

Target Actions to Fire on Specific Product Detail Pages

You can create an experience with actions that only fire on specific page types for specific products in a product catalog. This option is valuable if you want to display a banner or some other visual change on those specific pages to encourage customers to take a particular action or to present relevant promotions and sales. [Action conditions](#) are key to targeting the actions.

Creating the Experience


Follow these steps to create a Web experience that displays a banner on a product detail page.

1. Create a new Web experience and give it a name.
2. Configure the WHY settings.
 - a. Click **WHY**, select **To serve everyone the same experience**, and then click **NEXT**.

The screenshot shows the configuration interface for a web experience. At the top, there are fields for 'WHY' (with a dropdown menu), 'WHO' (set to 'For all visitors'), 'WHAT' (with a dropdown menu), and 'WHEN' (set to 'from Feb 10 2023, 10:35 AM ongoing'). Below these is a section titled '1 Why are you running this experience?'. On the left, there are three options: 'To optimize my goal with Machine Learning.' (marked as 'RECOMMENDED'), 'Automated Personalization', and 'Dynamic Testing'. On the right, there are two radio button options: 'To serve everyone the same experience.' (with a '100% EXP' icon) and 'To test multiple metrics with random traffic allocation.' (with a 'STANDARD TEST' icon). A red arrow points to the 'NEXT' button at the bottom left of the 'Why' section. Below this section is a '2 Goal' section.

- b. Select the goal metric and then click **NEXT**.

1 Why are you running this experience?

✓ To serve everyone the same experience. 


2 Goal

Which metric do you want to optimize with this experience?

★ Select a goal metric below

Search for metric by name...

GOAL	METRIC	
★	Conversion rate	DEFAULT
★	New customer acquisition rate	DEFAULT
★	Add to cart rate	DEFAULT
★	Cart abandonment rate	DEFAULT
★	Bounce rate	DEFAULT
★	Revenue per session	DEFAULT
★	Average page views	DEFAULT

BACK NEXT 

c. Adjust the secondary metrics as needed, and then click **NEXT**.

2 Goal


★ Conversion rate

3 Confirm Secondary Metrics

These metrics will be tracked as you optimize your goal.

+ ADD METRIC

Cart abandonment rate	DEFAULT
Bounce rate	DEFAULT
Revenue per session	DEFAULT
Average page views	DEFAULT
Average time on site	DEFAULT
Average order value	DEFAULT
Example Click Event	
mouseoverevent	

BACK **NEXT** 

- d. Confirm that the WHY settings are configured as you want, and the click **SAVE**.

3 Confirm Secondary Metrics

Cart abandonment rate	DEFAULT
Bounce rate	DEFAULT
Revenue per session	DEFAULT
Average page views	DEFAULT
Average time on site	DEFAULT
Average order value	DEFAULT
Example Click Event	
mouseovererevent	

4 Confirm

I would like to **serve the same experience to each customer** to **measure Conversion rate** and **11** additional metrics.

SAVE **CANCEL**

3. Leave the WHO settings configured to target all site visitors.

< BACK TO WEB EXPERIENCES VIEW ANALYTICS

Product-Specific Promo ACTIVATE PREVIEW DUPLICATE ...

DRAFT | Created: Feb 10 2023, 10:35 AM

+ ADD TAGS

WHY to increase lift for all traffic

WHO For all visitors

WHAT A Add action...

⌵

WHEN from Feb 10 2023, 10:35 AM ongoing

4. Click **WHAT** and then click **ADD ACTION**.

Product-Specific Promo

BACK TO WEB EXPERIENCES | VIEW ANALYTICS

ACTIVATE | PREVIEW | DUPLICATE

DRAFT | Created: Feb 10 2023, 10:35 AM

+ ADD TAGS

WHY: to increase lift for all traffic

WHO: For all visitors

WHAT: A Add action...

WHEN: from Feb 10 2023, 10:35 AM ongoing

WHAT: ADD ACTION

5. Click **Images**.

WHAT | ACTION TYPE | RETURN TO WHAT

Action Type

Images | HTML | CSS | JavaScript

Lightboxes | Hide/Show Content | Product Recommendations | Badges

Create New Action | Other

6. Select an action template configured to work on a product detail page and to display the image you want to use in the experience.

WHAT | ACTION TYPE | IMAGES | RETURN TO ACTION TYPE

Images

Page Modification

Product detail page

Home Page

move recs to top of PDP | Add message to PDP below "Add to Cart" button | homepage hero swap

Banner Below Product Title

7. Add the image by uploading it or selecting it from Content Manager, and then input a link URL, if necessary, as well as title text and alternative (alt) text.

WHAT ACTION TYPE IMAGES BANNER BELOW PRODUCT TITLE [RETURN TO SELECT ACTION](#)

Banner Below Product Title

Insert banner below product title on PDP
This action is targeted on pages where page type is product.

Required Inputs

Image Creative

Upload an image creative

444 x 125

Clickzones (0 active) Dynamic text (0 fields)

CHOOSE EDIT UPLOAD GENERATE

Link URL

Title Text

Alt Text

8. Click **ADD CONDITION**, expand **Product detail page**, and then select **Detail page includes products where PID =**.

Optional Inputs

Apply this action when the following conditions are met:

+ ADD CONDITION

- Page type >
- URL >
- Time >
- Cart value >
- Landing page >
- Page breadcrumb >
- Page category >
- Product detail page >

Detail page includes product where PID =

Detail page does not include product where PID =

Detail page includes product in custom list =

Detail page does not include product in custom list =

Detail page includes product where SKU =

Detail page does not include product where SKU =

Detail page includes product where product type (New Catalog Spec) starts with

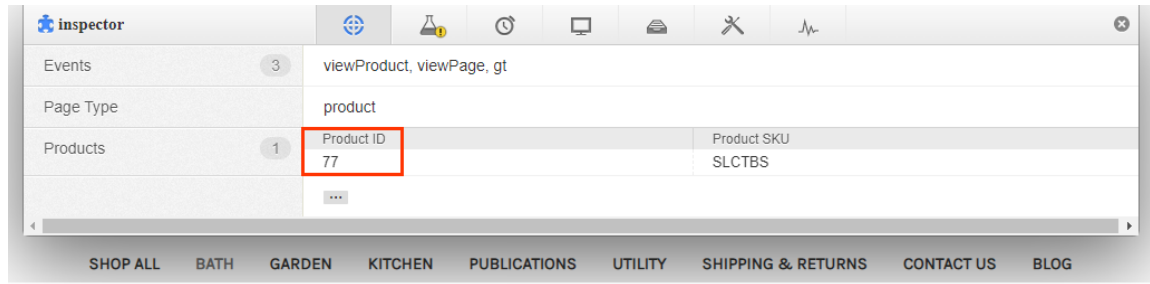
Detail page does not include product where product type (New Catalog Spec) starts with

Detail page includes product where brand (New Catalog Spec) =

Detail page does not include product where brand (New Catalog Spec) =
- Product list page >

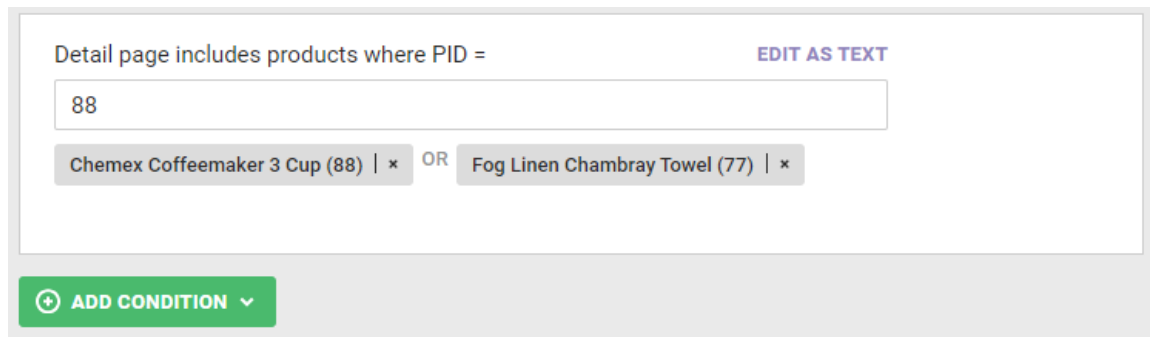
9. Input the product ID(s) into the action condition equation.

- a. In a new browser tab, load the product detail page for one of the products targeted by this experience, and then launch the [Monetate Inspector](#) browser plug-in to obtain the product ID.

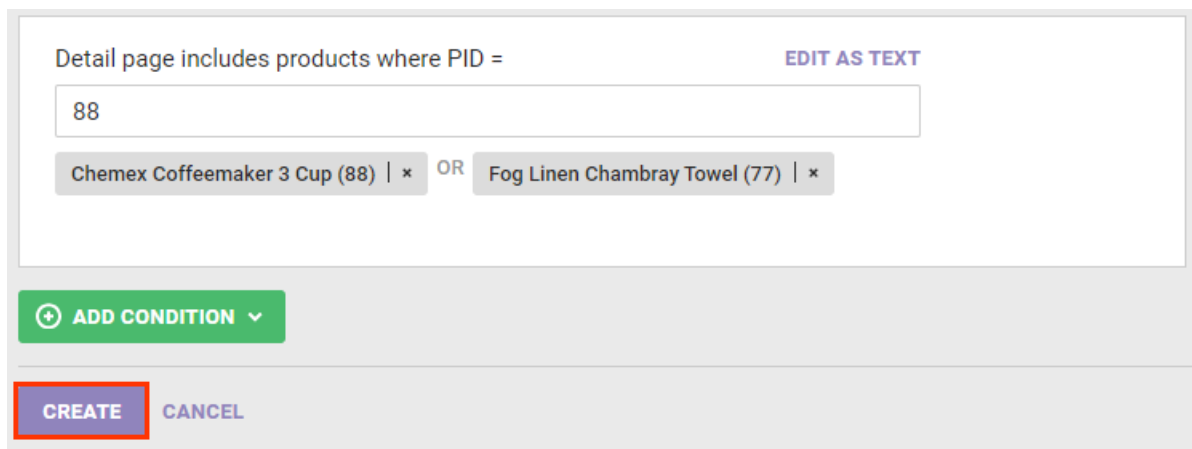


Fog Linen Chambray Towel - Beige Stripe
\$49.00

- b. Repeat this process for any other products you want the experience to target.
c. Input each product ID into the action condition field.



10. Click **CREATE**.



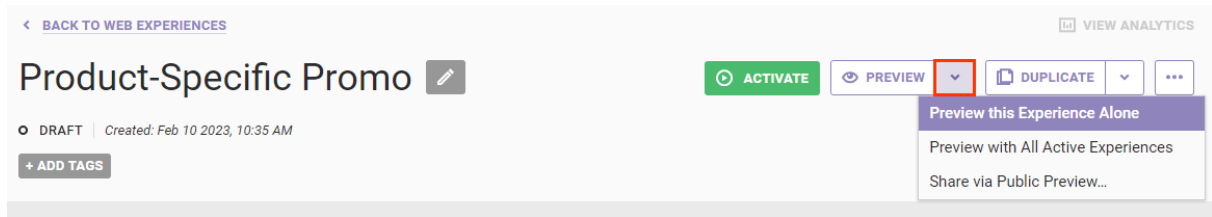
11. Configure the WHEN settings as necessary. See [Configure Experience Timing](#) for more information.

After you create the experience, ensure that you preview it before activating it.

Previewing the Experience

Follow these steps to preview the experience to ensure the action works as expected.

1. Click the drop-down arrow to the right of **PREVIEW**, and select the option to preview the experience alone or to preview it with all other active experiences.



2. Navigate to the product detail page for a PID that you input in the action condition that you created in step 9 to verify that the image appears. Repeat this step for each PID that you included in the action condition.



3. After verifying that the action and the experience work as expected, navigate to a few different product detail pages not targeted to verify that the image *does not* appear on those pages.



After you confirm that the experience's action works as expected only on the targeted product detail pages, return to the Experience Editor page in the Monetate platform and then click **ACTIVATE**.