Image Lightbox On Click Action

The Image Lightbox On Click action displays an image by filling the screen and dimming the rest of the page with a semitransparent overlay. A customer triggers this lightbox when they click a defined page element and closes it by clicking either the overlay mask or a close button incorporated into the image with a click zone. The action also appends included CSS styles in the `<head>` of the page.

Required Components

Relative Element Selector

Input the element selector in the **Relative Element Selector** field. This selector defines what element on the page the customer must click to trigger the lightbox. For additional information on selectors, refer to Element Selectors.

Image Creative

Monetate displays the uploaded image on the page as part of a full-page overlay. This image supports click zones used as links or as a close button when you set the click zone URL to `#close`.

Lightbox ID

The lightbox ID is an identifier number that you select between 0 and 31 that's used to distinguish this experience's lightbox from any other lightboxes and their display frequencies. The cookie-based lightbox ID distinguish this action from any other lightboxes or banners with the same ID. The banner with this ID is then shown to a customer based on the display frequency settings and can be dismissed after it has loaded or on user interaction.

Display Frequency

This input works with the lightbox ID to control the frequency that a lightbox is shown to a specific customer or audience segment. Several options are available:

- Every page
- Once per session
- Once, ever
- Once every 'X' days

> ⚠ If you select **Once every 'X' days**, then you must specify the number of days in the **Days until expiration** field in the Optional Inputs section.

Optional Components

Pin Lightbox Position

This input controls the `position` property of the lightbox content.

If you select **NO**, then Monetate sets the lightbox position to relative and the lightbox content doesn't scroll with the page. If you select **YES**, then Monetate sets the lightbox content position to fixed and the lightbox content scrolls with the page.

Top Position

This input sets the distance in pixels of the lightbox content from the top of the viewport. By default, the lightbox content is 15% of the total height of the customer's screen from the top of the viewport.

Left Position

This input sets set the distance in pixels of the lightbox content from the left side of the viewport. By default, the lightbox content is centered within the viewport.

Overlay Color

This input controls the `background-color` property of the lightbox overlay mask. It accepts HTML color codes (for example, `red`), hex color codes (for example, `#ff0000`), or RGB values (for example, `rgb(255, 0, 0)`). The default color is `#000` (black).

Overlay Opacity

This input controls the `opacity` property of the lightbox overlay mask. It accepts any value between `0.00` and `1.00` . The default value is `0.6` .

CSS Style

Anything you add to the CSS editor is appended to a stylesheet in the `<head>` portion of your site in a `<style>` block. These styles are available on this page for use with any page elements.

Select All Elements

The **Select multiple elements, if matched?** toggle allows you to apply the action to the first occurrence of the element selector or all occurrences of the selector, if multiple exist.

Selecting **NO** applies the action to the first occurrence. Selecting **YES** applies the action to all occurrences.

Days Until Expiration

Only use this input if you selected **Once every 'X' days** from **Display Frequency**. This option sets the number of days until the lightbox expires and accepts any numeric value.