

Use Location-Based Dynamic Text and Click Zones

You can add location-based dynamic text and click zones to an image using Content Builder while creating a Web experience. The location-based dynamic text tokens use information from the locations list that you've uploaded to Content Manager.

Before you can use location-based dynamic text, you must upload a locations list to Monetate. If you plan to include a location-based click zone, then you must ensure that the locations list you've uploaded includes at least the optional **URL1** attribute and a value for the locations in the list. See [Upload a Locations List](#) for instructions.

Follow these steps to create a Web experience with an image-based action that includes location-based dynamic text and a click zone with a location-based URL.

1. Create a new Web experience.
2. Configure the **WHY** settings.
3. Configure the **WHO** settings using either the **Distance to location** or **Distance to many locations** target from the Location target type.
4. Click **WHAT** and then click **ADD ACTION**.
5. Select an action type category and then an action template that displays an image to customers who qualify for the experience.
6. Click **CHOOSE** to select an image already uploaded to the account, or click **UPLOAD** to upload an image to the account.
7. If you clicked **UPLOAD** in the previous step, click **EDIT** to open the image in Content Builder.
8. If you clicked **CHOOSE** in step 6, then click **EDIT IN CONTENT BUILDER** in the Select Image modal.
9. Add a text layer to contain any lead-in or framing text that doesn't include any dynamic text values or potential click zones. Click **Add Layer**, select **Text**, and then compose the text. Apply font styling as necessary.

Putting lead-in or framing text in a layer and dynamic content values in another layer allows the fallback text to replace a dynamic content value that comes back empty without impacting the overall message of the creative.

10. Add the location-based dynamic text in one or more text layers.

- a. Click **Add Layer**, select **Text**, and then double-click the new text field to bring up the text toolbar. Click **Add dynamic content**, select a location-based option from **Property**, and then click **OK**.
- b. If necessary, select from **Property** each additional dynamic text option that you want to add to the image.

You can add multiple options per layer or limit each layer to only one piece of dynamic text. If you have multiple dynamic text values in one layer, then only one value needs to exist for the dynamic text to display.

- c. Add fallback text for the dynamic text layer. Start at step 8 of [Adding Dynamic Text in Add Dynamic Text to Creatives](#).

As long as each dynamic text layer has at least one matching value for every location, then fallback text is not necessary. Fallback text doesn't have any negative effects, so including it is a good practice.

11. Add the dynamic click zone for a URL that corresponds to your retail location that is closest to the customer.
 - a. Click **Add Layer** and then select **Click zone**.
 - b. Click **DYNAMIC** in the Link properties, and then select an option from **Dynamic link** to determine if the click zone's link comes from the **URL1** field or the **URL2** field of the account's locations list.
 - c. Complete the remaining fields in the Link section:
 - **Fallback URL**: The URL used if the customer's closest location doesn't have a URL in the locations list
 - **Alt text**: The text displayed on mouse hover over the image or in lieu of the image if the customer has disabled image display in their browser
 - **CSS class**: Defines the CSS class for the link
 - **Relationship**: Defines the relationship between the current image and the linked image
 - d. Select an option to define how the click zone's link launches:
 - In the same browser window in which the customer is viewing the Web experience or email
 - In a new browser window or tab, depending on the customer's browser settings
 - In a pop-up window, the dimensions and appearance of which you must also configure
 - e. Click **SAVE**.
 - f. Following the steps in [Previewing a Creative with Dynamic Text in Add Dynamic Text to Creatives](#) to ensure that you configured all the layers appropriately for all customers who qualify for the experience.
 - g. If necessary, click **SAVE** if you made any changes after previewing the image, and then click **CLOSE AND RETURN**.

12. Configure the action template's other required inputs as necessary.
13. Configure the action template's optional inputs. See [Creating a Responsive Click Zone](#) for CSS you may need to include in the action.
14. Click **CREATE**.
15. If necessary, configure the [WHEN](#) settings for the experience.

Creating a Responsive Click Zone

To create a responsive click zone for an image, you must include a few CSS styles when configuring the WHAT action template for the experience.

Image Container Styles

Set the `max-width` value to the width of the included content creative in pixels.

```
max-width: ###px;
```

Image Styles

Set the `max-width` value to `100%` to allow an image's click zones to scale with the image.

```
max-width: 100%;
```