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

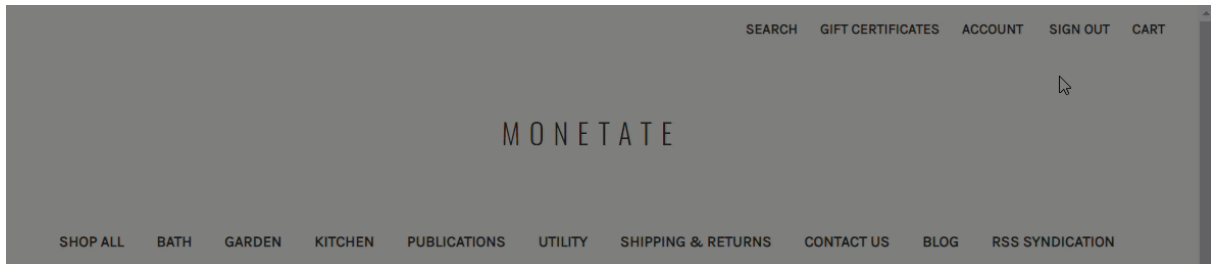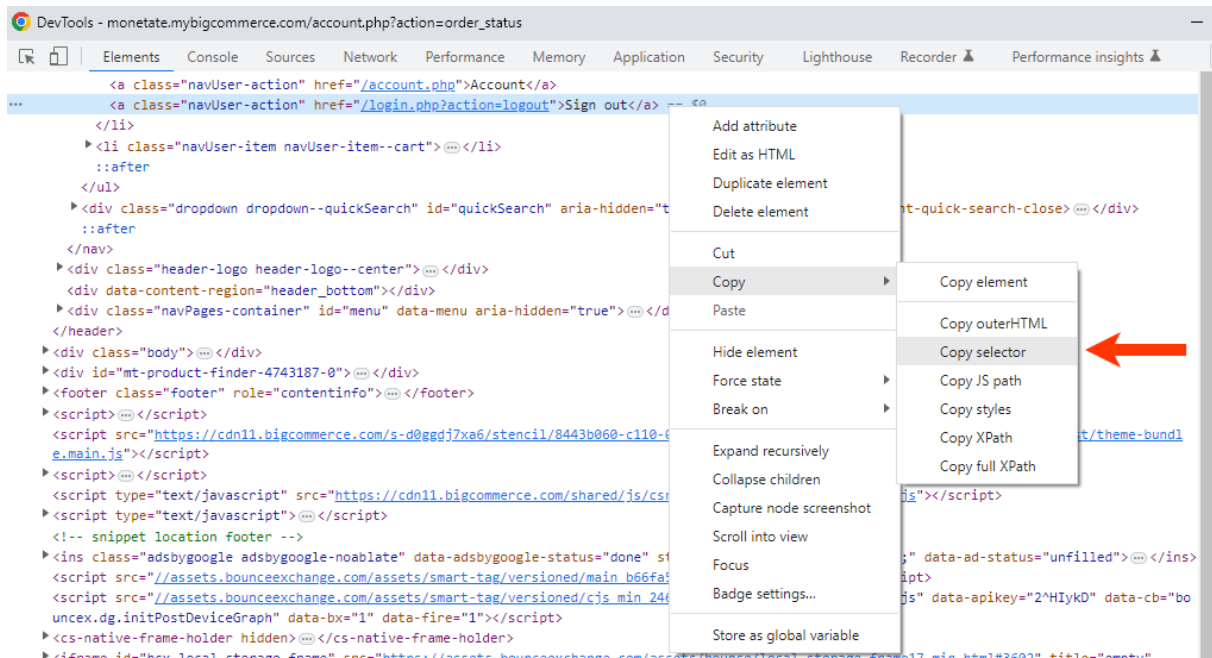Follow these steps to find the site element to target.

1. Log in to your site.

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

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**.

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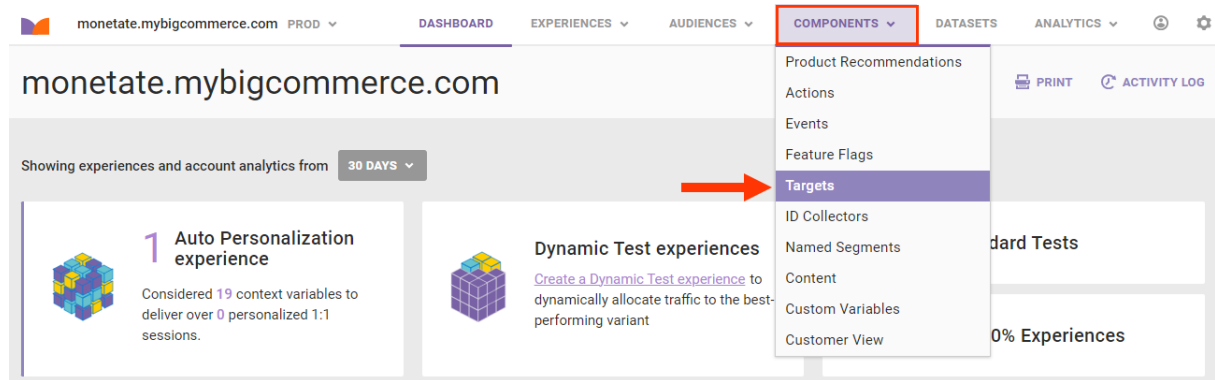
Building the Custom Target

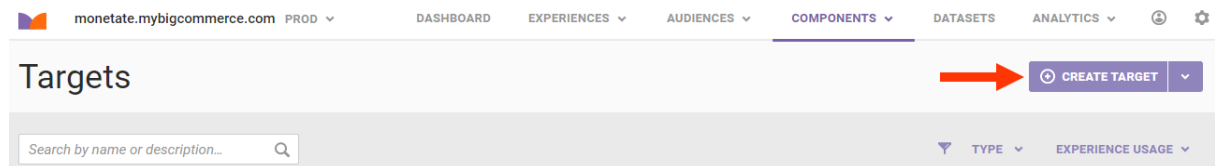Follow these steps to use the logout button element to build a target in Target Builder.

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

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)**.
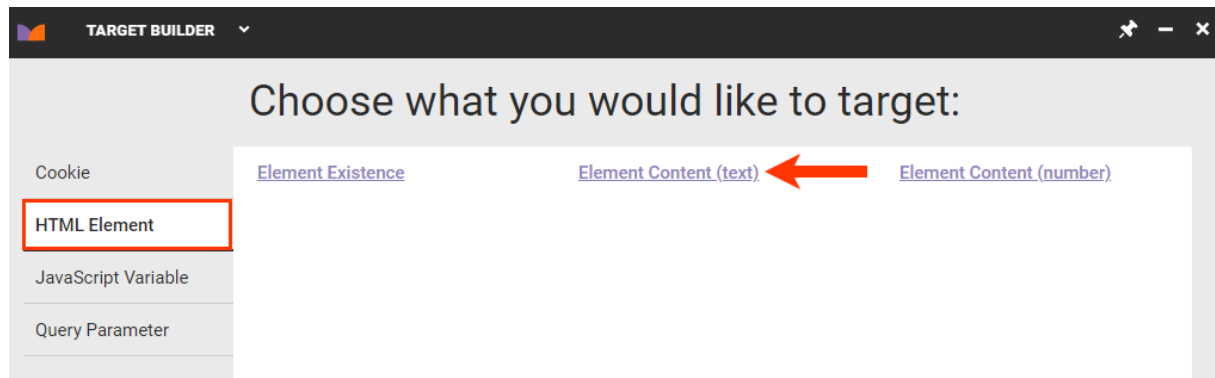
5. Use the element selector to select the logout button, or paste the element selector that you copied in Finding the 'Logged-In' Site Element into **Element Selector**, and then click the forward arrow.
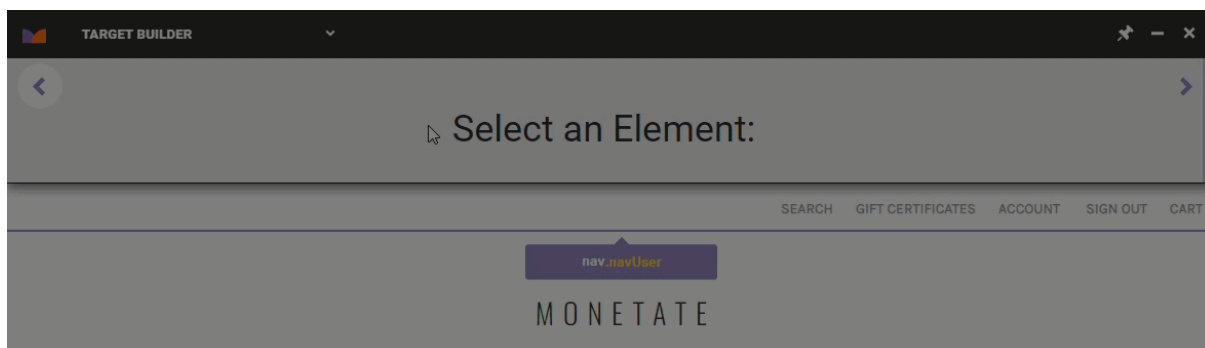
6. On the **Details** tab, input the text of the logout button into **Element Content**, and leave the selector set to **EQUALS** so that the target only triggers when that exact text is present on the page.

> ℹ️ 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**.
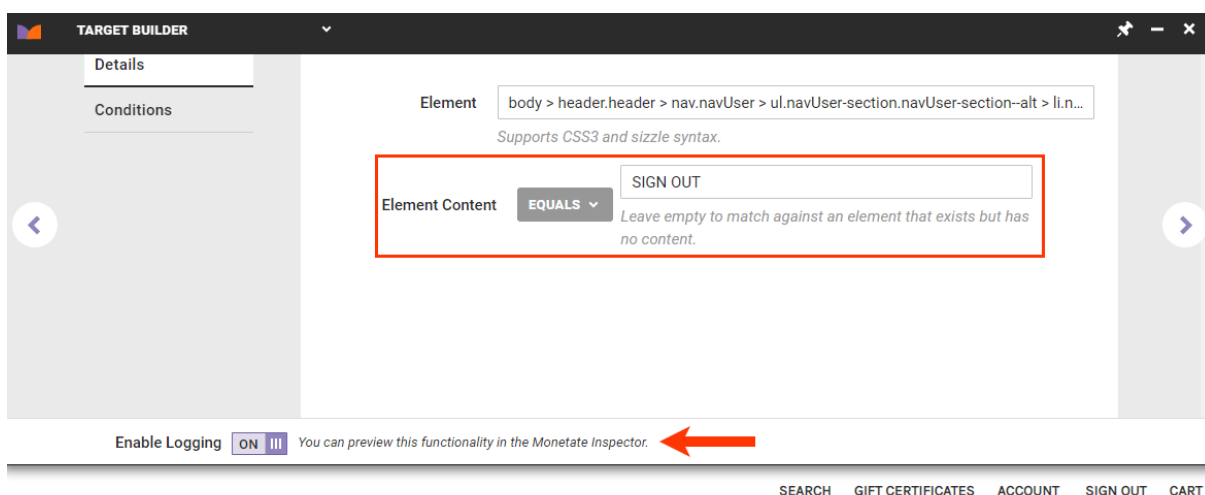
7. Because this target should work on any page on your site, no conditions are necessary. Click the forward arrow.
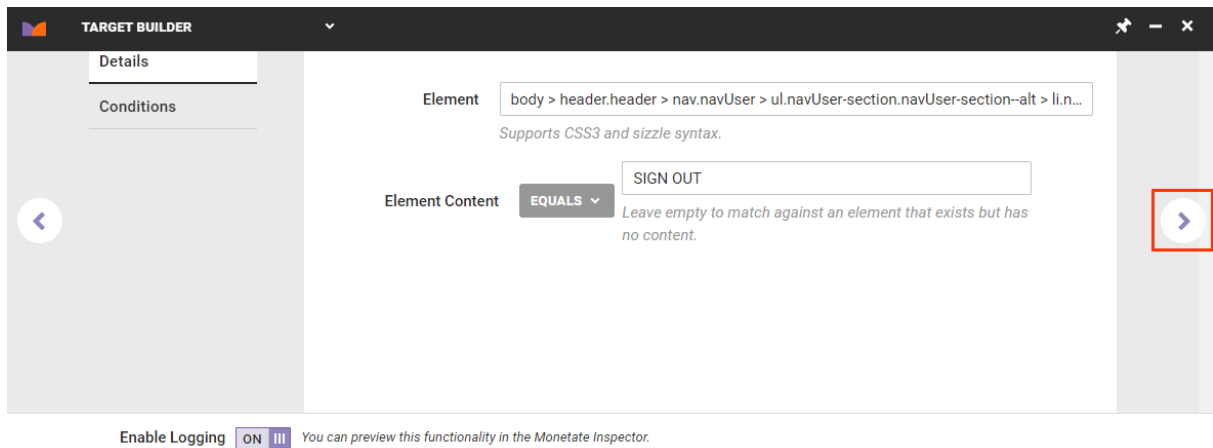
8. Give the target a name and description, optionally add a subcategory, and then click **CREATE & EXIT**.
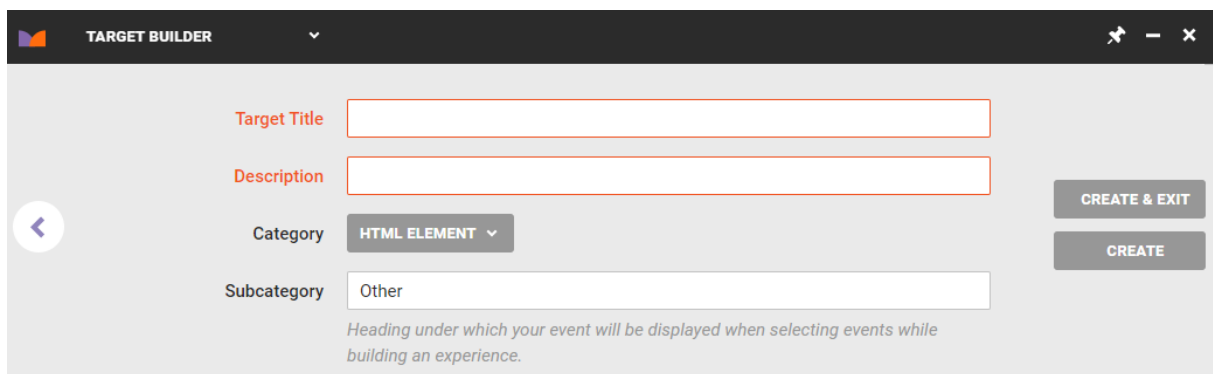
Building an Experience to Test the Target

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**.

3. Click **Custom Targets**.

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

5. Click **SAVE**.

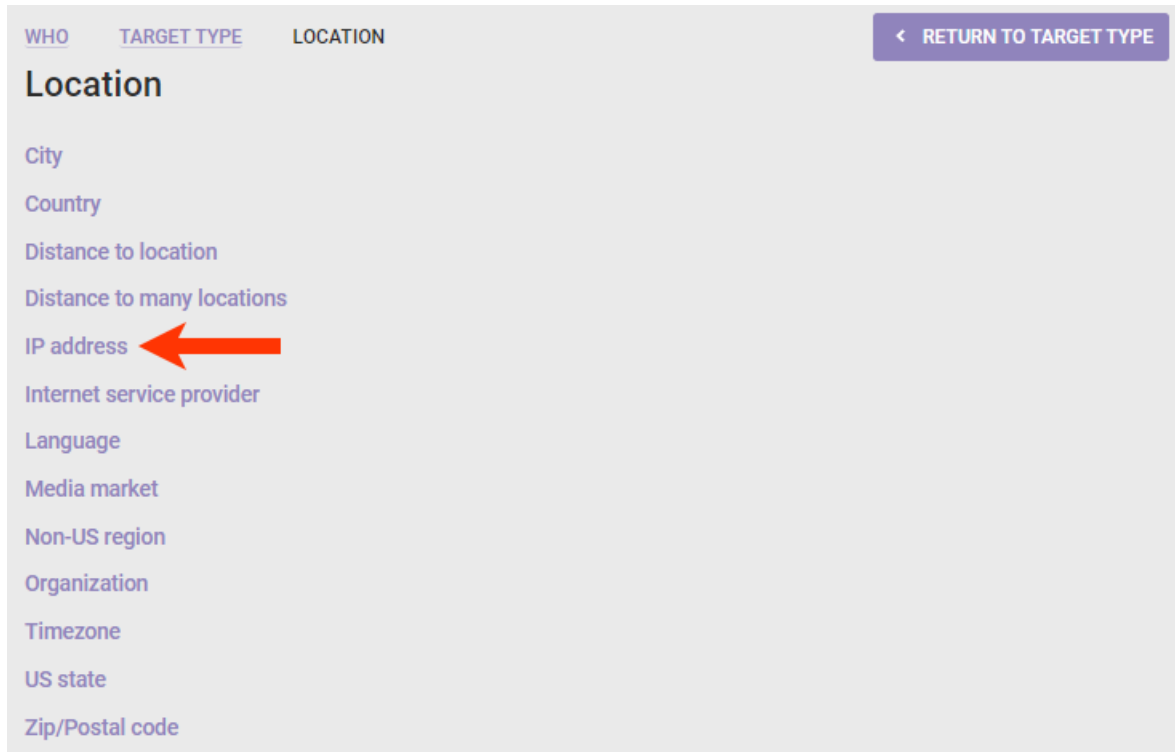

6. Add a second WHO target to limit who can see the experience. Click **ADD TARGET** and then click **Location**.

7. Click **IP address**.

8. Input your IP address into the appropriate field, and then click **SAVE**.
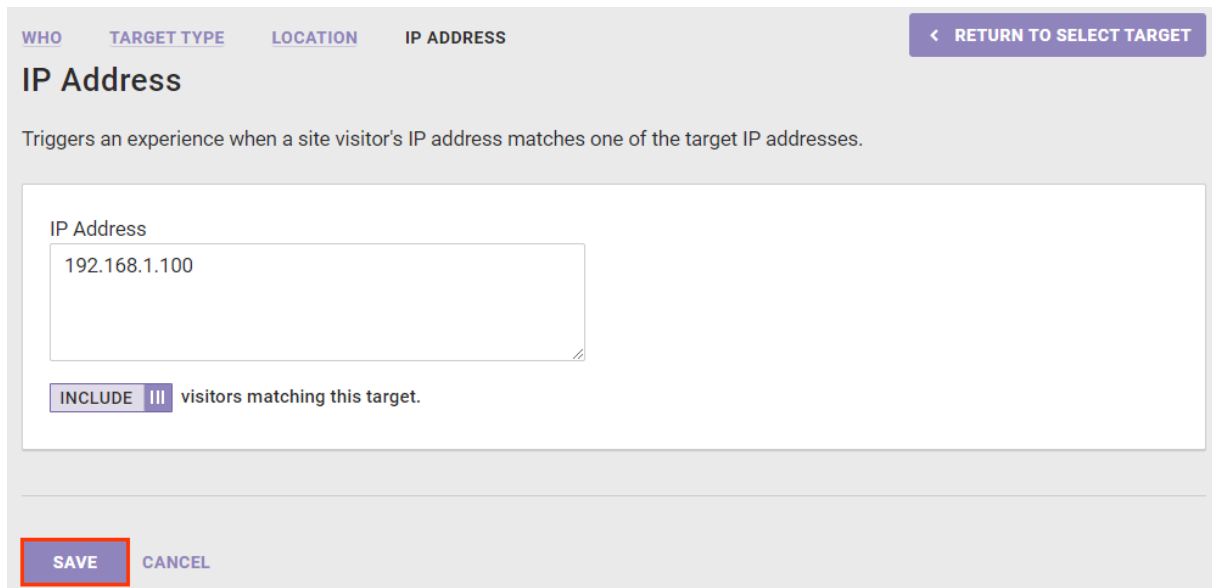
9. Ensure that the connector logic between the two WHO targets is set to **AND**.

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**.

    b. Click **Images**.

Action Type

Images	HTML	CSS	JavaScript
Lightboxes	Hide/Show Content	Product Recommendations	Badges
Create New Action	Other		
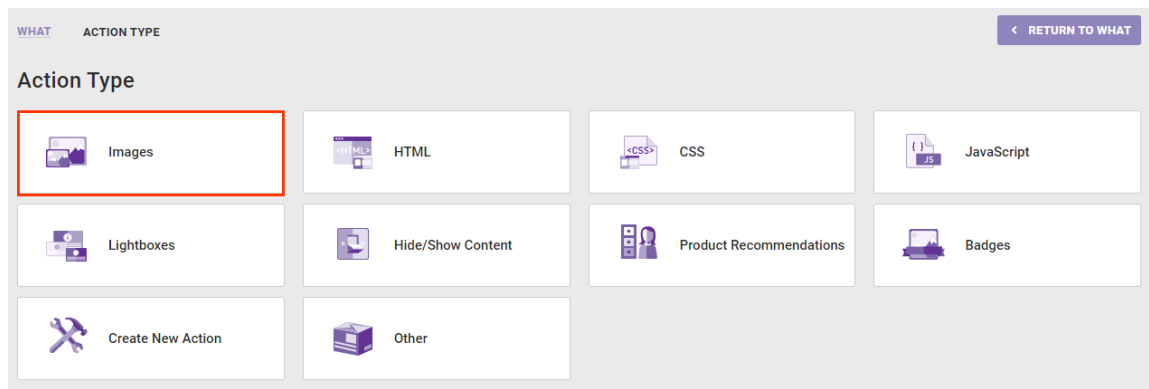
c. Select an action template that meets your needs for the test experience.

Images

Any page

Insert Banner

Insert banner below navigation

Landing

Luggage Swap

Replace Tippy Top banner

Cart

Cart Value

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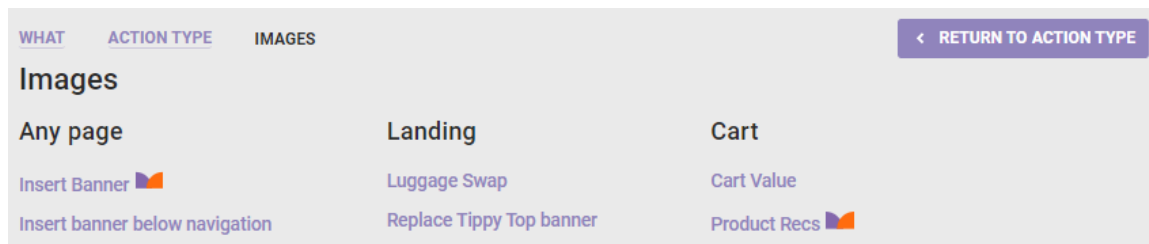
d. Configure the action and then click **CREATE**.

Insert Banner Below Navigation ✎

Insert banner below navigation

This action contains no built-in targeting.

Required Inputs

Image

1206 x 75

Link URL

Title Text

Alt Text

Click zones (0 active) Dynamic text (0 fields)

🖼 CHOOSE   ✎ EDIT   ⬆ UPLOAD   ⚙ GENERATE

Optional Inputs

⊕ ADD CONDITION ⌄

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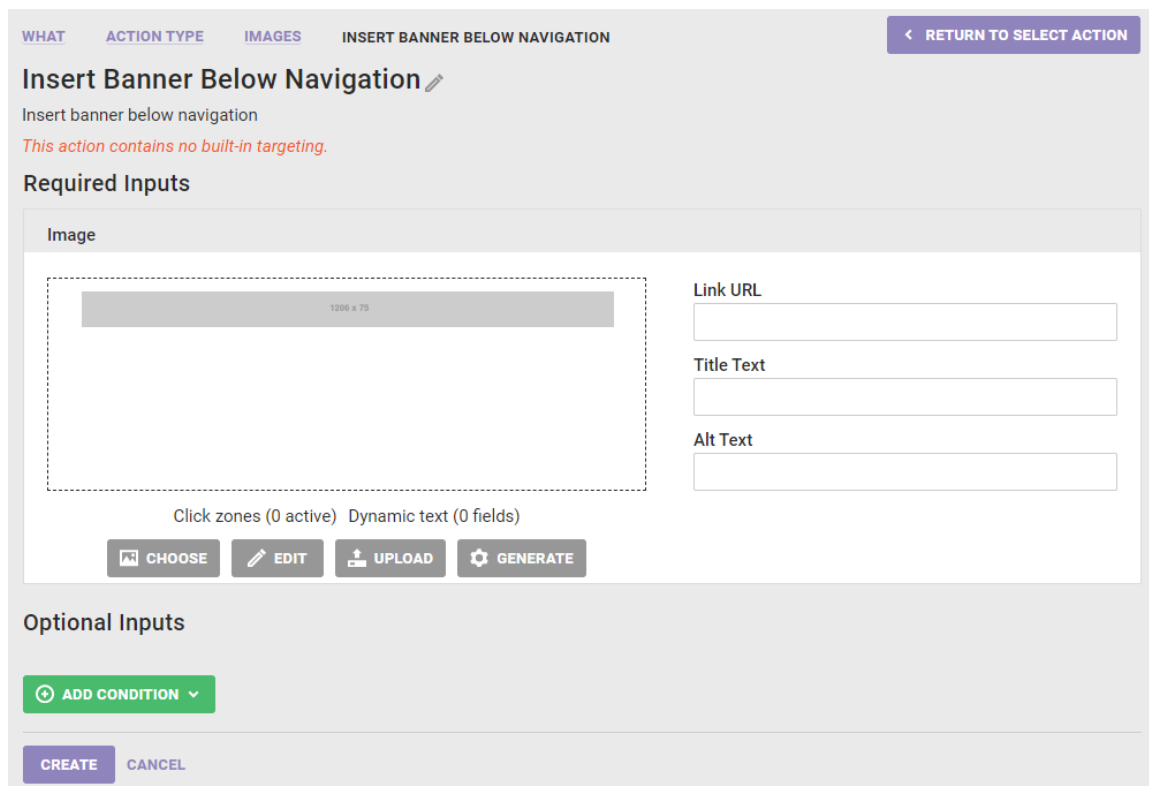
11. Click **ACTIVATE** because you cannot test a custom target using Preview Mode.

ℹ   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.

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.

Once the test visitor logs out, that placeholder image no longer appears.

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