Create an Experience That Only Targets Logged-In Users

Recent updates to Safari Intelligent Tracking Prevention (ITP) block third-party cookies on your website. This update means that Preview Mode and the Monetate Inspector browser plug-in may not work in Safari.

Monetate has developed an alternative approach to delivering preview mode to the site. To have this option enabled for your account, submit a support ticket using the Monetate Technical Support portal (support.monetate.com).

No workaround exists at this time for Monetate Inspector, so consider using a different browser such as Chrome if you need to use Monetate Inspector.

You may want to offer promotions, creatives, or other custom content for your site visitors only after they log in. You can address this common use case a number of different ways. This use case creates a custom target for a particular on-page site element that indicates whether a visitor is currently logged in.

Finding the 'Logged-In' Site Element

Follow these steps to find the site element to target.

1. Log in to your site.

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SHOP ALL	BATH	GARDEN	KITCHEN	PUBLICATIONS	UTILITY	SHIPPING & RETURNS	CONTACT US	BLOG	RSS SY	NDICATION
					Home / I Sign	-				
	Email Addr	ess:				New Customer? Create an account with u Check out faster Save multiple sh	s and you'll be able			
	Password:					 Access your orde Track new orders Save items to you 				
		Sign in	Forgot	your password?		Create Account				

SEARCH GIFT CERTIFICATES SIGN IN OF REGISTER CART

2. Find your site's logout button that displays on every page when a customer is logged into their account.

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SHOP ALL BATH GARDEN KITCHEN PUBLICATIONS UTILITY SHIPPING & RETURNS CONTACT US BLOG RSS SYNDICATION

3. Use your browser's Web developer tools to find the selector for this button. Right-click the button and then select **Inspect**.



4. In the Element window of Developer tools, right-click the highlighted code for the button, expand **Copy**, and then select **Copy selector**.

DevTools - monetate.mybigcommerce.com/account.php?action=order_stat	us						-
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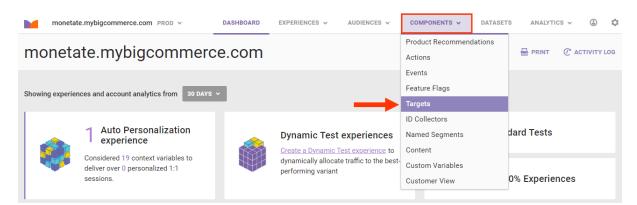
After you identify the element's name, you can build the custom target in Target Builder.

Building the Custom Target

Follow these steps to use the logout button element to build a target in Target Builder.

existence on a page to determine that a customer is currently logged in.

1. Click COMPONENTS in the top navigation bar, and then select Targets.



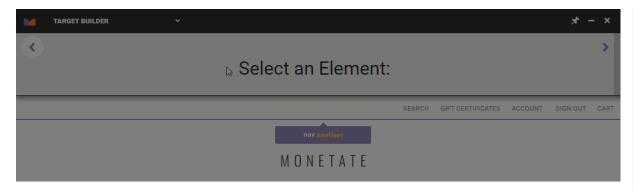
2. Click CREATE TARGET.

monetate.mybigcommerce.com PROD ~	DASHBOARD	EXPERIENCES 🗸	AUDIENCES 🗸	COMPONENTS V	DATASETS	ANALYTICS 🗸	٢	۵
Targets						O CREATE TARCE	GET .	~
Search by name or description Q					🔻 ТҮРЕ 🗸	EXPERIENCE U	ISAGE 1	~

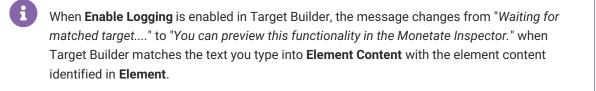
- 3. If necessary, log into your site in the new window that Target Builder launches so that you can test the element selector.
- 4. In Target Builder click the HTML Element tab, and then click Element Content (text).

TARGET BUILDER	~		* – *
	Choose wha	at you would like to ta	irget:
Cookie	Element Existence	Element Content (text)	Element Content (number)
HTML Element			
JavaScript Variable			
Query Parameter			

 Use the element selector to select the logout button, or paste the element selector that you copied in Finding the 'Logged-In' Site Element into Element Selector, and then click the forward arrow.



6. On the **Details** tab, input the text of the logout button into **Element Content**, and leave the selector set to **EQUALS** so that the target only triggers when that exact text is present on the page.



	TARGET BUILDER	▼	× − ×
	Details Conditions	Element body > header.header > nav.navUser > ul.navUser-section.navUser-sectionalt > li.n Supports CSS3 and sizzle syntax.	
<		Element Content EQUALS V SIGN OUT Leave empty to match against an element that exists but has no content.	•
	Enable Logging ON III	You can preview this functionality in the Monetate Inspector.	
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7. Because this target should work on any page on your site, no conditions are necessary. Click the forward arrow.

TARGET BUILDER	×	× – *
Details		
Conditions	Element body > header.header > nav.navUser > ul.navUser-section.navUser-sectionalt > li.n.	
	Supports CSS3 and sizzle syntax.	
	SIGN OUT	
	Element Content EQUALS V Leave empty to match against an element that exists but has	6
	no content.	
Enable Logging ON III	You can preview this functionality in the Monetate Inspector.	

8. Give the target a name and description, optionally add a subcategory, and then click **CREATE & EXIT**.

	TARGET BUILDER	~		× – *
<		Target Title Description Category	HTML ELEMENT Y	CREATE & EXIT CREATE
	S	ubcategory	Other	
			Heading under which your event will be displayed when selecting events while building an experience.	

Building an Experience to Test the Target

After creating the target, you can build a Web experience to ensure that the target works properly.

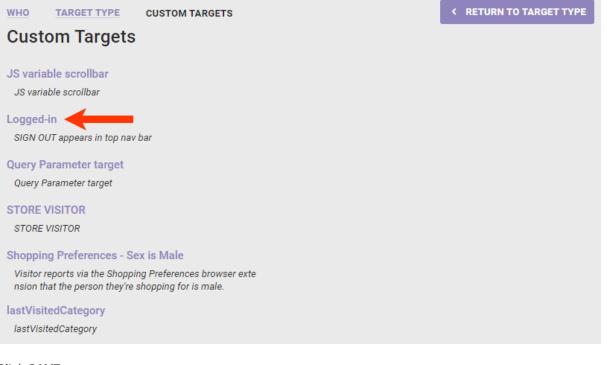
- 1. Create a new Web experience and configure the WHY settings.
- 2. Click WHO and then click ADD TARGET.

BACK TO WEB EXPERIENCES					
Logged-In Customer Promo 🖉	O ACTIVATE ♥ PREVIEW ▼ DUPLICATE ▼ ····	•			
• DRAFT Created: Mar 24 2023, 1:35 PM					
+ ADD TAGS					
WHY Select your experience type and goal					
wно For all visitors					
WHAT A Add action					
•					
WHEN from Mar 24 2023, 1:35 PM ongoing					
WHO	→ O ADD TARGET →				

3. Click Custom Targets.

WHO TARGET TYPE		RETURN TO TARGET LIST
Target Types		
Landing	Location	Behavior
Technographics	US Demographics	- Weather
Named Segments	Custom Targets	Datasets
Audiences	Audience Discovery	AdLink

4. Click the target that you created in Building the Custom Target.



5. Click SAVE.

<u>WHO</u>	TARGET TYPE	CUSTOM TARGETS	LOGGED-IN	RETURN TO SELECT TARGET
Logg	ed-in			
SIGN OU	JT appears in top n	av bar		
INC	LUDE III visitors n	natching this target.		
SAVE	CANCEL			

6. Add a second WHO target to limit who can see the experience. Click **ADD TARGET** and then click **Location**.

WHO TARGET TYPE			RETURN TO TARGET LIST
Target Types			
Landing	Location	Behavior	Technographics
US Demographics	- Weather	Named Segments	Custom Targets
Datasets	Audiences	Audience Discovery	AdLink

7. Click IP address.

WHO TARGET TYPE LOCATION	< RETURN TO TARGET TYPE
Location	
City	
Country	
Distance to location	
Distance to many locations	
IP address	
Internet service provider	
Language	
Media market	
Non-US region	
Organization	
Timezone	
US state	
Zip/Postal code	

8. Input your IP address into the appropriate field, and then click SAVE.

WHO TARGET TYPE LOCATION IP ADDRESS	< RETURN TO SELECT TARGET
IP Address Triggers an experience when a site visitor's IP address matches one of the target IP addresses.	
IP Address	
192.168.1.100 INCLUDE III visitors matching this target.	
SAVE CANCEL	

9. Ensure that the connector logic between the two WHO targets is set to **AND**.

Logg	ed-In Customer Promo 🖉 💿 ACTIV	VATE	PREVIEW	• D •	UPLICATE V	•••
	Created: Mar 24 2023, 1:35 PM					
+ ADD TAGS	1					
WHY	Select your experience type and goal					
wнo	For all visitors who do match Logged-in AND IP Address is in 192.168.1.100					
WHAT	A Add action					
	\odot					
WHEN	from Mar 24 2023, 1:35 PM ongoing					
WHO					ADD TARGET	~
Target	visitors	AND	OR			
Who do m Logged-in	natch Logged-in					
	s is in 192.168.1.100	AND				

- 10. To test that this target works as expected, configure an action to display a placeholder image on every page of your site, such as below the navigation bar.
 - a. Click **WHAT** and then click **ADD ACTION**.

< BACK TO WEB EXPERIENCES			III VIEW ANALYTICS
Logged-In Customer Promo 🜌	⊙ ACTIVATE	PREVIEW ~	DUPLICATE -
• DRAFT Created: Mar 24 2023, 1:35 PM			
+ ADD TAGS			
WHY Select your experience type and goal			
WHO For all visitors who do match Logged-in AND IP Address is in 192.168.	1.100		
WHAT A Add action			
\odot			
WHEN from Mar 24 2023, 1:35 PM ongoing			
WHAT		-	ADD ACTION Y

b. 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		

c. Select an action template that meets your needs for the test experience.

WHAT ACTION TYPE IMAGES		<	RETURN TO ACTION TYPE
Any page	Landing	Cart	
Insert Banner M	Luggage Swap Replace Tippy Top banner	Cart Value Product Recs M	

d. Configure the action and then click **CREATE**.

WHAT ACTION TYPE	AGES INSERT BANNER	BELOW NAVIGATION		< RETURN TO SELECT ACTION	
Insert Banner Belov Insert banner below navigation This action contains no built-in ta Required Inputs					
Image					
	1206 x 75		Link URL		
			Title Text		
			Alt Text		
Click zones	(0 active) Dynamic text (0) fields)			
CHOOSE	EDIT				
Optional Inputs					
• ADD CONDITION ~					
CREATE CANCEL					

11. Click **ACTIVATE** because you cannot test a custom target using Preview Mode.

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It can take up to 30 minutes for a custom target to become available on your site. You can verify that the custom target is firing on your page by using the Monetate Inspector browser

plug-in.	
BACK TO WEB EXPERIENCES	III VIEW ANALYTICS
Logged-In Customer Promo 🜌 💿 activate	• PREVIEW • DUPLICATE • ···
O DRAFT Created: Mar 24 2023, 1:35 PM	
+ ADD TAGS	
WHY to increase lift for all traffic	
WHO For all visitors who do match Logged-in AND IP Address is in 192.168.1.100	
WHAT A show Insert Banner Below Navigation	
· •	
WHEN from Mar 24 2023, 1:35 PM ongoing	

If the custom target works correctly, the placeholder image appears right below the site's navigation bar if the test visitor is logged in.

SEARCH GIFT CERTIFICATES ACCOUNT SIGN OUT CART MONETATE RSS SYNDICATION SHOP ALL BATH GARDEN KITCHEN PUBLICATIONS UTILITY SHIPPING & RETURNS CONTACT US BLOG 1206 x 75 Home / Utility Once the test visitor logs out, that placeholder image no longer appears. SEARCH GIFT CERTIFICATES SIGN IN or REGISTER CART MONETATE SHOP ALL BATH GARDEN KITCHEN PUBLICATIONS UTILITY SHIPPING & RETURNS CONTACT US BLOG RSS SYNDICATION Home / Utility

After you confirm that your target works as expected, you can use it in a live experience for all site traffic.