

Deploy an Inventory-Based Social Proof Action

Follow these steps to build a Web experience with a Social Proof action that displays messages based on product inventory levels.

If you want to add Monetate's Social Proof feature to your account, contact your dedicated Customer Success Manager (CSM).

1. Create a new Web experience, and then configure the **WHY** and **WHO** settings.
2. Click **WHAT** and then click **ADD ACTION**.
3. Click **Social Proof** on the Action Type panel, and then click an action template.

Template names may vary, and templates in your account may not include configuration specifics shown.

4. Select **Inventory** from **Social Proof Type**.
5. Select a product catalog from **Inventory Data Source** that contains the product inventory count you want to serve as a basis for the action.

The product catalog that you select must include the **quantity** field in which inventory is passed to Monetate.

6. Type into **Inventory Threshold** the product inventory count to serve as the upper limit for triggering the message. The default setting is 10.

So long as a product's inventory is between 1 and the number you input into **Inventory Threshold**, the message appears. The message does not appear when either a product's inventory is zero or is greater than the number you input into **Inventory Threshold**.

7. If you selected an action template configured for use on pages that show multiple product IDs or configured for use on the cart page in step 3, then optionally type into **Maximum Messages per Page** the total number of messages that can appear on one page. The default setting is **No limit**.

If the number of products that are eligible for the Social Proof message exceeds the per-page limit

that you set in **Maximum Messages per Page**, then the Social Proof message appears on the products with the lowest inventory counts on the page.

8. Optionally, customize the default message that appears in **Social Proof Message**, or replace the default message with a different one.
 - The default message for the Inventory type is "Hurry! Only {{count}} remaining."
 - You must include `{{count}}` to have it replaced with the inventory count that appears for the product ID in the `quantity` field of the product catalog that you selected in step 5.

If you delete the default message and fail to input any message, the default message still appears when the action fires.

9. Input the element selector in **Relative Element Selector**. See [Element Selectors](#) for more information about how to use this field.
10. Select from **Insert Method** where the message should appear in relation to the selected element you input in the previous step.
11. Optionally, add any of the following settings to the action:
 - In the appropriate editor, input, upload, or select JavaScript code that already exists in the account for any JavaScript creative you want to appear as part of the message.
 - In the appropriate editor, input, upload, or select CSS code that already exists in the account that you want appended to the DOM in a `<style>` or `<link>` element.
 - Toggle **Select multiple elements, if matched?** to **YES** if you want the message to appear in multiple places if multiple elements match the specified relative element selector.
 - Toggle **Re-check for Elements** toggle to **YES** if you want the platform to recheck every 50 milliseconds for up to 3 seconds if the specified element is not immediately found.
 - Toggle **Only run once?** to **YES** if you want the platform to insert the JavaScript only on the first track.

If you're using an action template configured for use on pages that show multiple product IDs, then you must toggle **Select multiple elements, if matched?** to **YES** if you want the message to appear for all SKUs of a product ID if each SKU is listed separately on the page.

12. Optionally, specify additional criteria that must be met for the action to fire by selecting one of the options from **ADD CONDITION**, and then typing into the respective input field the necessary information to complete the [action condition](#).
13. Click **CREATE**.