Display Rules: What Does Each Rule Do?

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With our robust set of display rules, you can create highly-targeted pop ups. Here's a list of our advanced targeting conditions and what each rule does.

Display

Display Until The pop-ups will be displayed until the event you set occurs. After the event occurs, this pop up will no longer be displayed. For example, you can set a pop up to never show again after it has been closed or after your visitor fills out the form.

Example: Use this rule for mailing list opt-ins, a free download, or requesting an appointment. Consider combining this rule with a "current page" rule if you want to limit the number of times the visitor sees the pop up each session.

Display If Date This pop up will display during the date(s) you set. This is great for promotions or sales that start or end on a specific date. (See "How to Display a Pop Up Based on the Date. ")

Frequency

Max Displays Per Visitor Display a pop up a set number of times per visitor. If you set the max display to 1, the pop up will only display once per visitor, regardless of how many pages they view or how frequently they return. If they view it today, they will not see it ever again.

Example: This rule is great for showing one-time messages, such as a welcome messages, new product launches, or press announcements.

Max Displays Per Session Display a pop up a set number of times per browsing session. If you set it to 1, visitors will see the pop up once each time they come to your site. If they view it today, they will see it again if they come back to your website tomorrow.

A visitor session expires after 30 minutes. A 30-minute timer for a new session begins once a user navigates away from the webpage. As long as a user is on-site, their session will persist.

Example: This rule is great for time-sensitive messages like current promotions, alerts, or things repeat visitors may do (like call or request an appointment).

Max Displays Per Pageview Display a pop up a specific number of times per pageview. If this rule is set to 2, your pop up will be displayed once, then once more if they view that page again. This means your visitor will see the pop up twice.

Example: This rule is great for displaying a specific FAQ or a "contact us for more info" during specific steps in your website funnel where people may get stuck.

History

Pageviews Display a pop up after the visitor has viewed a certain number of pages. For example, display an offer to a visitor after they have viewed 4 pages on your site.

Past Visits Display a pop up based on the number of visits they have had in the past. If this is set to Greater than 1, then only repeat visitors will see your pop up. Use this rule to show a special offer to repeat visitors to a particular product page in order to encourage them to make a purchase.

Days Since Last View Set the pop up to display based on when the user last visited your site. If you set this rule to Greater Than 5, the pop up will show up again after 5 days. Use this rule to target infrequent visitors.

Date of First Visit Display a pop up based on when users first visited your website. This allows you to target visitors who visited your website during a holiday special or the last time you hosted a webinar.

Storage

Cookie Trigger campaigns based on cookie values.

Local Storage Trigger campaigns based on localStorage values.

Session Storage Trigger campaigns based on sessionStorage values.

JavaScript

JavaScript Variable Trigger campaigns based on JavaScript variable values.

JavaScript Function Trigger campaigns based on JavaScript function return values.

Referrer

Web Source Show a pop up based on how the visitor came to your site. Use this rule to show a special message to visitors who come to your site from a certain channel.

Example: Use this rule to show a special message or offer to users who visit via AdWords. AdWords traffic can be costly, so offer an irresistible deal to make the click worthwhile. Organic traffic might just need a nudge.

Search Engine Show the pop up based on the search engine your visitors come to your site from.

Example: Treat visitors coming from Google differently than visitors coming from Bing. If you notice in your analytics that you get more leads from one search engine, you can use this rule to show offers to those visitors.

URL

Current Page URL Display pop ups to users who visit a specific page or a page with a URL

containing specific terms. For example, if you set a 'Current Page URL CONTAINS awesome-product' rule, then all pages with 'awesome-product' in the URL will show your pop up.

Referring Website URL Show a pop up based on the full or partial referring URL that brings visitors to your site. You may show a targeted pop up to traffic from Yelp or Facebook.

Example: Use this rule to show a special offer to visitors from your best referrer. For example if the referring website is www.facebook.com you can show a "Facebook fans get 10% off" promotion.

Landing Page URL The landing page URL rule shows the pop up to visitors based on the landing page they hit when first entering your site.

Example: If a page on your site gets a lot of traffic from a particular source (an ad or specific referrer), you can combine this rule with the referring website URL rule to show special offers to these visitors.

Pages Navigated URLs Show the pop up based on whether the visitor has navigated to a specific URL. For example, if you create a does NOT Contain “Thank-You.php” rule, you won’t show your pop up to anyone who has gone to your Thank You page. This is a good way to block existing customers from seeing certain promotions. With this condition, You can target/anti-target campaigns for customers who saw a page in their previous session on your website. i.e. If a customer visited your website during a sale and you want to display a popup for those specific customers who saw a specific page during the sale period, you can set up this condition and it will ensure the campaign is displayed for those specific customers only.

Example: Show a special promotion to users who have viewed a specific product page during their browsing session.

Current URL Protocol The current page URL Protocol is typically either http: or https: (make sure to include the colon), Use this rule to limit the pop up for specific protocols

Current URL Host The current page URL Host is only the domain portion of the current URL. For example, if the current URL was https://www.mysite.com/awesome-product, then the URL Host would be: www.mysite.com

Current URL Path The current page URL Path is the ending part of the domain after the 3rd backslash. For example, if the current URL was https://www.mysite.com/awesome-product/sku8732984?qs=abcxyz, then the URL Path would be: /awesome-product/sku8732984

Current URL Query String The current page URL Query String is the part of the URL that comes after the ? character. use this condition to test campaigns using DIGIOH_TEST_BOXID.

UTM

UTM Campaign Name Show a pop up based on the UTM campaign name in the URL the visitor clicked on.

Example: Use this rule to show specific pop ups to visitors who come to your site through a specific marketing campaign. Combine this rule with our geolocation and referrer rules to target very specific types of visitors.

UTM Campaign Source The UTM campaign source rule shows the pop up to visitors who come to your site from a specific source.

Example: This makes it easy to show special offers to visitors who come from a specific page as part of one of your ad campaigns. Combine this rule with our geolocation and referrer rules to target specific groups of visitors.

UTM Campaign Content The UTM campaign content rule shows the pop up to users based on the UTM content tag in the URL they came from.

Example: This rule makes it easy to show a special offer to visitors who came in by way of a URL with a specific UTM content tag. Combine this rule with our geolocation and referrer rules to target specific groups of visitors.

UTM Campaign Term The UTM campaign term rule shows the pop up to visitors coming to your site by way of a URL containing a specific UTM term tag.

Example: This rule makes it easy to show a special offer to visitors who come via specific keywords. For example, if you advertise on the keyword "White T-Shirt", you can show a pop up that says "Free Shipping on All White T-Shirts Today Only!" This immediately shows the visitor what they want, reducing your bounce rate and increasing conversions.

UTM Campaign Medium Show the pop up to visitors who visit your site via a specific medium.

Example: This makes it easy to target your email subscribers with a special offer. For example, if your email newsletter mentions a new product, you can trigger a pop up that shows that product when they click through to your site. This shows the subscriber your new product right away, allowing them to purchase it immediately without having to search for it on your site.

Time

Total Seconds on Page Show a pop up to a visitor based on the amount of time they have spent on the current page. This is one of our most popular rules.

Example: Show a promotion to someone after they have had adequate time to read the content on the page. This rule is great for getting qualified buyers only!

Active seconds on page The active time seconds rule shows the pop up based on the amount of time the visitor has been active on the current page.

Example: Show a special offer to visitors who are actively engaged with the current page.

Idle seconds on page The idle time seconds rule shows the pop up based on the time the visitor has been idle on the current page.

Example: Combine this rule with the current page URL rule to display a message with a coupon code to visitors who are idle on your checkout page.

Action

Scroll Percent The scroll % rule shows the pop up based on how far down the page the visitor has scrolled.

Example: Show a special offer to your visitors once they have scrolled halfway down the page. This works well for blog posts. When visitors approach the bottom of your page, show another post to read, or capture their email with a "Free eBook".

Scroll Pixels Shows the pop up based on how far down the page the visitor has scrolled (measured in pixels).

Example: Show the pop up once the visitor has viewed a specific part of your page. This is great for promoting offers based on what visitors are currently reading.

Click jQuery The click jQuery selector rule shows the pop up when a click event takes place. Set it to show when a link or button is clicked. Paste a Custom CSS path on your website, and the Digioh JavaScript will detect when it is clicked and show a pop up . This is awesome for video pop ups.

Example: When someone clicks a link or a button, show a pop up instead of directing them to a new page. This eliminates load time and keeps people on your website. This works great for YouTube videos. If you have a promotional video, visitors can watch the video in the pop up (while on your website), and you can show a form underneath it to capture their information.

For more detailed instructions on how to set up Click jQuery conditions see this article: /docs/what-does-the-click-jquery-selector-rule-do

Hover jQuery Shows the pop up when your visitor hovers over an element on your site. This is great for tool tips!

Example: Show a special message or FAQ to your visitors when they hover over a specific part of your page. This is awesome for footer links; if someone hovers over a blog post link, you can show a snippet of that post.

Exit-Intent The exit-intent rule shows the pop up to visitors before they leave your site based on their mouse movement. This is great for reducing your bounce rate and bringing people back on to your website with a limited-time coupon code. View our guidelines on building the perfect exit-intent pop up here.

Example: Show a special promotion to keep the user engaged when they start to leave. This is great for the end of your funnel. If they leave this page, you can show one last offer or message, like "Wait! The items in your cart are limited in quantity; check out now."

Content

HTML Exists jQuery Display a pop up based on the HTML content on the current page of your website.

Device

Device Type Show the pop up to users based on the device they're viewing your site from. Target visitors using a desktop, or visitors using phones or tablets

Example: This rule is great for segmenting mobile users to show them a "Click to Call" button, so they can call you in one click. If you have a mobile app, promote your app to visitors using their phone or a tablet.

Browser Type Display a pop up to visitors using a specific browser (Chrome, Firefox, IE, Safari, etc).

Example: If your site is intended to be viewed in a particular browser, display a pop up to visitors using other browsers so they know which browser your site functions best under.

Browser Version The browser version rule shows the pop up based on the browser version number you set. For example, you can combine this with the 'Browser Type' rule to only show a pop up to visitors on IE version LESS THAN 9, telling them to use a more current browser for your site.

Example: Combine this rule with the browser type rule to show a pop up letting your visitors know they should upgrade their browser to anyone viewing your site with an outdated browser.

Operating System The operating system rule shows the pop up to visitors using the specified operating system. For example, Windows, Mac, Linux, etc.

Geolocation

(For an overview of geolocation targeting, see "How Do Geolocation Rules Work?")

Continent The continent rule sets the pop up to show to visitors from a specific continent.

Country The country rule shows the pop up to users visiting from a specific country. You can offer a “Free Shipping” coupon based on where they are located.

Example: This rule is great for displaying one set of promotions to international visitors, and another to domestic visitors. You can create a separate pop up for each country you want to show a specific promo to! Like "Free Shipping in the United States!".

State The state rule sets the pop up to show to visitors from a specific state.

Example: The state rule lets you show users a message about how your service can help them in their state. You can say "#1 Rated Service in Alaska" for people only in Alaska and "#1 Rated

Service in California" for people only in California.

City The city rule determines the visitor's city and checks it against the value you set. That way you can show a pop up to visitors based on their city.

Example: The city rule is great for getting people to come to your events, store, or restaurant. Show a pop up with options for in-store pick-up in a visitor's city.

IP Address Show a pop up to a user from a specific IP address, or users with IP addresses that fall within a specific range. This is great for testing or blocking competitors.

Zip Code The zip code rule shows a pop up to a user with either the full or partial zip code of your choice.

Example: If you run a local business in a major metropolitan area, show messages or promotions to nearby customers.

Latitude The latitude rule shows the pop up based on the visitor's latitude.

Example: Combine this rule with a longitude rule to show the pop up to extremely specific geographic locations.

Longitude The longitude rule shows a pop up to visitors based on their longitude.

Example: Combine this rule with a latitude rule to pinpoint visitors in specific geographic locations.

Metro Code This rule shows a pop up to visitors from a specified metro code.

Example: Use this rule to display a pop up with hyper-local offers to visitors from specific areas.

The Metro Code corresponds to Designated Market Area (DMA) codes, which can be found at the following link: https://www.spstechnical.com/DMACodes.htm.

Area Code The area code rule shows a pop up to visitors based on their area code.

Your other Campaigns

Use this section to trigger campaigns based on actions that have taken place on all or specific campaigns. For example, a visitor is eligible to see Campaign B only if Campaign A has already been viewed.