

Creating and editing a modification

Learn how to create and edit a modification, and define the modification settings.

To get started, watch the following tutorial on how to create a personalized banner modification.

In this topic:

- [Creating a modification](#)
- [Editing a modification](#)

Creating a modification

Before you start, carefully plan what type of modification you want to create: what you want to achieve, who you want to target, and so on.

To create a modification:

1. In the Frosmo Control Panel, select **Modifications > Overview**.
2. Click **Create modification**.
3. Create the modification:
 - a. Enter a descriptive name for the modification. You can change the name later, if necessary.
 - b. [Select the modification case](#).
 - c. Optionally, enter a description for the modification. You can change the description later, if necessary.



If you're creating an A/B test modification, enter a hypothesis that defines the problem, proposed solution, and expected result for the test.

Here's an example hypothesis:

Our contact page receives a lot of unique views according to our analytics software, but only a fraction of the visitors actually bother to fill out the contact form. Shortening the form by removing all optional fields will make the form less daunting and increase the number of leads generated.

- d. Click **Create**.

✕ Create modification

Define a name and case for the modification.

Name*

Home page - Hero banner

Case*

The case determines the number of variations the modification can have, and how the distribution between the variations is defined. You cannot change the case without duplicating the modification. [Learn more](#)

A/B test
Test two or more content variations for the same modification.

Multi-armed bandit
Test multiple content variations for the same modification, and dynamically select the best-performing variation.

Personalization
Create a single piece of content that you can personalize.

Description

Enter a description for the modification. For an A/B test modification, this should be a hypothesis that defines the problem, proposed solution, and expected result for the test.

Cancel
Create

4. Define the basic settings for the modification:
 - a. Optionally, [define the visitor segments that you want to target with the modification](#).
 - b. [Define the placement for the modification](#).
 - c. [Define the content for the modification](#).
5. Optionally, [define the schedule for the modification](#). By default, the modification is available round-the-clock, every day, and indefinitely.
6. Optionally, [define advanced settings for the modification](#).
7. [Preview the modification](#).
8. When you're done and the modification is ready for production, [activate the modification](#).

Selecting the modification case

When you create a modification, you select a case for it. The case determines the number of variations the modification can have, and how the distribution between the variations is defined.

Which case you should select depends on the goals you have for the modification.

You can select from the following cases:

- **A/B test:** You can create multiple variations to test which variation performs best. You manually define the variation distribution, that is, the percentage of eligible visitors to whom a specific modification variation is actually shown. For example, when you activate the modification with two variations, you can define that the variation distribution between the variations is 60% vs. 40%.
- **Multi-armed bandit:** You can create two or more variations. You select a multi-armed bandit algorithm that automatically decides the best-performing variation and adjusts the variation distribution accordingly. For more information, see [Multi-armed bandit optimization](#).
- **Personalization:** The modification can only have a single variation. The variation is pre-created with the modification, and you can modify it, but not remove it.
- **Non-personalized:** The modification can only have a single variation. The variation is pre-created with the modification, and you can modify it, but not remove it. This case is only available when [selective profiling](#) is enabled for the site. Selective profiling allows you to display modifications to visitors based on their profiling choice.

Editing a modification

To edit a modification:

1. In the Frosmo Control Panel, select **Modifications > Overview**.
2. In the modifications list, [find the modification](#) you want to edit, and click its name.
3. Edit the modification settings:

- [Targeting](#)
- [Placement](#)
- [Content](#)
- [Description](#)
- [Schedule](#)
- [Advanced settings](#)

68511 / Basic settings: Home page - Hero banner

Define the target audience, placement, content, and other settings for the modification

[Settings](#) [Statistics](#)

Targeting

The modification targets all visitors.

To show the modification only to specific visitor groups, define targeting for the modification. [Learn more](#)

[Define targeting](#)

Placement*

Selected placement: Home page - Hero banner

[Select placement](#)

Content*

Variation 1 - Template: Hero banner	Active	90%	⋮
Comparison group	Active	10%	⋮

Status

Active

Case

Personalization

Description

[Define description](#)

Schedule

21.03.2022 10:58 - No end date

[Define schedule](#)

Advanced settings

[Define settings](#)

[Close](#) [Deactivate](#)