

# Add Custom Metrics to an Experience

You can add one or more events that you've created in [Event Builder](#) as custom metrics to an experience before activating it.

You can't include custom metrics in [Multivariate Test \(MVT\)](#) experiences.

If you want to do add a custom metric to an active experience, you must duplicate it and then add the custom metric to the copy. See [Duplicate an Experience](#) for more information.

Follow these steps to add an event as a custom metric to an experience.

1. Create a new Web experience, or open in Experience Editor an existing experience to which you want to add a custom metric.
2. Click **WHY**.
3. Select the [type of experience](#) you want to run, and then click **NEXT**.
4. To make a custom metric the goal metric, scroll or search by name to find it, and then click the star icon to select it. Otherwise, select a [default system metric](#) for the goal metric. Click **NEXT**.
5. Optionally, add one or more custom metrics as secondary metrics.
  - a. Click **ADD METRIC**.
  - b. Scroll or search by name to find the custom metric you want to add, and then click to select it. Repeat as necessary. Click **CHOOSE SELECTED**.
6. Click **NEXT**.
7. Click **SAVE**.
8. Complete the [WHO](#), [WHAT](#), and [WHEN](#) settings of the experience as necessary, and then click **ACTIVATE** to launch the experience or **PREVIEW** to ensure the experience is configured as you want.