Version 17.4

Using Oracle Commerce Experiments
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1 Understand Oracle Experiments

Oracle Commerce Experiments is a webpage testing tool available through Oracle Commerce Cloud that enables an organization to configure and conduct experiments to provide them with information that they can use to optimize their website.

You can create experiments to generate statistics that show whether changing elements on a webpage affects visitor’s behavior when they view the webpage. You can change one or more elements on the webpage, and Oracle Experiments tracks the visitor’s behavior and produces results showing how the webpage design and content affected their behavior based on goals that you configure.

Using Experiments you can create an experiment, configure the variant content on the webpage, define the goals to track, control the targeted audience for the experiment, schedule the experiment to run for a specified period of time, and then view the results of any completed or currently running experiments.

Examples of experiments that you could run include experiments to answer the following questions:

- Which promotional banner works best for each department?
- If the product page highlights free delivery, are customers more likely to add the product to their basket?
- Will customers use search more frequently if the search box is bigger?
- Does displaying a permanent “Chat” button result in more customer contact than displaying an invitation to open a chat after a set period of inactivity?

The path to creating an experiment is as follows:

1. **Designate a control page**: Select a layout or webpage to serve as a control for the experiment. You can save up to five variants for each experiment.

2. **Create the variant content**: Alter elements of the control page and save these changes to create a variant for the experiment.

3. **Define the target participants**: Decide what percentage of the experiment participants are shown the control content and the variant content, and whether to include visitors in the experiment based either on what layout is currently applied or on information held in their URL.

4. **Configure the goals**: Define the events that are tracked by the experiment. For example, you may wish to track how many people click on a particular button or link, or how many navigate to a particular page after viewing the content displayed by the experiment.

5. **Create the schedule**: Provide instructions for when the experiment should start and end.

6. **View the results**: Review the results of an experiment as it is in progress or when it has completed.

Detailed instructions on how to use the functionality within the application can be found in the Manage experiments (page 15) section of this document.
Understand layouts and experiments

Layouts are the design tools in Oracle Commerce Cloud that enable you to configure the look of your web store. They are also used by Oracle Experiments as the starting point for your experiments.

To access Oracle Experiments you must select a layout on the Design page in Commerce Cloud, then click on the Experiments button and choose whether you wish to view experiments or add a new experiment.

If you select View Experiments, Oracle Experiments opens and displays the Experiments dashboard. At this point, the Experiments dashboard is filtered to only display experiments that use the layout you had selected as their control. If you remove the filter, Oracle Experiments displays all experiments associated with your account. For more information on the functionality available at this point, please refer to the View experiments (page 9) section of this document.

If you select Add Experiment, Oracle Experiments opens and displays the Experiment Configuration screen, with the layout you selected used as the control for the experiment. For more information on the functionality available at this point, please refer to the Create an experiment (page 15) section of this document.

When you go to the Experiments dashboard after adding an experiment, the layout filter is still in place, and the Experiments dashboard only displays experiments which use that layout as the control. If you click on the New Experiment button at this point, a new experiment is created with that layout still selected as the control for the experiment.

If you remove the layout filter and click on New Experiment, the experiment that you create is not associated with any particular layout and is only shown within Oracle Experiments when no layout filter is in place.

It is important to understand that when you create a new experiment using a layout as the control, any changes made to the variant are displayed to all participants selected for the variant path. This means that if you select a product layout as the control, any changes made to the variant are displayed for all products using that layout, and not just a specific product. If you want to make changes for a particular product only, you should remove the layout filter and create a new experiment using the product URL as the experiment URL.

Using Experiments on Multiple Sites

It is possible to have multiple sites associated with your Oracle Commerce Cloud account. In this case, any experiments you create using a layout as the control are active on each site that uses that layout. If a shopper visits more than one of the sites associated with your Commerce Cloud account and accesses the layout associated with the experiment on each site, they are counted as a unique visitor on each site they visit.

For example, suppose you have two sites, www.example1.com and www.example2.com, and each of those sites use the same Home layout as the home page for the site. If a shopper visits both sites and the Home layout is displayed to the shopper on each site, the experiment counts that shopper as a unique visitor on both sites, and the tracking of their behavior on each site is considered separately by the experiment using the Home layout.

Similarly, if you create an experiment from the Design page using an experiment slot widget on a layout, the experiment is active on any site that uses the layout which hosts the experiment slot widget.

The results generated by an experiment are displayed as one result set regardless of whether the information has been gathered across multiple sites.

If you wish to run an experiment on one site which uses a layout that is associated with multiple sites you should clone the layout and assign the cloned layout to the site you wish to run the experiment on. For more
information on cloning a layout, please refer to the Design Your Store Layout section of Using Oracle Commerce Cloud.
2 Use Oracle Experiments

This section provides a walkthrough showing how to create a specific experiment that adds an offer of free postage and packing to all products that use the selected product layout. The experiment then tracks how many participants click on the Add to Cart button when presented with the offer compared to how many click on the same button without the offer. It is intended to provide a quick insight into how to use Oracle Experiments. You should read chapters 3, 4 & 5 for more detail on the functionality and concepts described here.

Step 1 – Designate a control page

For the purposes of this sample experiment, we shall use a product layout as the control page. To do this, go to the Design page on Commerce Cloud and display a product layout. Then click on the Experiments flask, and select Add Experiment from the dropdown menu.

Step 2 – Create the variant content

Once you click on Add experiment, the experiment editor opens with the selected layout displayed and the Variant tab selected. This means that you can begin making your desired changes right away.

You can create up to five variants for your experiment, but in order to keep this experiment simple we shall just create one variant which adds some red text highlighting that this product is offered with free postage and packing.

In order to add the offer to the layout, we must edit an element. In this case, we select the `<div>` element that contains the price. This opens the element configuration panel.

We want to edit the text displayed, so select Edit from the menu displayed. From here you can edit the text displayed in the element using the HTML editor, text editor, style editor, or class editor, or a combination of these.

For this experiment we shall add the following code directly after the price in the HTML editor:

```html
<p style="color:red">SPECIAL OFFER: Free P&amp;P with this product.</p>
```

This code displays “Free P&P with this product” in red text directly below the price of the product.
Once we have made the desired changes, click on the Save button to save the changes to the variant.

The element configuration panel closes displaying the variant page with a green border highlighting any elements that have been changed for the variant with a number indicating how many changes have been made.

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**Step 3 – Define the target participants**

Having made our changes to the variant, we now want to define how we decide who the participants in the experiment are.

Click on the Target button to open the target configuration panel. Here we can define the percentage of participants to direct to the control page and the variant page for the experiment.

You can also decide whether to include a visitor as a participant in the experiment based on the layout used to display the product, or on information held in their URL by choosing Layout Name or URL from the Targeting Method dropdown.

It is important to understand that any changes we make to the variant page are displayed by all products that use the product layout we selected as the control. In this case, this means that all products that use this layout will display red text offering free postage and packing if the visitor has been selected for the variant path for the experiment. You could limit the experiment to a specific product by using a specific URL as the control page instead of a layout. Please refer to the Create an experiment (page 15) section of this document for more detail on how to create an experiment using a URL as the control page.

For this experiment, we can accept the default values provided for traffic allocation and target definition. Click on the Save button to accept these values.

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**Step 4 – Configure the goals**

This is the step where we configure the metrics that Experiments tracks to identify how the visitor’s behavior has been affected by the variant content displayed to them. For this experiment we want to track how many people add the product to their cart.

To do this, click on the Goal button to open the goal configuration panel. This displays the goal configuration panel. From here you can define a custom goal that you want the experiment to track. If you do not define a custom goal the pre-defined Commerce Metrics are automatically tracked for each experiment. For this experiment we shall track the commerce metrics.

You can choose either Add to Cart or Conversion from the commerce metrics or one of your custom goals as your primary goal. For this experiment we shall select Add to Cart as the primary goal.

Click Save to save these goals and close the goal configuration panel.
Step 5 – Create the schedule

The next step is to create a schedule for the experiment so that Experiments knows when the experiment should start and stop. You do this by clicking on the Start button in the experiment configuration window. This allows you to choose Start Now or Start on Schedule.

Start Now starts the experiment with immediate effect and instructs it to run for 28 days. Start on Schedule allows you to define a date and time for the experiment to start and for it to end.

For the purposes of this experiment, we can select the Start Now option.

This returns you to the experiments dashboard and the experiment you have just defined is included in the In Progress panel.

Step 6 – View the results

If the experiment has not yet completed, you can view the current results by clicking on the experiment name on the Experiments dashboard and then clicking on the Results button in the experiment configuration window.

Once the experiment has completed it is moved to the Completed panel on the Experiments dashboard, and you can view the results by clicking on the experiment name and then clicking on the Results button in the experiment configuration window.

This displays a results panel with all of the collected metrics for the experiment. For more information about what each of these metrics means, please refer to the View the results of an experiment (page 27) section of this document.

You have now created an experiment, allowed it to complete and viewed the results. You can now use the information provided to make an informed decision about how to maximize return from your website.

This walkthrough was designed to provide an insight to creating an experiment. All of the concepts covered here are covered in more detail chapters 3, 4 & 5 of this document. Please read these to ensure you get the best out of the functionality offered by Experiments.
This section provides an overview of the information presented on the various screens throughout Oracle Experiments. This section includes the following topics:

- Use the Experiments dashboard (page 9)
- Use the In Progress Experiments page (page 10)
- Use the Completed Experiments page (page 11)
- Use the Scheduled Experiments page (page 12)
- Use the Draft Experiments page (page 12)

Use the Experiments dashboard

When you open Oracle Experiments you are presented with the Experiments dashboard. You can return to the Experiments dashboard at any time by clicking on Oracle Commerce Cloud in the header bar.

There are four panels displayed on the Experiments dashboard. These are:

- **In Progress**: This displays a summary of the most recently started experiment with In Progress status. This displays the number of In Progress experiments as well as the following information about the most recently started In Progress experiment:
  - **Experiment Name**: This is a link which brings you to the Configuration screen for the experiment.
  - **End Date**: This is the currently scheduled end date for the experiment.
  - **Winning Goal Tile**: This tile displays the name of the primary goal for the experiment, and the name of the variant that is currently winning. The winning variant is the one which shows the greatest percentage improvement for the primary goal among the variants which have a confidence level greater than 95%. If there are no variants with a confidence level greater than 95% that show an improvement on the control for the primary goal, then “No Winner” is displayed in this tile.
  - **High Level Goal Tile**: This tile displays the name of the primary goal for the experiment and a chart showing the performance as measured against the primary goal of the control and each variant.
  - **Visitor & Days Run Tile**: This tile displays the current count of visitors who have so far participated in the experiment and how many days the experiment has been running for.
You can view all the experiments with In Progress status by clicking on the View All In Progress link in this panel.

- **Completed**: This displays a summary of the most recently completed experiments.

  This panel displays how many completed experiments there are and also displays a table with the following fields:
  - **Experiment Name**: This is the name of the experiment. Clicking on the name brings you to the Configuration screen for that experiment.
  - **Winner**: This is the name of the variant which shows the greatest percentage improvement for the primary goal among the variants which have a confidence level greater than 95%. If there are no variants with a confidence level greater than 95% that show an improvement on the control for the primary goal, then "No Winner" is displayed.

  You can view all the completed experiments by clicking on the View All Completed link in this panel.

- **Scheduled**: This displays a summary of the next experiments scheduled to start.

  This panel displays how many scheduled experiments there are and also displays a table with the following fields:
  - **Experiment Name**: The name of the experiment. Clicking on the name brings you to the Configuration screen for that experiment.
  - **Start Date**: The date and time, including time zone, at which the experiment is scheduled to start.

  You can view all the scheduled experiments by clicking on the View All Scheduled link in this panel.

- **Draft**: This displays a summary of the most recently modified experiments with Draft status which are currently unscheduled.

  This panel displays how many experiments with draft status there are and then displays a table with the following fields:
  - **Experiment Name**: The name of the experiment. Clicking on the name brings you to the Configuration screen for that experiment.
  - **Targeting Method**: This indicates whether layout targeting, widget targeting or URL targeting was used to create the experiment.

  You can view all the draft experiments by clicking on the View All Draft link in this panel.

You can refresh the information displayed on the Experiments dashboard by clicking on the Refresh icon at the top of the page.

If a filter is in place, you can remove the filter by clicking on the X in the filter box.

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**Use the In Progress Experiments page**

This page displays information about all of the experiments with a status of In Progress. The experiments are listed in chronological order, with the experiments with the most recent start date displayed first.
The following information is displayed for each experiment listed on this page:

- **Experiment Name**: This is the name of the experiment. Clicking on the name brings you to the Configuration screen for that experiment.

- **Winner Details**: This strip shows the name of the primary goal for the experiment and the variant that is currently winning. The winning variant is the one which shows the greatest percentage improvement for the primary goal among the variants which have a confidence level greater than 95%. If there are no variants with a confidence level greater than 95% that show an improvement on the control for the primary goal, then “No Winner” is displayed in this strip.

- **Visitors & Days Run Details**: This strip shows current count of visitors who have so far participated in the experiment and how many days the experiment has been running for.

- **Schedule Details**: This strip shows the currently scheduled end date for the experiment.

- **Targeting Method Details**: This strip shows the targeting method used for the experiment as well as the name of the layout or widget used, or the first included URL if URL targeting is used.

- **Modified**: This is the date and time of the last time the experiment was modified, along with the username of the person who made the modification.

You can manually stop any of the In Progress experiments by clicking on the Stop button for that experiment. This stops the experiment with immediate effect and changes its status from In Progress to Completed.

You can refresh the information displayed on this screen by clicking on the Refresh icon at the top of the page.

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**Use the Completed Experiments page**

This page displays information about all of the completed experiments. Experiments are considered completed when they have gone past their scheduled stop date and time or when they have been manually stopped by a user.

Completed experiments that have since been deleted are not displayed on this screen.

The experiments displayed on this page are sorted by the date and time they completed, with the most recently completed experiments displayed first.

The following information for each experiment is displayed on this page:

- **Experiment Name**: This is the name of the experiment. Clicking on the name brings you to the Configuration screen for that experiment.

- **Winner Details**: This strip shows the name of the primary goal for the experiment and the variant that is currently winning. The winning variant is the one which shows the greatest percentage improvement for the primary goal among the variants which have a confidence level greater than 95%. If there are no variants with a confidence level greater than 95% that show an improvement on the control for the primary goal, then “No Winner” is displayed in this strip.

- **Visitors & Days Run Details**: This strip shows current count of visitors who have so far participated in the experiment and how many days the experiment has been running for.

- **Targeting Method Details**: This strip shows the targeting method used for the experiment as well as the name of the layout or widget used, or the first included URL if URL targeting is used.
Use the Scheduled Experiments page

This page displays information about all of the experiments which have a schedule defined, but which have not yet started.

The experiments displayed are sorted by their scheduled start date.

The following information for each experiment is displayed on this page:

• **Experiment Name**: This is the name of the experiment. Clicking on the name brings you to the Configuration screen for that experiment.

• **Schedule Details**: This strip shows the currently scheduled start and end date for the experiment.

• **Targeting Method Details**: This strip shows the targeting method used for the experiment as well as the name of the layout or widget used, or the first included URL if URL targeting is used.

• **Traffic Allocation Details**: This strip shows the percentage breakdown of how visitors are assigned to the control and the variants for the experiment.

• **Modified**: This is the date and time of the last time the experiment was modified, along with the username of the person who made the modification.

You can refresh the information displayed on this screen by clicking on the Refresh icon at the top of the page.

You can delete a scheduled experiment by clicking on the Delete icon for the experiment you wish to delete.

Use the Draft Experiments page

This page displays information about all the experiments which have been created but which have never been run and do not currently have a schedule assigned.

The experiments displayed are sorted by the date on which they were last modified.

The following information for each experiment is displayed on this page:

• **Experiment Name**: This is the name of the experiment. Clicking on the name brings you to the Configuration screen for that experiment.

• **Traffic Allocation Details**: This strip shows the percentage breakdown of how visitors are assigned to the control and the variants for the experiment.
• **Targeting Method Details**: This strip shows the targeting method used for the experiment as well as the name of the layout or widget used, or the first included URL if URL targeting is used.

• **Custom Goals Details**: This strip shows the number of custom goals that have been defined for the experiment. This value does not include any of the commerce metrics that are included for the experiment.

• **Modified**: This is the date and time of the last time the experiment was modified, along with the username of the person who made the modification.

You can refresh the information displayed on this screen by clicking on the Refresh icon at the top of the page.

You can delete a draft experiment by clicking on the Delete icon for the experiment you wish to delete.
4 Manage experiments

This section provides information on how to create, edit and delete experiments. It contains the following topics:

- Create an experiment (page 15)
- Edit an experiment (page 23)
- Delete an experiment (page 25)

Create an experiment

This section provides instructions on how to create experiments that use the full functionality offered by Oracle Experiments. You can also add an Experiments slot to a layout and use that to create an experiment. Experiments created using an Experiments slot have Widget as the Targeting Method associated with the experiment. For further details about creating an experiment using an Experiments slot, please refer to the Create and Manage Experiments section of Using Oracle Commerce Cloud.

You can create a new experiment by following these steps:

1. From the Design tab in Commerce Cloud, you can select a layout and then click on the Experiments button and select Add experiment.

   This displays the Experiment Configuration screen with the selected layout as the control for the experiment.

   **Note:** The Experiments button includes a red lightning bolt to indicate there are currently experiments in progress using this layout as the control.

2. You can click on the **New Experiment** button from anywhere within Experiments.

   If you have a filter applied in Experiments, this displays the Experiment Configuration screen with the layout used in the filter used as the control for the experiment.

   If you do not have a filter applied, this displays a window where you must enter a name for the experiment and the URL for the control for the experiment.

   The URL you provide must be a publicly available page which is enabled for Oracle Experiments. If the page is not enabled for Oracle Experiments, a message indicating that the experiment URL cannot be loaded is displayed.

   If you do not specify whether the Experiment URL uses HTTP or HTTPS protocol, HTTPS is assumed as the default protocol.
Once you have provided these details, you can click on the Create button to display the Experiment Configuration screen. You may also click the Cancel button to close the window without creating a new experiment.

Whichever method you use, the experiment configuration screen displays the specified control for the experiment, with the experiment configuration header panel above it. You can use this panel to configure the experiment.

Configure the variant content

Initially, the experiment configuration screen loads with one variant tab. The content of this tab is identical to the control version. You can select whether to view the variant or control version of the web page by clicking on the appropriate tab in the experiment configuration header panel.

You can have up to five variants defined for the experiment. To create an additional variant, click on the large plus sign beside the available tabs. This creates a new tab with content identical to the control tab.

You can rename a variant tab by clicking on the down arrow beside the name of the tab and selecting Rename from the menu displayed.

When a variant version is displayed, you can select the element you wish to change by clicking on it. When the cursor moves over an element that you can select, the element is highlighted in red and the border displays the kind of element it is.

**Note:** Disabled or inactive elements cannot be selected directly. If you cannot directly select an element you can select the parent element and then either edit the parent element or use the Select Child option on the Element Configuration menu for the parent.

Once you click on the element, the element configuration panel is displayed.

The element configuration panel only displays the configuration options that are available to the currently selected element. For example, if there are no child elements then the Select Child option is not displayed.

The configuration options available are:

- **Edit:** This option is available to all element types and you can use it to edit the properties of the selected element. If you click on it, the element configuration panel displays a set of tabs containing whichever of the following are appropriate for the element you selected:

  - **Editor:** This opens a rich text editor that allows you to directly edit the text and the formatting of the text associated with the selected element.

    **Note:** When using the rich text editor, you can open a window providing accessibility instructions for the rich text editor by pressing Alt+0.

    The rich text editor also allows you to access the HTML source code by clicking on the Source button. This allows you to directly edit the HTML source code or to view the HTML for changes you have made to the element using the rich text editor.

    **Note:** If the Source mode is not enabled, pressing ENTER while editing creates a new element within `<p>` tags while pressing SHIFT + ENTER adds a `<br />` tag within the current element.

  - **Style:** This allows you to configure all of the style properties associated with the selected element. The properties are grouped together by category. The following table shows which properties are available in which category. The table displays all available properties. Some of the properties included here are only available on specific browsers, and the values for the properties may also be restricted by specific browsers.
<table>
<thead>
<tr>
<th>Category</th>
<th>Properties</th>
<th>Advanced Properties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text</td>
<td>font-family</td>
<td>text-transform</td>
</tr>
<tr>
<td></td>
<td>font-size</td>
<td>text-decoration</td>
</tr>
<tr>
<td></td>
<td>font-style</td>
<td>overflow</td>
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<td></td>
<td>font-weight</td>
<td>text-shadow</td>
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<td></td>
<td>text-align</td>
<td>word-wrap</td>
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<td></td>
<td>line-height</td>
<td>word-break</td>
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<td></td>
<td>color</td>
<td>word-spacing</td>
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<td>letter-spacing</td>
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<td>Background</td>
<td>background-repeat</td>
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<td>opacity</td>
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<td>Border</td>
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<tr>
<td>Category</td>
<td>Properties</td>
<td>Advanced Properties</td>
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<tr>
<td>Dimensions</td>
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<td>Other</td>
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<td>N/A</td>
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<td>border-spacing</td>
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<td>list-style-position</td>
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<td></td>
<td>cursor</td>
<td></td>
</tr>
</tbody>
</table>

- **Classes**: This allows you to assign a defined CSS class to the specified element.

- **Edit Image**: If the selected element is an image element you can define the image properties using this option. The configuration options available here are:
  - **Image URL**: This is the source URL for the image.
  - **Alt Text**: This is the alternative text for the image.
  - **Title**: This is the text displayed in the tooltip for the image.
• **Image Size**: This is the size at which the image should be displayed. You can select Default, Maintain Original Size, or Manual Resize. If you select Manual Resize then you must enter a value for the height and width of the image in pixels.

• **Make/Edit Hyperlink**: This option is available to all elements which are a container with content. It is displayed as Make Hyperlink, unless the element is already a hyperlink, in which case it is displayed as Edit Hyperlink. The configuration options available here are:
  
  • **URL**: This is the URL to which the visitor is directed if they click on the hyperlink.
  
  • **Title**: This is the text displayed as the tooltip for the hyperlink.
  
  • **Target**: This specifies how to open the hyperlink once the user clicks it.

  • **Custom JavaScript**: This option is available to all element types. It is used to execute a custom JavaScript at runtime.

  Note: There are limits to the JavaScript that can be entered here. The `eval` function is not permitted and Experiments does not permit you to save any experiment with an `eval` command in the JavaScript entered here.

• **Remove/Undo Remove**: This option is available to all elements. It is used to remove, or undo a previous decision to remove, the selected element from the variant page.

  Note: In the experiment configuration screen the element is removed, but the space where it was is preserved so that the removed element can be tracked. When the variant is displayed to a visitor, the element is still loaded as part of the web page, but it is not visible on screen.

• **Select Parent**: This is used to switch focus to the parent element of the currently selected element. The element type of the parent element is shown in brackets.

• **Select Child**: This is used to switch focus to the child element of the currently selected element. The element type of the child element is shown in brackets.

• **Track Click Goal**: This is displayed if the element selected is a link, input element, button, or `<a>` tags. It assigns the selected element as one of the goals for the experiment and opens the Goal Configuration slide panel so that you can configure the goal. For more information on configuring an element as a goal, please refer to the Configure the goals (page 21) section of this document.

When you make a change to a variant page, the content in that variant’s tab is immediately updated to reflect the changes made. This means you can switch between the Control tab and the variant tabs to see how the changes impact on the variant pages.

You can make as many changes as you wish to the variant page.

Any changes made to elements on the variant page since the experiment configuration screen loaded can be undone by clicking on the Undo button. This undoes the most recently made change, and you can keep undoing changes as long as the Undo button is enabled. Changes that have been undone can be re-applied by clicking the Redo button, and these changes are re-applied in the order they were originally applied.

Elements that have been changed on the variant tab are shown with a green border that includes a number in the top left to show how many times the element has been changed.

If there is more than one variant tab defined for the experiment you can delete a variant tab by clicking on the down arrow beside the variant name and selecting **Delete** from the menu displayed. If you delete a variant, any changes you have made are lost and the deleted variant cannot be reinstated.
Configure the target

You can configure the experiment to define which visitors are eligible for participation by clicking on the Target button in the experiment configuration header panel to display the target configuration panel. This panel displays the Experiment URL and the traffic allocation and target definition fields that you can configure.

Note: Clicking outside the target configuration panel will close the panel without saving any changes you have made.

Configure the target definition

You can use the target definition section to refine which visitors should be included as participants in the experiment. The following options are available to configure the target definition:

- **Targeting Method**: This allows you to decide whether to use layout targeting or URL targeting.

- **Layout Name**: If you select layout from the Targeting Method box, this field displays the layout name used for layout targeting.

- **URL Targeting**: If you select URL from the Targeting Method box, this area displays two further options that you can use to configure the target for the experiment:
  - **Included URL**: This is a text box where you can enter a string to use to perform a match against the visitor’s URL.
  - **Match Type**: This lets you decide what kind of match you wish to perform. If you select Regular Expression from the Match Type dropdown, then you can use the Included URL textbox to provide the RegEx query you wish to run.

By default, URL Targeting is defined as an exact match against the experiment URL. You can change this and the visitor is considered a participant in the experiment when their URL meets all the defined URL targeting matches.

You can add additional URL Targeting conditions by clicking on the green + icon below the existing conditions.

You can remove a URL Targeting condition by clicking on the red – icon to the right of the condition you wish to remove.

You may have up to five URL Targeting conditions defined. If you have multiple URL Targeting conditions, the visitor’s URL must match all of the included URLs.

- **Audience**: This allows you to limit an experiment to members of an audience group as defined in Commerce Cloud. You can select your desired audience from this dropdown to apply it to the experiment you are creating.

For more information on managing audiences within Commerce Cloud, please refer to the Define Audiences chapter of the Using Oracle Commerce Cloud guide.

If you open the experiment configuration screen from Design or clicked on the New Experiment button in Experiments while a filter is in place, the Targeting Method is set to Layout by default with the relevant layout displayed in the Layout Name field.

If you open the experiment configuration screen by clicking on the New Experiment button in Experiments while no filter is in place, the Targeting Method is set to URL by default with the Experiment URL you provided in the Included URL field.
When you have finished configuring the target for the experiment you can save your changes by clicking on the Save button. If you click on the Cancel button, the target configuration panel retracts and changes are not saved.

**Configure the traffic allocation**

Traffic allocation is used to define how the participants in the experiment are split between the control path and the variant path. The default values for the traffic allocation depend on how many variants are defined for the experiment. You can change the traffic allocation by manually entering different values.

**Configure the goals**

You can configure the goals for the experiment by clicking on the Goals button in the experiment configuration header panel to display the goal configuration panel.

*Note:* Clicking outside the goals configuration panel will close the panel without saving any changes you have made.

By default there are four commerce metrics that are tracked for each experiment. These are:

- **Add to Cart:** This tracks the impact of the experiment on the likelihood of a customer adding a product to their cart. It does this by dividing the number of unique visitors who add an item to their cart by the total number of unique visitors who participated in the experiment.

- **Conversion:** This tracks the impact of the experiment on the conversion rate. It does this by dividing the number of unique visitors who completed an order by the total number of unique visitors who participated in the experiment.

- **Average Order Value:** This tracks the impact of the experiment on the average order value of each visitor during their participation in the experiment. It does this by dividing the total revenue for all orders placed by participants on the control path by the number of orders placed by participants on the control path, and comparing that value to the total revenue for all orders placed by participants on the variant path divided by the number of orders placed by participants on the variant path. When displayed in the results of the experiment, this metric is segmented by the currency in which the transaction occurred to ensure equivalence.

- **Revenue per Visitor:** This tracks the impact of the experiment on the revenue per visitor participating in the experiment. It does this by dividing the total revenue for all orders placed by participants on the control path by the number of participants on the control path, and comparing that value to the total revenue for all orders placed by participants on the variant path by the number of participants on the variant path. When displayed in the results of the experiment, this metric is segmented by the currency in which the transaction occurred to ensure equivalence.

Click on the New Custom Goal to configure a custom goal. You can also open this part of the goal configuration panel by clicking on an element and selecting Track Click Goal from the element configuration panel.

The options which can be configured at this point are:

- **Goal Name:** This is the name of the goal. It can be up to 100 characters long and must be not be the same as any other goals configured for this experiment.

- **Track Type:** This allows you to define how the goal is tracked. There are two options available from this dropdown. These options are:

  - **Click:** This tracks whether the visitor clicked on a specified element.
• **Pageview:** This tracks whether the customer visited a specified URL.

The other elements displayed in the goal configuration panel depend on whether you selected Click or Pageview from the Track Type dropdown.

When you have finished configuring the custom goal, click on the Create button to return to the main goal configuration panel. If there is more than one goal in the goal list, you can define which goal is the primary goal by clicking the star for the appropriate goal. The primary goal is the one for which results are displayed in the results summary on the Experiments dashboard. By default, the Add to Cart commerce metric is set as the primary goal.

You can define up to five custom goals for each experiment.

If no schedule has yet been defined for the experiment, you can also edit or delete a custom goal by selecting the appropriate option from the action cog beside the custom goal. For more information on editing a goal, please refer to the Edit an experiment (page 23) section of this document.

### Track Click

If you select Click from the Track dropdown, you can click on the Make Selection button to define which element you want the goal to track.

When you click the Make Selection button, the goal configuration panel retracts and the experiment control page is displayed. You can select any hyperlink, anchor tag, or input element on the variant page to make that the tracked element for this goal.

If the element you wish to track is on another web page, you can navigate to that page by clicking the Interactive button and navigating to the webpage containing the element you wish to track. You can do this by entering a URL in the Goal URL field in the experiment configuration header panel and then clicking the Reload button.

You can also navigate to the webpage containing the element you wish to track by clicking on hyperlinks displayed in the variant window.

Once you are on the webpage that contains the element you wish to track, you must click the Edit button.

You can now select the element you wish to track for this goal. You can select any hyperlink, anchor tag, input element, image or button. Once you have made your selection, click on the Selection Complete button to return to the goal panel.

**Note:** If you choose to track an element on another page, the URL for the page containing that element is displayed in the Goal URL field on the goal configuration panel.

When you have finished configuring a goal you can save your changes by clicking on the Create button. If you click on the Cancel button, the goal you configured is discarded and you are returned to the goal list.

### Track Pageview

If you select Pageview from the Track Type dropdown, there are two further fields displayed in the goal configuration panel. These fields are:
• **URL to Track**: This is used to define the URL for which the page views are tracked by the goal.

• **Match Type**: This is used to define which type of match will be performed against the URL specified in the URL field. The options available are:

  • **Exact Match**: This checks whether the visitor goes to a page where the URL matches exactly with the URL entered here.

  • **Starts With**: This checks whether the visitor goes to a page where the URL starts with the value entered here.

  • **Contains**: This checks whether the visitor goes to a page where the URL contains the string specified in the URL field.

  • **Regular Expression**: This checks whether the visitor goes to a page where the URL matches the RegEx specified in the URL field.

When you have finished configuring a goal you can save your changes by clicking on the Create button. If you click on the Cancel button, the goal you configured is discarded and you are returned to the goal list.

**Configure the schedule**

Once you have configured valid variant, target and goal settings for the experiment, you can then configure a schedule.

You configure the schedule for the experiment by clicking on the Start button in the experiment configuration header panel. This provides you with two options:

• **Start Now**: This starts the experiment immediately with an end date set 28 days from when you click the button.

• **Start on schedule**: This opens the schedule configuration panel which allows you to specify a start and end date for the experiment.

**Note**: Clicking outside the schedule configuration panel will close the panel without saving any changes you have made.

You can enter a date and time manually in the Start Date and End Date boxes, or you can click on the calendar and clock icons in the boxes to select a date and time from the pickers displayed.

The schedule configuration panel also displays the time zone associated with your account so you can see what time zone is used for the schedule.

When you have finished configuring the schedule for the experiment you can save your changes by clicking on the Save button. If you click on the Cancel button, the schedule configuration panel retracts and changes are not saved. If you click on the Delete Schedule button, which is only displayed for scheduled experiments, the schedule for that experiment is deleted and the schedule configuration panel retracts.

**Edit an experiment**

You can edit a draft experiment by clicking on the experiment name on the Experiments dashboard. This displays the experiment configuration screen with the focus on the variant page.
You can edit the scheduled end date of an experiment that is in progress by clicking on the name of the experiment to open the experiment configuration screen, then clicking on the Schedule button and selecting Edit Schedule. You can save the new scheduled end date by clicking Save on the schedule configuration panel, or you can cancel the change by clicking Cancel.

From the experiment configuration screen you can change any of the details associated with the experiment. The process for editing an experiment is the same as the process for creating an experiment. You can edit the variant content, target, goals, and schedule for the experiment using the process described in the Create an experiment (page 15) section of this document.

**Start or stop an experiment**

If the variant, target, and goals for an experiment are defined you can start an experiment ahead of its scheduled start date and time by clicking the Start button in the header panel on the experiment configuration screen. This gives you the option to either start the experiment immediately and sets the end date 28 days from the time that the experiment started, or to define a schedule for the experiment. Please refer to the Configure the schedule (page 23) section of this document for more information.

To stop an experiment that is currently in progress, click on the Stop button for the experiment on the In Progress Experiments page or on the experiment configuration screen. This stops the experiment with immediate effect, updates the end date and time for the experiment and moves the experiment to the Completed panel on the Experiments dashboard.

You can also stop an experiment that is currently in progress by clicking on the Stop button in the experiment configuration panel Detailed Results screen for the experiment.

**Edit the End Date of an In Progress Experiment**

You can change the duration of an experiment that is currently in progress. To do this, click on the name of the experiment you want to edit from either the Experiments dashboard or the In Progress page to display the Experiment Configuration screen. Then click on the Schedule button, and select Edit Schedule. Enter the new End Date and click the Save button.

**Repeat an experiment**

Once an experiment has completed, you can repeat the experiment from within the experiment configuration screen for the completed experiment.

You can change some details of the experiment. You can select a new audience or adjust the traffic allocation for the experiment, or you can select a new primary goal for the experiment.

There are also some details that you cannot change. You cannot change the targeting method or targeting name for the experiment. You cannot change the content of any of the variants defined for the experiment and you cannot create any new custom goals for the experiment. If you need to change any of these details you must create a new experiment.

You can then specify when to repeat the experiment by clicking on the Start button and either selecting Start Now from the menu displayed to start the experiment immediately, or by selecting Start on Schedule and specifying a start and end time for the experiment.
Delete an experiment

You can delete an experiment from the Completed Experiments, Scheduled Experiments or Draft Experiments page by clicking on the Delete button for the experiment you wish to delete from the relevant page.

You cannot delete an experiment that is currently in progress. You must first stop the experiment and then you can delete it as described above.

Once an experiment has been deleted it cannot be restored and you cannot view details of, or results from, deleted experiments.
5 View the results of an experiment

You can view the results of an experiment by clicking on the experiment name either in the Completed Experiments or In Progress Experiments pages, or by clicking on the Results button on the Experiment Configuration page.

This opens the Experiment Configuration screen with the Results panel for the most recent execution of the experiment on display.

**Note**: The Results panel was upgraded for the version of Commerce Cloud released in April 2017. Experiments executed using a previous version of Commerce Cloud will display the results in the format used by the relevant version of Commerce Cloud. For more information on the results displayed by previous versions of Commerce Cloud, please contact Oracle support and ask for the relevant documentation.

A result set is created each time an experiment runs. You can select which result set to display by clicking on the expand arrow for the relevant result set.

As you scroll through the result set you can return to the top of the result set by clicking on the Back to Top arrow at the bottom of the Results panel.

If the experiment is currently in progress you can refresh the data displayed in the Results panel by clicking on the refresh button in the top right of the Results panel.

The results panel displays the following information:

- **Winning Goal Tile**: This tile displays the name of the primary goal for the experiment, and the name of the variant that won in the result set. The winning variant is the one which showed the greatest percentage improvement for the primary goal among the variants which have a confidence level greater than 95%. If there were no variants with a confidence level greater than 95% that showed an improvement on the control for the primary goal, then “No Winner” is displayed in this tile.

- **Visitor & Days Run Tile**: This tile displays the total number of visitors who participated in the experiment and how many days the experiment ran for.

- **Targeting Tile**: This tile displays traffic allocation and the audience that was defined for the experiment.

- **High Level Goal Tiles**: There is a separate high level goal tile displayed for each custom goal defined for the experiment and for each of the commerce metrics for the experiment. The high level goal tile for the primary goal is indicated with a gold star beside the goal name.

  For any custom goals and for the *Add to Cart* and *Conversion* commerce metric this tile displays the Engagement Percentage value. The Engagement Percentage is how many visitors met the criteria for the goal.

  For the *Average Order Value* commerce metric this tile displays the average order value for the control and each variation. This is calculated by dividing the total revenue of all completed orders for the specified currency for the experiment variation by the number of completed orders in the specified currency for the experiment variation.
For the Revenue per Visitor commerce metric this tile displays the revenue per visitor for the control and each variation. This is calculated by dividing the total revenue for the specified currency for the experiment variation by the number of visitors who participated in that experiment variation.

The Average Order Value and Revenue per Visitor commerce metrics are calculated separately for each currency used for completed orders. A separate tile is displayed for these metrics for each currency used.

- **Goal Detail Tiles**: There is a separate goal detail tile displayed for each custom goal defined for the experiment and for each of the commerce metrics for the experiment. The goal detail tile for the primary goal is indicated with a gold star beside the goal name.

  Each of the goal detail tiles includes the chart shown in the high level goal tile for that goal. You can choose whether to show or hide these charts by clicking on the arrows to toggle between show and hide.

  Each goal detail tile also displays a table showing the results gathered for that goal during the execution of the experiment.

  For any custom goals and for the Add to Cart and Conversion commerce metric this table displays the following fields:

  - **Engagement Percentage**: This is the percentage of visitors who met the criteria for this goal in the control and each variation.

  - **Differential**: This is the difference between the engagement percentage for the relevant variation and the engagement percentage for the control. A positive value means the engagement percentage was higher for the variation and a negative value means the engagement percentage was higher for the control.

  - **Percentage Improvement**: This compares how the frequency with which the goal occurs in the variation against the frequency with which it occurs in the control for the experiment. If the goal occurred more frequently in the variation than in the control, this figure is green. If the goal occurred an equal number of times in the variation and the control, the figure is black. If the goal occurred less frequently in the variant than in the control, the figure is red.

  - **Confidence Level**: This is a rounded percentage figure which shows the statistical significance level for each goal. It is measured against a set statistical significance level of 95%. A value of 94% or lower is displayed in red and 95% or above is displayed in green.

  - **Engagement**: This is the number of visitors who met the criteria for the goal in the control and each variation.

  - **Visitors**: This is the number of visitors who participated in the experiment in the control and each variation.

  - **Traffic Allocation**: This is the traffic allocation defined in the experiment for the control and each variation.

  For the Average Order Value metric, the table in the goal detail tile displays the following fields:

  - **Average Order Value**: This is calculated by dividing the total revenue of all completed orders for the specific currency for the experiment variation by the number of completed orders for the specific currency for the experiment variation.

  - **Differential**: This is the difference between the average order value for the control and the average order value for each of the variations. A positive value means the average order value for the variation was higher and a negative value means the average order value for the control was higher.

  - **Percentage Improvement**: This is a percentage figure comparing the performance in the Average Order Value metric for the control and each variation. A positive value means the variation performed better and a negative value means the control performed better.
• **Total Revenue**: This is the total revenue for all completed orders in the specified currency for the control and each variation.

• **Number of Orders**: This is the number of completed orders in the specified currency for the control and each variation.

• **Traffic Allocation**: This is the traffic allocation defined in the experiment for the control and each variation.

For the Revenue per Visitor metric, the table in the goal detail tile displays the following fields:

• **Revenue Per**: This is calculated by dividing the total revenue in the specified currency by the number of visitors who participated for the control and each variation.

• **Differential**: This is the difference between the revenue per visitor for the control and the revenue per visitor for each of the variations. A positive value means the revenue per visitor for the variation was higher and a negative value means the revenue per visitor for the control was higher.

• **Percentage Improvement**: This is a percentage figure comparing the performance in the Revenue per Visitor metric for the control and each variation. A positive value means the variation performed better and a negative value means the control performed better.

• **Total Revenue**: This is the total revenue for all completed orders in the specified currency for the control and each variation.

• **Visitors**: This is the number of visitors who participated in the control and each of the variants.

• **Traffic Allocation**: This is the traffic allocation defined in the experiment for the control and each variation.

The results sets for any previous executions of the experiment are displayed as an accordion view ordered by End Date with the most recent result set at the top of the list. You can expand or collapse these result sets by clicking on the chevron beside the start and end dates for the result set. Expanding a result set will display the result data for that execution of the experiment.