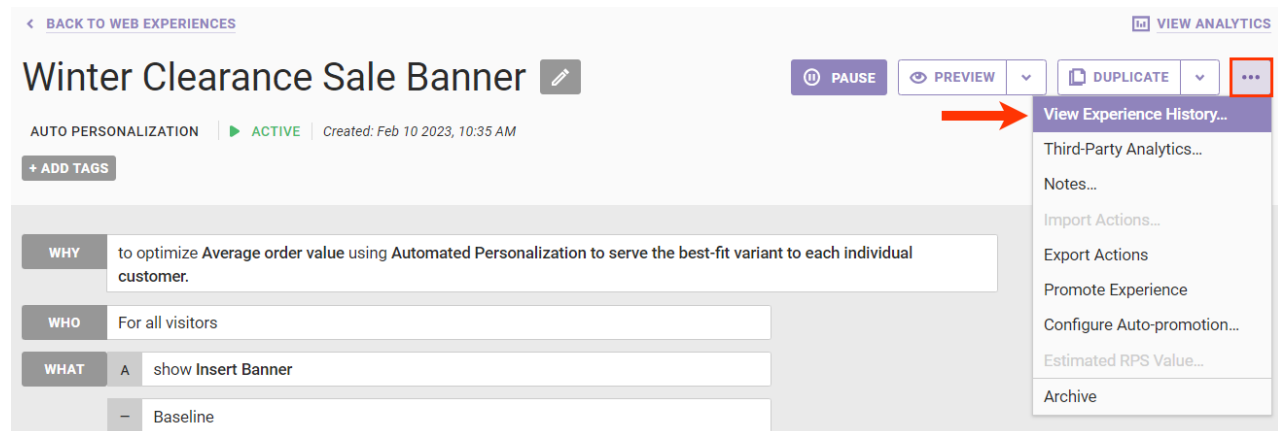


# Configure Experience Timing

Experiences are the combination of data, content, and conditions that unify and personalize a customer's path across multiple channels. Simply put, they're all the stuff that makes your customers feel like your site was made just for them. All Monetate experiences use a sentence-based structure that consists of four parts: WHO, WHAT, WHEN, and WHY.

To configure the WHEN part of an experience, click the **WHEN** settings and then click **START AND STOP TIME**.

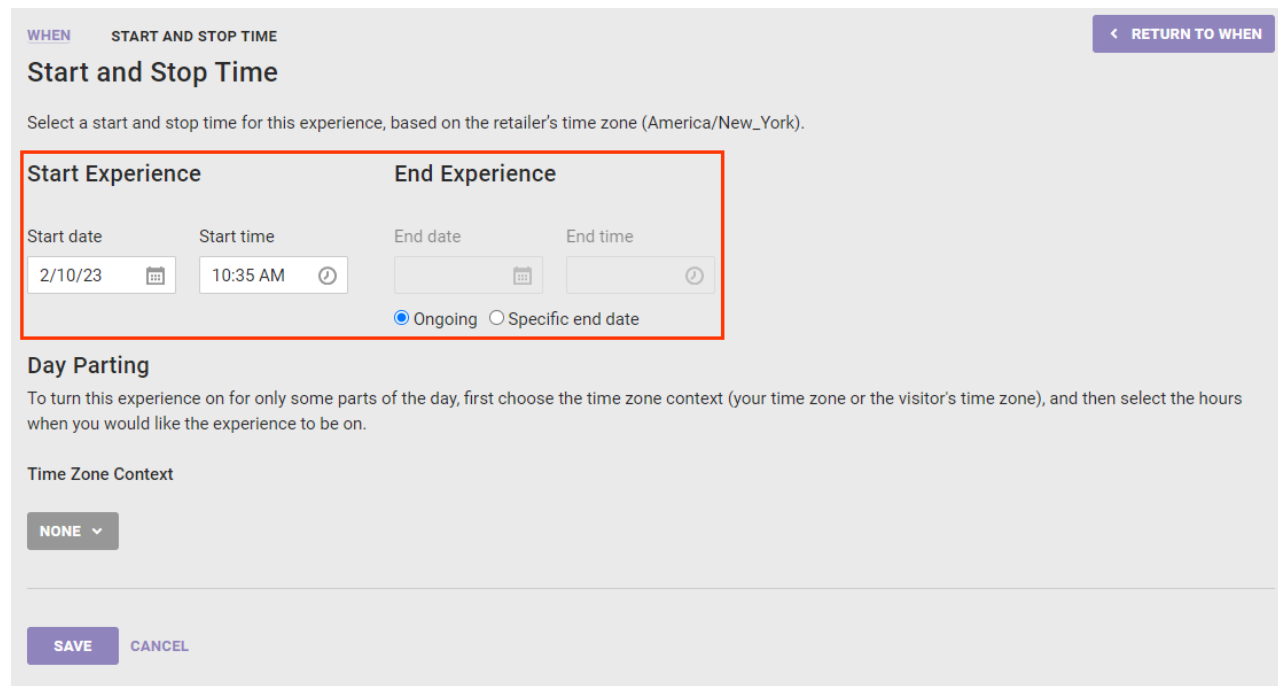


The screenshot shows the Monetate interface for an experience titled "Winter Clearance Sale Banner". At the top, there are navigation links for "BACK TO WEB EXPERIENCES" and "VIEW ANALYTICS". The experience is currently "ACTIVE" and was created on Feb 10 2023, 10:35 AM. A red box highlights the "..." menu icon, which is open to show a dropdown menu with options: "View Experience History...", "Third-Party Analytics...", "Notes...", "Import Actions...", "Export Actions", "Promote Experience", "Configure Auto-promotion...", "Estimated RPS Value...", and "Archive". Below the menu, the "WHY" section contains the text "to optimize Average order value using Automated Personalization to serve the best-fit variant to each individual customer." The "WHO" section is set to "For all visitors". The "WHAT" section is set to "A show Insert Banner" with a "Baseline" variant.

On the Start and Stop Time panel, you can set a start date and time and an end date and time for the experience if you don't want the experience to become activate as soon as you click **ACTIVATE**.



You don't have to set a date and time for ending the experience if you set a start time. If you only set a start time and date, then the experience is active until you end it.



The screenshot shows the "Start and Stop Time" configuration panel. The title is "Start and Stop Time" and there is a "RETURN TO WHEN" button. Below the title, it says "Select a start and stop time for this experience, based on the retailer's time zone (America/New\_York)." The panel is divided into two main sections: "Start Experience" and "End Experience". Under "Start Experience", there are fields for "Start date" (set to 2/10/23) and "Start time" (set to 10:35 AM). Under "End Experience", there are empty fields for "End date" and "End time". Below these fields, there are radio buttons for "Ongoing" (selected) and "Specific end date". Below the "Start and Stop Time" section, there is a "Day Parting" section with the text "To turn this experience on for only some parts of the day, first choose the time zone context (your time zone or the visitor's time zone), and then select the hours when you would like the experience to be on." Under "Day Parting", there is a "Time Zone Context" dropdown menu currently set to "NONE". At the bottom, there are "SAVE" and "CANCEL" buttons.

You can use dayparting if you want the experience to show for only parts of each day of the week.

**Start and Stop Time**

Select a start and stop time for this experience, based on the retailer's time zone (America/New\_York).

**Start Experience**      **End Experience**

Start date: 2/10/23      Start time: 10:35 AM      End date:      End time:       Ongoing       Specific end date

**Day Parting**

To turn this experience on for only some parts of the day, first choose the time zone context (your time zone or the visitor's time zone), and then select the hours when you would like the experience to be on.

Time Zone Context: NONE

SAVE      CANCEL

To use this setting, first select an option from **Time Zone Context**:

- **Visitor Time** – Sets times within the time zone of the customer who is exposed to the experience
- **Account Time** – Sets times within the retailer's time zone, which is configured in the Monetate platform

Time Zone Context

NONE

None

Visitor Time

Account Time

Once you select a time zone context, click the boxes for the hours in which you want the experience to display. When you click a box, it turns green to show that the experience will display during that time frame.

Time Zone Context

VISITOR TIME ▾

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12:00 - 12:59AM							
1:00 - 1:59AM							
2:00 - 2:59AM							
3:00 - 3:59AM							
4:00 - 4:59AM							
5:00 - 5:59AM							
6:00 - 6:59AM							
7:00 - 7:59AM							
8:00 - 8:59AM							
9:00 - 9:59AM							
10:00 - 10:59AM							
11:00 - 11:59AM							
12:00 - 12:59PM							
1:00 - 1:59PM							
2:00 - 2:59PM							
3:00 - 3:59PM							
4:00 - 4:59PM							
5:00 - 5:59PM							
6:00 - 6:59PM							
7:00 - 7:59PM							
8:00 - 8:59PM							
9:00 - 9:59PM							
10:00 - 10:59PM							
11:00 - 11:59PM							

SAVE CANCEL

As shown in the animated demonstration, the days and times selected limit the experience to appear for an eligible customer to Monday through Friday between the hours of 9 AM and 5 PM within their time zone.

Click **SAVE** to exit the WHEN settings.

Once you finish creating the experience, you must click **ACTIVATE**. If you don't, it remains in the draft state and *does not* activate on the date and time you might have specified on the Start and Stop Time panel.

After you click **ACTIVATE** for an experience that has a start date and time, its status changes from **DRAFT** to **SCHEDULED**.

< BACK TO WEB EXPERIENCES VIEW ANALYTICS

## Winter Sale Banner

**PAUSE** **PREVIEW** **DUPLICATE** **...**

AUTO PERSONALIZATION ● SCHEDULED Created: Feb 21 2023, 3:22 PM

**+ ADD TAGS**

So long as you don't pause the experience or archive it before the start date and time arrive, the experience activates when you scheduled, and its status changes from **SCHEDULED** to **ACTIVE**.