

Regular Expressions in Personalization

A regular expression (regex or regexp) is a group of characters that you can use to match complex patterns in URLs. Within the Monetate platform, you can use regular expressions for pattern-matching or search-and-replace functions in [Full-Page Test experiences](#), within content masking rules, within the **Conditions** tab of the Builder tools, or in the optional inputs section of an action to specify which page an action should run.

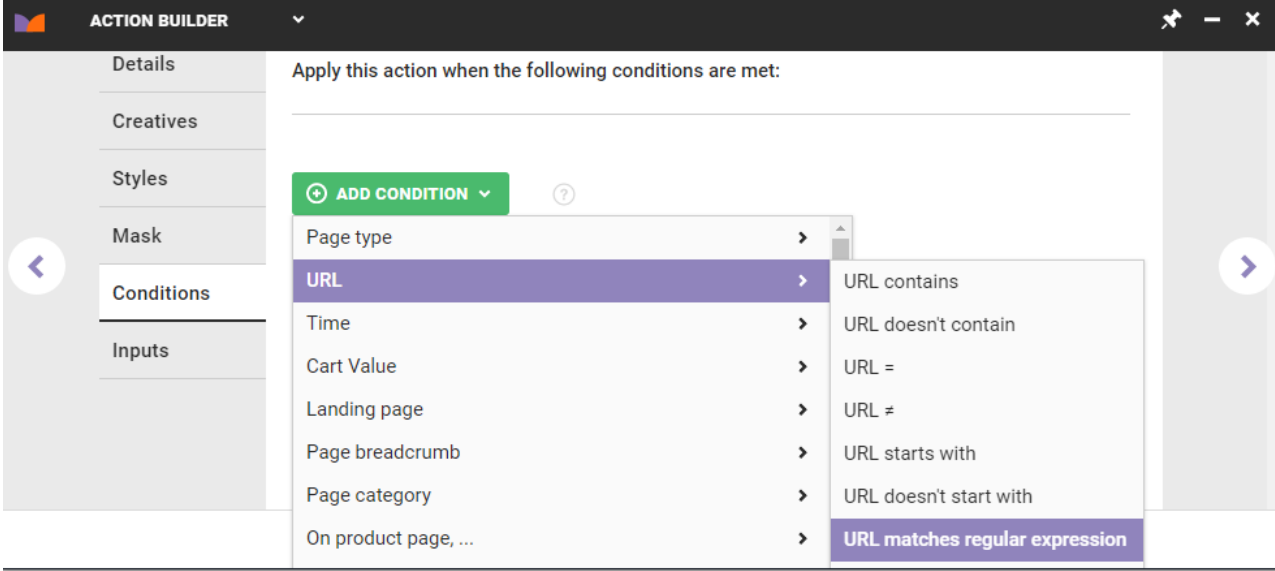
Monetate uses Perl-style regular expressions, which aren't case-sensitive. The following parameters are recognized in regular expressions:

- Modifiers
- Brackets
- Metacharacters
- Quantifiers

For more information about creating regular expressions, refer to W3Schools' [JavaScript RegExp Reference](#), or use the [Regular Expression Editor and Debugger](#) tool by Regex101.

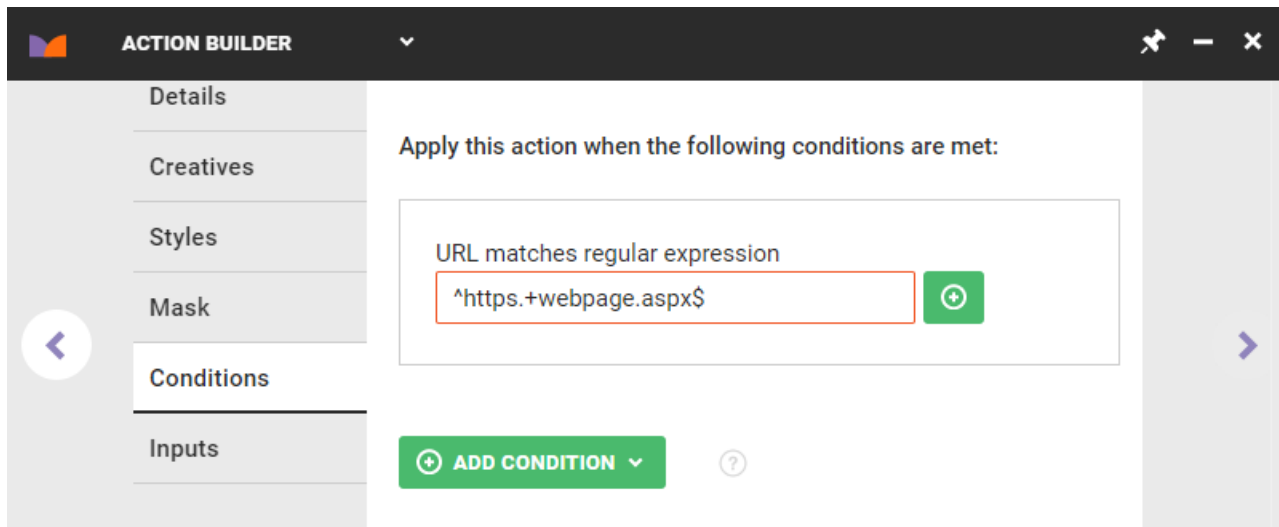
In Action Builder

When you create an action in Action Builder, you input regular expressions on the **Conditions** tab by selecting **URL matches regular expression** from the **URL** category in **ADD CONDITION**.



You can use the following regular expression on the to specify a content mask that only appears on URLs that end with `webpage.aspx` :

```
^https.+webpage.aspx$
```



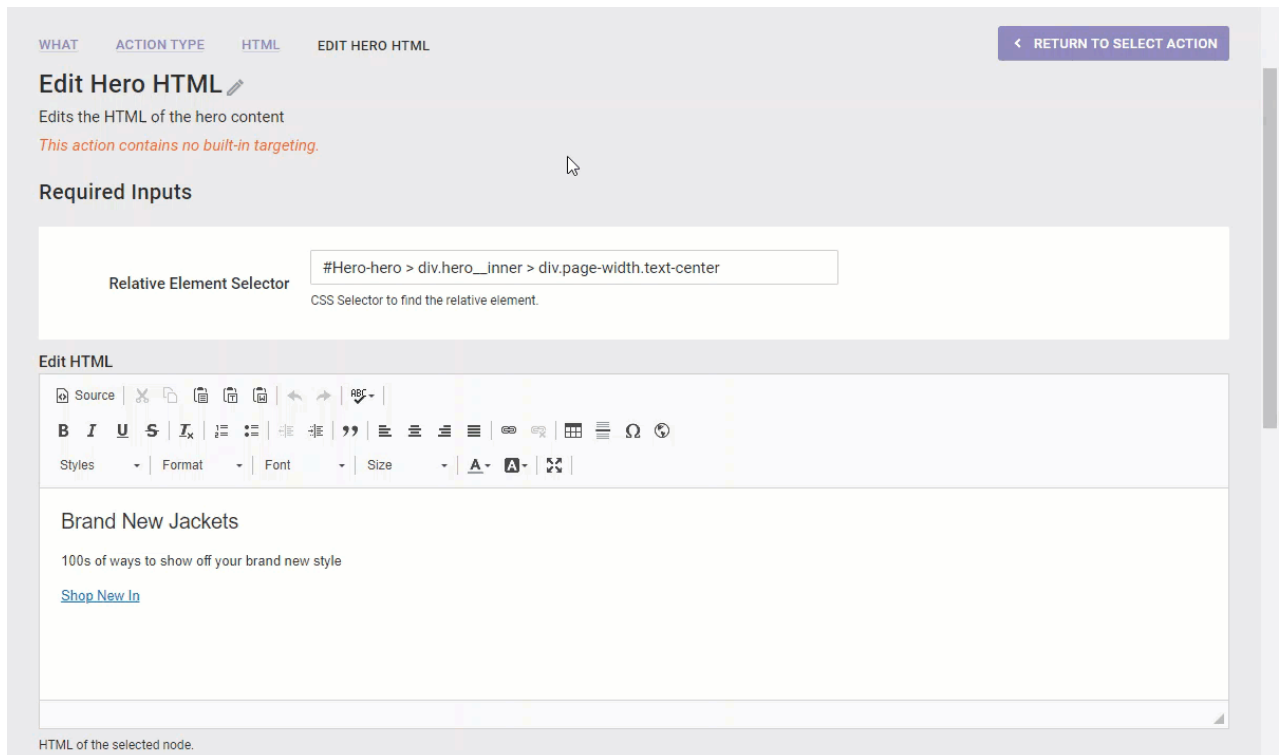
In Full-Page Test Experiences

For a Full-Page Test experience, you can use the following expressions:

- **Location to test** – `^https.+webpage.aspx$`
- **Replacement page** – `https://example.com/new.aspx`

At the Experience Level

You can apply an action condition with a regular expression for an action at the experience level.



Here's an example of a regular expression used in an action condition added at the experience level:

```
^https.+webpage.aspx$
```

This regex would match these URLs:

- `https://example.com/webpage.aspx`
- `https://example.com/webpage.ASPX`

It wouldn't match these URLs:

- `https://example.com/webpage.asp`
- `http://example.com/webpage.aspx`

In Target Builder

On the **Conditions** tab in Target Builder, you can input regular expressions that act as a filter for when the target should be evaluated.

The screenshot shows the 'TARGET BUILDER' interface. On the left, there's a 'Details' sidebar with a 'Conditions' tab selected. The main area is divided into three sections: 'Operator', 'Targeting value', and 'Conditions'. The 'Operator' section has a dropdown menu with 'PATH STARTS WITH' selected, and a list of options including 'Path starts with', 'Path ends with', 'Path regular expression', 'URL exact match', 'URL regular expression', and 'URL with query string regular expression'. The 'Targeting value' section has an empty text input field with a note: 'Leaving this field empty will target all pages. Adding a value will match based on the operation selected above.' The 'Conditions' section on the right contains text explaining that conditions are filters for targets.

Enable Logging You can preview this functionality in the Monetate Inspector.