

Build a Banner for Mobile Devices

To deliver the best customer experience for your customers, you may want to limit certain Monetate experiences to certain device types. This Action Builder and Web experience use case includes building an action to display a particular banner and adding it to an experience so that the banner appears only when a customer arrives on your site using a mobile device.

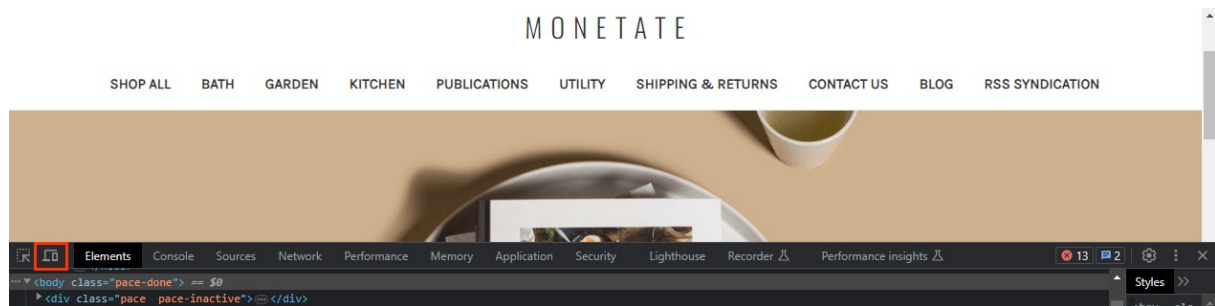
Inspecting the Site in Device Mode

Follow these steps to use the Google Chrome browser and its [Developer tools](#) (DevTools) to gather key information about your site that you'll need for the action you build.

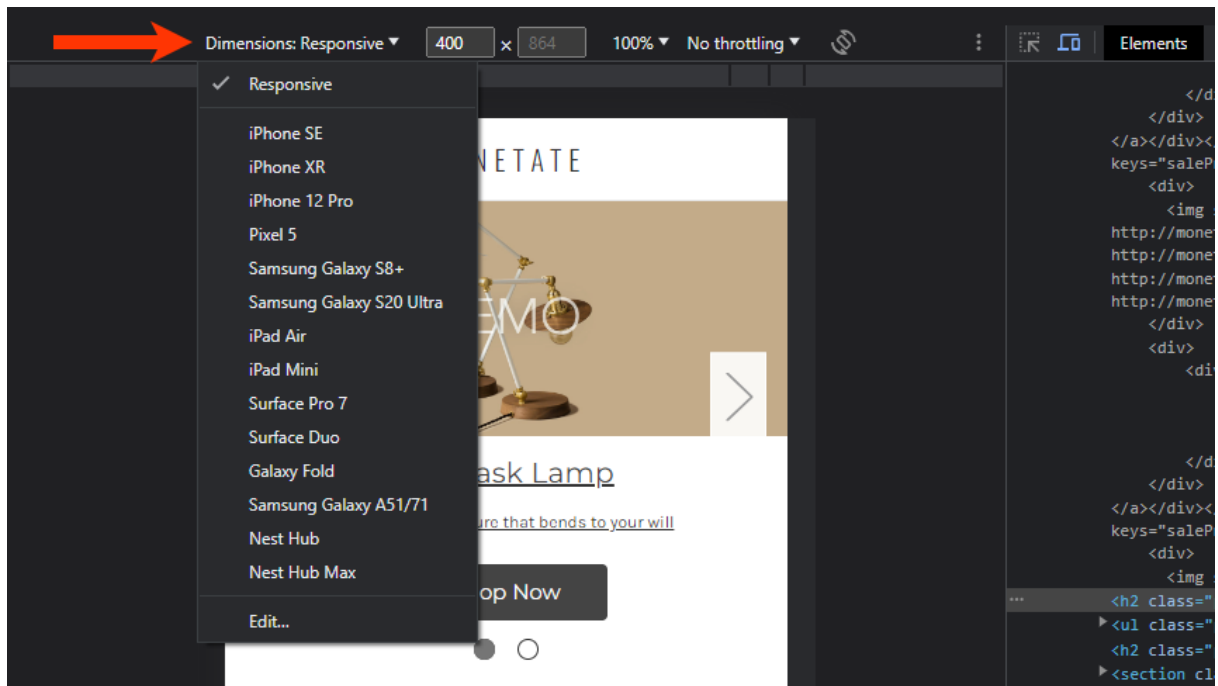
1. Load a page of your site in the Chrome browser, launch Chrome DevTools, and then click **Toggle Device Toolbar** in the top navigation bar.



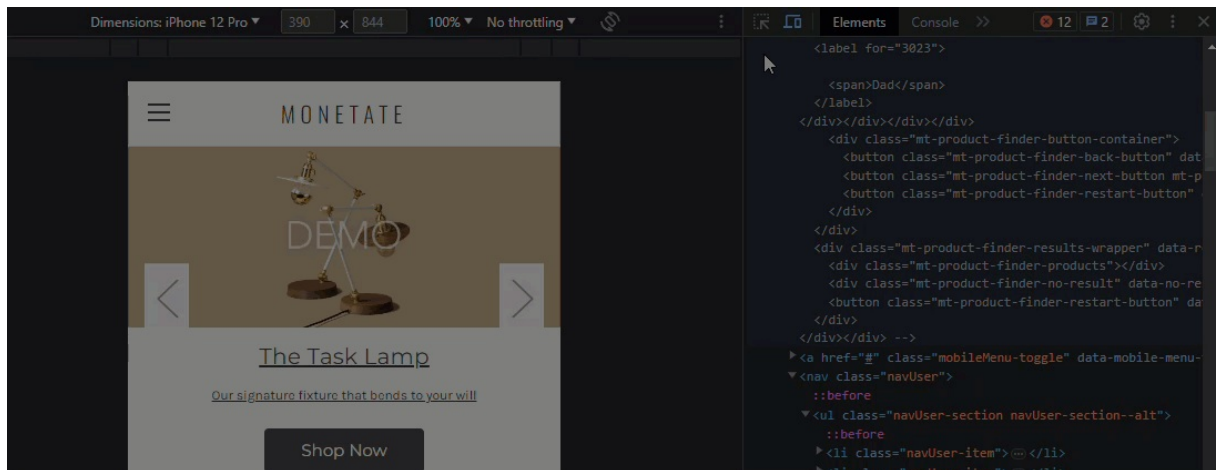
Chrome DevTools' Device Mode is not 100% accurate, but you can nevertheless use it for reference. Monetate recommends that you test experiences on specific devices. Refer to Google's [Simulate mobile devices with Device Mode](#) documentation for more information about the tool's limitations.



2. Click **Dimensions** at the top of the window, and then select a mobile device option.



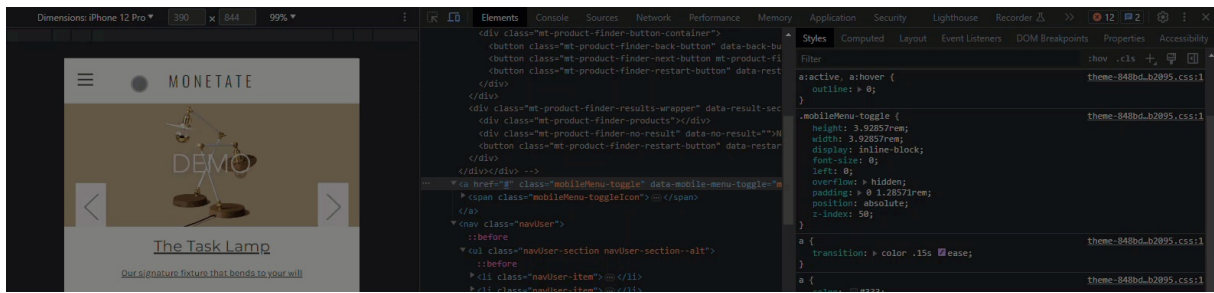
- Find an element on the page that appears only on mobile devices. First, click **Inspect** to the left of **Toggle Device Toolbar** in Chrome DevTools, and then place your mouse pointer on various elements to find one that only appears on mobile devices.



- In the **Styles** panel of Chrome DevTools, find the `@media only screen and (max-width: [value])` property, and then copy and preserve the information for later use. If the `@media only screen` doesn't appear in the CSS in the **Styles** panel, it may be in the CSS for a theme that's applied to the element. Click the theme link to view and, if necessary, search for the `@media only screen and (max-width: [value])` property.



The `max-width` property defines the maximum width of the mobile device viewport. See [CSS @media Rule](#) from W3Schools for more information.

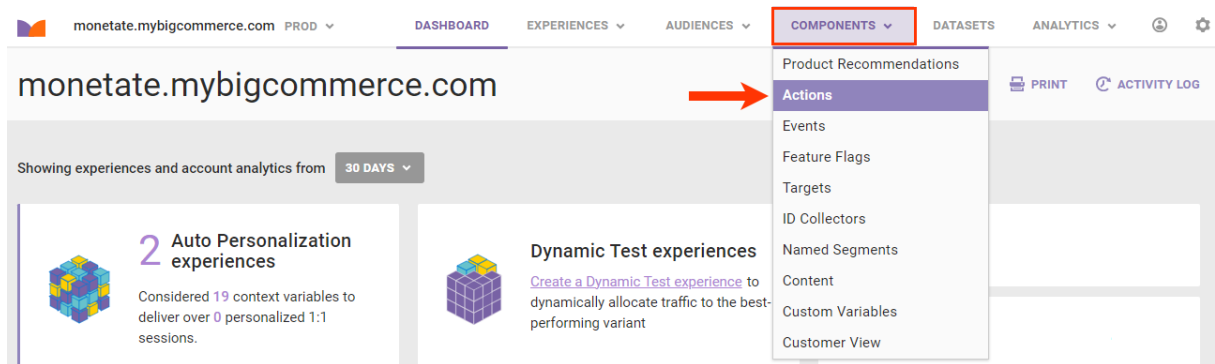


Once you've recorded the `@media only screen and (max-width: [value])` property, you can build the banner action in Action Builder.

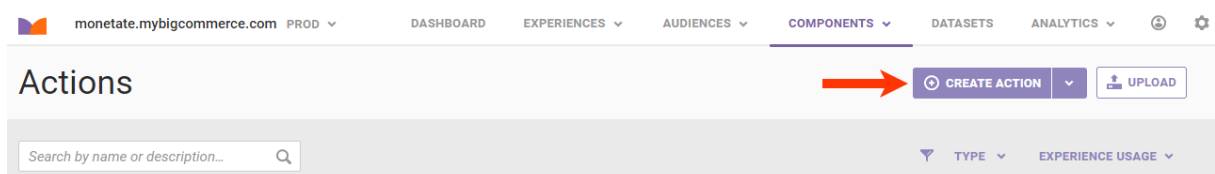
Building the Banner Action

Follow these steps to create the banner action in Action Builder.

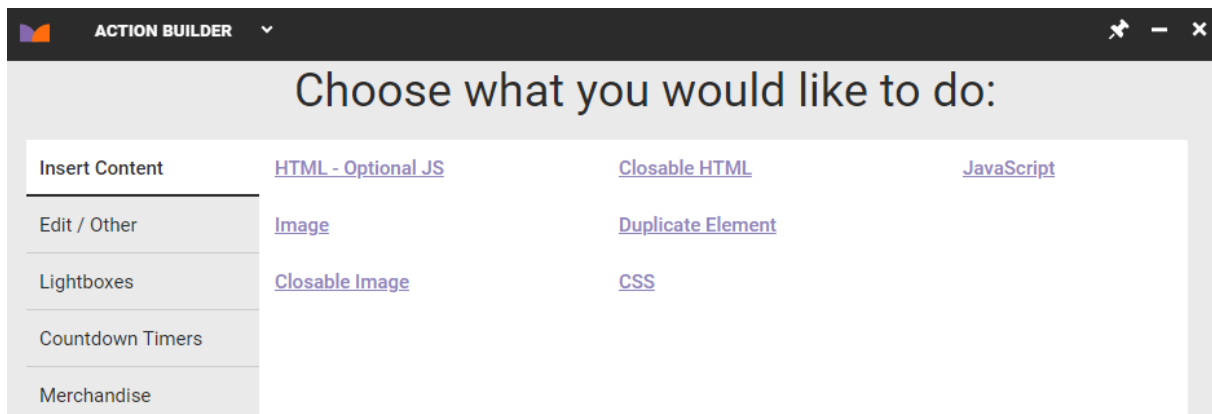
1. Click **COMPONENTS** in the top navigation bar of the Monetate platform, and then select **Actions**.



2. Click **CREATE ACTION**.

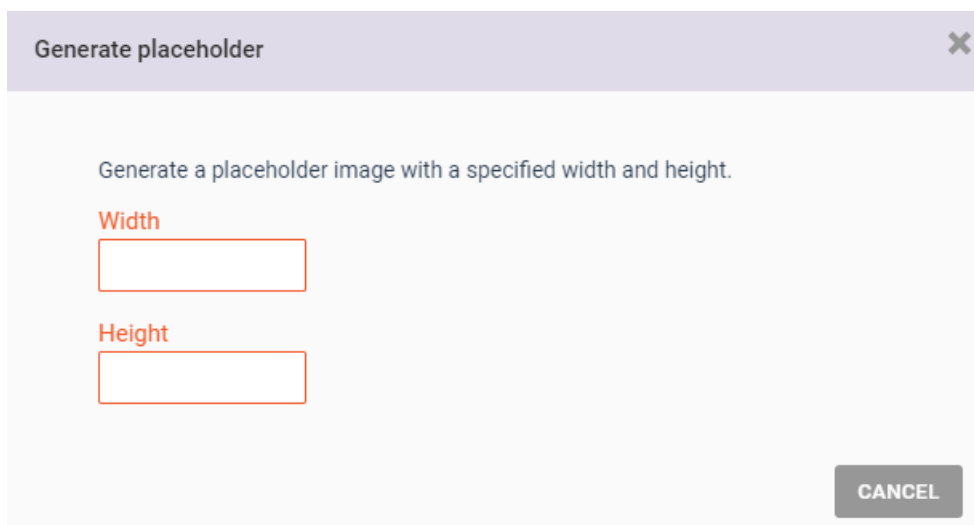


3. Click **Image** on the **Insert Content** tab.

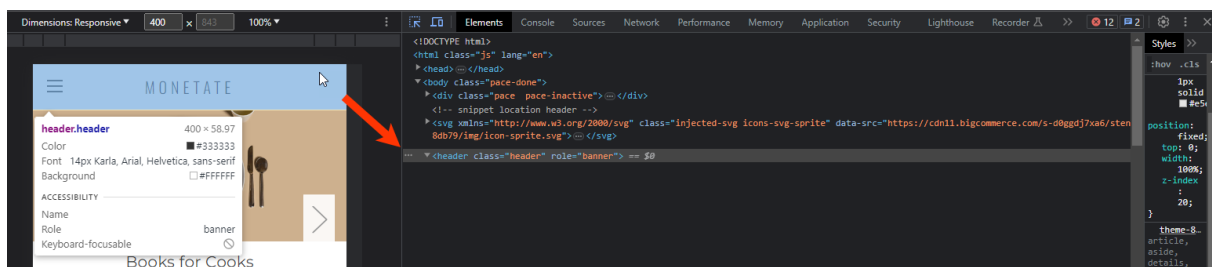


- Click **GENERATE** and then configure a placeholder image for the banner that is 1 pixel larger than the value of the `max-width` property for mobile devices.

i This use case employs an image placeholder for demonstration purposes. In a live experience on your site, you should use the appropriate creatives.



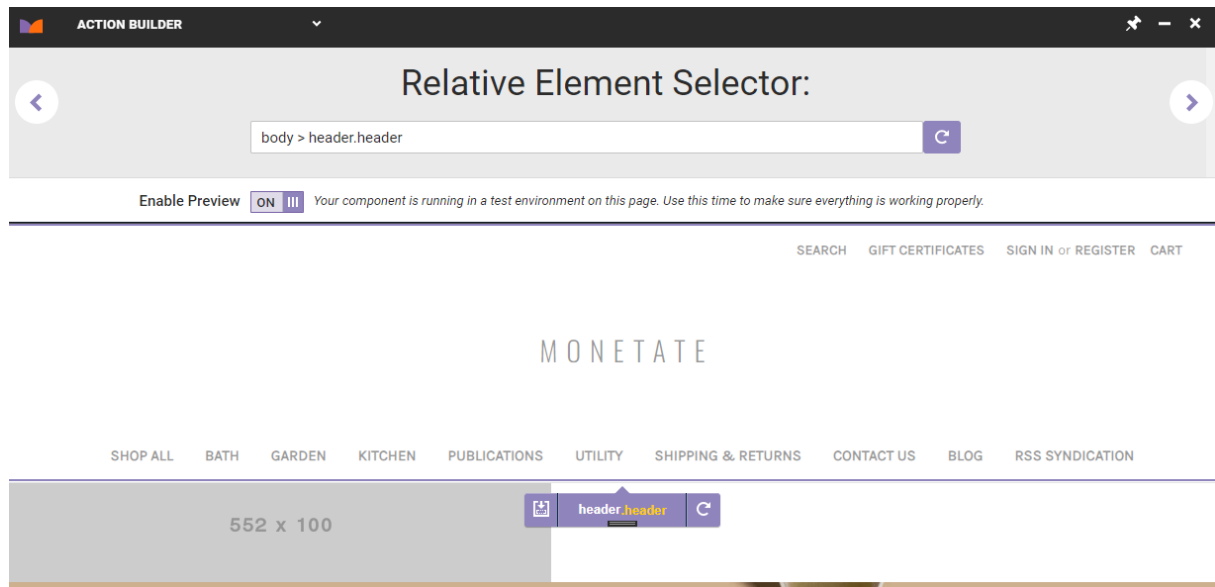
- Return to the navigation bar on the mobile site to find a selector that's persistent on both the mobile and desktop views. In this use case, the selector needed is `header`.



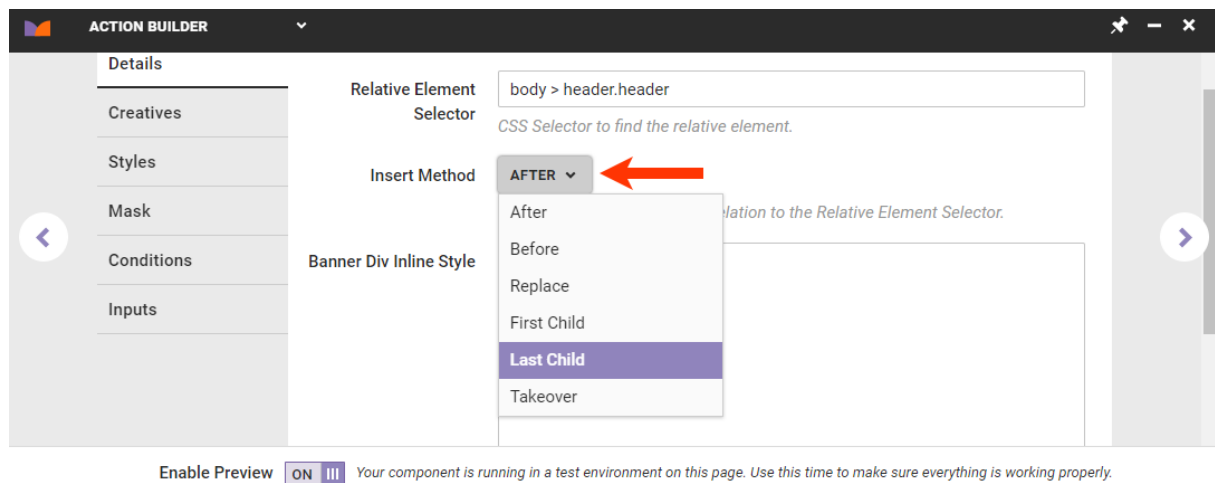
- Return to Action Builder, select a placeholder element near the persistent selector, and then click the forward arrow.

i Setting **Enable Preview** to **ON** allows you to see where the banner image will appear based on

Setting the relative selector to `body > header.header` will ensure the banner image will appear below the element selector and relative element selector you choose.



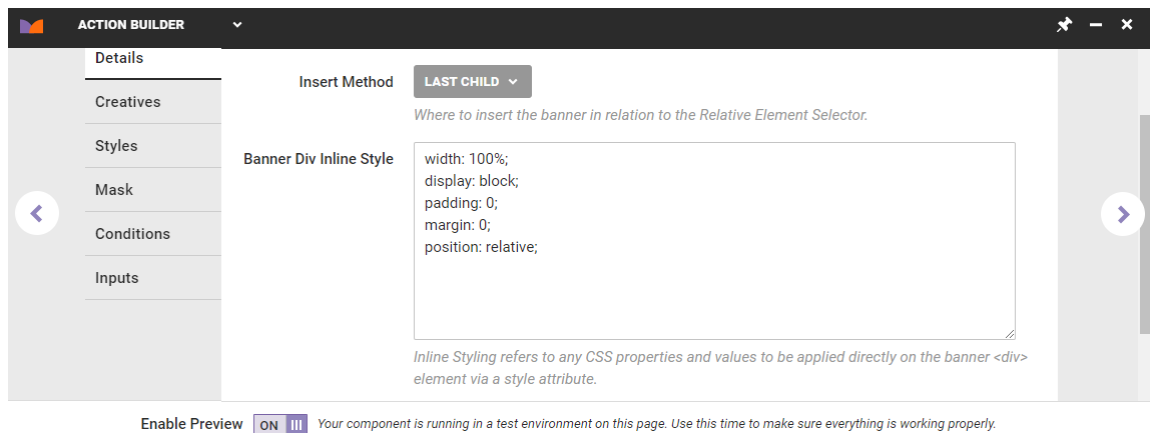
7. On the **Details** tab, select **After** or **Last child** from **Insert Method**.



8. Take the following actions to center the banner image below the navigation bar:

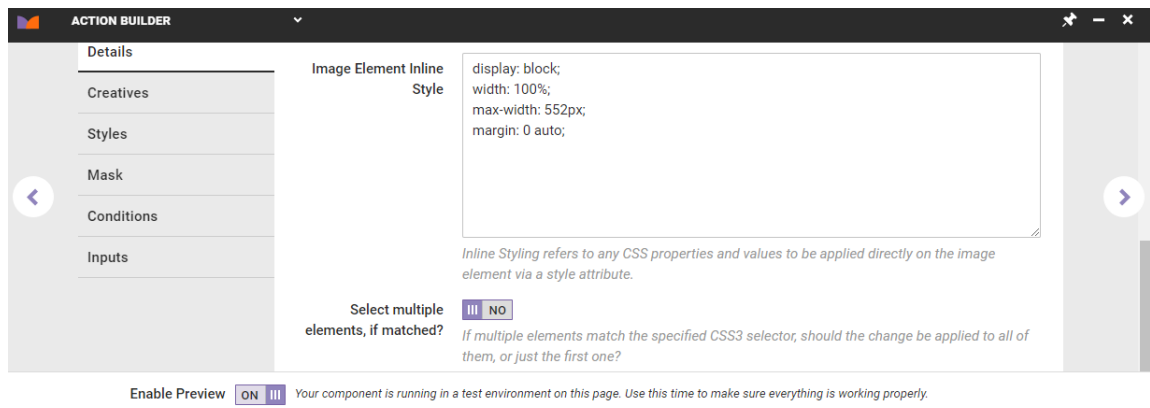
- Input into **Banner Div Inline Style** the CSS to center the banner container.

```
width: 100%;  
display: block;  
padding: 0;  
margin: 0;  
position: relative;
```



- b. Input into **Image Element Inline Style** the CSS for the banner image. The value of **max-width** should be 1 pixel larger than the value of the **max-width** property for mobile devices.

```
display: block;
width: 100%;
max-width: 552px;
margin: 0 auto;
```



MONETATE

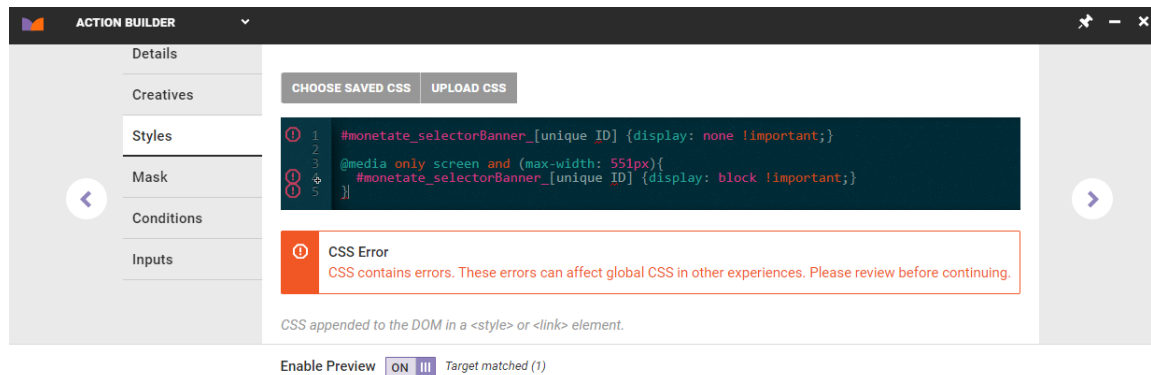
552 x 100

9. Click the **Styles** tab in Action Builder, and then take the following actions:
- Copy and paste this CSS into the editor:

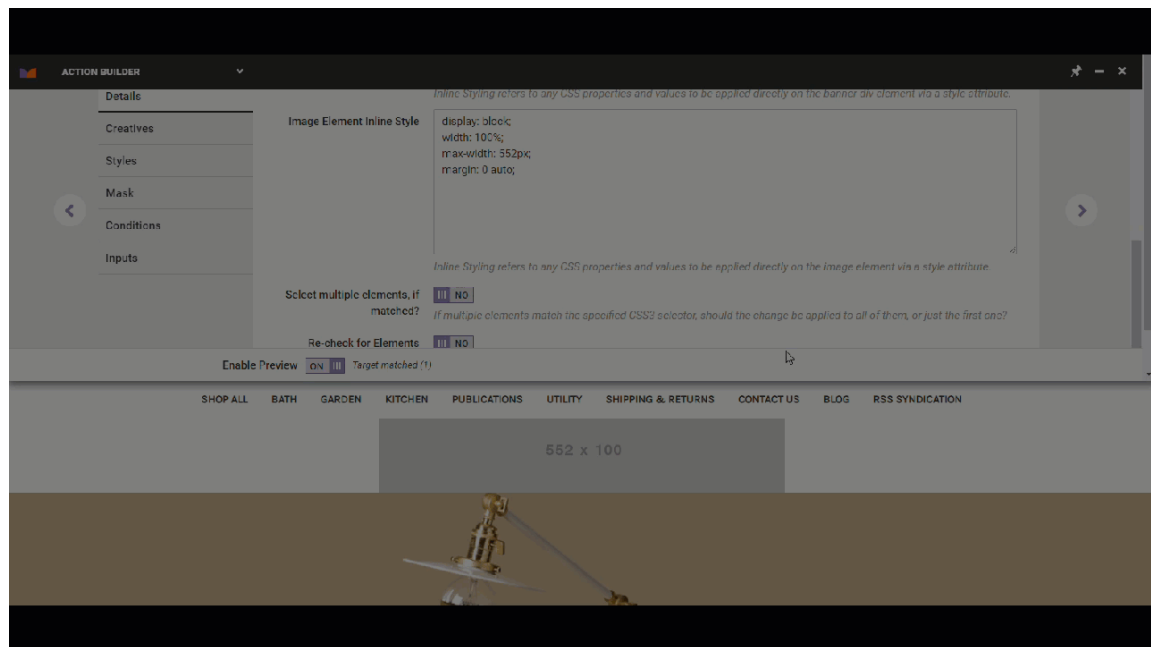
```
#monetate_selectorBanner_[unique ID] {display: none !important;}

@media only screen and (max-width: [value]){
  #monetate_selectorBanner_[unique ID] {display: block !important;}
}
```

- b. Replace the [value] placeholder in @media only screen and (max-width: [value]) with the actual value you recorded in the final step of [Inspecting the Site in Device Mode](#).



- c. Use Chrome DevTools to inspect the banner preview, and then copy the unique ID (for example, id="monetate_selectorBanner_4557ca77_00").



- d. Return to the **Styles** tab, and then paste the unique ID to replace the two placeholders in the CSS.



Because the completed CSS prevents the banner from appearing when the viewport is greater than 551 pixels, Action Builder's preview function can no longer show the banner action in progress on your site.



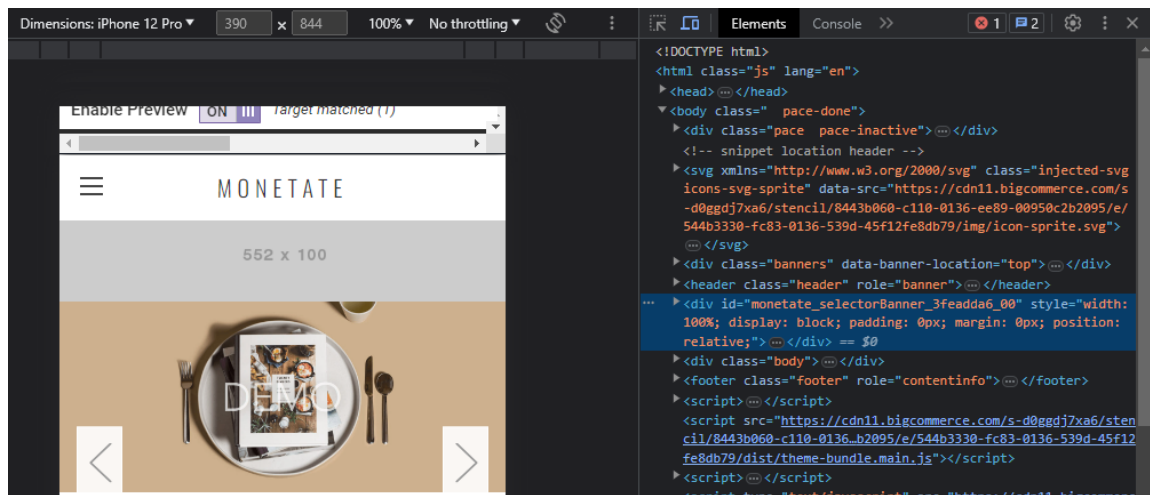
10. Optionally, test the nearly complete banner action.

a. Minimize Action Builder.

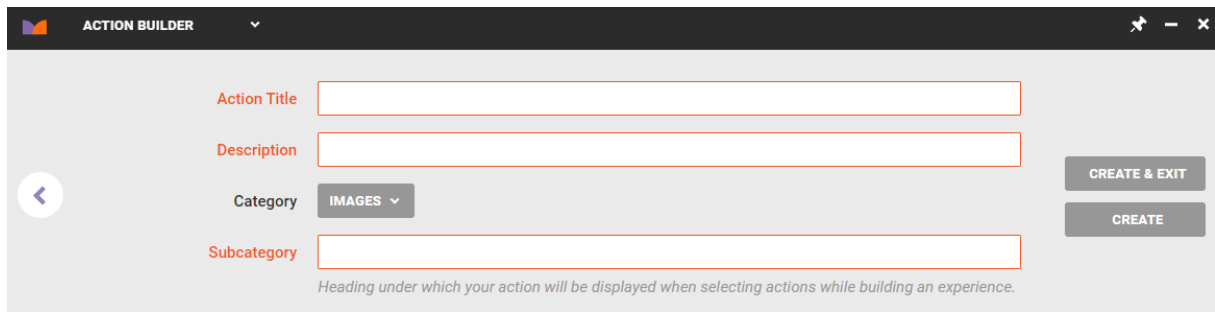


b. Relaunch Chrome DevTools, click **Toggle Device Toolbar**, and select a mobile device option.

c. Verify that the banner action preview once again appears.



11. Click the forward arrow in Action Builder, and then give the action a title, description, and subcategory. Finally, click **CREATE & EXIT**.



ACTION BUILDER

Action Title

Description

Category **IMAGES** ▾

Subcategory

CREATE & EXIT

CREATE

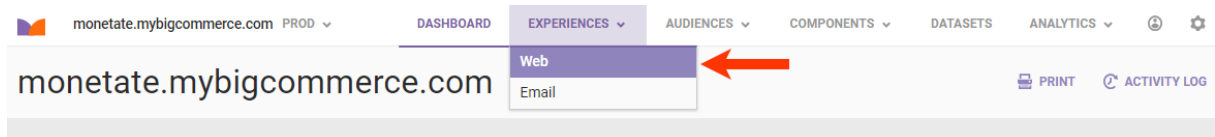
Heading under which your action will be displayed when selecting actions while building an experience.

The action is now ready for you to use in a Web experience.

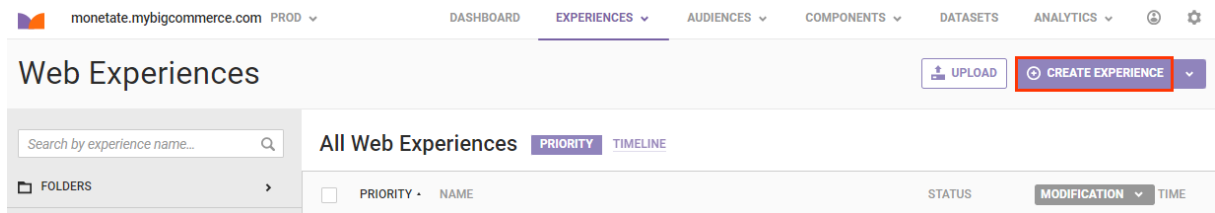
Creating the Experience

Follow these steps to create a Web experience to deploy the mobile banner.

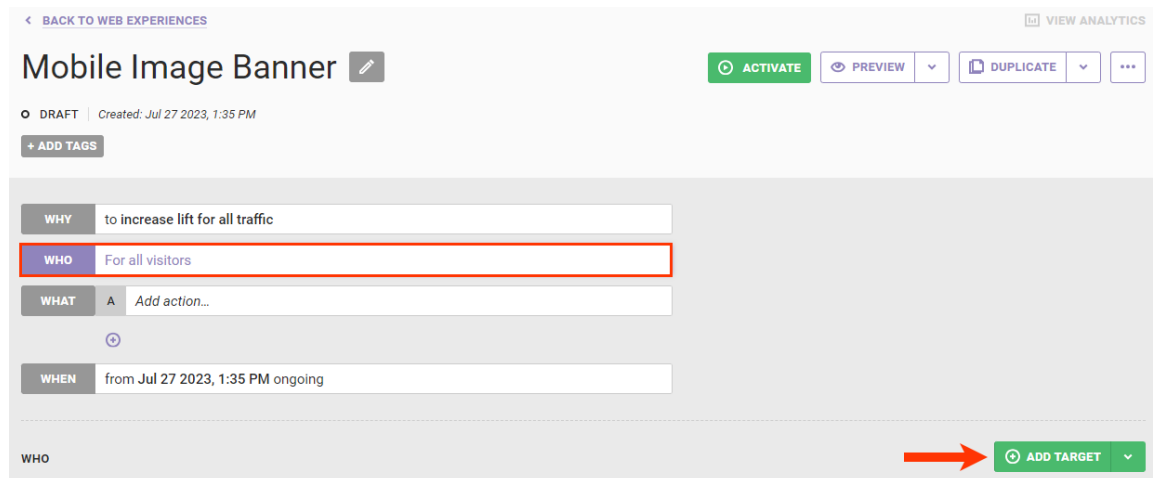
1. Click **EXPERIENCES** in the top navigation bar, and then select **Web**.



2. Click **CREATE EXPERIENCE**.



3. Configure the **WHY** settings to select the experience type, the goal metric, and the secondary metrics.
4. Configure the **WHO** settings to target customers visiting your site on mobile devices.
 - a. Click **WHO** and then click **ADD TARGET**.



< BACK TO WEB EXPERIENCES VIEW ANALYTICS

Mobile Image Banner ✎

ACTIVATE PREVIEW ▾ DUPLICATE ▾ ...

DRAFT Created: Jul 27 2023, 1:35 PM

+ ADD TAGS

WHY to increase lift for all traffic

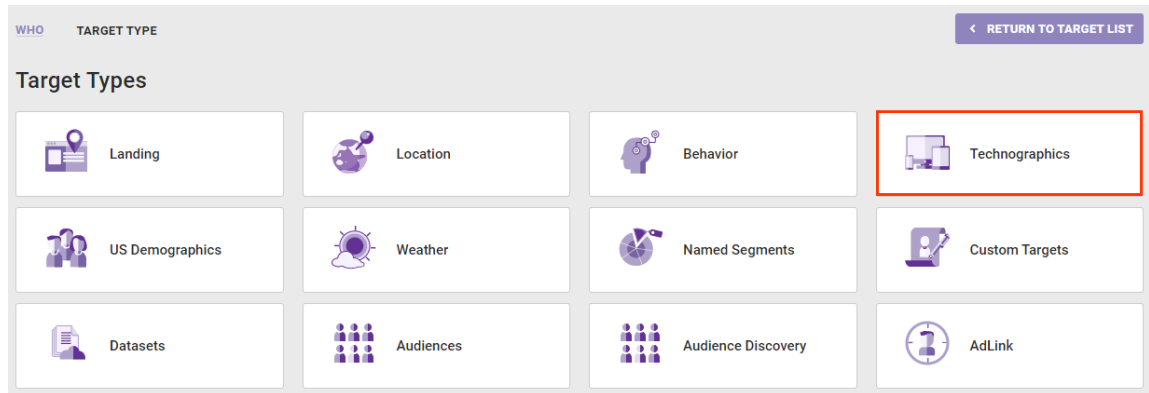
WHO For all visitors

WHAT A Add action...

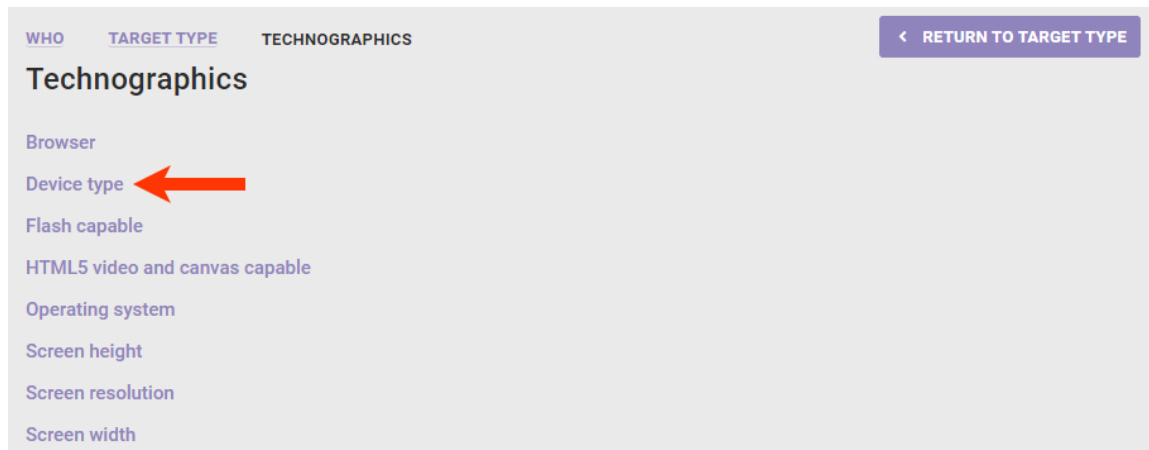
WHEN from Jul 27 2023, 1:35 PM ongoing

WHO ADD TARGET ▾

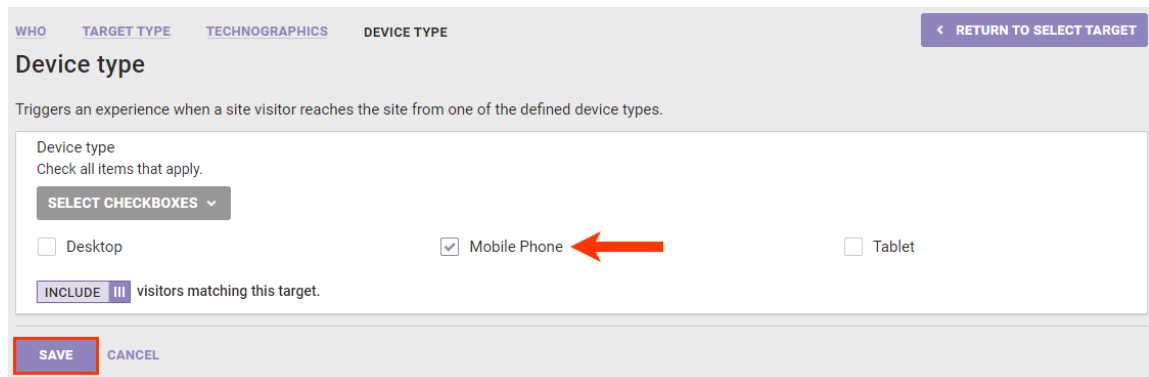
b. Click **Technographics**.



c. Click **Device type**.



d. Select **Mobile Phone** and then click **SAVE**.



5. Click **WHAT** and then click **ADD ACTION**.



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Mobile Image Banner

ACTIVATE PREVIEW DUPLICATE ...

DRAFT | Created: Jul 27 2023, 1:35 PM

+ ADD TAGS





WHY to increase lift for all traffic
WHO For all visitors on Mobile Phone
WHAT  Add action...

WHEN from Jul 27 2023, 1:35 PM ongoing





WHAT 



6. Click **Images**.

[WHAT](#) [ACTION TYPE](#) [RETURN TO WHAT](#)

Action Type

 Images
  HTML
  CSS
  JavaScript



 Lightboxes
  Hide/Show Content
  Product Recommendations
  Badges


 Create New Action
  Other


7. Click the banner image for mobile devices action that you created.


[WHAT](#) [ACTION TYPE](#) [IMAGES](#) [RETURN TO ACTION TYPE](#)


Images



Banners
 Summer Sale Banner 
 Image Banner for Mobile Devices 

Home Page
 homepage hero swap 

Javascript
 Change Homepage 

Once Ever
 Shipping Surprise Doggie 

Page Modification
 move recs to top of PDP 

Product Details Page
 Add message to PDP below "Add to Cart" button 
 Banner Below Product Title 

8. As necessary, configure any experience-level settings, and then click **CREATE**.

[WHAT](#) [ACTION TYPE](#) [IMAGES](#) [IMAGE BANNER FOR MOBILE DEVICES](#) [RETURN TO SELECT ACTION](#)

Image Banner for Mobile Devices

552 x 100 placeholder image for max-width: 551px

This action contains no built-in targeting.

Required Inputs

Image Creative

Upload an image creative



Clickzones (0 active) Dynamic text (0 fields)



Link URL

Title Text

Alt Text

Relative Element Selector

CSS Selector to find the relative element.

Insert Method

AFTER ▾

Where to insert the banner in relation to the Relative Element Selector.

Optional Inputs

Banner Div Inline Style

```
width: 100%;
display: block;
padding: 0;
margin: 0;
position: relative;
```

Inline Styling refers to any CSS properties and values to be applied directly on the banner <div> element via a style attribute.

Image Element Inline Style

```
display: block;
width: 100%;
max-width: 552px;
margin: 0 auto;
```

Inline Styling refers to any CSS properties and values to be applied directly on the image element via a style attribute.

CHOOSE SAVED CSS

UPLOAD CSS

```
1 #monetate_selectorBanner_87681c8f_00 {display: none !important;}
2
3 @media only screen and (max-width: 551){
4   #monetate_selectorBanner_87681c8f_00 {display: block !important;}
5 }
```

CSS appended to the DOM in a <style> or <link> element.

Select multiple elements, if matched?

NO

If multiple elements match the specified CSS3 selector, should the change be applied to all of them, or just the first one?

Re-check for Elements

NO

If elements are not found, keep checking every 50 ms for up to 3 seconds. Useful for content loaded asynchronously (AJAX).

ADD CONDITION ▾

CREATE

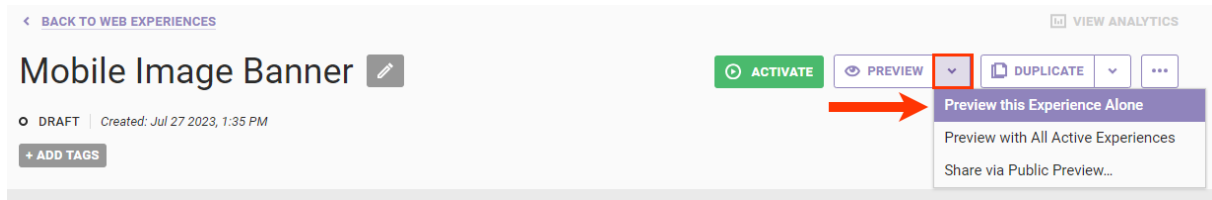
CANCEL

Before configuring the WHEN settings and activating the experience, preview it to ensure it works as anticipated.

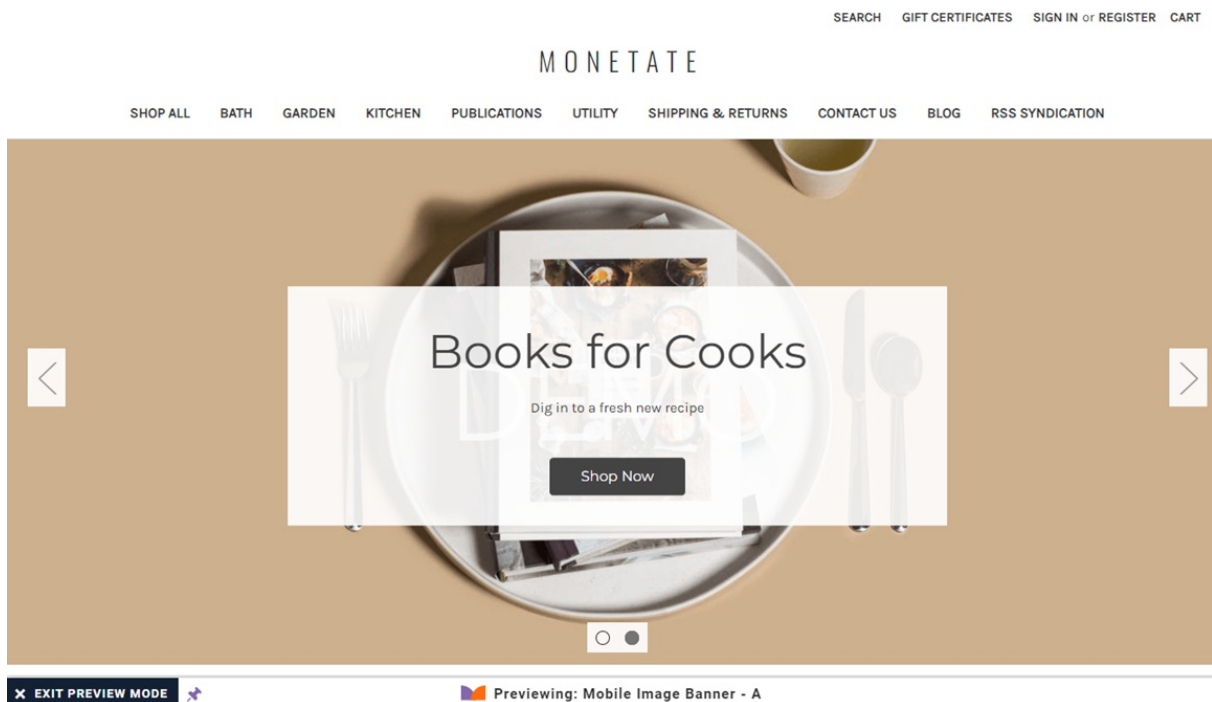
Testing the Experience

Follow these steps to test the Web experience before activating it.

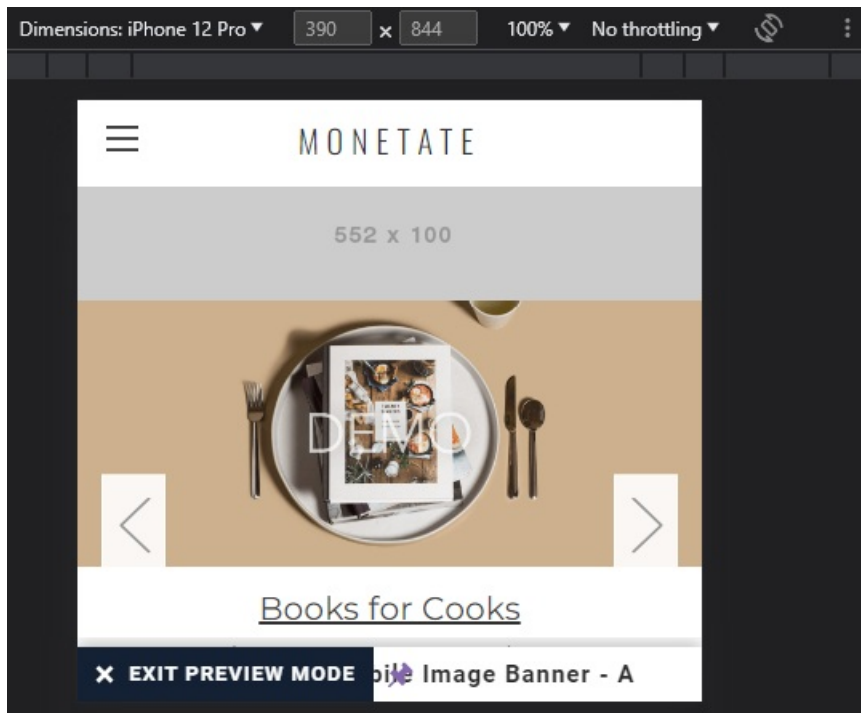
1. Click the arrow to the right of **PREVIEW**, and then select **Preview this Experience Alone**.



2. Ensure that the banner *does not* appear on a desktop view of your site.



3. Launch Chrome DevTools, click **Toggle Device Toolbar**, and select a mobile device option.
4. Ensure that the banner appears correctly.



After you confirm that the action and experience work as expected, return to the Experience Editor page in the Monetate platform to configure the WHEN settings as necessary and then activate the experience.