Ruleset Best Practices

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What You'll Learn in This Article:

- Ruleset best practices

Rulesets are a powerful feature of Digioh campaign conditions that allow you to:

1. Put commonly used conditions in a single place for robustness and ease of maintenance
2. Give more human-readable names to complex or technical conditions for ease of understanding
3. Easily implement campaign group suppression
4. Easily express A AND (B OR C) type logic

Abstracting Common Conditions

If the same set of conditions is used over and over in multiple campaigns, put them in a Ruleset with a good human readable name, e.g. “Standard Campaign Conditions”. This makes the campaign-level conditions leaner, easier to understand, and maintainable.

Hiding Technical Detail

Rulesets are a great way to hide technical detail and make campaign conditions easier to understand and maintain. For example, this rule is impossible to understand without knowledge of the inner workings of the site:

```
HTML Exists jQuery NOT equals div[data-type=fcf1]
```

Simply wrap that condition in a Ruleset and now we have:

```
Ruleset Is False "Is First Click Free Article"
```

In general, you should avoid putting an HTML Exists, JavaScript, Cookie, or Local Storage directly in campaign conditions, always wrap it in a human-readable Ruleset. This is easier to understand, and also if the underlying implementation changes, you can easily update it in one place.

Suppression of multiple CTAs with the Same Action

This is common in publishing but exists elsewhere too. Let’s say you have a newsletter *Daily Recipes*, and you have 5 campaigns with different creatives that all sign up for the same newsletter. So we need to suppress all 5 campaigns if any one of them submits. For each of the 5 campaigns, you could set 4 other campaign-is-not-submitted conditions, and this-box-is-not-submitted. It’s cumbersome, error prone, and can be tricky to find the right campaigns and understand what’s going on when you are looking at campaign conditions.

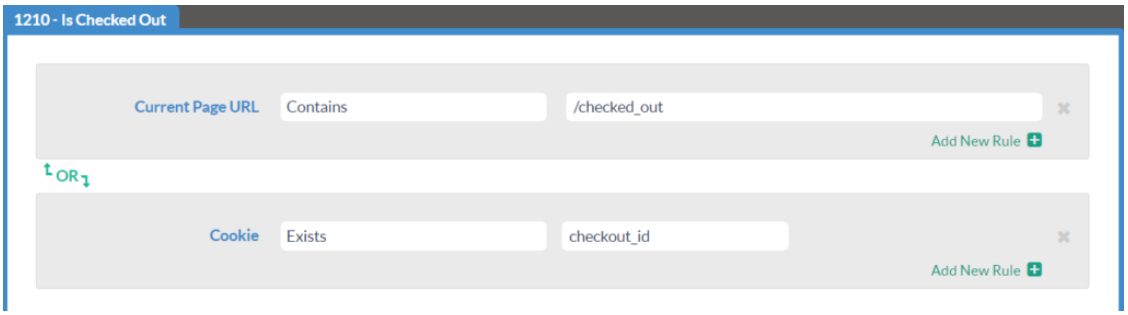
Instead, you have a single Ruleset "Is Subscribed to Daily Recipes" that has all 5 campaigns not submitted, which you configure as a single NOT rule in each campaign. Easy to read, understand, and maintain.

Flexible OR Conditions

The basic Digioh conditions builder allows you to create conditions with OR logic. However, if your list of conditions for a campaign is large, you may have to copy a lot of the same conditions into the OR block. Here's a simplified example based on a URL OR Cookie, but imagine that you have dozens of additional conditions:



The Displays per Visitor condition and UTM condition are copied and now have to be maintained in two places. Instead, we can create a Ruleset:



And replace the original campaign conditions like this:



We are now concisely expressing (URL checked out OR cookie checked out) AND facebook AND 1 per session in a single block, without copying conditions.