

Action Builder Overview

Action Builder is a self-service tool that you can use to create actions to use in Web experiences. These actions can make major or minor changes to your site without touching any code. You can configure actions in such a way to make them reusable.

Features

Action Builder offers these key features:

- Make changes to your site by inserting, editing, moving, swapping, hiding, or showing images, HTML, CSS, JavaScript, lightboxes, countdown timers, product recommendations sliders, and more
- Preview how changes appear on your site as you build the action
- Associate actions with experiences to track performance
- Create one action that you can use in multiple experiences