

Add Custom Targets to a Web Experience

Follow these steps to add a custom target to a Web experience.

1. Create a new Web experience.
2. Configure the [WHY](#) settings.
3. Click **WHO** and then click **ADD TARGET**.
4. Click **Custom Targets**.
5. Click the specific custom target that you want to use in the experience.
6. If necessary, switch the toggle from **INCLUDE** to **EXCLUDE** if you want to *exclude* the the target from the experience. Click **SAVE**.

With the exception of [ID Collectors](#), custom targets are only used on a per-page-view basis. For example, if you target a JavaScript variable, then the experience only loads if the JavaScript variable is available on that page. This also applies to custom targets based on query parameters, cookies, and HTML elements. Inclusion of any of these custom target types in an experience *does not* carry across page views in a session.

7. Configure the [WHAT](#) and, as necessary, the [WHEN](#) settings.
8. Preview the experience. See [Activate an Experience for Preview and Testing](#) and [Preview Mode Limitations](#) to determine if the custom target you selected in step X limits your ability to use the **PREVIEW** button.

Targets need to cache, while active, for approximately 30 minutes before regularly appearing.