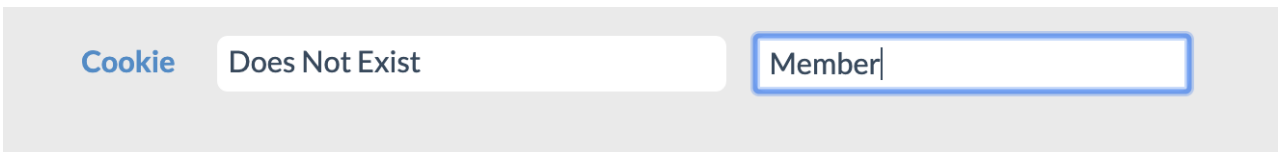


# How To Target Based on Cookie Rules (No Code Required)

Last Modified on 06/11/2026 10:06 am EDT

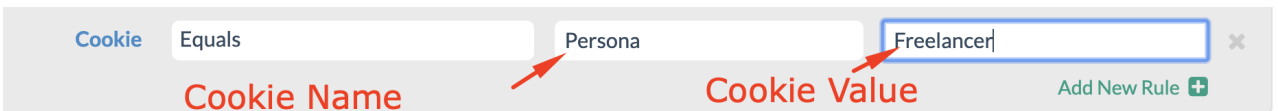
Digioh's [Conditions Editor](#) allows you to target visitors with pop-ups or pop-ups based on Cookie values.

Let's say you have a Cookie called "Member" that is created if a user is logged in, and you want to target users who are NOT logged in (i.e. users for whom the "Member" Cookie does NOT exist). To target logged out visitors, you would create the rule below.



The screenshot shows a rule configuration interface. On the left, the word "Cookie" is displayed in blue. To its right is a white input field containing the text "Does Not Exist". Further right is another white input field containing the text "Member", which is highlighted with a blue border.

Now, let's say you have a Cookie called "Persona" with 3 different Values: "Small-Business", "Enterprise", and "Freelancer." To target people who have the Persona Value of "Freelancer," create this rule setup:



The screenshot shows a rule configuration interface. On the left, the word "Cookie" is displayed in blue. To its right is a white input field containing the text "Equals". Further right is another white input field containing the text "Persona". To the right of that is a third white input field containing the text "Freelancer", which is highlighted with a blue border. Below the "Equals" field, the text "Cookie Name" is written in red. Below the "Persona" field, the text "Cookie Value" is written in red. To the right of the "Freelancer" field, there is a small "x" icon and a green "Add New Rule +" button.