
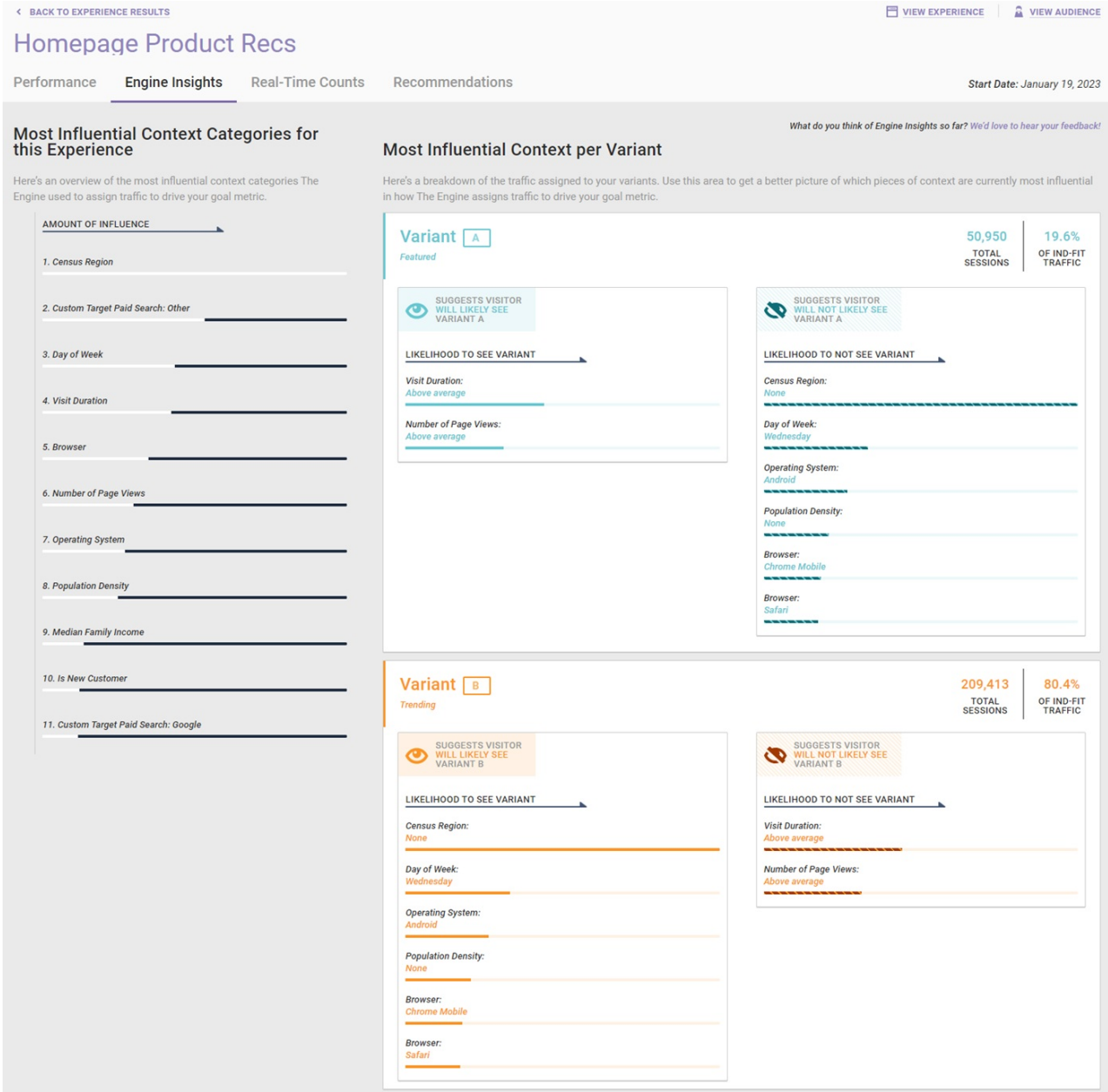


Engine Insights

The **Engine Insights** tab available on the Experience Results page for Automated Personalization experiences provides a view into the data that Monetate used to decide if a site visitor was a better fit for one variant in an experience over another.

 The **Engine Insights** tab becomes available after each variant in an experience has accumulated a minimum of 10,000 sessions.



The screenshot shows the 'Engine Insights' section for 'Homepage Product Recs'. It includes a navigation bar with 'Performance', 'Engine Insights', 'Real-Time Counts', and 'Recommendations'. The 'Start Date' is 'January 19, 2023'. There are two main panels: 'Most Influential Context Categories for this Experience' and 'Most Influential Context per Variant'. The first panel shows a bar chart of context categories. The second panel shows two variant cards, 'Variant A' (Featured) and 'Variant B' (Trending), each with a 'LIKELIHOOD TO SEE VARIANT' and 'LIKELIHOOD TO NOT SEE VARIANT' section, and a list of context categories with their values.

Most Influential Context Categories for this Experience

Here's an overview of the most influential context categories The Engine used to assign traffic to drive your goal metric.

Category	Amount of Influence
1. Census Region	Low
2. Custom Target Paid Search: Other	Low
3. Day of Week	Low
4. Visit Duration	Low
5. Browser	Low
6. Number of Page Views	Low
7. Operating System	Low
8. Population Density	Low
9. Median Family Income	Low
10. Is New Customer	Low
11. Custom Target Paid Search: Google	Low

Most Influential Context per Variant

Here's a breakdown of the traffic assigned to your variants. Use this area to get a better picture of which pieces of context are currently most influential in how The Engine assigns traffic to drive your goal metric.

Variant A (Featured)

- 50,950 TOTAL SESSIONS
- 19.6% OF IND-FIT TRAFFIC
- SUGGESTS VISITOR WILL LIKELY SEE VARIANT A
- LIKELIHOOD TO SEE VARIANT: Above average
- LIKELIHOOD TO NOT SEE VARIANT: None
- Context Categories: Census Region: None, Day of Week: Wednesday, Operating System: Android, Population Density: None, Browser: Chrome Mobile, Safari

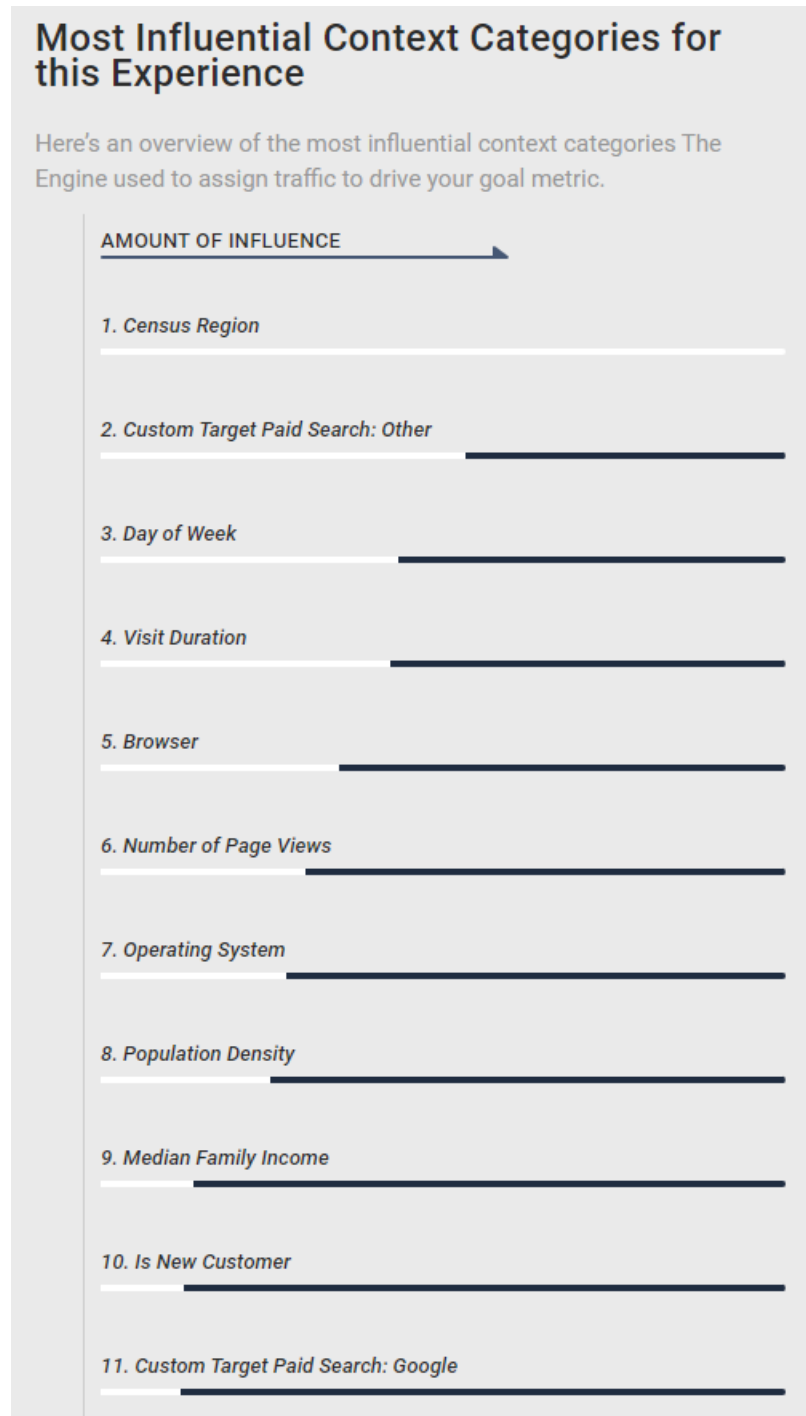
Variant B (Trending)

- 209,413 TOTAL SESSIONS
- 80.4% OF IND-FIT TRAFFIC
- SUGGESTS VISITOR WILL LIKELY SEE VARIANT B
- LIKELIHOOD TO SEE VARIANT: None
- LIKELIHOOD TO NOT SEE VARIANT: Above average
- Context Categories: Census Region: None, Day of Week: Wednesday, Operating System: Android, Population Density: None, Browser: Chrome Mobile, Safari

You can view what drove individual decisions to optimize the individual and ultimately increase your business goals.

Most Influential Context Categories for This Experience

All the context categories that you selected when you created an Automated Personalization experience helped the Engine make decisions, but some proved to be more influential than others. The Most Influential Context Categories for This Experience section of the **Engine Insights** tab displays the most influential context categories.



The information in this section could also reveal decision patterns regardless of the variant or the actual value

of the context. It may also help to inform your context strategy and how you think about your site visitors as a whole within the experience.

Most Influential Context per Variant

All the context values that made a site visitor a fit for a variant or not are found in the Most Influential Context per Variant section of the **Engine Insights** tab.

Most Influential Context per Variant

Here's a breakdown of the traffic assigned to your variants. Use this area to get a better picture of which pieces of context are currently most influential in how The Engine assigns traffic to drive your goal metric.

Variant A

Featured

50,950 TOTAL SESSIONS | 19.6% OF IND-FIT TRAFFIC

SUGGESTS VISITOR WILL LIKELY SEE VARIANT A

LIKELIHOOD TO SEE VARIANT

Visit Duration: Above average

Number of Page Views: Above average

SUGGESTS VISITOR WILL NOT LIKELY SEE VARIANT A

LIKELIHOOD TO NOT SEE VARIANT

Census Region: None

Day of Week: Wednesday

Operating System: Android

Population Density: None

Browser: Chrome Mobile

Browser: Safari

Variant B

Trending

209,413 TOTAL SESSIONS | 80.4% OF IND-FIT TRAFFIC

SUGGESTS VISITOR WILL LIKELY SEE VARIANT B

LIKELIHOOD TO SEE VARIANT

Census Region: None

Day of Week: Wednesday

Operating System: Android

Population Density: None

Browser: Chrome Mobile

Browser: Safari

SUGGESTS VISITOR WILL NOT LIKELY SEE VARIANT B

LIKELIHOOD TO NOT SEE VARIANT

Visit Duration: Above average

Number of Page Views: Above average

The Personalization engine searches for patterns within visitor traffic, and a combination of the context values determine whether a visitor sees a variant. However, by looking at the overall influence of each context value, you can discover trends within your site visitors and the relationship to the variant, which then allows you to

confirm or challenge your initial assumptions about your site visitors.

In the Most Influential Context per Variant section, you can see the most influential context values for each variant of the experience. The context values are separated into the ones that indicated someone would likely see a variant and the ones that indicated someone wouldn't likely see a variant. The context values are then sorted by relative influence.

This information provides directional guidance to iterate on the current experience or conceptualize a new one.