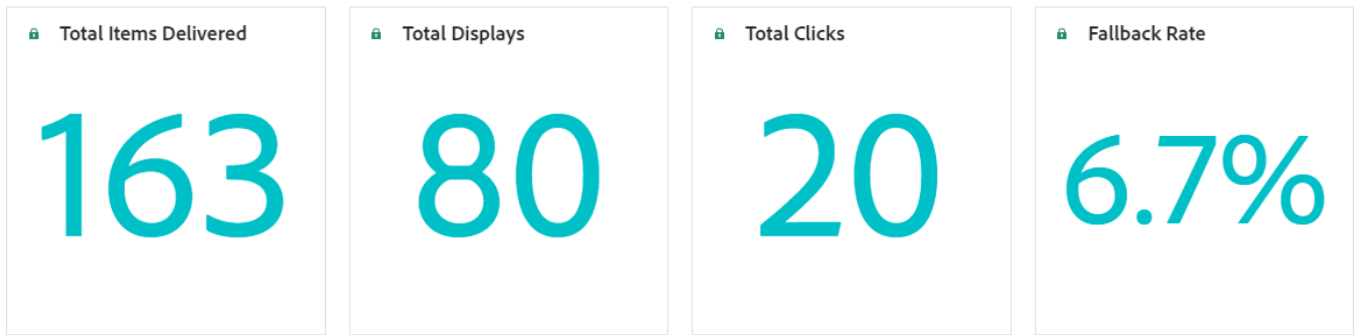# Experience decisioning {#decisioning}

Decisioning KPIs {#decisioning-kpis}

The **Decisioning KPIs** provide key insights into your visitors' engagement with your experiences, including metrics such as:

- **[!UICONTROL Total items]**: total number of individual items that were part of a personalized experience or decisioning process within a specified period.

- **[!UICONTROL Total displays]**:

- **[!UICONTROL Total clicks]**: total number of times users clicked on items, links, products, or other interactive elements during a specified period of time.

- **[!UICONTROL Fallback rate]**: percentage of instances where no selection strategies qualified, resulting in the display of a generic or less-specific option.

Engagement funnel {#engagement-funnel}
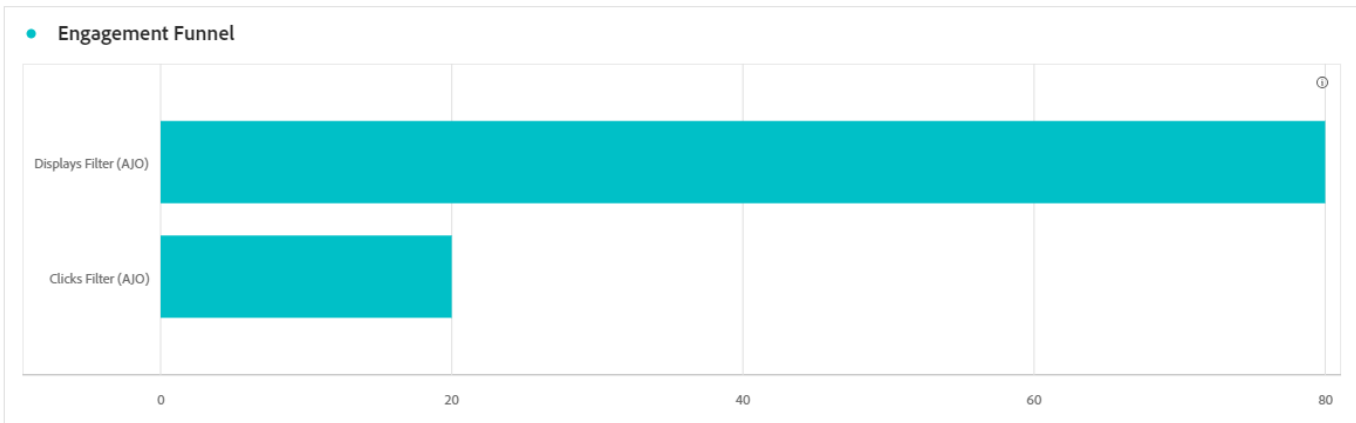
The **[!UICONTROL Engagement Funnel]** table monitors the performance of personalized experiences by assessing how effectively each stage of the funnel drives user interactions.

- **[!UICONTROL Displays]**: total number of times personalized experiences were shown or presented to users across various touchpoints.

- **[!UICONTROL Clicks]**: total number of times users clicked on personalized experiences that were displayed to them.

Top decision items by Clickthrough rate {#top-decision}
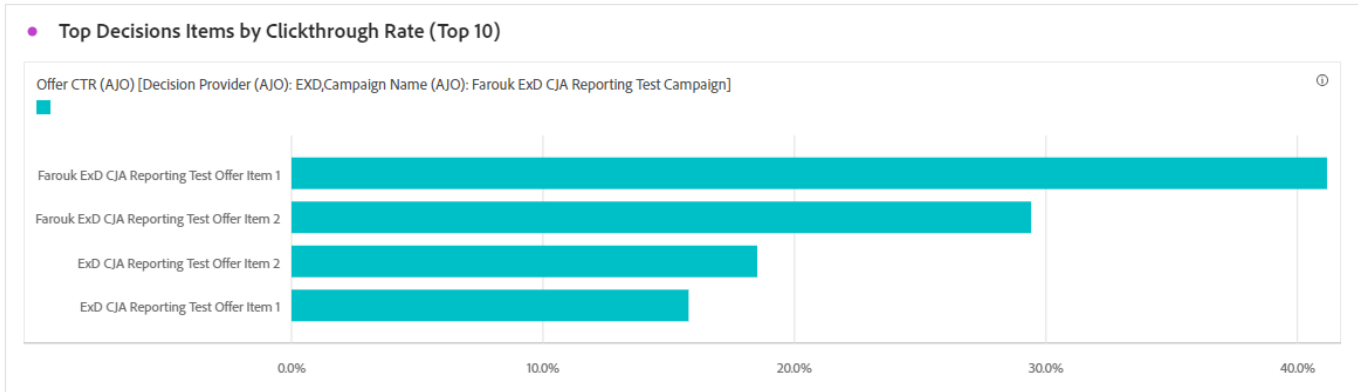
The **[!UICONTROL Top decision items by CTR]** table highlights the performance of individual items based on their Click-through Rate. This metric helps assess which items are most effective at engaging users and driving interactions.

- **[!UICONTROL Click-through Rate (CTR)]**: percentage of users who click on a link, ad, or recommendation compared to the number of times it was displayed.

Engagement funnel by selection strategy {#engagement-funnel-selection}
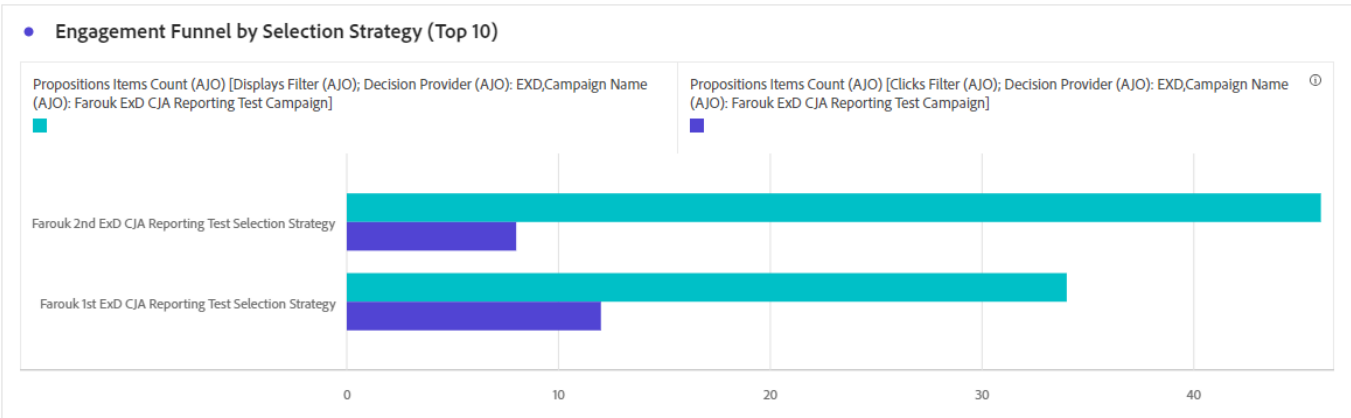
The **[!UICONTROL Engagement Funnel by Selection Strategy]** table helps you monitor and analyze how effectively different selection strategies are engaging users with personalized experiences.

- **[!UICONTROL Displays]**: total number of times personalized experiences were shown or presented to users across various touchpoints.

- **[!UICONTROL Clicks]**: total number of times users clicked on personalized experiences that were displayed to them.

Decision items performance {#decision-items-performance}

Decision Item Performance		
	Farouk ExD CJA Reporting Test Campaign	
	EXD	
	Propositions Items Count (AJO)	
	Displays Filter (AJO)	Clicks Filter (AJO)
Item Name (AJO) Page: 1 / 1 Rows: 50 1-4 of 4	↓ 80 out of 80 Oct 10 Oct 24	20 out of 20 Oct 10 Oct 24
1. ExD CJA Reporting Test Offer Item 2	27 33.8%	5 25.0%
2. ExD CJA Reporting Test Offer Item 1	19 23.8%	3 15.0%
3. Farouk ExD CJA Reporting Test Offer Item 1	17 21.3%	7 35.0%
4. Farouk ExD CJA Reporting Test Offer Item 2	17 21.3%	5 25.0%

The **[!UICONTROL Decision Items Performance]** table evaluates how well each item performs in engaging users and driving desired actions, such as purchases, clicks, or other responses.

- **[!UICONTROL Displays]**: total number of times personalized experiences were shown or presented to users across various touchpoints.

- **[!UICONTROL Clicks]**: total number of times users clicked on personalized experiences that were displayed to them.