

Action Descriptions

Action Builder has five categories of actions that you can build.

Inserting New Content

The **Insert Content** tab contains options to build actions that insert images, HTML content, CSS styles, or JavaScript as well as to duplicate an element.

- **HTML – Optional JS**: Inserts HTML content somewhere on the page. The placement of the HTML content is relative to a defined element selector. You can optionally include JavaScript as part of the action.
- **Image**: Inserts an uploaded image somewhere on the page. The placement of the content is relative to a defined element selector.
- **Closable Image**: Inserts an image relative to a defined element selector. The site visitor can close the inserted image with a click. You can specify a frequency interval at which the content appears.
- **Closable HTML**: Inserts HTML content relative to a defined element selector. The site visitor can close the inserted image with a click. You can specify a frequency interval at which the content appears.
- **Duplicate Element**: Duplicates an element and its children elements and then places it somewhere on the page. The duplicated content may use a new unique ID attribute.
- **CSS**: Inserts CSS content into a style block, allowing the content to alter the styling properties of any elements on that page.
- **JavaScript**: Inserts JavaScript content onto a page to allow you to change or create dynamically generated elements, add or edit variables, or insert JavaScript functions that other page elements can use.

Editing Existing Content

The options on the **Edit/Other** tab allow you to build actions that edit HTML code, impact an element in some way, set a background image, set a cookie, and more.

- **Data Collect**: Gathers data about visitors in certain groups through Monetate without altering any content on your site.
- **Modify Attribute**: Adds, removes, or changes the value of an attribute on one or more specific elements.
- **Move Element**: Alters the position of any element on a page relative to any other element.
- **Swap Elements**: Switches the position of any two elements on a page.
- **Hide Element**: Hides an element that exists on a page.
- **Show Element**: Shows an element that exists on a page.
- **Edit HTML**: Alters the existing HTML content as you specify.
- **Set Background Image**: Sets the background image property of an element on a page to an uploaded image.
- **Set Cookie – Expires in Minutes**: Sets a cookie with a value when the page loads. It can be set to expire after an amount of time that you set.
- **Set Cookie – Expires on Date**: Sets a cookie with a value when the page loads. It can be set to expire after a date and time that you set.
- **Simulate Click/Event**: Emulates a visitor clicking an element selector on your site. It can be used to interact with certain page content, such as a button to toggle open or closed.

Displaying Lightboxes

The **Lightboxes** tab contains options to build actions with various types of lightboxes.

- **Image Lightbox**: Displays image content when the page loads. The lightbox is centered on the screen, with a mask that dims the rest of the page with a semi-transparent overlay.
- **HTML Lightbox – Optional JS**: Displays HTML and, optionally, JavaScript content when the page loads. The lightbox is centered on the screen, with a mask that dims the rest of the page with a semi-transparent overlay.
- **Image Lightbox On Click**: Displays image content when a site visitor clicks one or more elements on the page. The lightbox is centered on the screen, with a mask that dims the rest of the page with a semi-transparent overlay.
- **HTML Lightbox On Click**: Displays HTML content when a site visitor clicks one or more elements on the page. The lightbox is centered on the screen, with a mask that dims the rest of the page with a semi-transparent overlay.
- **Exit Intent Image Lightbox**: Displays image content when the site visitor's mouse pointer leaves the viewport. The lightbox is centered on the screen, with a mask that dims the rest of the page with a semi-transparent overlay.
- **Exit Intent HTML Lightbox**: Displays HTML content when the site visitor's mouse pointer leaves the viewport. The lightbox is centered on the screen, with a mask that dims the rest of the page with a semi-transparent overlay.

Displaying Countdown Timers

The **Countdown Timers** tab contains options to build actions with various types of countdown timers.

- **Basic Countdown Timer**: Inserts a JavaScript-powered HTML timer on top of a background image. The timer counts down to the defined end time and date that you set. Use CSS inputs to customize its font styles, size, and color.
- **Countdown Banner**: Inserts a JavaScript-powered HTML countdown timer atop an image. The timer counts down to the end time and date that you set. The image content and rendered HTML scales proportionally if the page is responsive. Use CSS inputs to customize the timer's styling.
- **HTML Countdown**: Inserts a JavaScript-powered HTML countdown timer with a background image. The timer counts down to the end time and date that you set.
- **HTML Recurring Countdown**: Inserts a JavaScript-powered HTML countdown timer with a background image. The timer counts down to a defined amount of time and allows you to have a repeating countdown that could run every day for an hour, once a week for a single day, etc.
- **HTML Session Countdown**: Inserts a countdown timer based on the site visitor's time on the site. When the countdown is initiated, Monetate stores the time in a cookie and can return the data on any page on which the countdown action is running. For example, when a visitor lands on the site, they initiate a timer for 15 minutes. This time variable value follows them across pages until it expires on any page the countdown action is running.

Recommending Products

The **Merchandise** tab contains options to build actions that display product recommendations in a slider.

- **Intelligent Recommendation Slider**: Inserts a Product Recommendations slider that uses a [single recommendation strategy](#) or [slotted recommendation](#). Its placement is relative to a defined element selector. You can customize various aspects of the slider container and the slides.
- **Intelligent Recommendation Slider (With Slotting)**: Inserts a recommendations slider that uses up to four recommendation strategies. Its placement is relative to a defined element selector. You can customize various aspects of the slider container and the slides.