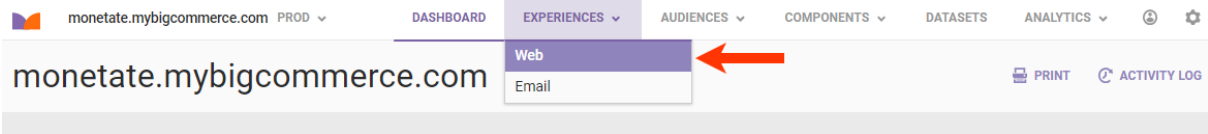


Use Case: Create a Data Collect Experience

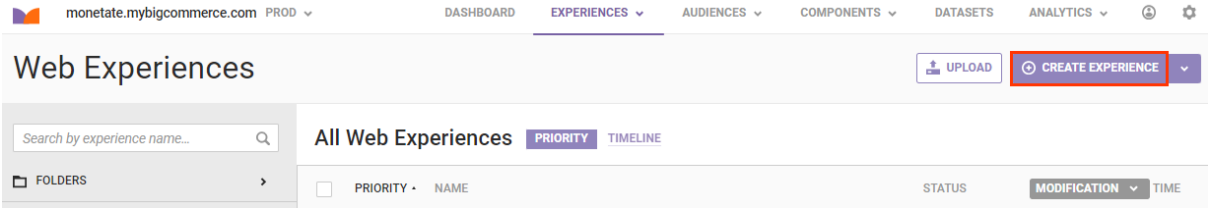
A Data Collect experience provides performance insight about your experience and the ability to sub-segment audiences.

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**.

WHY

WHO

WHAT

WHEN

1 Why are you running this experience?

To optimize my goal with Machine Learning. RECOMMENDED MACHINE LEARNING 100% EXP

To serve everyone the same experience.

To test multiple metrics with random traffic allocation. STANDARD TEST

Automated Personalization AUTO PERSONALIZATION

Use Automated Personalization to serve the best-fit variant to each *individual* customer.


Highest ROI, better for long-running experiences with high traffic volume

Dynamic Testing DYNAMIC TESTING

Use Dynamic Testing to monitor experience results in real time and automatically allocate more traffic to the winner.

Better for short-running experiences with limited traffic


Note: This experience will start with an even distribution between variants until the engine begins to learn.

NEXT 

2 Goal

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

1 Why are you running this experience?

✓ To serve everyone the same experience. 


2 Goal

Which metric do you want to optimize with this experience?


★ Select a goal metric below

Search for metric by name...

GOAL	METRIC	
★	Conversion rate	DEFAULT
★	New customer acquisition rate	DEFAULT
★	Add to cart rate	DEFAULT
★	Cart abandonment rate	DEFAULT
★	Bounce rate	DEFAULT
★	Revenue per session	DEFAULT
★	Average page views	DEFAULT

BACK 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**.

3 Confirm Secondary Metrics

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	

4 Confirm

I would like to **serve the same experience to each customer** to **measure Conversion rate** and **11** additional metrics.

SAVE **CANCEL**

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

[BACK TO WEB EXPERIENCES](#) VIEW ANALYTICS

Data Collect

ACTIVATE **PREVIEW** **DUPLICATE** **...**

DRAFT | Created: Feb 10 2023, 10:35 AM

+ ADD TAGS

WHY to increase lift for all traffic

WHO For all visitors

WHAT A Add action...

WHEN from Feb 10 2023, 10:35 AM ongoing

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

[BACK TO WEB EXPERIENCES](#) [VIEW ANALYTICS](#)

Data Collect

ACTIVATE PREVIEW DUPLICATE ...

DRAFT | Created: Feb 10 2023, 10:35 AM

+ ADD TAGS


WHY to increase lift for all traffic
WHO For all visitors
WHAT A Add action...
+
WHEN from Feb 10 2023, 10:35 AM ongoing


WHAT [ADD ACTION](#)


9. Click **Other**.


[WHAT](#) [ACTION TYPE](#) [RETURN TO WHAT](#)


Action Type


 Images


 HTML


 CSS


 JavaScript


 Lightboxes

 Hide/Show Content


 Recommendation

 Badges

 Create New Action

 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.


[WHAT](#) [ACTION TYPE](#) [OTHER](#) [RETURN TO ACTION TYPE](#)

Other


Cookies

Cookie Expires End Of 2022 


Data Collect

[Data Collect](#)  ←

Page Modification

AT- Move Node (Marketing) 

Move element - test2

Move recommendations to top of PDP 

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.

WHAT ACTION TYPE OTHER DATA COLLECT [RETURN TO SELECT ACTION](#)


Data Collect

Data Collect

This action contains no built-in targeting.

Optional Inputs

Apply this action when the following conditions are met:

ADD CONDITION 

- Page type >
- URL >
- Time >
- Cart value >
- Landing page >
- Page breadcrumb >
- Page category >
- Product detail page >
- Product list page >

12. Click **CREATE**.


WHAT ACTION TYPE OTHER DATA COLLECT [RETURN TO SELECT ACTION](#)


Data Collect

Data Collect

This action contains no built-in targeting.

Optional Inputs

ADD CONDITION 

CREATE 

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

[← BACK TO WEB EXPERIENCES](#) [VIEW ANALYTICS](#)

Data Collect

ACTIVATE **PREVIEW** **DUPLICATE** **...**

DRAFT | Created: Feb 10 2023, 10:35 AM

+ ADD TAGS

WHY	to increase lift for all traffic
WHO	For all visitors
WHAT	A show Data Collect
WHEN	from Feb 10 2023, 10:35 AM ongoing

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

[← BACK TO WEB EXPERIENCES](#) [VIEW ANALYTICS](#)

Data Collect

ACTIVATE **PREVIEW** **DUPLICATE** **...**

DRAFT | Created: Feb 10 2023, 10:35 AM

+ ADD TAGS

WHY	to increase lift for all traffic
WHO	For all visitors
WHAT	A show Data Collect
WHEN	from Feb 10 2023, 10:35 AM ongoing

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