

# Conditions Recipes

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## Digioh Conditions

Conditions (sometimes called “rules”) tell each **Digioh on-site campaign** *when* it should appear, *where* it should appear, and *how often* a visitor should see it. By combining one or more conditions you create a **ruleset**, the logic gate the Digioh loader must pass through before a box can display.

## What Are Conditions?

- **Trigger conditions** – fire based on visitor behaviour (e.g., time on page, scroll depth, exit-intent).
- **Targeting conditions** – limit display by URL, device, referring source, geo, etc.
- **Frequency conditions** – control how many times (or if) a campaign shows again to the same visitor.

All conditions evaluate **client-side** in real time, are additive by default (logical AND), and can be grouped with OR/AND blocks for complex logic

## Conditions Recipes

Below you'll find a selection of condition “recipes” covering common on-site scenarios—from exit-intent offers to zero-party data captures. You can follow these recipes as written or experiment with new combinations—adjust trigger thresholds, layer in extra targeting or frequency rules, or invent entirely different logic that better aligns with your campaign objectives.

### Exit-Intent Recipe

Fires when the mouse heads for the browser edge—great for one-last-chance coupons or quiz invites before someone bounces.

- **Exit Intent**  
Fires when a visitor’s cursor nears the browser edge (desktop) or an upward swipe is detected (mobile). Perfect for last-chance coupons, QA prompts, or showcasing top products to recapture abandoning visitor **Note:** We recommend using **Idle seconds on page** for **mobile** versions since there’s no cursor to detect. [Here’s more info](#)
- **Idle seconds on page ≥ 5 s** Shows after someone’s been on the page and interacting for a set time—ideal when you want to ensure they’ve seen your content before the popup.
- **Max Displays Per Visitor = 1** Show it only once ever per unique visitor—perfect for one-time promos or “welcome” popups to avoid annoyance.
- **URL Contains “/shoes/”** Only run on pages matching that path—ideal for showcasing product-specific offers on relevant pages.



## Welcome Pop-up Recipe

A welcome pop-up is shown only to brand-new visitors who haven't yet subscribed.

- **First-Time Visitor** Fires only for visitors with no prior box views—perfect for greeting newcomers.
- **Klaviyo (or your ESP) "Known" = False** Targets users not yet in your Klaviyo (or other ESP) list (i.e., Klaviyo Unknown)—ensures you don't pester existing subscribers.
- **Time Delay (Total Seconds > 3s)** Waits a few seconds before showing—gives new visitors a moment to orient themselves.
- **Scroll ≥ 10%** Confirms minimal engagement—ideal for catching people who glance past the fold.
- **Max Displays Per Visitor = 1** Shows just once ever—avoids annoying new users with repeat welcomes.
- **URL Contains "homepage/"** Runs sitewide (or restrict to homepage by using "/" exactly)—great for a universal welcome message.



## Need Help?

If you're ever unsure which condition to use, simply open the "Set Conditions" box and click on the name of any condition; its description will appear at the top, giving you a clear explanation of what it does. And, of course, if you'd rather speak with someone directly, feel free to reach out to our support team at [Support@digioh.com](mailto:Support@digioh.com) for personalized assistance.

