

# Types of WHO Targets

## Landing Page Targets

A visitor's landing page is the first page load when they open a [Monetate session](#). Once a visitor qualifies for a landing page target, they remain eligible for that experience across all page loads for the duration of the session. The time-based Monetate session lasts between 30 minutes and 24 hours, depending on visitor activity.

If You Want to...	Use This Target	Example
Target visitors when a site visitor's landing page contains the defined Coremetrics MMC code	Coremetrics landing page	Visitor arrived on-site at monetate.com/home and the page contains the Coremetrics MMC code <b>Note:</b> This target requires additional integration work.
Target visitors using a custom variable	Custom variable visitor	Visitor has the custom variable <code>memberLevel</code> and the variable value equals <code>Platinum</code> <b>Note:</b> This target requires additional integration work. See <a href="#">setCustomVariables</a> for more information.
Target visitors based on a value contained within a custom variable	Custom variable visitors with multiple values	Visitor has the custom variable of <code>memberLevel</code> with any one of the following values: <code>Silver</code> , <code>Gold</code> , or <code>Platinum</code> <b>Note:</b> This target requires additional integration work. See <a href="#">setCustomVariables</a> for more information.
Target visitors who come to my site by typing in the URL or via a bookmark	Direct navigation visitors	Visitor arrived at mysite.com by typing <code>mysite.com</code> into the browser address bar or from an https page that doesn't provide a referrer URL
Randomly assign visitors to some number of non-overlapping groups and then target them based on the group to which they've been assigned	<a href="#">Disjoint Group</a>	You have 8 related experiences and only want 25% of visitors to be exposed to them <b>Note:</b> Requires assistance from Customer Success to enable this target.
Target visitors who arrive on site with a certain query parameter in their URL	Initial URL query string	Visitor arrived on-site from a landing URL that contains a query string <code>utm</code> and contains the value <code>social-summer-sale</code>
Target visitors who arrive on a page containing a certain URL string	Landing page match	Visitor arrived on a page that contains the words <code>camping</code> or <code>hiking</code> in the URL <b>Note:</b> This target matches any part of the landing URL, including query parameters.

If You Want to...	Use This Target	Example
Target new visitors who have never been to my site before	New visitors	Visitor arrived on-site for the first time or for the first time since they cleared their cache and removed any cookies set by Monetate  <b>Note:</b> This target is always met when visited from a <a href="#">Stealth Group</a> , which can impact testing.
Target visitors referred to my site by a search engine after using a query that includes one or more specific terms	Referral search term(s)	Visitor arrived on the site using search terms including <i>outdoors</i> , <i>camping</i> , or <i>hiking</i> in a search engine
Target visitors who arrive on my site from another site	Referrer	Visitor arrived on the page via <a href="#">campingreviews.com</a> .  <b>Note:</b> This target only works for <a href="#">https://</a> to <a href="#">https://</a> navigation or <a href="#">http://</a> to <a href="#">http://</a> navigation since, as a security measure, you cannot go from a secured site to an unsecured site.
Target visitors who have been to my site before	Returning visitors	Visitor arrived on the site and has the Monetate ID set from a previous session
Target visitors who know my site URL	Visitors familiar with site	Visitor arrived on the site either directly by typing <a href="#">mysite.com</a> into the browser's address bar or by clicking a bookmark, or indirectly by including the domain in a search engine query
Target visitors who searched for my site	Visitors referred by a search engine	Visitor arrived on the site from a search engine, including Google, Bing, and Yahoo!

## Location Targets

If You Want to...	Use This Target	Example
Target visitors from a certain city or cities	City	Visitor is from Philadelphia or from one of multiple cities you select, such as from Philadelphia, New York, or Boston  <b>Note:</b> For this target you must include a region, such as state, and country code to ensure visitors from the correct city are targeted.
Target visitors from a certain country or countries	Country	Visitor is from the US or from one of multiple countries you select, such as the US, Canada, and Mexico

If You Want to...	Use This Target	Example
Target visitors who are within a certain distance of one of my locations	Distance to location	<p>Visitor's location is within 10 miles of 742 Evergreen Terrace, Springfield, OR 97403, which is a location from your locations list</p> <p><b>Note:</b> You must upload a locations list to Locations Manager to use this target. See <a href="#">Upload a Locations List</a> for the file specifications and steps.</p>
Target visitors who are within a certain distance of any of my locations	Distance to many locations	<p>Visitor's address is within 10 miles of any location in your locations list that has the <b>retail store</b> tag</p> <p><b>Note:</b> You must upload a locations list to Locations Manager to use this target. See <a href="#">Upload a Locations List</a> for the file specifications and steps.</p>
Target visitors with a certain IP address	IP address	<p>Visitor's IP address is 172.16.254.1</p> <p><b>Note:</b> The IP address must be in the IPv4 format (x.x.x.x) and cannot include wildcards.</p>
Target visitors who use a certain ISP	Internet service provider	<p>Visitor's ISP is Comcast</p>
Target visitors based on the language that they speak	Language	<p>Visitor's language is English or one of the multiple languages you select, such as English, Spanish, or French</p>
Target visitors based on their media market	Media market	<p>Visitor is located in the Philadelphia media market</p>
Location falls within a particular region outside of the US	Non-US region	<p>Visitor's location is in Germany</p>
Target visitor based on what organization they are associated with	Organization	<p>Visitor's IP address matches the IP address for a university in Philadelphia</p>
Target visitors who reside in a state without sales tax	Tax-free state	<p>Visitor is located in Alaska, Montana, New Hampshire, Delaware, or Oregon</p>
Target visitors based on their time zone	Timezone	<p>Visitor is located in EST time zone</p>
Target visitors based on their state	US state	<p>Visitor's state matches Pennsylvania or one of the multiple states you select, such as Pennsylvania, New Jersey, or Delaware</p>
Target visitors based on their ZIP code	Zip/postal code	<p>Visitor's ZIP code matches 19428 or one of the multiple ZIP codes you select, such as 19428, 19454, or 18938</p>

# Behavior Targets

All WHO targets based on a visitor's purchase behavior rely on data from the current and prior Monetate sessions except for the targets that have *last visit* in their name or as noted in a target's description.

If You Want to...	Use This Target	Example
Target visitors who have viewed a specific item, added it to their cart, or purchased that item	Attribute of product viewed, in cart, or purchased (New Catalog)	Visitor added MyBrand All-Season Jacket to their cart
Target visitors who added something to their cart but didn't buy it	Abandoned cart	Visitor added an item to their cart during the previous visit but left the site without purchasing it. The item <i>does not</i> need to be present in the cart at the session close for a user to qualify.
Target visitors who added a certain amount to their cart but didn't complete the purchase	Amount in abandoned cart	Visitor put items in a cart totaling \$100 during the previous visit but did not purchase <b>Note:</b> This target doesn't use current session data.
Target visitors based on their cart value	Amount in cart	Visitor's cart contains \$100 worth of items
Target visitors based on their average order size	Average order size	Visitor's historical average order size is \$100–200
Target visitors who have a certain brand in their cart	Brand in cart	Visitor has an item from the brand MyBrand in the cart
Target visitors who have ever had a certain brand in their cart	Brand last purchased	Visitor last purchased a product from the brand MyBrand during the previous visit <b>Note:</b> This target uses purchases from the current session if any have occurred.
Target visitors who viewed a certain brand	Brand viewed	Visitor viewed a product from the brand MyBrand during any visit
Target visitors who viewed a specific brand last time they were on my site	Brand viewed last visit	Visitor viewed a product from the brand MyBrand during the previous Monetate session
Target visitors who viewed a certain brand on my site during their current visit	Brand viewed this visit	Visitor viewed a product from the brand MyBrand during the current Monetate session
Target visitors who added a certain product to their cart	Category in cart	Visitor added a product from the hiking boots category to the cart

If You Want to...	Use This Target	Example
Target visitors who purchased from a certain category last time they were on my site	Category last purchased	Visitor last purchased an item from the hiking boots category in the current or previous Monetate session
Target visitors who have purchased from a certain category	Category purchased	Visitor purchased an item from the hiking boots category in any past session  <b>Note:</b> This target uses purchases from the current session if any have occurred.
Target visitors who viewed a product from a certain category	Category viewed	Visitor viewed the product page for M1357, a product from the hiking boots category, in any Monetate session
Target visitors who viewed a product from a certain category last time they were on my site	Category viewed last visit	Visitor viewed the product page for M1357, a product from the hiking boots category, during a previous Monetate session
Target visitors who viewed a certain product on my site during their current visit	Category viewed this visit	Visitor viewed the product page for M1357, a product from the hiking boots category, during the current Monetate session
Target visitors based on when they last purchased from my site	Days since last purchase	Visitor last purchased something fewer than 7 days ago
Target visitors based on when they last visited my site	Days since last visit	Visitor returned to the site fewer than 7 days since the last visit
Target visitors who haven't enabled <b>Do not track</b> in their browser	Exclude users who have set "do not track"	Visitor with the <b>Do not track</b> browser option enabled is not exposed to this experience.  <b>Note:</b> A Monetate administrator must enable this setting.
Target users who have been exposed to a particular experience	Experience seen by user	Visitor was exposed to variant A from the Free Shipping experience  <b>Note:</b> The lookback period for this target is 30 days.
Target visitors based on their last order amount	Last order size	Visitor returns to the site after the last order amount was \$100–200
Target visitors based on how many pages they've viewed on my site	Number of page views	Visitor has viewed more than 10 pages on the site

If You Want to...	Use This Target	Example
Target visitors who searched for one or more terms that I've specified while on my site in the time frame I've specified	On-site search terms	<p>Visitor searched for <i>boots</i> during any Monetate session in the past 14 days, one of the terms you specified and the lookback period you selected when configuring the target</p> <p><b>Note:</b> To use this target, you must ensure that you've implemented the <code>addSearch</code> method or, if you're an Engine API client, that you include <code>monetate:context:SearchView</code> in the request.</p>
Target visitors who added a certain product to their cart but didn't purchase	Product in abandoned cart	Visitor has added MyBrand hiking boots to the cart in a previous Monetate session but didn't purchase
Target visitors who added to their cart an item in a specific custom list but didn't buy it	Product in abandoned cart and in custom list	Visitor added an item that is in the Summer_Essentials custom list to the cart during the previous visit but left the site without purchasing it
Target visitors based on what products they have in their cart	Product in cart	Visitor added MyBrand hiking boots to the cart during the current Monetate session
Target visitors who have in their carts any of the products in a specific custom list	Product in cart and in custom list	Visitor added an item that is in the Summer_Essentials custom list to their cart during the current Monetate session
Target visitors based on what product they last purchased	Product last purchased	Visitor's last purchase, including the current session, was MyBrand hiking boots
Target visitors whose last purchase is a product in a specific custom list	Product last purchased in custom list	Visitor's last purchase in the current or previous Monetate session was an item in the Summer_Essentials custom list
Target visitors based on a product they have purchased	Product purchased	Visitor's last purchase was MyBrand hiking boots in the current or previous Monetate session
Target visitors who have purchased a product in a specific custom list	Product purchased and in custom list	Visitor's last purchase was an item in the Summer_Essentials custom list
Target visitors based on a product they have viewed	Product viewed	Visitor previously viewed MyBrand hiking boots
Target visitors who have viewed a product in a specific custom list	Product viewed in custom list	Visitor has viewed an item that is in the Summer_Essentials custom list
Target visitors based on a product that they viewed on my site during their last visit	Product viewed last visit	Visitor last viewed MyBrand hiking boots during the previous Monetate session

If You Want to...	Use This Target	Example
Target visitors who viewed a product in a specific custom list during their last visit	Product viewed last visit in custom list	Visitor viewed during the previous Monetate session an item in the Summer_Essentials custom list
Target visitors based on a product that they viewed on my site during their current visit	Product viewed this visit	Visitor viewed MyBrand hiking boots during the current Monetate session
Target visitors who viewed a product in a specific custom list during their current visit	Product viewed this visit and in custom list	Visitor viewed during the current Monetate session an item in the Summer_Essentials custom list
Target visitors based on the product they purchased within a certain number of days	Products purchased in past days	Visitor purchased MyBrand hiking boots in the past 7 days
Target visitors based on how often they purchase from my site	Purchase frequency	Visitor bought items from my site 2–4 times in the past month
Target any visitor who has purchased a product from my site	Purchased any product	Visitor purchased any product, such as hiking boots, in any past session
Target visitors who bought a product on or after a certain date	Purchased on or after specified date	Visitor purchased a product on or after 12/05/2023
Target any visitor who has purchased a product from my site within a certain number of days	Purchases in past days	Visitor made a purchase in the past 7 days
Target visitors based on the number of items in their cart	Quantity in cart	Visitor has 5 items in the cart
Target visitors based on how often they have visited my site within a defined number of days	Sessions in past days	Visitor has 3 sessions in the past 7 days
Target visitors based on the time they spent on my site	Time on site	Visitor has spent a defined number of minutes on-site during their Monetate session
Target visitors who viewed an out-of-stock product	Viewed product out of stock	Visitor viewed size medium MyBrand hiking boots, which are currently out of stock
Target visitors who bought a product on or after a certain date	Purchased on or after specified date	Visitor purchased a product on or after 12/05/2023
Target visitors who visited my site on or after a certain date	Visited on or after specified date	Visitor has visited your site on or after 12/05/2023

Brand-based targets only work with the legacy product catalog typically associated with the [legacy Product Recommendations](#) feature. Submit a support ticket using the Monetate Technical Support portal ([support.monetate.com](https://support.monetate.com)) if you have any questions.

The **Attribute of product viewed, in cart, or purchased (New Catalog)** target evaluates both the product ID (PID) and the SKU passed to the platform. Therefore, the PID/SKU combination passed to Monetate through the API for `addCartRows`, `addPurchaseRows`, and `addProductDetails` for cart, purchase, and view, respectively, must match the `item_group_id` and `id` attributes from the catalog so that the personalization engine can look up other product attributes from the catalog, such as `product_type`.

You cannot use any target that relies on a Custom List dataset if the account doesn't contain any such datasets. See [Create a Custom List Dataset](#) for more information.

## Technographics Targets

If You Want to...	Use This Target	Example
Target visitors based on the browser they are using	Browser	Visitor arrived on-site using Mozilla Firefox
Target visitors based on the device they are using	Device type	Visitor arrived on-site via an iPhone or Windows phone when target is set to <b>Mobile Phone</b>  <b>Note:</b> Device type is defined by the <code>User-Agent</code> string sent in the browser header. As a result, some devices that use desktop browsers by default (such as iPad OS) use the desktop target. For more information, read the blog post <a href="#">What Safari and iPadOS Mean For Device Detection in Sitecore</a> .
Target visitors who can view Flash content	Flash capable	Visitor arrived on-site using a computer with the most updated version of Flash installed
Target visitors who can view HTML5 content	HTML5 video and canvas capable	Visitor arrived on-site via a computer that can view HTML5 video and canvas elements
Target visitors based on whether or not they are bot traffic.	Is bot traffic	Exclude visitors if they are bot traffic  <b>Note:</b> Search engines penalize sites that show different content to human traffic and bot traffic. Using this target type may result in your site being demoted or removed from search results.
Target visitors based on their operating system	Operating system	Visitor arrived on-site using iOS



If You Want to...	Use This Target	Example
Target visitors based on their screen height	Screen height	Visitor arrived on-site using a screen whose height is $\geq 1080$ pixels
Target visitors based on the resolution of their screen	Screen resolution	Visitor arrived on-site using a screen whose resolution is equal to 1920 x 1080 pixels
Target visitors based on their screen width	Screen width	Visitor arrived on-site using a screen whose width is $\geq 1920$ pixels

## Travel Targets

If You Want to...	Use This Target	Example
Target visitors based on the flight that they booked	Flight booked	Visitor booked a first-class flight during the past 30 days
Target visitors based on the flight that they searched for	Flight search	Visitor searched for a first-class flight during the past 30 days
Target visitors based on the flight that they viewed	Flight viewed	Visitor viewed a first-class flight during the past 30 days
Target visitors based on the hotel that they booked	Hotel booked	Visitor booked a 5-star hotel in the past 30 days
Target visitors based on the hotel that they searched for	Hotel search	Visitor searched for a 5-star hotel in the past 30 days
Target visitors based on the hotel that they viewed	Hotel viewed	Visitor viewed a 5-star hotel in the past 30 days
Target visitors based on the cruise that they booked	Cruise booked	Visitor booked a Caribbean cruise in the past 30 days
Target visitors based on the cruise that they searched for	Cruise search	Visitor searched for a Caribbean cruise in the past 30 days
Target visitors based on the cruise that they viewed	Cruise viewed	Visitor viewed a Caribbean cruise in the past 30 days

## US Demographics Targets

All US demographics used in WHO targets are based on data from the 2020 US Census. This data is based on the visitor's ZIP code. As a result, you cannot adjust them to target more specific groups contained within each target. For more granular demographic targeting, you can use the data you have outside the Monetate platform through data onboarding.

If You Want to...	Use This Target	Example
Target visitors based on their age	Age distribution	Visitor falls within a division with a high proportion of people in their 20s and 30s
Target visitors based on their education level	Education level	Visitor falls within a division with a high proportion of college graduates
Target individuals that have or do not have children	Families with children	Visitor falls within a division with a high proportion of families with children
Target visitors based on their geographic region	Geographic region	Visitor falls within the Pacific division
Target visitors who are or are not married	Household makeup	Visitor falls within a division with a high proportion of married couples
Target visitors who are or are not fluent in English	Language prevalence	Visitor falls within a division with a high proportion of English-only speakers
Target visitors based on their income	Median family income	Visitor falls within a division with a median family income of \$100,000/year
Target visitors based on their house value	Median house value	Visitor falls within a division in which the median house value is \$250,000
Target visitors based on the population density of where they live	Population density	Visitor falls within a division defined as suburban
Target visitors based on their voting pattern	US voting patterns	Visitor falls within a solid red division

## Weather Targets

Monetate bases all weather targets on information from the National Weather Service. Current weather targets are updated hourly. Forecasted weather targets are updated three times daily.

If You Want to...	Use This Target	Example
Target visitors based on their location's heat index	Current heat index (US only)	Visitor's location falls within a range of 60–70 degrees Fahrenheit
Target visitors based on their location's current temperature	Current temperature (US only)	Visitor's location falls within a range of 60–70 degrees Fahrenheit
Target visitors based on their location's weather pattern	Current weather (US only)	Visitor is in a location where the current weather is cloudy
Target visitors based on their location's wind chill	Current wind chill (US only)	Visitor is in a location where the wind chill falls between 0–10 degrees Fahrenheit

If You Want to...	Use This Target	Example
Target visitors based on their location's wind speed	Current windspeed (US only)	Visitor is in a location where the wind speed is 10–15 MPH
Target visitors based on their location's forecasted cloud cover <b>Note:</b> Available globally.	Forecasted cloud cover	Visitor is in a location where the forecasted cloud cover is cloudy
Target visitors based on their forecasted precipitation <b>Note:</b> Available globally.	Forecasted precipitation	Visitor is in a location where the forecasted precipitation is snow
Target visitors based on their location's forecasted temperature <b>Note:</b> Available globally.	Forecasted temperature	Visitor is in a location where the temperature is 32 degrees Fahrenheit
Target visitors based on their location's forecasted temperature range <b>Note:</b> Available globally.	Forecasted temperature range	Visitor is in a location where the high temperature is between 50–70 degrees Fahrenheit

## Named Segments Targets

A Named Segment is a user-defined target that you can create when defining multiple WHO targets. You can reuse them in later experiences. See [Named Segments](#) for more information.

## Custom Targets

[Custom targets](#) refer to any target you previously built in Target Builder from cookies, HTML elements, JavaScript variables, or query parameters.

## Dataset Targets

Dataset targets are automatically generated by the unique data that you upload via data onboarding. See [Configure a Datasets Target](#) for more information.

On-site identifiers and attributes in a dataset must be an exact match. If an encoded value appears in the dataset, then the on-site value must be exactly the same. Review [Onboarding Customer Data](#) for more information.