

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

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

Edit Dynamic Item 18

Box 190357 - dynamic query param test

Source: URL Param Name:

Operator: Comparison:

Source Value Matches:

Target: Target Page:

Target Fill:

Target 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:

Dynamic Items

Box 302295 - Basic Email Capture Popup

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| 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 | |

If you have any questions about fallback values, [send us an email](#), and we'll be glad to help.