Web Experiences FAQ

General

What are retailers vs. account instances?

Monetate operates within a parent/child account structure. The parent is referred to as the retailer, and the children are referred to as account instances. In the following example, The Grommet is the retailer, or the parent, and the domains listed under it are the children, or the account instances:

> The Grommet
>   thegrommet.com/p
>   dev.thegrommet.com/d

Monetate users have access to the platform on the parent-retailer level. If you grant a user access to the retailer, then they have access to all the account instances under it. Referring to the previous example, all users associated with thegrommet.com have access to dev.thegrommet.com.

You can grant users access to multiple retailers but only through a modification made by Support. If you need this option, submit a support ticket requesting a user be granted cross-retailer access by using the Monetate Technical Support portal (support.monetate.com).

Which domains should I add to my site's approvelist to ensure Monetate functions properly on my site?

All server requests are to or from one of the following domains:

- b.monetate.net
- sb.monetate.net
- e.monetate.net
- se.monetate.net
- f.monetate.net
- sf.monetate.net
- ad.monetate.net
- af.monetate.net
- d.monetate.net

When I log into the Monetate Inspector browser plug-in and then reload the page, why am I prompted to log in again?

Monetate Inspector access is granted based on the Monetate tag installed on the site that you're viewing. Each Monetate tag is tied to a platform instance. To run Monetate Inspector, you must install a Monetate tag for which you have platform access.

What is the difference between a page type and a custom page category?

Page types and custom page types are both available for targeting but with the some key differences:

- Page types can be used for targeting, but custom page categories are exclusively for targeting.
- Page types consist of a standard list and dictate what information is collected on pages. Custom page categories can be anything requested by the client.
- Every page has one and only one page type, even if it is unknown. Pages can have any number of custom page categories, including none.

Examples of page types include index, product, category, cart, purchase, and shipping. On an index page type, the product IDs of all thumbnails are collected, while on a cart page type, the product IDs, quantity, and price of items in the cart are collected.

What are some examples of common badging experiences?

Some common badging experiences include the following:

- Top Rated
- Must Have
- Best Seller
- Online Exclusive
- Made in USA
- New Arrival
- Top Pick
- Great Gift
- Petite
- Additional Sizes
- Additional Colors
- Back in Stock

How do I set up an experience with a traffic distribution that's not available on the Experience Editor page?

Submit a support ticket using the Monetate Technical Support portal (support.monetate.com), or contact your Customer Success Manager.

I installed the Monetate tag on my site but can't run experiences or use the Builders on my site. Why does it say 'Cookies cannot be read or written' in Monetate Inspector?

Each Monetate tag is configured to function on specific domains. If you install the Monetate tag on an unsupported domain, you receive the "Cookie Storage: Cookies cannot be read or written" message. To update your Monetate tag permissions to function on new domains, submit a support ticket using the Monetate Technical Support portal (support.monetate.com).

Targets

Does the Initial URL query string WHO target only apply to new visitors?

No, the Initial URL query string target triggers an experience when the site visitor's landing page for their current Monetate session contains the defined query parameter, regardless of whether they are a new or returning

visitor to the site.

I excluded two groups of visitors using targets linked with OR conditional logic. Why does most of my site traffic see the experience?

When you link targets set to exclude with OR conditional logic, a visitor is excluded if they don't have either of the targets present. This typically results in all visitors seeing the experience content. To avoid this issue, link any groups you want to exclude with AND conditional logic.

How does Monetate define the Media market target?

Monetate leverages Neilsen media markets for experience targeting. Larger metropolitan areas can be subdivided into multiple segments. Media markets can also coincide with one or more areas. This means people who reside on the edge of one market could receive content from nearby markets.

Why isn't my HTML target working?

HTML-based targets evaluate based on the initial page load. As a result, the HTML element must exist within the page source for the evaluation for qualifying visitors to see the content. You can check if the HTML element exists in the page source by choosing the **View Source** option for a page in your Web browser.

Why won't my cookie target work?

When a cookie doesn't have a domain set, the cookie is consequently set to `hostOnly`, which means that the cookie value can only be read by requests from servers within the host domain. Monetate cookie-based target evaluations are made by monetate.net servers, which is why the cookie is not functioning as intended.

To work around this behavior, you must set a domain for the cookie when it's written by your script, which then removes the `hostOnly` flag from the cookie and allow Monetate to evaluate it for targeting purposes.