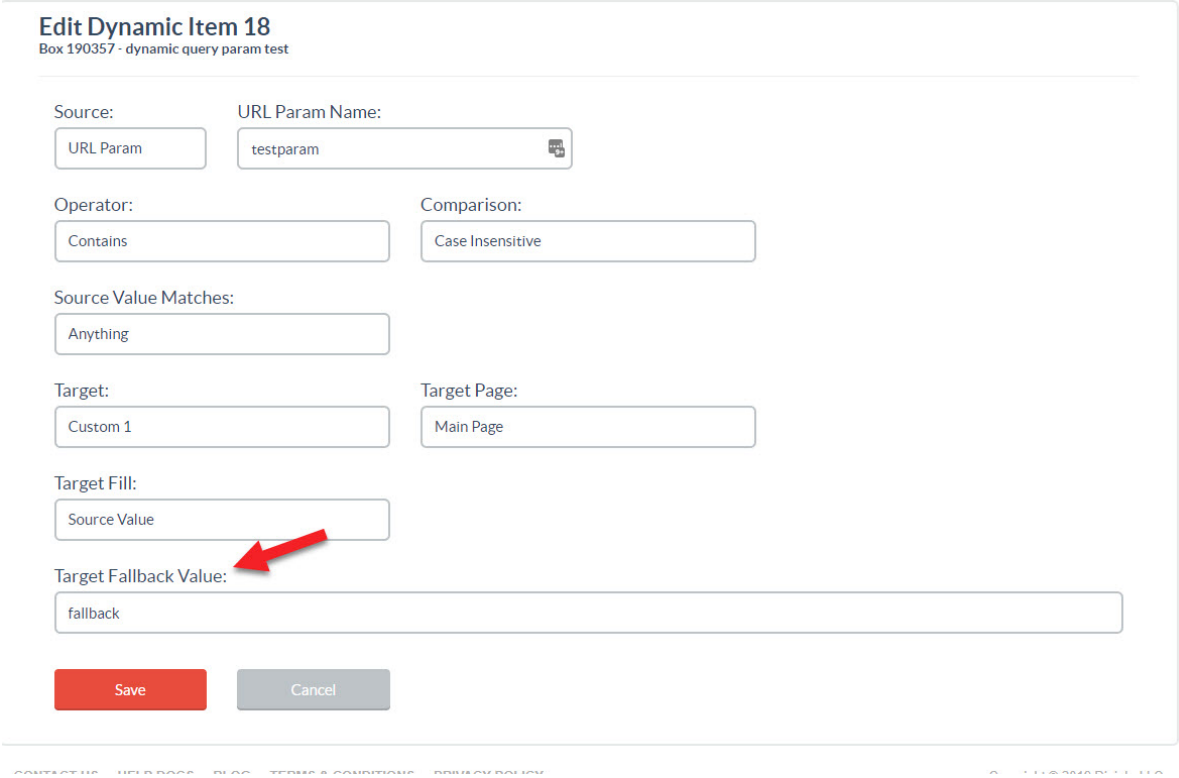
Dynamic Items: What Is The Fallback Value And How Do You Use It?

Last Modified on 07/23/2026 3:11 pm EDT

When setting up a dynamic item, you have the opportunity to add a fallback value:



In the above example, Custom 1 is intended to be filled with the value from a URL parameter called "testparam" - If that parameter isn't present in the URL, or doesn't contain a value, when the Digioh campaign fires, Custom 1 will instead be set to the text "fallback".

If you have multiple dynamic items set up using the same target, the fallback value should be set in the first dynamic item in the list:



ID	Source Type	Source Selector	Operator	Source Matches	Target Value	Target	Actions
65077	URL Param	testparam1	N/A	[ANYTHING]	[SOURCE]	Main Page: Custom Field 1	
65078	URL Param	testparam2	N/A	[ANYTHING]	[SOURCE]	Main Page: Custom Field 1	
65079	URL Param	testparam3	N/A	[ANYTHING]	[SOURCE]	Main Page: Custom Field 1	
65080	URL Param	testparam4	N/A	[ANYTHING]	[SOURCE]	Main Page: Custom Field 1	

Need a hand along the way? Reach out to support@digioh.com.