

Customize an Action

You can further define and configure your action by entering optional information in the tabs that appear in Action Builder. The available tabs are contingent upon the action you create and may include the following:

- Details
- Creatives
- HTML
- Styles
- Conditions
- Inputs

Details

In the **Details** tab, you can configure available options for the action. The options for this tab are dependent on the action type, illustrated in the examples below.

For Image Actions

An image action gives you the options for element selector, selecting all elements, and polling for matched elements.

For Lightbox Actions

A [lightbox action](#) gives you the options for the lightbox ID, display frequency, lightbox container class, and more.

For Countdown Timer Actions

All the options to adjust the appearance of a countdown timer are on the **Details** tab.

The options include the following:

- **Relative Element Selector:** Allows manual adjustment of the element selector
- **Insert Method:** Determines where, in relation to the selected element, the timer is inserted
- **End Time:** Determines the date and time when the countdown expires
- **Left Position:** Adjusts the timer's horizontal position on the background image
- **Top Position:** Adjusts the timer's vertical position on the background image
- **Time Format:** Determines the timer format in days, hours, minutes, and seconds
- **Countdown ends in:** Determines the time zone that the countdown ends in; use your time zone or set a rolling deadline that corresponds to the time zone of your site visitors
- **Digit Style:** Adjusts the font, color, style, weight, and size of the timer numerals
- **Labels Style:** Adjusts the font, color, style, weight, and size of the timer letters
- **Re-check for Elements:** Allows for polling to look for AJAX site elements

You can also add your own custom fonts to countdown timer actions. You can do this with CSS styling on the **Styles** tab in Action Builder. If the font you want to use is already present on your site, you can adapt the following CSS code so that it shows the digits in the font that you prefer:

```
.mt_countdown_timer_digits {  
font-family: 'your font name' !important;  
}
```

You can also change the font for the labels with the following code:

```
.mt_countdown_timer_labels {  
font-family: 'your font name' !important;  
}
```

The code below is an example of how to hide the seconds in your countdown timer:

```
.mt_countdown_timer_container div:nth-child(6),  
.mt_countdown_timer_container div:nth-child(7) {  
display: none;  
}
```

Creatives

The **Creatives** tab contains options that give you the ability to further define the action and edit the image using Content Builder. To edit the image, click **EDIT** to launch Content Builder with the image asset and any existing dynamic text and click zones included.

The **Creatives** tab only appears when you insert or edit an image, background image, or lightbox.

Refer to the documentation in the [Content Builder](#) category of the knowledge base for more information about editing an image using this tool.

HTML

The **HTML** tab appears in Action Builder only when you're building an action that inserts or edits HTML code.

Styles

The **Styles** tab contains a CSS code editor for styling an action. You can specify the alignment, margins, and padding for the action. Changing the CSS here appends those changes inline to the element or the container.

CSS and Responsive Click Zones

To create responsive click zones for image actions, you must include a few CSS styles.

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%;
```

Mask

Use the settings on the **Mask** tab to enable content masking on your site.

Content masking is important to allow certain actions to work as expected. You should enable content masking for any hide/show actions, especially if your site uses the [synchronous version of the Monetate tag](#). See [Content Masking](#) for more information.

Conditions

Define the rules for when the action should appear on your site by configuring these options available on the **Conditions** tab:

- Page type
- URL
- Time
- Cart value
- Landing page
- Page breadcrumb
- Page category
- On product page
- On index page

You can add conditions to an action for more-specific targeting or to ensure the action is only triggered under certain circumstances.

Inputs

Use the options on the **Inputs** tab to determine what action settings can be changed at the experience level. The selections you make on this tab are key for making an action reusable.

You can only edit inputs when building the action. Once you save the action in Action Builder, you

cannot change which inputs are available at the experience level.

The options available on the **Inputs** tab depends on the action type.

Naming an Action

The final step of building an action in Action Builder is to name and save it. Give the action a unique name and include a brief description.

The category selected is based on the type of action you chose to build and corresponds to the options on the Action Type panel when you're configuring a Web experience. Therefore, you don't need to change that setting.

Inputting a subcategory is optional, but including one can help you keep the individual actions you create in each category organized because the subcategory you input in Action Builder is used as a heading on the panel of individual action options when configuring a Web experience.

In the screenshot above, the "Any page," "Exit Intent Image Lightbox," and "HTML Lightbox – Optional JS" headings correspond to subcategories input in Action Builder.

Finally, click **CREATE & EXIT**.

Ensure that you test the new action before using it in a live experience. See [Test an Action](#) for instructions.