

## Optimize Set Up:

Optimize

My Container  
Charity A/B test

?

DetailsReportingTurn off edit

Draft. Ready to start.

▶ Start

CREATE VARIANTS  
Customize your site

ADD TARGETING RULES  
Target your site visitors

LINK TO ANALYTICS  
Select a property and view

SET UP OBJECTIVES  
Choose objectives to optimize

START  
Schedule or start

Targeting and variants

Audience targeting

Who should see this experience?

All visitors to the page(s) targeted above.

Customize

Manage variants

Original

50% weight

VariantCharityPage

50% weight

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Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.

Property: real\_charity\_propertyView: All Web Site DataExperiment ID: 2ByhMPapT2ybSEVpS-wabg

Objectives

The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

Pageviews  
System

ADDITIONAL OBJECTIVES

Bounces  
System

Add additional objective

Can't find any data streams. Please set up a stream to start collecting data in this property.

Go to stream setup

Analytics

All accounts > Andrew Bolt  
charity\_events

Try searching "users today"

?

Reports snapshotLast 28 days: Jul 7 - Aug 3, 2021

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

User

Demographics

Tech

Library

Reports snapshot

All UsersAdd comparison

Users

0

New users

0

Average engagement time

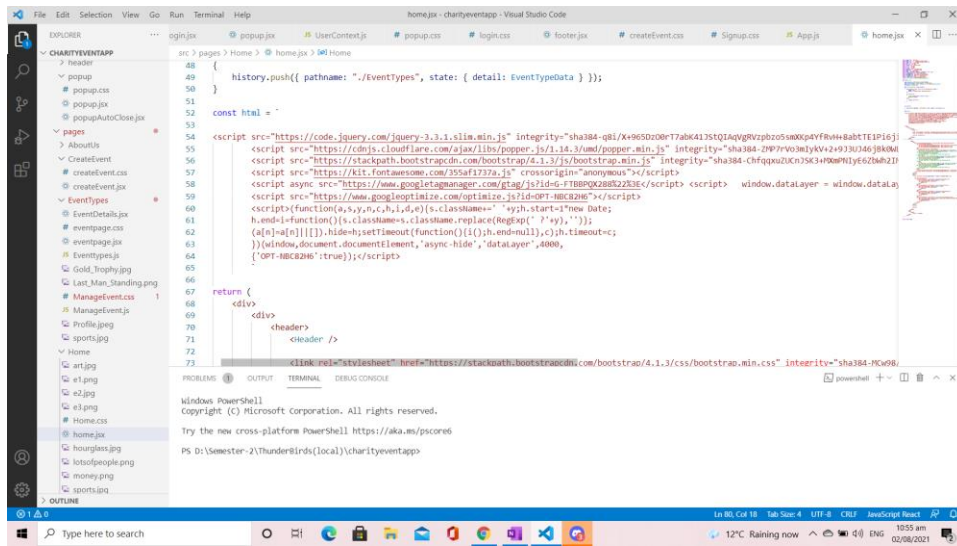
0m 00s

Total revenue

€0.00

Realtime data not supported for this comparison.

Learn more



## Variant Pages:

