

Add Custom Targets to a Web Experience

Follow these steps to add a custom target to a Web experience.

1. Create a new Web experience.
2. Configure the **WHY** settings.
3. Click **WHO** and then click **ADD TARGET**.

BACK TO WEB EXPERIENCES VIEW ANALYTICS

Logged-In Customer Promo ✎

ACTIVATE PREVIEW Duplicates ...

DRAFT | Created: Mar 24 2023, 1:35 PM

+ ADD TAGS

WHY Select your experience type and goal...

WHO For all visitors

WHAT A Add action...

WHEN from Mar 24 2023, 1:35 PM ongoing

WHO ADD TARGET

4. Click **Custom Targets**.

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

5. Click the specific custom target that you want to use in the experience.

WHO TARGET TYPE CUSTOM TARGETS RETURN TO TARGET TYPE

Custom Targets

JS variable scrollbar
JS variable scrollbar

Logged-in 
SIGN OUT appears in top nav bar

Query Parameter target
Query Parameter target

STORE VISITOR
STORE VISITOR

Shopping Preferences - Sex is Male
Visitor reports via the Shopping Preferences browser extension that the person they're shopping for is male.

lastVisitedCategory
lastVisitedCategory

- If necessary, switch the toggle from **INCLUDE** to **EXCLUDE** if you want to *exclude* the the target from the experience. Click **SAVE**.

 With the exception of [ID Collectors](#), custom targets are only used on a per-page-view basis. For example, if you target a JavaScript variable, then the experience only loads if the JavaScript variable is available on that page. This also applies to custom targets based on query parameters, cookies, and HTML elements. Inclusion of any of these custom target types in an experience *does not* carry across page views in a session.

WHO TARGET TYPE CUSTOM TARGETS LOGGED-IN RETURN TO SELECT TARGET

Logged-in

SIGN OUT appears in top nav bar

INCLUDE  visitors matching this target.

SAVE CANCEL

- Configure the **WHAT** and, as necessary, the **WHEN** settings.
- Preview the experience. See [Activate an Experience for Preview and Testing](#) and [Preview Mode Limitations](#) to determine if the custom target you selected in step X limits your ability to use the **PREVIEW** button.

Targets need to cache, while active, for approximately 30 minutes before regularly appearing.