How do Geolocation Rules Work?

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Digioh's Display Rules Editor allows you to set geotargeting options for your Campaigns, including pop-ups, banners, sidebars, and inline forms.

What are geolocation rules?

Geolocation rules show or suppress Campaigns based on a visitor's location. You can target or exclude visitors by Language, Continent, Country, State, City, IP Address, and/or Zip Code.

How does Digioh find geolocation?

Digioh determines a visitor's location by matching their IP address against a database that links IP addresses to geographic locations.

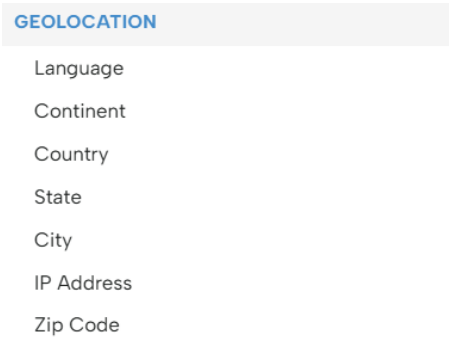
Why is my geolocation rule not working?

There are several reasons a geolocation rule may not work as expected:

1. You are using a VPN or proxy located in a different region than your actual location.
2. Security software on your device is masking your IP address.
3. Your IP address is not yet in our geolocation partner's database of location-matched addresses.

What are the different types of geolocation rules?

Geolocation rules can be used to both show and suppress Campaigns. For example, you can use a Country rule to show a Campaign only to U.S. visitors, or add a rule with the NOT operator to exclude visitors from a specific country entirely.



Language Rule

Shows or suppresses a Campaign based on the visitor's browser language setting.

Use this rule to display Campaigns in a visitor's preferred language. For best results, pair it with the

Country rule to create multilingual Campaigns that show targeted CTAs in the right language for each region.

Continent Rule

Shows or suppresses a Campaign based on the visitor's continent.

Use this rule when you want to broadly target or exclude visitors from an entire continent. For example, you could show a GDPR consent Campaign only to visitors in Europe.

Country Rule

Shows or suppresses a Campaign based on the visitor's country.

This rule is ideal for displaying different promotions to international and domestic visitors. For example, you can show a "Free Shipping in the United States!" Campaign to U.S. visitors only. By pairing the Country rule with the Language rule, you can create multilingual Campaigns that display targeted CTAs in a visitor's default language.

State Rule

Shows or suppresses a Campaign based on the visitor's state.

This rule is useful for displaying state-specific messaging. For example, you can show "#1 Rated Service in Alaska" to visitors in Alaska and "#1 Rated Service in California" to visitors in California.

Note: The State rule only works for U.S. states. To target visitors in other countries by region, use the City or Zip Code rules instead.

City Rule

Shows or suppresses a Campaign based on the visitor's city.

This rule is great for promoting local events, store openings, or city-specific offers, like in-store pickup. For example, show a Campaign advertising your Chicago location only to visitors in Chicago.

IP Address Rule

Shows or suppresses a Campaign based on a specific IP address or a range of IP addresses.

This rule is particularly useful for testing Campaigns internally (by targeting your office IP) or blocking Campaigns from being shown to known competitor IP addresses.

Zip Code Rule

Shows or suppresses a Campaign based on the visitor's full or partial zip code.

Useful for businesses in major metropolitan areas that want to target or exclude customers in specific

neighborhoods or nearby zip codes.

Related Reading

- - Digioh Display Rules Overview
  - What Does Each Display Rule Do?