

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.

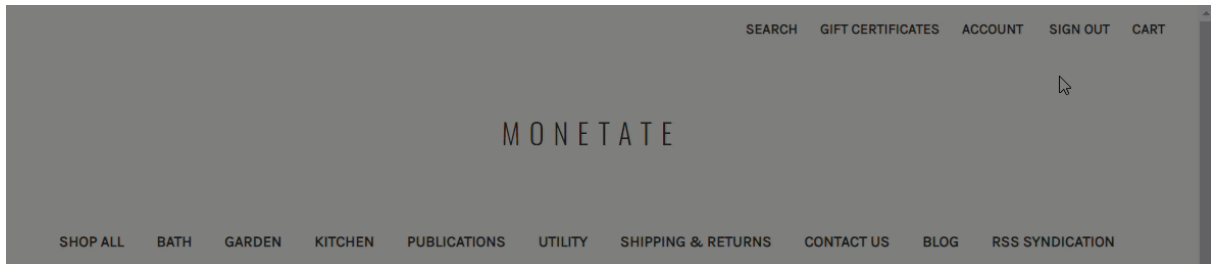
1. Log in to your site.

The screenshot shows the Monetate website's login page. At the top right, there are links for SEARCH, GIFT CERTIFICATES, SIGN IN or REGISTER, and CART. The main navigation bar includes SHOP ALL, BATH, GARDEN, KITCHEN, PUBLICATIONS, UTILITY, SHIPPING & RETURNS, CONTACT US, BLOG, and RSS SYNDICATION. Below the navigation is a breadcrumb trail: Home / Login. The main heading is "Sign in". There are two input fields: "Email Address:" and "Password:". Below the password field is a "Sign in" button and a link for "Forgot your password?". To the right of the login form is a "New Customer?" section with a "Create Account" button. The "New Customer?" section includes the text "Create an account with us and you'll be able to:" followed by a list of benefits: Check out faster, Save multiple shipping addresses, Access your order history, Track new orders, and Save items to your Wish List.

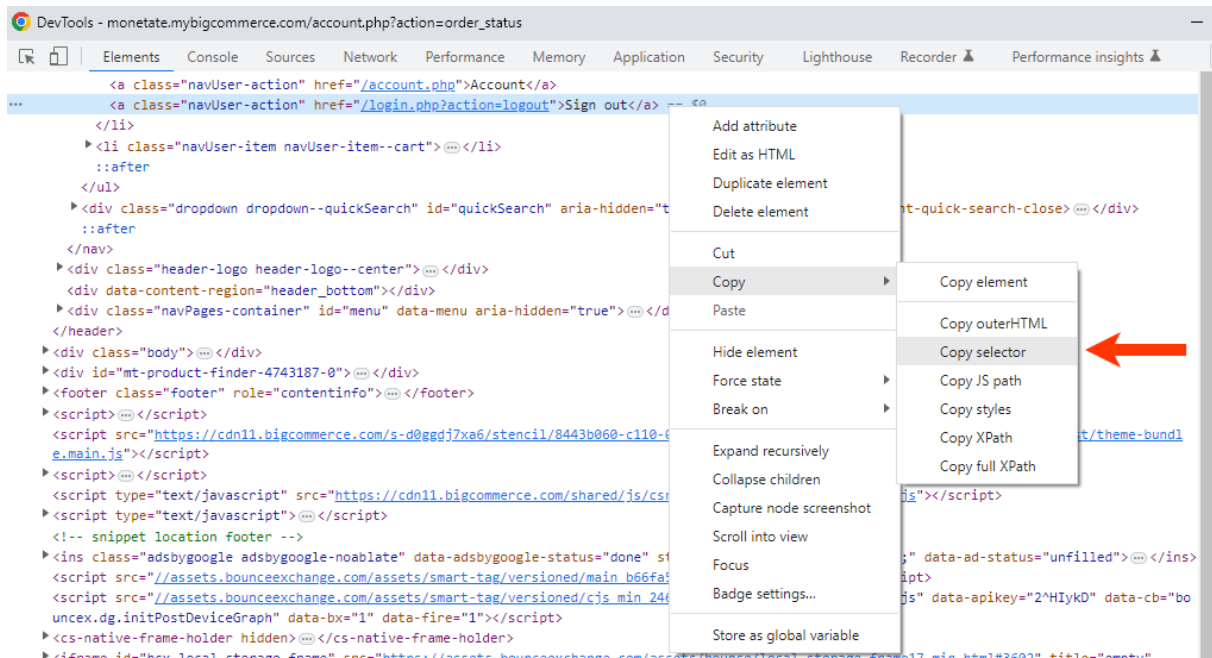
2. Find your site's logout button that displays on every page when a customer is logged into their account.

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



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



After you identify the element's name, you can build the custom target in Target Builder.

Building the Custom Target

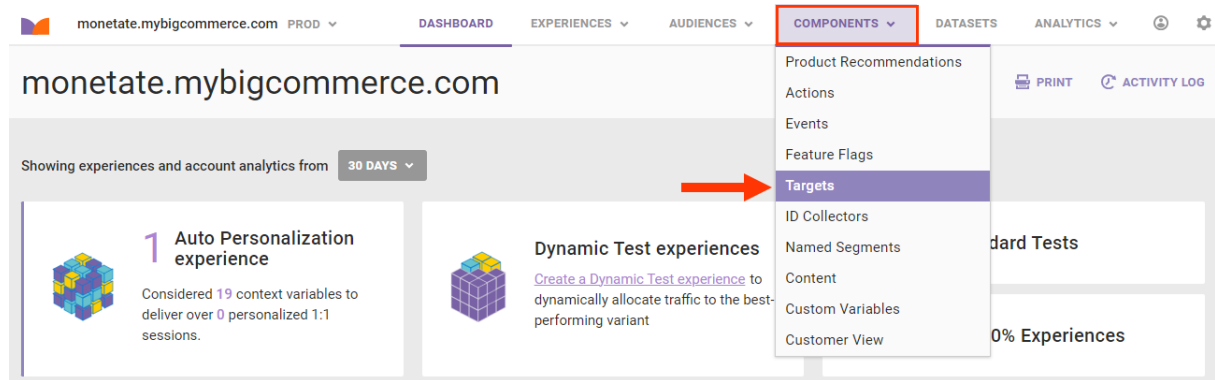
Follow these steps to use the logout button element to build a target in Target Builder.



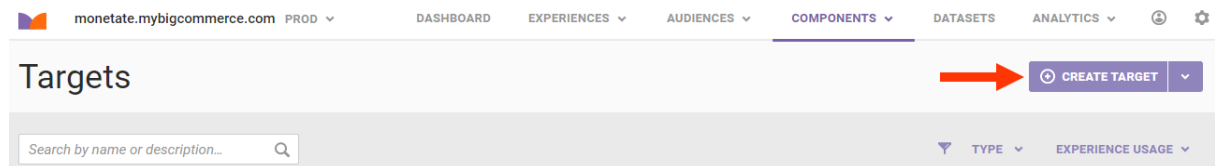
Since this element only appears when a customer is logged in, the custom target can search for its

Since this element only appears when a customer is logged in, the custom target can search for its existence on a page to determine that a customer is currently logged in.

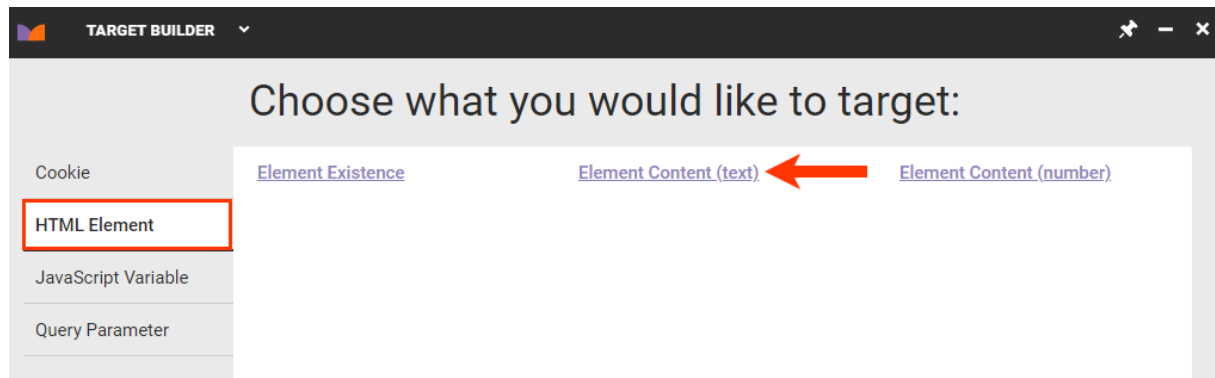
1. Click **COMPONENTS** in the top navigation bar, and then select **Targets**.



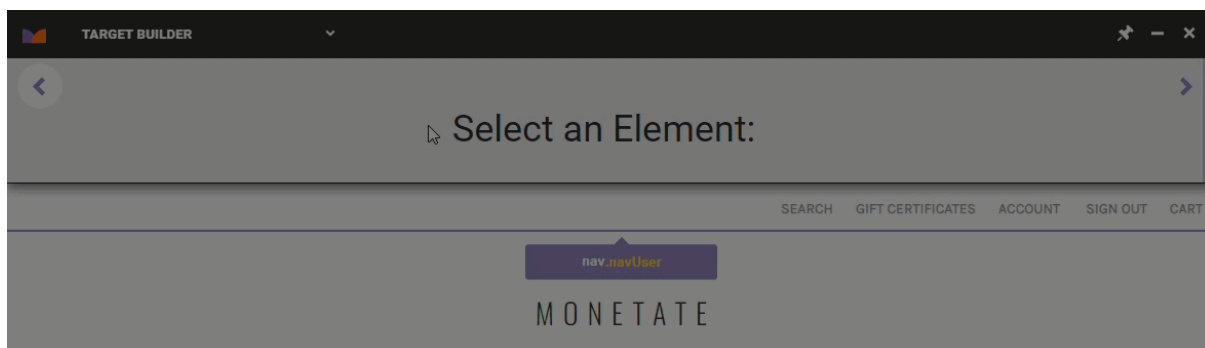
2. Click **CREATE TARGET**.



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)**.

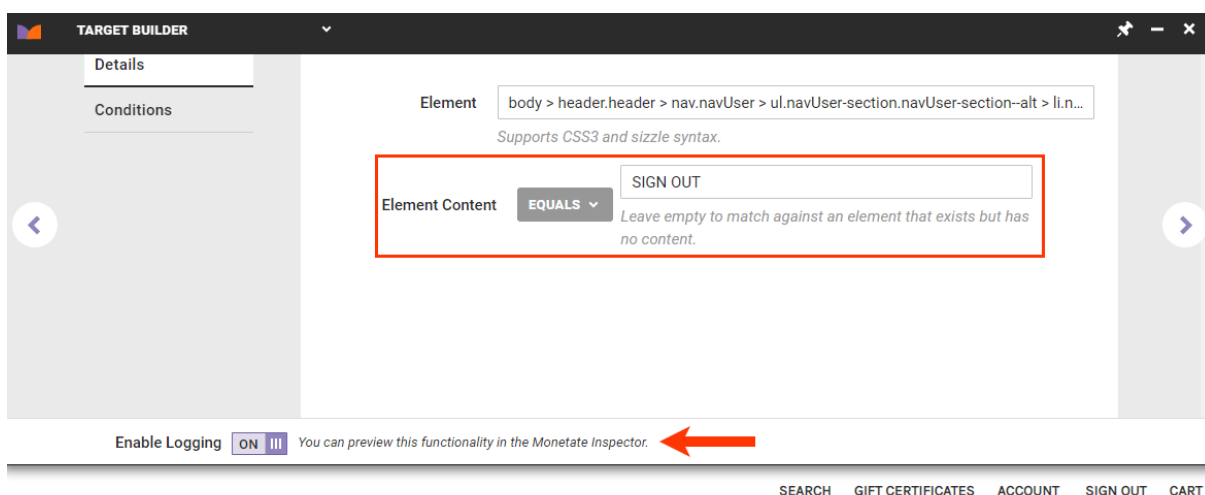


5. Use the element selector to select the logout button, or paste the element selector that you copied in [Finding the 'Logged-In' Site Element](#) into **Element Selector**, and then click the forward arrow.

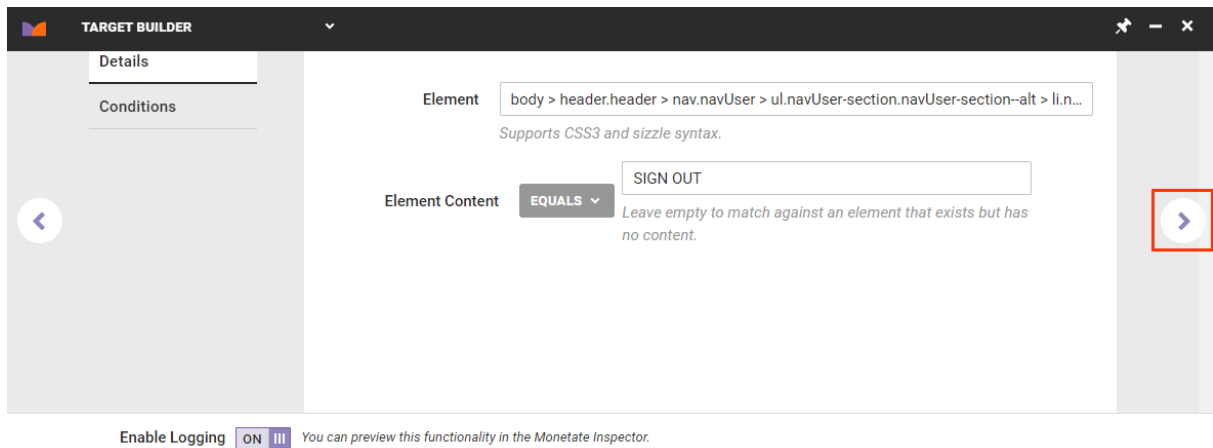


6. On the **Details** tab, input the text of the logout button into **Element Content**, and leave the selector set to **EQUALS** so that the target only triggers when that exact text is present on the page.

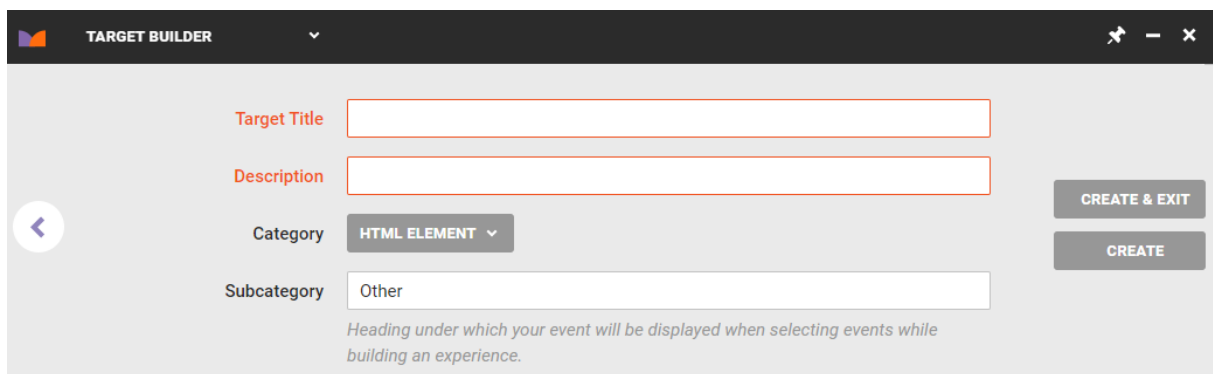
i When **Enable Logging** is enabled in Target Builder, the message changes from "Waiting for matched target..." to "You can preview this functionality in the Monetate Inspector." when Target Builder matches the text you type into **Element Content** with the element content identified in **Element**.



7. Because this target should work on any page on your site, no conditions are necessary. Click the forward arrow.



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



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](#) [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

WHAT A Add action...













WHEN from Mar 24 2023, 1:35 PM ongoing

WHO [+ 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](#).

WHO TARGET TYPE CUSTOM TARGETS [RETURN TO TARGET TYPE](#)

Custom Targets

JS variable scrollbar
JS variable scrollbar

Logged-in ←
SIGN OUT appears in top nav bar

Query Parameter target
Query Parameter target

STORE VISITOR
STORE VISITOR

Shopping Preferences - Sex is Male
Visitor reports via the Shopping Preferences browser extension that the person they're shopping for is male.

lastVisitedCategory
lastVisitedCategory

5. Click **SAVE**.

WHO TARGET TYPE CUSTOM TARGETS LOGGED-IN [RETURN TO SELECT TARGET](#)

Logged-in

SIGN OUT appears in top nav bar

INCLUDE III visitors matching this target.

SAVE CANCEL

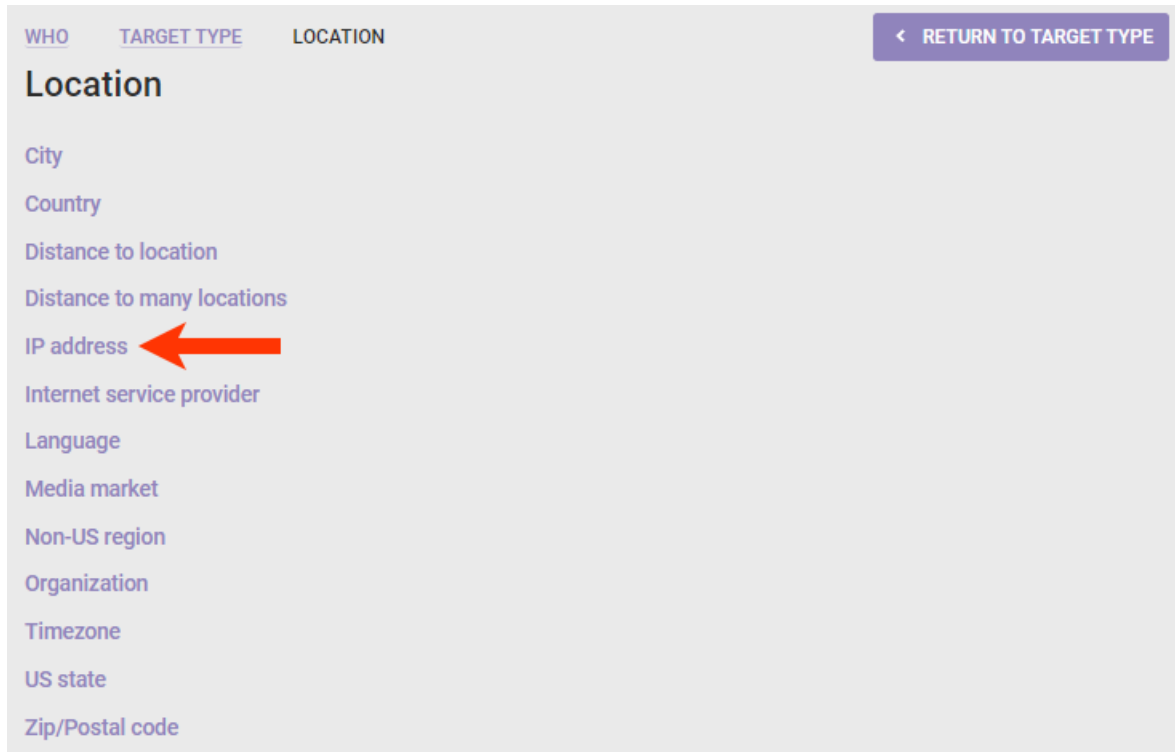
6. Add a second WHO target to limit who can see the experience. Click **ADD TARGET** and then click **Location**.

WHO TARGET TYPE [RETURN TO TARGET LIST](#)

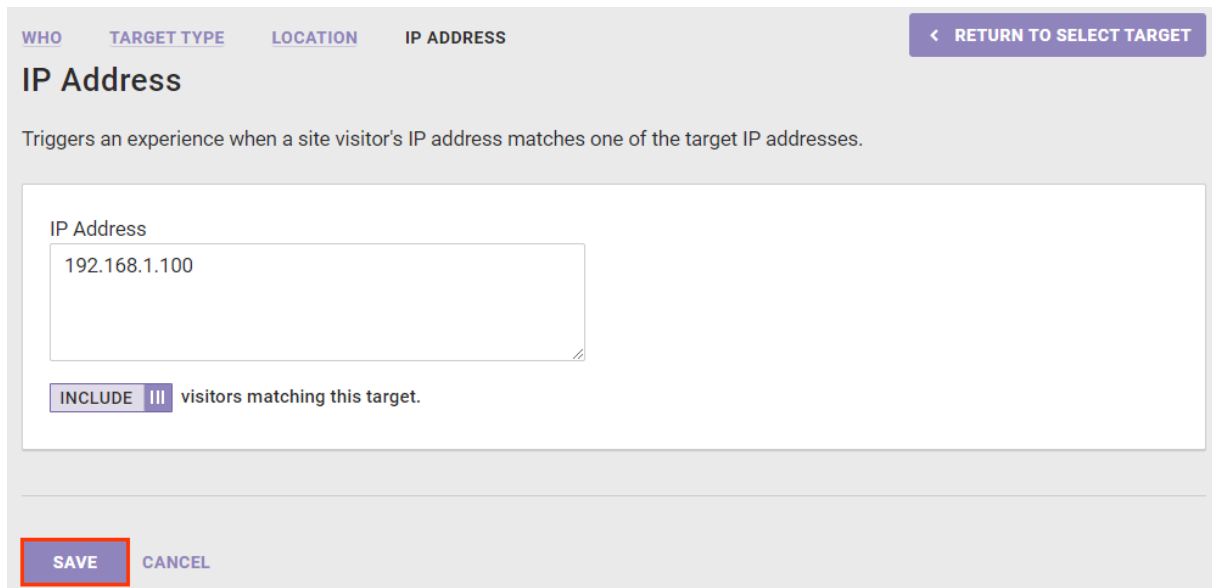
Target Types

Landing	Location	Behavior	Technographics
US Demographics	Weather	Named Segments	Custom Targets
Datasets	Audiences	Audience Discovery	AdLink


7. Click **IP address**.



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



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

Logged-In Customer Promo 

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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...

+


WHEN from Mar 24 2023, 1:35 PM ongoing

WHO ➕ ADD TARGET ▼

Target visitors AND OR


Who do match Logged-in
Logged-in

IP Address is in 192.168.1.100
IP Address

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](#) 📊 VIEW ANALYTICS

Logged-In Customer Promo 

▶ ACTIVATE 👁 PREVIEW 📄 DUPLICATE ⋮

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+ 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

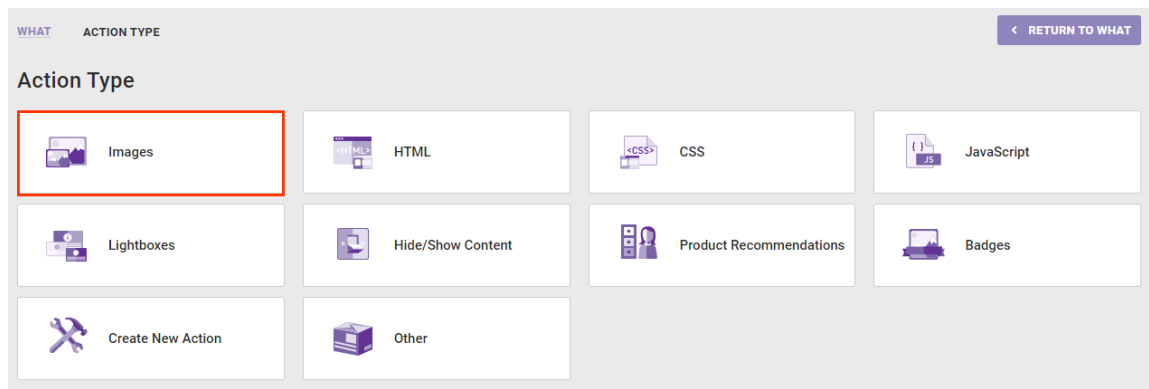
WHAT A Add action...

+

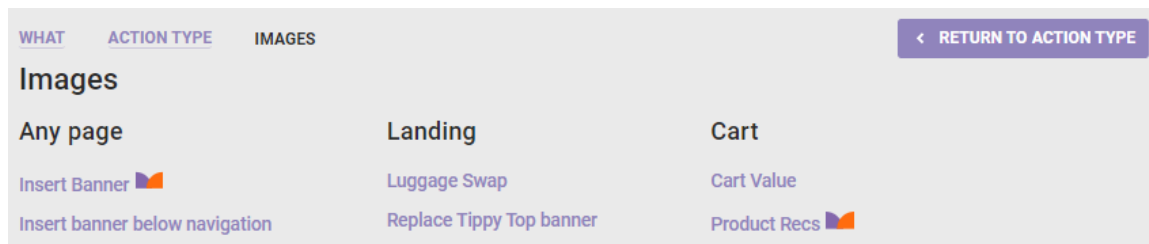
WHEN from Mar 24 2023, 1:35 PM ongoing

WHAT ➕ ADD ACTION ▼ 

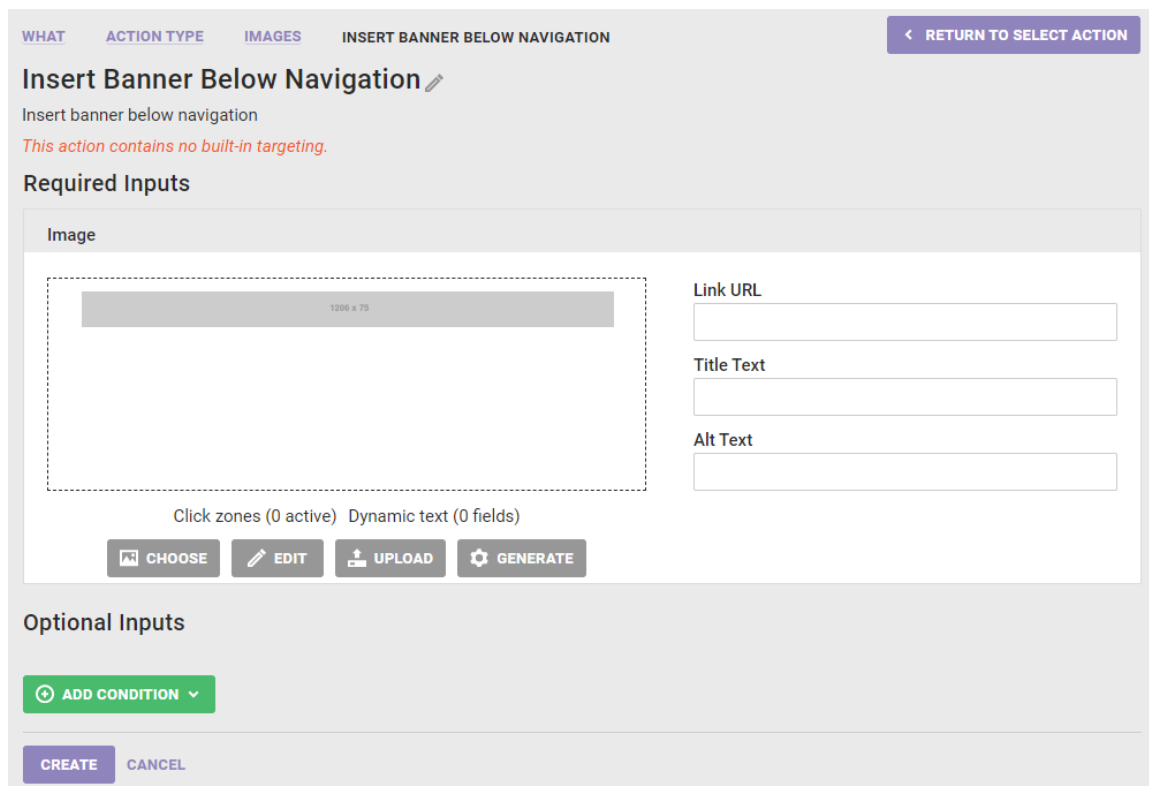
- b. Click **Images**.



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



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



11. Click **ACTIVATE** because you cannot test a custom target using [Preview Mode](#).



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](#) [VIEW ANALYTICS](#)

Logged-In Customer Promo

▶ ACTIVATE ▶ PREVIEW ▶ DUPLICATE ▶

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

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

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.