Experience List Page

The Web Experiences list page is your resource for all Web experiences created within your account. To access it, click **EXPERIENCES** in the top navigation bar and then select **Web**.

Modes

There are two modes for the Web Experiences list page: Priority and Timeline. You can switch between them by clicking the appropriate button at the top of the page.

Priority Mode

The Priority mode of the Web Experiences list page displays all the Web experiences in a list within a given folder, sorted by the filters and search results that you've applied.

Timeline Mode

The Timeline mode of the Web Experiences list page displays a visual representation of when the experiences within a given folder, sorted by the filters and search results that you have applied, will run or ran. You can adjust the display by changing the sort criteria and the time window.

> Any search results, folder selections, and filters that you select apply to both the Priority and Timeline modes.

Experience Priority

You can set the priority for an experience within any folder or from the All Web Experiences view. You can do this by clicking the priority for a particular experience and manually entering its new priority or by dragging the experience to the desired position in the list.

See Experience Priority for more information.

Experience Priority and Filtering

You cannot edit experience priority once you have applied any filters or narrowed your search results, even in the All Web Experiences view.

Folders

The All Web Experiences folder contains every Web experience that is active, paused, or in draft mode, even if the experience is in a different folder. When you load the Web Experiences list page, the default view is the contents of the All Web Experiences folder.

The Archived folder contains the experiences that are paused or archived.

Click a folder to see the experiences it contains. Each folder listed in the left-hand sidebar has an experience count that automatically adjusts as you add and remove experiences from the folder.

Click **CREATE FOLDER** to create a new folder.

To delete or rename a folder, place your mouse pointer on a folder name, click the additional options menu (**...**), and then select the action that you want to take. If you delete a folder that contains experiences, those experiences are moved to the Unfiled folder, which contains all experiences not assigned to a folder.

To move an experience to a folder, place your mouse pointer on the experience's name so that a row of related actions appears beneath it, and then click **Move**. In the Move To Folder modal, select the folder where you want to move the experience, and then click **MOVE**.

Alternately, you can drag the experience into the destination folder in the sidebar.

To move multiple experiences at once, first select each experience that you want to move, and then click **MOVE TO FOLDER** in the left-hand panel. Next, in the Move To Folder modal, select the folder where you want to move the experiences, and then click **MOVE**.

To delete an experience, place your mouse pointer on the experience's name, and then click **Delete** from the row of action that appears below it.

> You can only delete draft experiences.

If an experience is active, paused, scheduled, or has ended, you can archive it. To archive an experience, place your mouse pointer on the experience's name, and then click **Archive** from the row of actions that appears below it.

All experiences that you archive are in the Archived folder.

Search

Use the search bar on the left side of the list page to find specific experiences by name regardless of what folder they're in and to display them in the panel on the right.

To clear the search term or phrase, click the **X** in the search bar.

Filter

You can sort what experiences appear within a folder with the built-in Status, Type, Analytics, Account Environment, Tags, and Goal Metric filters.

Status Filters

The Status filter options allow you to display any combination of active, scheduled, paused, ended, or draft experiences within a specific folder.

Type Filters

The Type filter options allow you to display any combination of experiences as identified by experience type. The types available within this filter vary based on the experience types available within your account.

Analytics Filters

The Analytics filters allow you to display any combination of experiences as identified by their various analytics states. The types available within this filter vary based on the experiences within your account and whether or not they have reached significance or have analytics data available.

Tag Filters

The Tags filters allow you to display any combination of experiences that are labeled with tags that you created. The types available within this filter vary based on the tags created for experiences within the account. If users haven't created any tags, then no tags are listed here.

You create a tag when you add it for the first time to an experience draft. On the Experience Editor page, click **ADD TAGS**, and then type the tag text. If the tag already exists, you can select it. If it doesn't, click the green and white add icon to the right of the text field to create it. Repeat these steps to add additional tags. Finally, click **OK**.

Goal Metric Filters

The Goal Metric filters allow you to display any combination of experiences that contain a particular goal metric. This category includes out-of-the-box goal metrics and custom metrics that you create. If you haven't created any custom metrics, then you only see the out-of-the-box goal metrics.

Applying Multiple Filters

If you choose multiple options from the same filter type, the filtering function uses OR logic. For example, if you select both **Conversion rate** and **New customer acquisition rate** from the Goal Metric category, then you see all experiences that contain either the Conversion rate goal metric or the New customer acquisition rate goal metric.

If you select multiple options from different filter types, the filtering function uses AND logic. For example, if you select **Active** from the Status filter category and **Conversion rate** Goal Metric category, then you see all experiences that are active and have the Conversion rate goal metric. Each time you add a filter option, the filtering function updates to include the new filter selections.

To clear the filters, deselect them from each category accordion, or click **RESET** that appears when your mouse pointer hovers over the number of selected filters in a category.

All filters remain in place across all folders until you clear or deselect them.

Sort

Click a column header to change the sort order from ascending or descending.

Sorting by Time

Use the options in the selector that accompanies the TIME column header to change which timestamp appears for the experiences listed. Selecting an option only changes the time shown and *does not* change the sort order. For example, if you sort by priority, choosing **Activation** from the selector only changes the timestamp to display the time and date when each experience was activated but doesn't sort the list by activation time. It remains sorted by priority. To sort by activation time, select **Activation** and then click the TIME column header.

Folder Strategy

There are a number of effective strategies for organizing experiences within folders. Here are some of the most frequently used methods:

- Users who created the experience
- Specific marketing initiatives
- Page types that the experience applies to
- Audience for the experience
- Date ranges

You can use any of these folder organization methods, or you can create your own folders to best suit your business needs.

Folders and User Roles

The ability to edit different folder options depends on your user role:

- **Administrator**: Can leverage all functionality of folders

- **Experience Building & Activation**: Can leverage all functionality of folders
- **Experience Building**: Can leverage all functionality of folders, expect moving active experiences into and out of a folder
- **Action Builder**: Can leverage all functionality of folders, expect moving active experiences into and out of a folder
- **Reporting Only**: Can only view folders and cannot create, edit, delete, or move experiences into and out of folders