

Closable Image Action

The Closable Image action inserts an image creative relative to a predefined element selector. You can close the inserted image with a click and specify a frequency interval at which Monetate displays content to users. It also appends included CSS styles in the `<head>` element of the page.

Required Components

Image Creative

Monetate inserts the uploaded creative on the page relative to the specified selector. This content gets wrapped in a container `<div>` with a unique identifier attribute (ID) that you can use for styling and targeting purposes. Add a `#close` click zone to the creative if you want to allow a customer to close the banner.

Interval Settings

These inputs set a cookie-based ID to distinguish this action from any other lightboxes or banners with the same ID. The banner with this ID is displayed to a customer based on the display frequency settings and can be dismissed after it has loaded or on interaction.

ID

Select the basic identifier number, which must be between 0 and 31, to distinguish this action's closable banner from any other lightboxes and banners their display frequencies.

Display Frequency

This input, which is based on the lightbox ID, controls the frequency that a lightbox displays for a particular customer or audience segment. Several frequency options are available:

- Every page
- Once per session
- Once, ever
- Once every X days



If you select **Once every X days**, then you must input a number into **Days until expiration**, which appears in the Optional Inputs section.

When Interval Should Be Applied

This input determines whether your banner persists until a customer interacts with it or if the display frequency should happen as soon as the action runs. This setting has two options to give you flexibility to control how persistent the banner should be and how a customer can interact with and close it:

- **After the banner is first loaded:** The banner action has fired and content has loaded on the page. On the

next page view, a customer sees the banner.

- **After the user closes the banner:** The banner action has fired and content has loaded on the page. On the next page view, a customer sees the banner until they click the close button.



The **When should the display interval be applied?** setting does not apply if you select **Every page** from **How often (per user) should this banner be shown?** because the action is set to run with 100% frequency as long as other targeting criteria are met.

CSS3 Selector and Insert Function

Enter the element selector into **Relative Element Selector** to determine where the creative gets inserted. For additional information on selectors, refer to [Element Selectors](#).

You can adjust where you want the HTML to appear in relation to the selected element using an option from **Insert Method**:

- After the selected element
- Before the selected element
- Replace the selected element
- First child of the selected element
- Last child of the selected element
- Take over the contents of the selected element

Banner Container Style

Monetate appends anything you add to **Banner Div Inline Style** as an inline style attribute of this action's container `<div>`.

Image Element Style

Monetate appends anything you input into **Image Element Inline Style** as an inline style attribute of the `` element.

CSS

Monetate appends anything you add to the CSS editor to the DOM in a `<style>` or `<link>` element.

Select Multiple Elements

The **Select multiple elements, if matched** toggle allows you to apply the action to the first occurrence of the CSS3 selector or all occurrences of the selector, if multiple exist.

Selecting **NO** applies the action to the first occurrence. Selecting **YES** applies the action to all occurrences.

Re-Check for Elements

Use the **Re-check for Elements** toggle to enable or disable polling. If you enable polling, Monetate continues to check for the selected element even if it does not initially appear on the page. This option is good if you have certain elements that don't fire right when the page loads.

If you disable polling, Monetate only checks for the element once when your page loads.