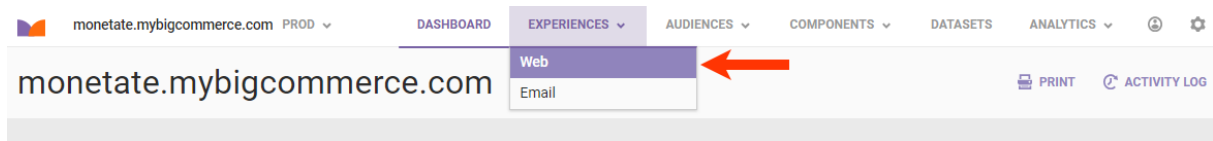


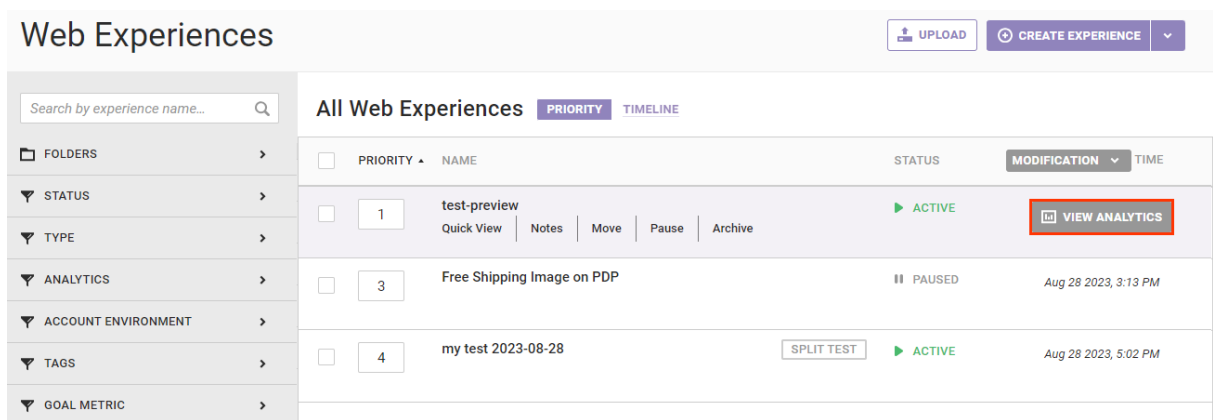
# Custom Metrics in Experience Analytics

Follow these steps to view the analytics for a custom metric that you added to a Web experience.

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



2. Search for or scroll to find the experience that includes the custom metric.
3. Place your mouse pointer on the entry for the experience, and then click **VIEW ANALYTICS**.



Custom metrics appear after the [default system metrics](#) in the table on the **Metrics** tab of the experience results.

[BACK TO EXPERIENCE RESULTS](#)

[VIEW EXPERIENCE](#) | [VIEW AUDIENCE](#)

# Newsletter signup lightbox

[Metrics](#) | [Real-Time Counts](#) | [Actions](#)

 Start Date: Tue Feb 21 2024 | PAUSED | Actionable Confidence Level: 95%

Over the period of EARLIEST TO DATE and considering ALL METRICS

400 total sessions were part of this experience 
[VIEW RAW DATA](#)

METRIC	TOTAL	SESSIONS	VALUE
Conversion Rate <a href="#">?</a>	0	400	0%
New Visitor Conversion <a href="#">?</a>	0	38	0%
Add To Cart <a href="#">?</a>	0	400	0%
Cart Abandonment <a href="#">?</a>	0	0	0%
Bounce Rate <a href="#">?</a>	0	400	0%
Revenue Per Session <a href="#">?</a>	0	400	\$0.00
Average Page Views <a href="#">?</a>	26	400	7
Average Time On Site <a href="#">?</a>	8m 47s	400	2m 12s
Average Order Value <a href="#">?</a>	0	0	\$0.00
Email Submission <a href="#">?</a>	0	400	0%

Click a custom metric to view various data and charts of its performance over time.

An event is tracked if it occurred at least once during a customer's session. Therefore, in the experience results the number of page events recorded represents the number of sessions during which the event occurred and not the total number of times the event occurred.

See the documentation in the [Experience Results](#) category for more information about the results data that you can view about a custom metric included in an experience.