) for more information about how experiences are prioritized.