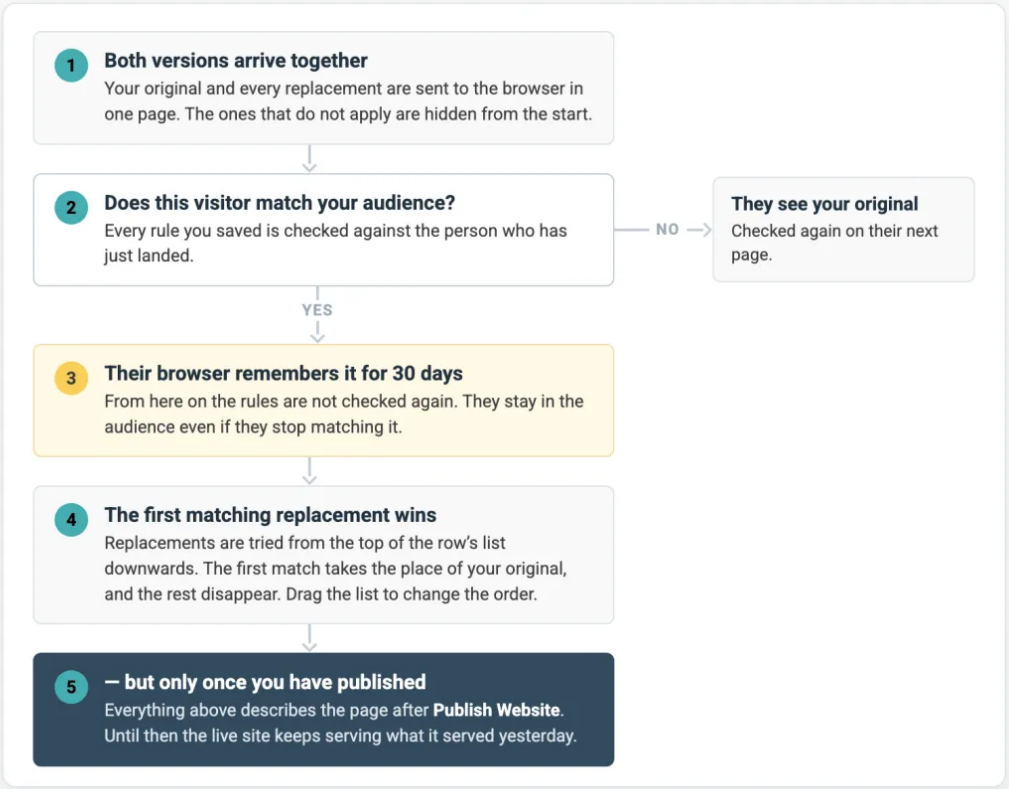
What Your Visitor Actually Sees

What happens on the page itself, once someone lands on it — and why your own browser stops being a fair test.



3 Why your own browser lies

Running the tester does exactly what step 3 describes — to you. You join every audience you simulate, for 30 days.

After your first test, your normal window will show you the targeted content wherever you are and whatever device you are on. Do every check in a **fresh private window**, and close it between checks.

4 A replacement with no audience wins every time

There is no audience to check, so it matches everybody and takes your original off the page.

Before you publish, open the row and check that every replacement on it names an audience. A bound one carries a small person icon; no icon means no audience.

? The page editor never shows any of this

The canvas always draws your original content, however many replacements sit under it. That is not a fault — there is no visitor to decide about yet.

Use **Test Personalization** to see a replacement before you publish.