

# Understand WHO Targeting in Web Experiences

An experience is the combination of data, content, and conditions that unifies and personalizes a customer's path across multiple channels. All experiences use a sentence-based structure that consists of four parts: WHY, WHO, WHAT, and WHEN. Automated Personalization experiences include a fifth part, HOW.

You specify the target audience for an experience in the WHO settings, which apply to the entire experience. You can select WHO targets from a number of categories, including landing page targets, visitor location, purchase behavior, US demographics, weather, and more. See [Types of WHO Targets](#) for a list of categories and options.

You can add multiple targets to any experience. For example, you want to create an experience that targets new visitors who access your site from the US Pacific Northwest, so you need to create two WHO targets.

1. Click **WHO** and then click **ADD TARGET**.
2. Click **Landing** on the Target Types panel.
3. Click the **New visitor** target to complete building the first target.
4. Click **ADD TARGET** then select **Location**.
5. Click **US state**.
6. Type the states you want to target into the text field, and then click **SAVE**.
7. As necessary, click **OR** to change the logic connector between the targets.

All defined parameters within a single target are treated as "or" statements.

For example, the Location target has two parameters, **Oregon** and **Washington**. Within the context of that Location target, a site visitor must be in either Oregon or Washington to qualify for the experience.

Be aware that experiences with multiple WHO targets of the same type run the risk of never firing. For example, if you configure a target that includes New Jersey, Pennsylvania, and Nebraska, as well as a separate target for Chicago, then the experience will never run because a visitor will never meet all parameters.