Build a Banner for Mobile Devices

To deliver the best customer experience for your customers, you may want to limit certain Monetate experiences to certain device types. This Action Builder and Web experience use case includes building an action to display a particular banner and adding it to an experience so that the banner appears only when a customer arrives on your site using a mobile device.

Inspecting the Site in Device Mode

Follow these steps to use the Google Chrome browser and its Developer tools (DevTools) to gather key information about your site that you'll need for the action you build.

 Load a page of your site in the Chrome browser, launch Chrome DevTools, and then click Toggle Device Toolbar in the top navigation bar.

Chrome DevTools' Device Mode is not 100% accurate, but you can nevertheless use it for reference. Monetate recommends that you test experiences on specific devices. Refer to Google's Simulate mobile devices with Device Mode documentation for more information about the tool's limitations.





2. Click **Dimensions** at the top of the window, and then select a mobile device option.



 Find an element on the page that appears only on mobile devices. First, click Inspect to the left of Toggle Device Toolbar in Chrome DevTools, and then place your mouse pointer on various elements to find one that only appears on mobile devices.

Dimensions: iPhone 12 Pro ▼ 390 x 844	100% ▼ No throttling ▼ 🖉	
≡ MONETATE		<pre>Dad</pre>
DEMO		
<u>The Task Lam</u> Our signature fixture that bonds	1D to your will	
Shop Now		<pre>v(l class="navUser-section navUser-sectionalt")</pre>

4. In the Styles panel of Chrome DevTools, find the @media only screen and (max-width: [value]) property, and then copy and preserve the information for later use. If the @media only screen doesn't appear in the CSS in the Styles panel, it may in the CSS for a theme that's applied to the element. Click the theme link to view and, if necessary, search for the @media only screen and (max-width: [value]) property.

The max-width property defines the maximum width of the mobile device viewport. See CSS @media Rule from W3Schools for more information.



Once you've recorded the @media only screen and (max-width: [value]) property, you can build the banner action in Action Builder.

Building the Banner Action

Follow these steps to create the banner action in Action Builder.

1. Click **COMPONENTS** in the top navigation bar of the Monetate platform, and then select **Actions**.



3. Click Image on the Insert Content tab.

ACTION BUILDER	¥		* – *
	Choose what y	ou would like to	do:
Insert Content	HTML - Optional JS	Closable HTML	JavaScript
Edit / Other	Image	Duplicate Element	
Lightboxes	<u>Closable Image</u>	CSS	
Countdown Timers			
Merchandise			

4. Click **GENERATE** and then configure a placeholder image for the banner that is 1 pixel larger than the value of the max-width property for mobile devices.

This use case employs an image placeholder for demonstration purposes. In a live experience on your site, you should use the appropriate creatives.

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Generate placeholder	×
Generate a placeholder image with a specified width and height. Width	
Height	
	CANCEL

5. Return to the navigation bar on the mobile site to find a selector that's persistent on both the mobile and desktop views. In this use case, the selector needed is header.

Dimensions: Responsive ▼ 400 × 843 100	• :	🔀 🗖 🛛 Elements Console Sources Network Performance Memory Application Security Lighthouse Recorder 🗄 >> 🙆 12 💌 2	🕸 : ×
		<pre><!DOCTYPE html> ^ ///////////////////////////////////</pre>	Styles >>
≡ монетате	D⊋	<pre>vnat ctabs* jb rang* en / > vheady ~ (heady * chody class="pace-done"> > vhdy class="pace-done"> > vhdy class="pace-pace-inactive">>>> (div) > cl.+ seture="backtion=backtion">>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>></pre>	:hov .cls 1px solid ∎#e50
header.header 400 × 58.97 Color ● #33333 Font 14px Karla, Arial, Helvetica, sans-serief Background AcctssiliLITY	>	<pre>*'s shipp: Lot.uim reservery *'csg shipp: Lot.uim reservery bdb39/lag/icm sprite.sug >= (/sg) *' * cheader class="header" role="samer"> == 30</pre>	<pre>position: fixed; top: 0; width: 100%; z-index 20; } theme-8 article, aside, details,</pre>

6. Return to Action Builder, select a placeholder element near the persistent selector, and then click the forward arrow.

Setting Enable Preview to ON allows you to see where the banner image will appear based on

the	elemer	nt selecto	or and re	lative elem	ent sele	ector you c	hoose.	·· ···-ə-			
ACTION BUILD	ER	*								×	- ×
R			Re	elative El	lemer	nt Selec	tor:				>
		body > head	er.header						C		
Ena	ble Preview	ON III Your	component is rui	nning in a test environi	ment on this pa	ge. Use this time to n	nake sure everyti	hing is working	properly.		
							SEARCH	GIFT CERTII	FICATES	SIGN IN or REGISTER	CART
				М	O N E T	A T E					
SHOP AL	L BATH	GARDEN	KITCHEN	PUBLICATIONS	UTILITY	SHIPPING & RET	FURNS CO	NTACT US	BLOG	RSS SYNDICATION	
	58	52 x 100			header.he	adar C					

7. On the **Details** tab, select **After** or **Last child** from **Insert Method**.

ACTION BUILDER	~			* - *	×
Details					
Orestives	Relative Element	body > header.header			
Creatives	Selector	CSS Selector to find the relativ	ve element.		
Styles	Insert Method	AFTER ~			
Mask		After	lation to the Relative Element Selector.		
Conditions	Banner Div Inline Style	Before			
		Replace			
Inputs		First Child			
		Last Child			
		Takeover			

- Enable Preview ON III Your component is running in a test environment on this page. Use this time to make sure everything is working properly.
- 8. Take the following actions to center the banner image below the navigation bar:
 - a. Input into **Banner Div Inline Style** the CSS to center the banner container.

width: 100%;	
display: block;	
padding: 0;	
margin: 0;	
position: relative;	

ACTION BUILDER	~		× - *
Details	- Incost Mathed		
Creatives	Insert Method	Where to insert the banner in relation to the Relative Element Selector.	
Styles	Banner Div Inline Style	width: 100%;	
Mask		display: block; padding: 0;	
Conditions		margin: 0; position: relative;	
Inputs			
		Inline Styling refers to any CSS properties and values to be applied directly on the banner <div> element via a style attribute.</div>	
Enable Pre	view ON III Your componen	t is running in a test environment on this page. Use this time to make sure everything is working properly.	

b. Input into **Image Element Inline Style** the CSS for the banner image. The value of max-width should be 1 pixel larger than the value of the max-width property for mobile devices.



- 9. Click the **Styles** tab in Action Builder, and then take the following actions:
 - a. Copy and paste this CSS into the editor:

```
#monetate_selectorBanner_[unique ID] {display: none !important;}
@media only screen and (max-width: [value]){
    #monetate_selectorBanner_[unique ID] {display: block !important;}
}
```

b. Replace the [value] placeholder in @media only screen and (max-width: [value]) with the actual value you recorded in the final step of Inspecting the Site in Device Mode.

	ACTION	N BUILDER	v	× – ×
		Details		
		Creatives	CHOOSE SAVED CSS UPLOAD CSS	
		Styles	<pre>① 1 #monetate_selectorBanner_[unique ID] {display: none !important;}</pre>	
		Mask	<pre>3 @media only screen and (max-width: 551px){ #monetate_selectorBanner_[unique ID] {display: block !important;} 5 }</pre>	
		Conditions		
		Inputs	CSS Error CSS contains errors. These errors can affect global CSS in other experiences. Please review before continuing.	
			CSS appended to the DOM in a <style></style>	

c. Use Chrome DevTools to inspect the banner preview, and then copy the unique ID (for example, id="monetate_selectorBanner_4557ca77_00").

A.	CTION BUILDER	×	In the Vertice schere to over 1190 expandion and up to be possible disably on the bases situationant up a shift offering	× - *
	Creatives	Image Element Inline Style	nime signing reliefs to any use properties and values to be applied directly on the barrier and chemene via a solid barbarie. display: block: usette: 100%	
	Styles		witak too a, makwidithi 552pc, margini 0 auto;	
	Mask			
	Inputs			
		Soloot multiple elements, if matched?	Traine Saying reters to any USD properties and values to be applied directly on the mage element with a style attrative. If multiple elements match the specified QSS2 elector, should the change be applied to all of them, or just the first one? If multiple elements match the specified QSS2 elector, should the change be applied to all of them, or just the first one?	
		Enable Preview ON III Target matched (1)		
	SHO	OP ALL BATH GARDEN KITCHEN	PUBLICATIONS UTILITY SHIPPING & RETURNS CONTACT US BLOG RSS SYNDICATION	
		_		

d. Return to the Styles tab, and then paste the unique ID to replace the two placeholders in the CSS.

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Because the completed CSS prevents the banner from appearing when the viewport is greater than 551 pixels, Action Builder's preview function can no longer show the banner action in progress on your site.

ACTION BUILDER	v	×	– ×	
Details				
Creatives	CHOOSE SAVED CSS UPLOAD CSS			
Styles	<pre>#monetate_selectorBanner_monetate_selectorBanner_4557ca77_00 {display: none !important;}</pre>			
Mask	<pre>3 @media only screen and (max-width: 551px){ 4 #monetate_selectorBanner_monetate_selectorBanner_4557ca77_00 {display: block !important;} 5 }</pre>			
Conditions				
Inputs	CSS appended to the DOM in a <style></style>			

10. Optionally, test the nearly complete banner action.

a. Minimize Action Builder.

	ACTION BUILDER	•	× – ×
	Details		
	Creatives	CHOOSE SAVED CSS UPLOAD CSS	
	Styles	<pre>#monetate_selectorBanner_monetate_selectorBanner_4557ca77_00 {display: none !important;}</pre>	
	Mask	<pre>3 @media only screen and (max-width: 551px){ 4 #monetate_selectorBanner_monetate_selectorBanner_4557ca77_00 {display: block !important;} 5 }</pre>	
	Conditions		
	Inputs	CSS appended to the DOM in a <style></style>	

- b. Relaunch Chrome DevTools, click **Toggle Device Toolbar**, and select a mobile device option.
- c. Verify that the banner action preview once again appears.



11. Click the forward arrow in Action Builder, and then give the action a title, description, and subcategory. Finally, click **CREATE & EXIT**.

	ACTION BUILDER	~		× – *
<		Action Title Description Category Subcategory	IMAGES V Heading under which your action will be displayed when selecting actions while building an experience.	CREATE & EXIT CREATE

The action is now ready for you to use in a Web experience.

Creating the Experience

Follow these steps to create a Web experience to deploy the mobile banner.

1. Click **EXPERIENCES** in the top navigation bar, and then select **Web**.

		monetate.mybigcommerce.c	om PROD 🗸	DASHBOARD	EXPERIENCES 🗸	AUDIENCES 🗸	COMPONENTS 🗸	DATASETS	ANALYTICS	× 💧	۵
	mo	netate.mybig	jcom	merce.com	Web Email	-	•		🖶 PRINT	C ACTIVIT	'Y LOG
2.	Click	CREATE EXPER	IENCE.								
	We	b Experiences	m PROD ~	DASHBOA	ARD EXPERIENCES	AUDIENCES V	COMPONENTS 🗸	DATASETS	ANALYTICS		¢ ~
	Search	n by experience name DERS	۹ A		PRIORITY TIME	LINE		STATUS	MODIFICAT	10N ~ TII	ME

- 3. Configure the WHY settings to select the experience type, the goal metric, and the secondary metrics.
- 4. Configure the WHO settings to target customers visiting your site on mobile devices.
 - a. Click **WHO** and then click **ADD TARGET**.

< BACK TO WEB EXPERIENCES					
Mobile Image Banner 🖉	ACTIVATE Ø PREVIEW DUPLICATE				
O DRAFT Created: Jul 27 2023, 1:35 PM					
+ ADD TAGS					
WHY to increase lift for all traffic					
WHO For all visitors					
WHAT A Add action					
\odot					
WHEN from Jul 27 2023, 1:35 PM ongoing					
wно	• ADD TARGET •				

b. Click Technographics.

WHO TARGET TYPE			< RETURN TO TARGET LIST					
Target Types								
Landing	Location	Behavior	Technographics					
US Demographics	- Weather	Named Segments	Custom Targets					
Datasets	Audiences	Audience Discovery	AdLink					

c. Click Device type.



d. Select Mobile Phone and then click SAVE.



5. Click WHAT and then click ADD ACTION.

< BACK TO WEB EXPERIENCES	LE VIEW ANALYTIC	s						
Mobile Image Banner 🜌	⊙ activate ⊘ preview → Duplicate → ····]						
O DRAFT Created: Jul 27 2023, 1:35 PM	DRAFT Created: Jul 27 2023, 1:35 PM							
+ ADD TAGS								
WHY to increase lift for all traffic								
WHO For all visitors on Mobile Phone								
WHAT A Add action]							
•								
WHEN from Jul 27 2023, 1:35 PM ongoing								
WHAT	ADD ACTION ~							

6. Click Images.

WHAT ACTION TYPE			< RETURN TO WHAT
Action Type			
Images	HTML	CSS CSS	JavaScript
Lightboxes	Hide/Show Content	Product Recommendations	Badges
Create New Action	Other		

7. Click the banner image for mobile devices action that you created.

WHAT ACTION TYPE IMAGES		RETURN TO ACTION TYPE A CONTRACT CONT
Images		
Banners	Home Page	Javascript
Summer Sale Banner 🛀	homepage hero swap 🔰	Change Homepage 🛀
Image Banner for Mobile Devices M		
Once Ever	Page Modification	Product Details Page
Shipping Surprise Doggie M	move recs to top of PDP 🔰	Add message to PDP below "Add to Cart" button 🔰
		Banner Below Product Title M

8. As necessary, configure any experience-level settings, and then click **CREATE**.



Image Creative Upload an image creative					
55	552 x 100				
		Al	lt Text		
Clickzones (U active	UPLOAD				
Relative Element Selector	body > header.header CSS Selector to find the relative element.				
Insert Method	AFTER ~ Where to insert the banner in relation to the Relative	Elem	ent Selector.		
Optional Inputs					
Banner Div Inline Style	width: 100%; display: block; padding: 0; margin: 0; position: relative; Inline Styling refers to any CSS properties and value	s to be	e applied directly on the banner <div> e</div>	ement via a style attribute.	
Image Element Inline Style	display: block; width: 100%; max-width: 552px; margin: 0 auto; Inline Styling refers to any CSS properties and value	s to be	e applied directly on the image elemen	t via a style attribute.	
CHOOSE SAVED CSS UPLOAD CSS					
<pre>#monetate_selectorBanner_87681c8f_00 {display: none !important;} @media only screen and (max-width: 551){ #monetate_selectorBanner_87681c8f_00 {display: block !important;} }</pre>					
CSS appended to the DOM in a <style></style>					

Before configuring the WHEN settings and activating the experience, preview it to ensure it works as anticipated.

Testing the Experience

Follow these steps to test the Web experience before activating it.

1. Click the arrow to the right of **PREVIEW**, and then select **Preview this Experience Alone**.

< BACK TO WEB EXPERIENCES			U VIEW ANALYTICS	
Mobile Image Banner 🜌		PREVIEW	▼ DUPLICATE ▼ ···	
O DRAFT Created: Jul 27 2023 1:35 PM			Preview this Experience Alone	
+ ADD TAGS			Preview with All Active Experiences	
			Share via Public Preview	

2. Ensure that the banner does not appear on a desktop view of your site.



- 3. Launch Chrome DevTools, click **Toggle Device Toolbar**, and select a mobile device option.
- 4. Ensure that the banner appears correctly.



After you confirm that the action and experience work as expected, return to the Experience Editor page in the Monetate platform to configure the WHEN settings as necessary and then activate the experience.