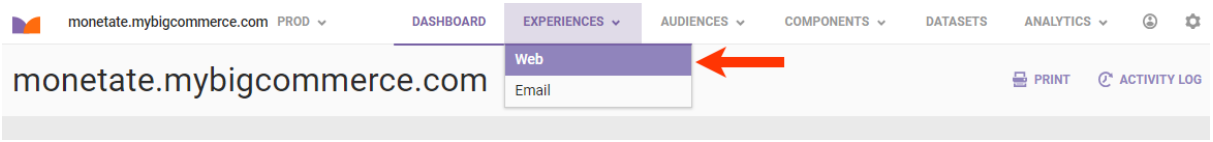
Use Case: Create a Data Collect Experience

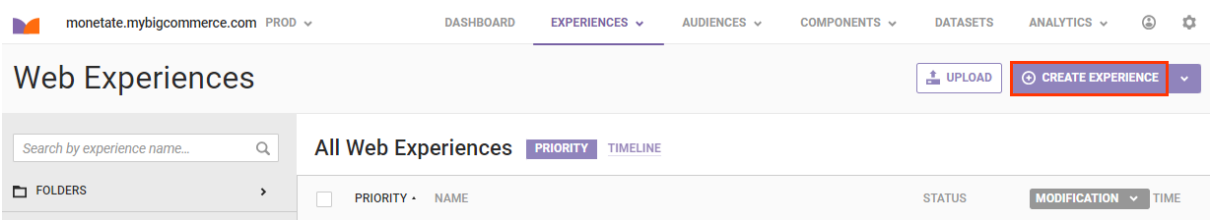
A Data Collect experience provides performance insight about your experience and the ability to sub-segment audiences.

Follow these steps to build a data collection experience.

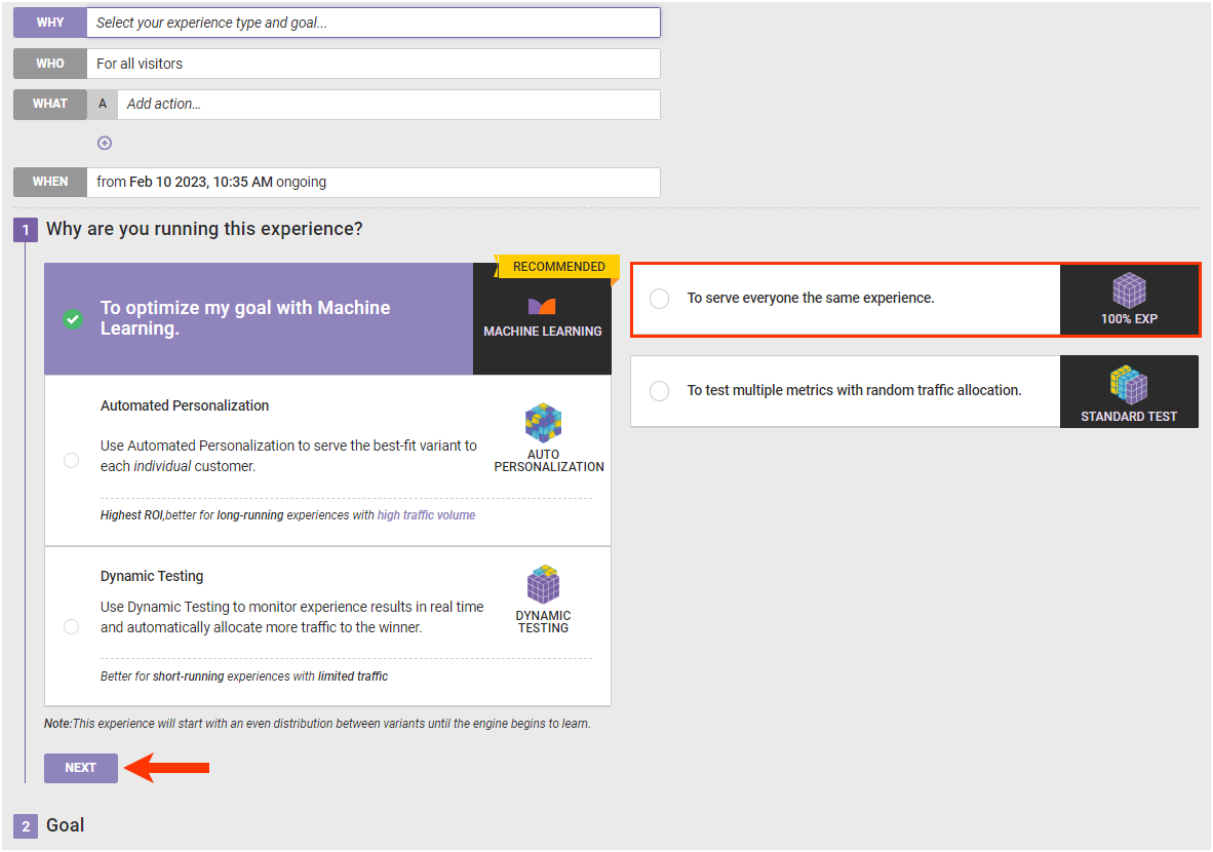
1. Click **EXPERIENCES** in the top navigation bar, and then select **Web**.



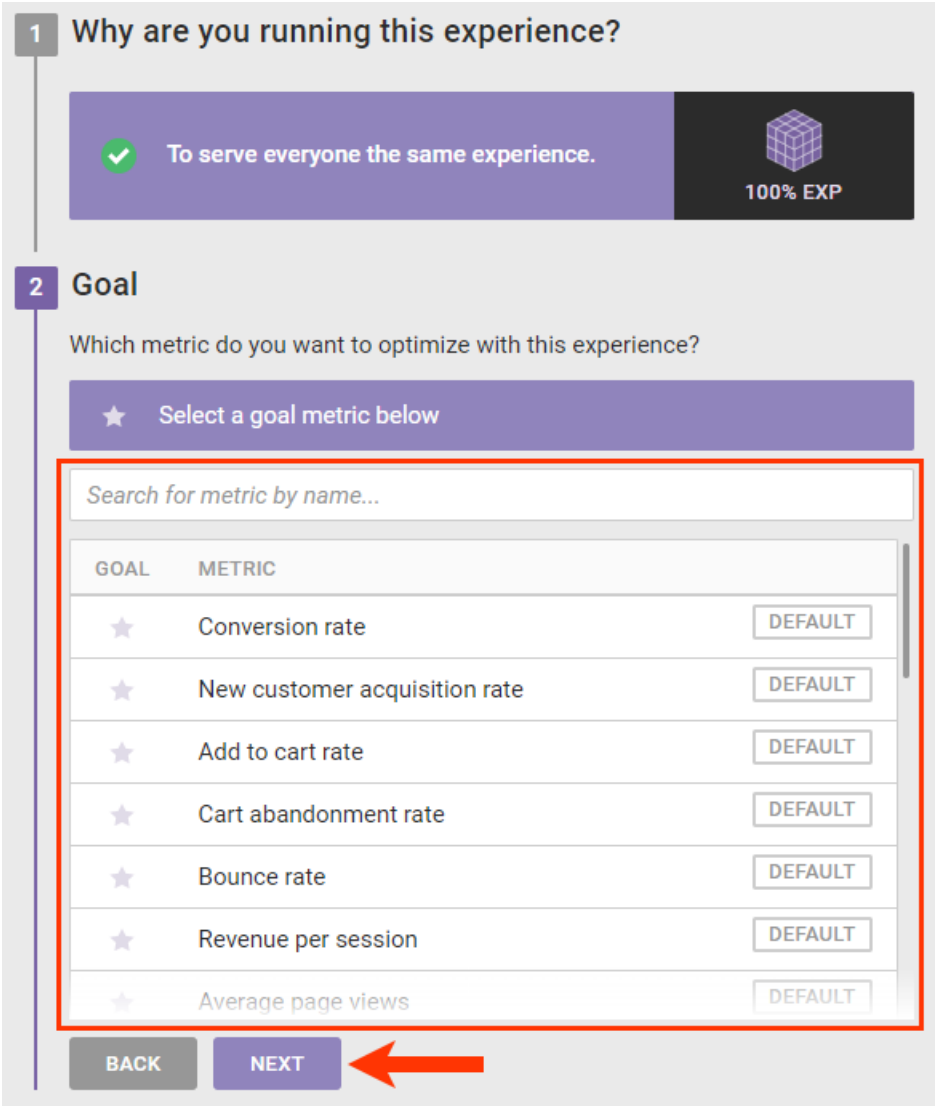
2. Click **CREATE EXPERIENCE**.



3. Click **WHY**, select **To serve everyone the same experience**, and then click **NEXT**.

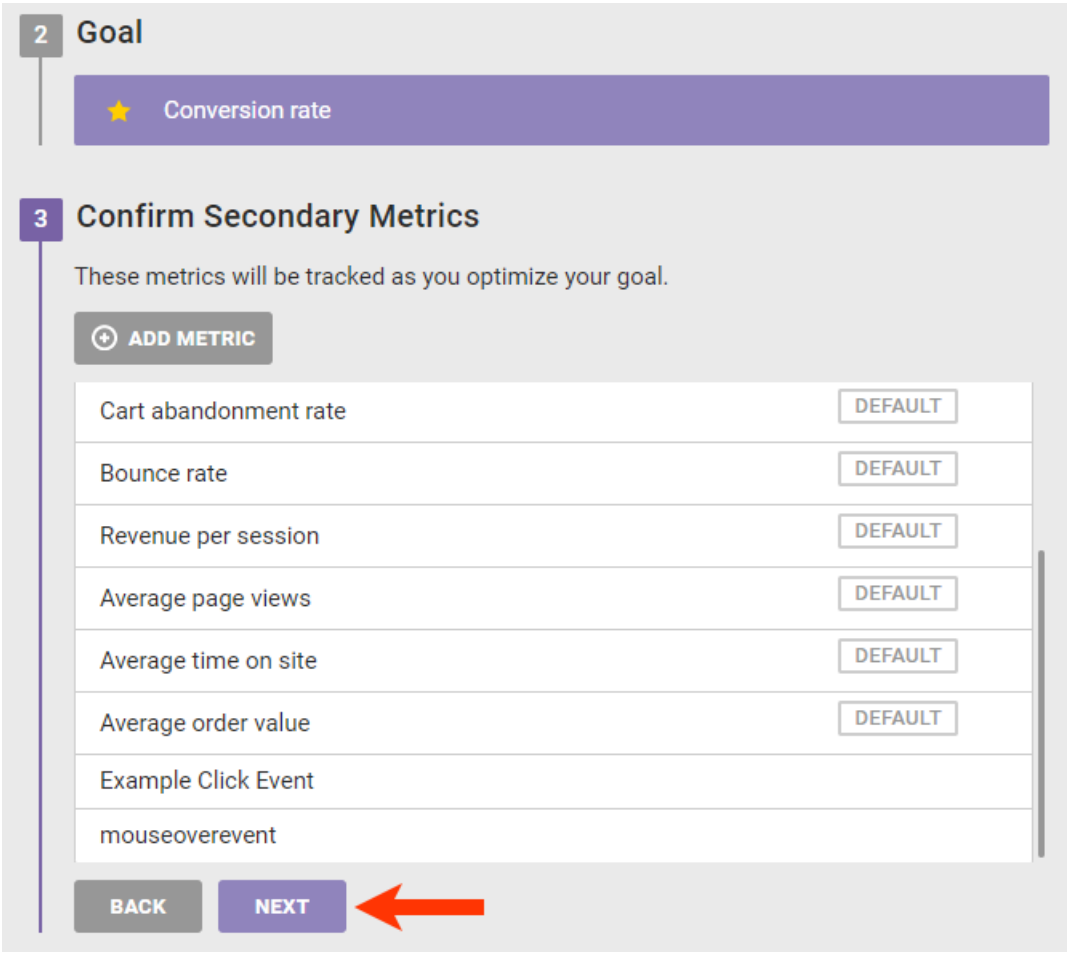


4. Select a goal metric and then click **NEXT**.

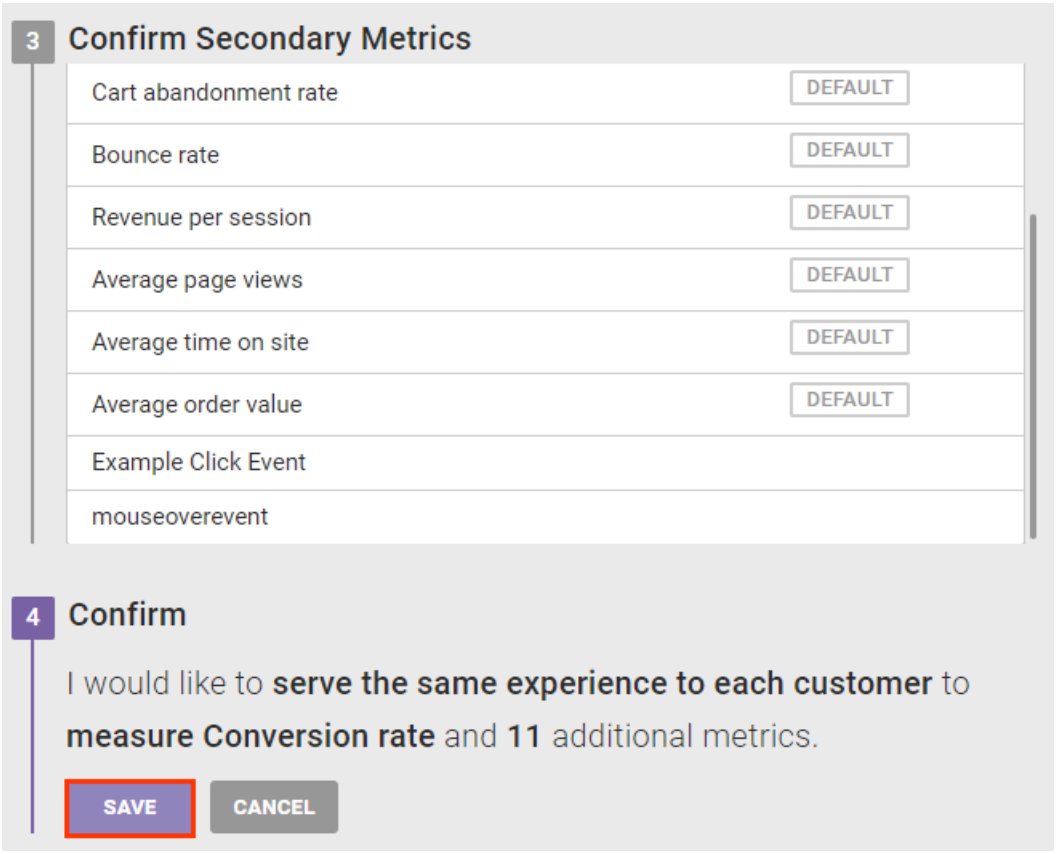


5. Adjust the secondary metrics as needed, and then click **NEXT**.

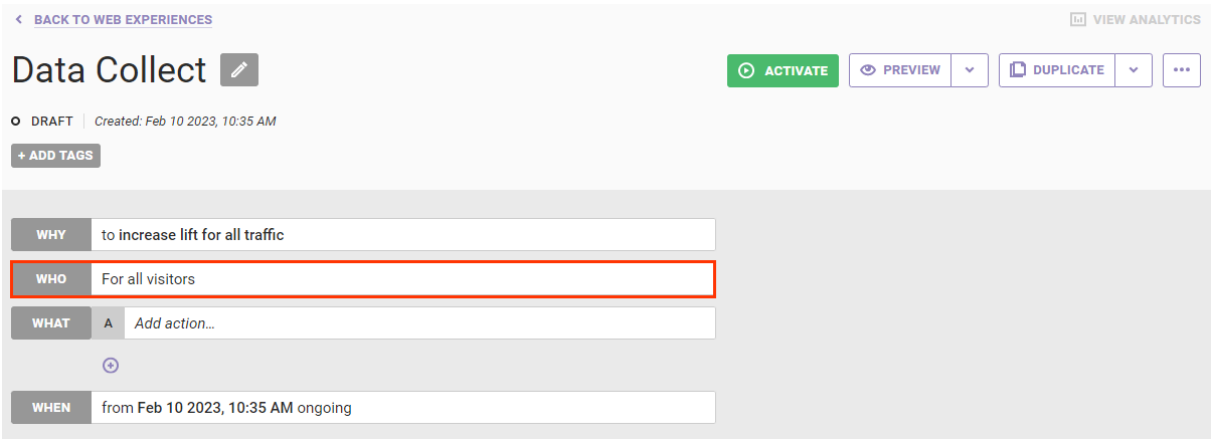
> Monetate recommends keeping all of these metrics intact so this data is present in your experience analytics.


2
Goal
Conversion rate
3
Confirm Secondary Metrics
These metrics will be tracked as you optimize your goal.
ADD METRIC
Cart abandonment rate
DEFAULT
Bounce rate
DEFAULT
Revenue per session
DEFAULT
Average page views
DEFAULT
Average time on site
DEFAULT
Average order value
DEFAULT
Example Click Event
mouseoverevent
BACK
NEXT

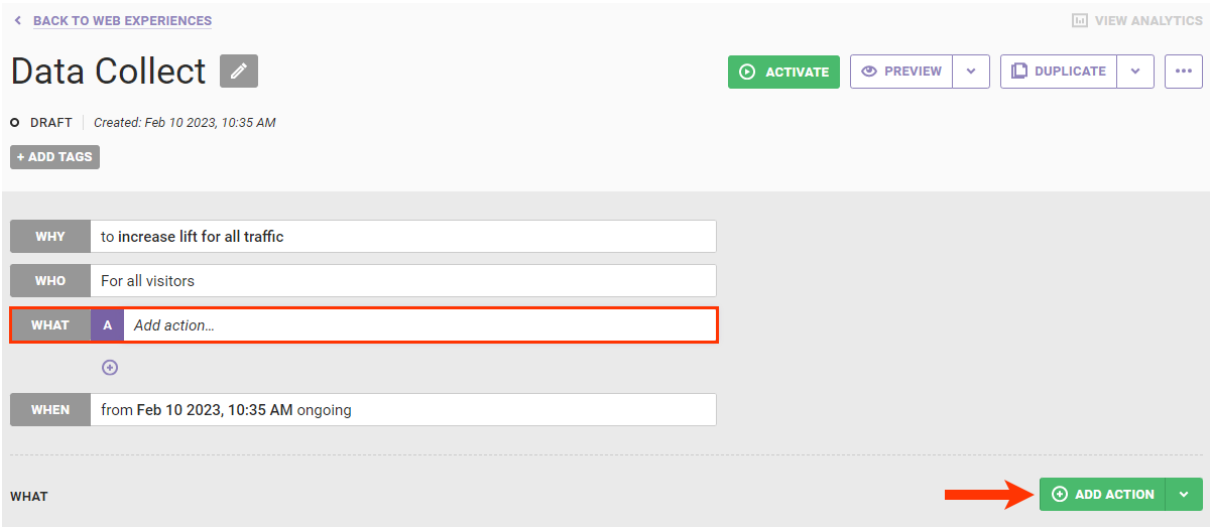
6. Click **SAVE**.



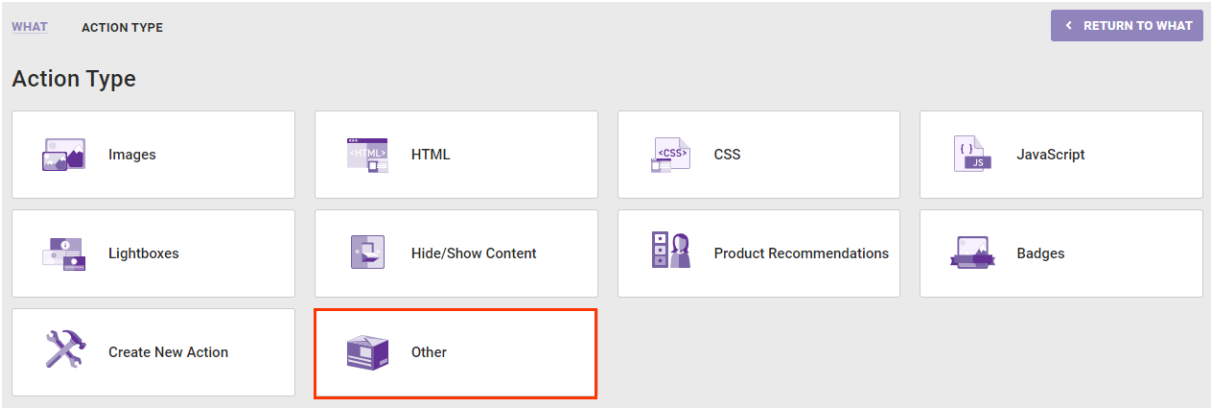
7. Leave the WHO settings configured to **For all visitors** since the experience must work for everyone who visits your site.



8. Click **WHAT** and then click **ADD ACTION**.



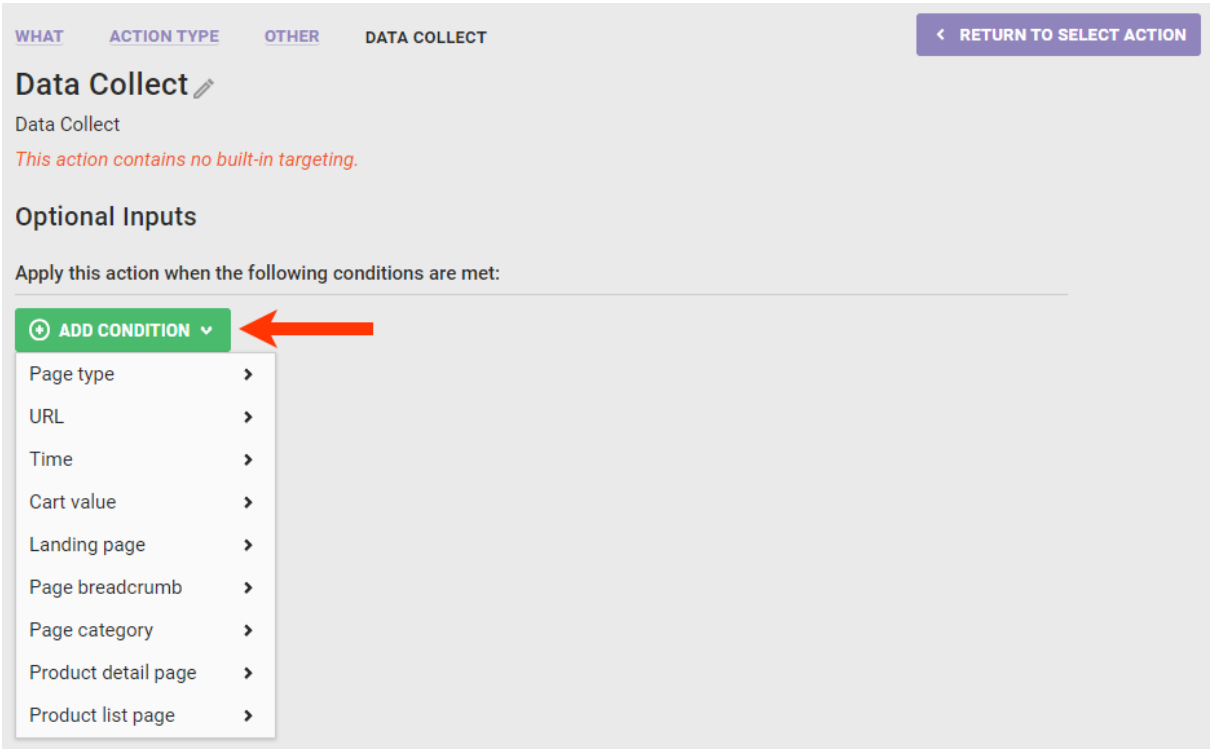
9. Click **Other**.



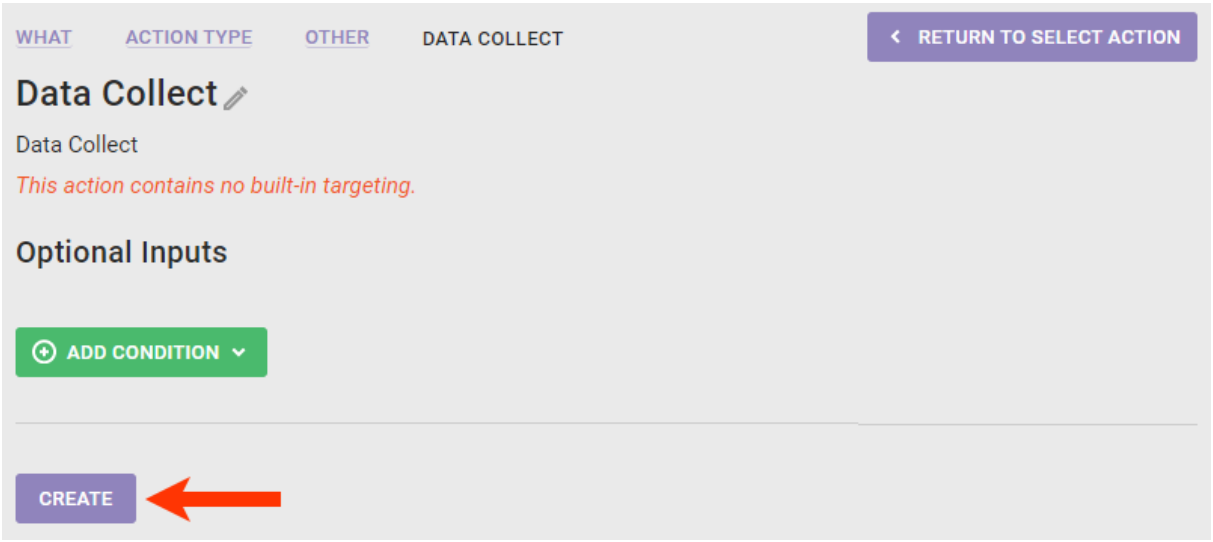
10. Click **Data Collect**.

> The Data Collect action and the Do Nothing action are the same type of action and achieve exactly the same result. Depending on a client's product bundle, both actions could appear on the Other action type panel.

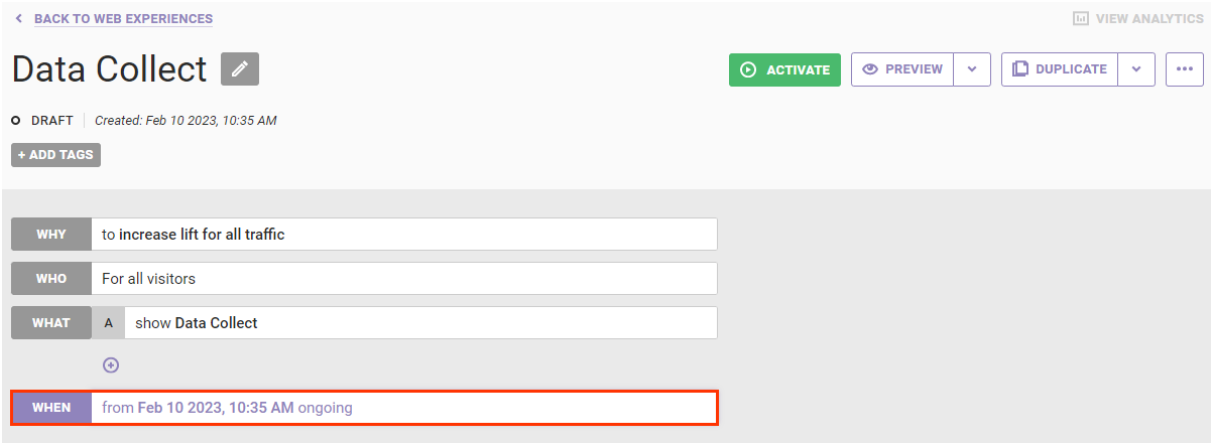
11. Optionally, click **ADD CONDITION** to configure one or more action conditions to limit where this action fires. (For example, if you wanted it to run on index or product detail pages, then you'd configure an action condition using the **Page type =** option.) Otherwise, skip this step.



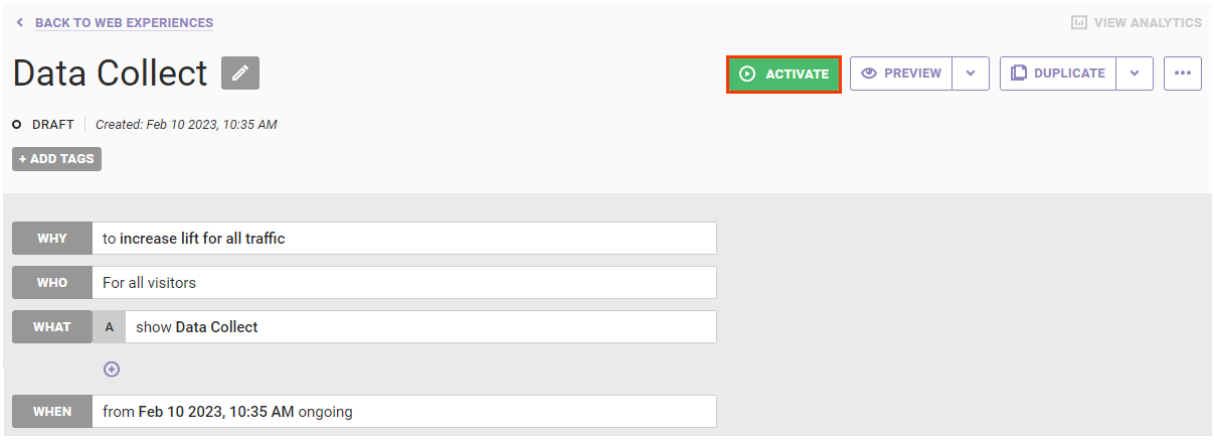
12. Click **CREATE**.



13. Leave the WHEN settings unchanged since the experience should run indefinitely after you activate it.



14. Click **ACTIVATE** to launch the experience on your site.



Data for the experience is available in Monetate 24 hours after you activate the experience.