

# 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  |
|--------------------------------|--|--|
| <b>Average order size</b>      | 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                                  |
| <b>Brand last purchased</b>    | 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                      |
| <b>Brand purchased</b>         | 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                           |
| <b>Brand viewed</b>            | When a customer viewed a product on any associated device from one of the targeted brands<br><br><b>Note:</b> The <b>Brand viewed</b> target doesn't follow the <a href="#">Monetate session</a> 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                  |
| <b>Brand viewed last visit</b> | 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   |
|-----------------------------------|--|---|
| <b>Category last purchased</b>    | 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   |
| <b>Category purchased</b>         | 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  |
| <b>Category viewed</b>            | When a customer viewed a product from a specified category from any device<br><br><b>Note:</b> The <b>Category viewed</b> target doesn't follow the <a href="#">Monetate session</a> 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   |
| <b>Category viewed last visit</b> | 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  |
| <b>Days since last purchase</b>   | 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              |
| <b>Days since last visit</b>      | 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        |
| <b>Experience seen by user</b>    | Targets users who viewed a specific experience within the last 30 days<br><br><b>Note:</b> 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   |
| <b>Last order size</b>            | 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      |
| <b>Product last purchased</b>     | 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                             |
| <b>Product purchased</b>          | 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 |
| <b>Product viewed</b>             | 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                   |

| Target                                      | When It Applies   | Example   |
|---|---|---|
| <b>Product viewed last visit</b>            | 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               |
| <b>Products purchased in past days</b>      | 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                    |
| <b>Purchase frequency</b>                   | 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            |
| <b>Purchased any product</b>                | 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                                     |
| <b>Purchased on or after specified date</b> | 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                  |
| <b>Purchases in past days</b>               | 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 |
| <b>Sessions in past days</b>                | 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                           |
| <b>Visited on or after a specific date</b>  | 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](#) 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.