Cross-Device Behavioral Targets

Once you've set up a Customer View and enabled a Person ID for cross-device targeting and testing, you can use the following Behavior targets in the WHO settings of an experience to display relevant experiences to your customers across all their identified devices.

> Experiences that you create use a Person ID only if Monetate recognizes a site visitor. When it doesn't recognize a site visitor, the platform assigns the site visitor a Monetate ID.

WHO Behavior Targets Using Cross-Device Data

The WHO options in this table use cross-device data for targeting.

> Behavior exhibited on one device becomes available for cross-device targeting after 15 minutes. For example, if a customer views a specified product on their desktop, they are eligible for an experience targeting that product on their mobile device 15 minutes after they viewed it on the desktop.

Target	When It Applies	Example
Average order size	When a customer's historical average order size from all associated devices is within the specified range	Customer's average order size across their laptop, desktop, and tablet falls between $50 and $100
Brand last purchased	When a customer's most recently purchased brand across any device matches the defined brand	Customer arrived on your site from a desktop after their most recent purchase was a lamp from the MyBrand brand
Brand purchased	When a customer purchased a product from a specified brand from any associated device	Customer arrived on your site from an iPhone after they purchased a bike from the MyBrand brand on an iPad
Brand viewed	When a customer viewed a product on any associated device from one of the targeted brands **Note**: The **Brand viewed** target doesn't follow the Monetate session and is displayed as long as the visitor hasn't cleared their browser cookies.	Customer arrived on your site from their laptop and previously viewed a product from the MyBrand brand on a desktop
Brand viewed last visit	When a customer viewed any products from the defined brands during their last visit on any device	Customer arrives on your site from a laptop after they viewed products from the MyBrand brand during their last visit from a desktop

Target	When It Applies	Example
Category last purchased	When a customer last purchased a product on any device from a category that matches the specified category	Customer purchased from the Shoes category from their Android phone
Category purchased	When a customer's previous purchase from any device falls into a category that matches the defined category	Customer previously purchased from the Clothes category on their desktop
Category viewed	When a customer viewed a product from a specified category from any device **Note**: The **Category viewed** target doesn't follow the Monetate session and is displayed as long as a visitor hasn't cleared their browser cookies.	Customer viewed a chair from the Seating category on their iPad
Category viewed last visit	When a customer viewed any of the defined categories from any device during their last visit	Customer viewed the Tents category during their last visit from a laptop
Days since last purchase	When a customer returns to your site within a defined number of days since their last purchase from any of their associated devices	Customer returned to your site on their desktop within 5 days of the last purchase on their laptop
Days since last visit	When a customer returns to your site within a defined number of days on any device	Customer returns to your site from their phone within 6 days of the last visit to the site from a tablet
Experience seen by user	Targets users who viewed a specific experience within the last 30 days **Note**: You can only select experiences in draft status or those active in the last 30 days.	Customer saw the Email Signup Lightbox experience that was activated on your site 10 days on their last visit
Last order size	When a customer returns to your site from any device and their last order size was within a specific range	Customer arrived on your site from their desktop after placing an order on an iPad between $100 and $200
Product last purchased	When a customer's last purchased product from any associated device matches any defined product	Customer arrives on your site on their laptop after purchasing a glass on an iPhone
Product purchased	When a customer's previous purchases match any defined products	Customer returned to your site from their Android phone after previously purchasing a book on an Android tablet

Target	When It Applies	Example
Product viewed	When a customer views any of the specified products on any device	Customer arrives on your site from an Android tablet after they viewed a scooter on an iPhone
Product viewed last visit	When a customer viewed any specified product during their last visit on any device	Customer arrives on your site from an iPhone after they viewed a stopwatch on an iPad during their last visit
Products purchased in past days	When a customer purchases any specified products within a defined number of days and then returns to the site from any device	Customer purchased a shirt within the past 7 days on an iPad and then returned to your site on a desktop
Purchase frequency	When a customer's purchase frequency falls within a certain range in the past month across all associated devices	Customer's purchase frequency from their iPad, iPhone, and laptop falls between once per week and once per month
Purchased any product	When a customer returns to your site and previously purchased any product on any device	Customer returns to your site from their desktop after purchasing a dresser on a tablet
Purchased on or after specified date	When a customer returns to your site and has made at least 1 purchase on any device on or after a specified date	Customer returns to your site on their iPhone and purchased a scarf from a laptop on or after October 31st
Purchases in past days	When a customer returns to your site after making a defined number of purchases within a defined number of days on any associated devices	Customer returned to your site after making 1 purchase on their iPad and 2 purchases on an Android phone in the past 7 days
Sessions in past days	When a customer visits your site within a range or in a specified number of times on any device during a defined number of days	Customer arrived on your site between 5 and 10 times in the past 7 days from a laptop and desktop
Visited on or after a specific date	When a customer visits your site on or after a specified date on any associated device	Customer arrives on site via their iPhone after July 4th

Using a Cross-Device Behavior Target in an Experience

Follow these steps to add a cross-device Behavior target to an experience.

> You must ensure the account's Customer View has cross-device testing enabled. See Cross-Device Testing Overview for the steps to enable that setting.

1. Create a new Web experience, or navigate to the Web Experiences list page and identify an experience

draft to which you want to add a cross-device Behavior target.

2. If necessary, name the experience.
3. Configure or modify the WHY settings.
4. Click **WHO** and then click **ADD TARGET**.

5. Click **Behavior**.

6. Click the Behavior target option that uses cross-device data that you want to use in the experience. Each target that uses cross-device data is noted with an icon.

7. Configure the target as with the necessary range, product IDs, or other information it requires. Ensure **visitors matching this target** is set to **INCLUDE** to target site visitors who meet the target configuration, or click to toggle it to **EXCLUDE** to prevent visitors who meet the target configuration from seeing the experience. Click **SAVE**.

8. Configure the WHAT and WHEN settings, and then preview and activate the experience.