

Name

hw_note_test

Description (optional)

Create a Notifications experiment

Target users

App



hw.hw.hw

Languages



is in



Russian



and

10% of eligible users will be exposed to this experiment

Exposure



10 %

3 Goal

What are you trying to optimize? Choose a metric, such as a conversion event, below. Variants that best achieve this goal will be deemed experiment leaders. [Learn more](#)

Sent



Retention (2–3 days)



Other metrics to track

Add metric



Retention (4–7 days)



Crash-free users



hw_note_test

Beta

Experiment overview



Draft

Your experiment is ready to start

Edit

Start experiment

Total users

0



Notifications



Created Just now



Retention (2–3 days)



10% of users matching 2 criteria



2 variants



0 test devices

2 Variants

50%

Baseline



ОСНОВНОЙ ТЕКСТ

50%

Variant A

НОВЫЙ ТЕКСТ

Add variant

Previous

Next

4 Message options

Delivery date



Time

Scheduled



9/26/2023

10:47



Time zone



(GMT+03:00) Moscow Time



Recipient time zone



This experiment will run for up to 90 days

Experiment name

hw_config_test

Experiment description (optional)

Create a Remote Config experiment

Next

3

Goals

Primary metric to track (determines leader) ?

Purchase revenue

Additional metrics to track ?

Add metric +

Retention (4–7 days) ×

Crash-free users ×

Next

2

Targeting

Target users

App



hw.hw.hw



and

5% of eligible users will be exposed to this experiment

Exposure



5

%

B Baseline

Parameter

Value

ABC text

какой-то текст

Choose or create new

V1 Variant A

Parameter

Value

ABC text

НОВЫЙ ТЕКСТ

Choose or create new

Experiment overview



Draft

Your experiment is ready to start

Edit

Start experiment



Total users

0



Remote Config



Created Just now



Purchase revenue



5% of users matching 1 criteria



2 variants



0 test devices



i This experiment will run for up to 90 days

Experiment name ?

hw_compose_test

Experiment description (optional) ?

Compose experiment

Message content

Background



#ffffff

Text color



#000000

Message title

Котик

Body (optional)

Очень умный КОТИК

Image (optional)

Image URL (optional) ?

https://koshka.top/uploads/posts/2021-12/1640168589_1-koshka-top-p-umnie-kotiki-1.jpg

Button (optional)

Button text (optional)

НАЖМИ

Background



#000000

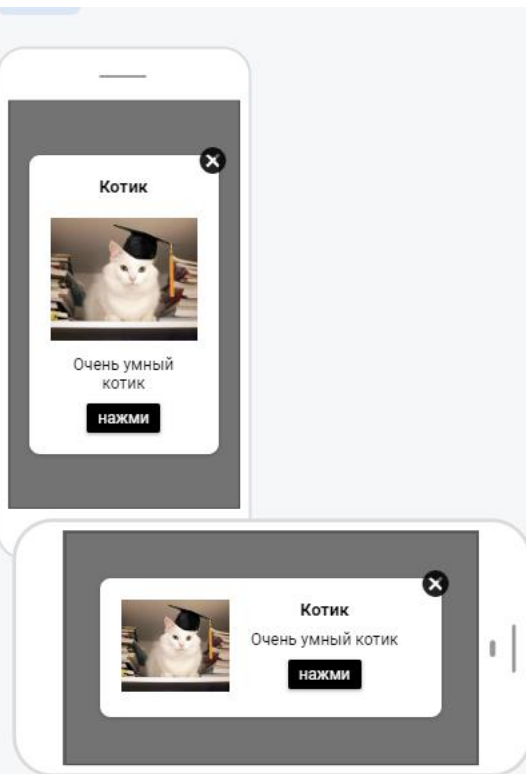
Text color



#ffffff

Button action ?

121-12/1640168589_1-koshka-top-p-umnie-kotiki-1.jpg



Baseline

+ Add variant

B Baseline

Message layout



Card



Modal



Image only



Top banner

Message content

Background



#ffffff

Text color



#000000

Message title

Заголовок

Body (optional)

ОСНОВНОЙ ТЕКСТ

Images

Portrait image URL (aspect ratio 3:2) ?

<https://encrypted-tbn0.gstatic.com/images?q=tb>

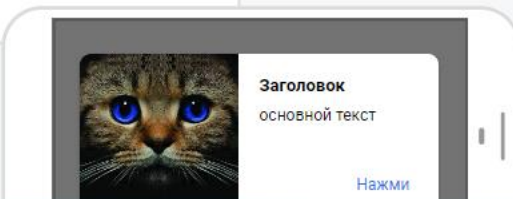
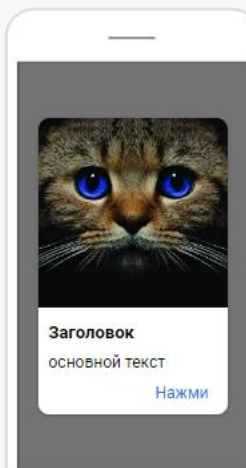
Landscape image URL (aspect ratio 1:1) ?

<https://encrypted-tbn0.gstatic.com/images?q=tb>

☒ Use same image as portrait

Device preview

This preview provides a general idea of how your message will appear on a mobile device. Actual message rendering will vary depending on the device. Test with a real device for actual results.



4 Goals

Primary metric to track (determines leader) ?

Retention (15+ days) ▼

Additional metrics to track ?

Add metric +

Retention (4–7 days) ✕

Next

5 Scheduling

Start ?

Time

Time zone

Scheduled ▼

9/26/2023

10:58



(GMT+03:00) Moscow Time

End ?

Time

Time zone

Scheduled ▼

10/26/2023

10:58



(GMT+03:00) Moscow Time

Trigger this in-app message whenever **any** of the following events occur [Learn more](#) ↗

Event +

on_foreground ✕

app_launch ✕

Name	Time remaining	Start time	Last updated	Type	Users	Status	
hw_compose_test Compose experiment	Not run	—	Just now	➤	0	Draft	⋮
hw_config_test Create a Remote Config expe...	Not run	—	10 minutes ago	↔	0	Draft	⋮
hw_note_test Create a Notifications experi...	Not run	—	16 minutes ago	💬	0	Draft	⋮