Shopify Cart Targeting and Personalization: Extension Overview

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The Shopify Cart Targeting and Personalization extension connects Digioh to your Shopify store's cart data in real time. Once installed, it gives you a powerful set of tools to show the right Campaign to the right shopper at the right moment, based on exactly what is in their cart.

This article gives an overview of everything the extension can do. For some capabilities, you'll find links to a dedicated step-by-step guide.

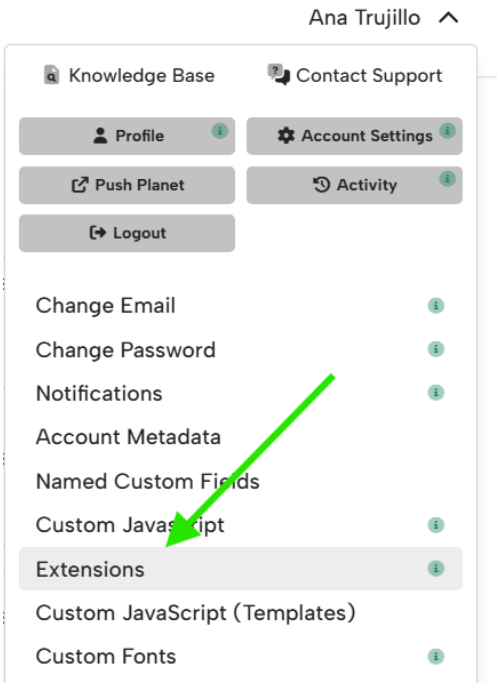
Looking for inspiration? Check out our customer examples to see the extension in action on real Shopify stores!

Requirements

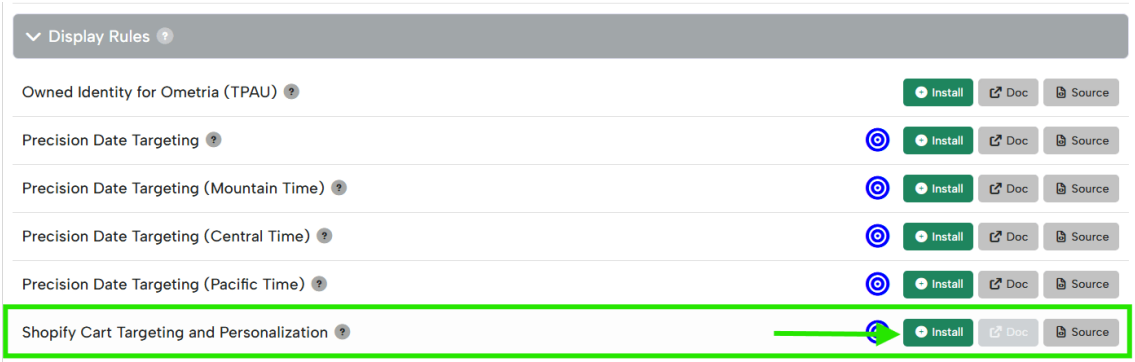
- A Shopify storefront with the Digioh JavaScript snippet installed and active.

How to Install

1. In your Digioh account, navigate to the top-right dropdown and click **Extensions**.



2. Go to the **Display Rules** section, install the **Shopify Cart Targeting and Personalization**



3. Once installed, make sure to click **Publish to Your Site** for the extension to start running.

What You Can Do with This Extension

1. Target Campaigns Based on Cart Contents

Show or hide any Digioh Campaign based on what is in a shopper's cart. The following cart properties are available in the Display Rules dropdown under the Shopify Cart section:

Dropdown Option	Description
Shopify Cart Items	The total number of items currently in the cart.
Shopify Cart Value (Dollars)	The cart total in whole dollars. Use this for straightforward threshold comparisons.
Shopify Cart Value (Cents)	The cart total in cents (e.g., 4999 = $49.99).
Recently Added Items	Products added to the cart since the last page load. Use this to trigger a Campaign immediately after a shopper adds an item.
Free Shipping Remaining	How much more does the shopper need to spend to qualify for free shipping? Requires the free_shipping account metadata key to be set.
Products in Cart	The list of products currently in the cart.
Shopify Is Logged In	Target users based on whether they are logged in Shopify account or not

For example, you can show an upsell offer only when a shopper has two or more items in their cart, or display a nudge when their cart total is between $40 and $75. Display rules update automatically whenever the cart changes, so shoppers see the right message without needing to reload the page.

Step-by-step guide: Campaign Targeting Using Shopify Cart Display Rules

2. Display Cart Items Inside a Campaign

Pull live product data from the shopper's cart directly into a Campaign by tagging elements with cart metadata keys. You can display the product image, title, price, description, and a link to the product page for any item in the cart.

Metadata Key	Apply To	What It Injects
`cart_rec_img`	Image element	Product image of the specified cart item.
`cart_rec_title`	Text element	Product title of the specified cart item.
`cart_rec_price`	Text element	Formatted product price (e.g., $49.99).
`cart_rec_desc`	Text element	Product description of the specified cart item.
`cart_rec_url`	Button element	Product page URL of the specified cart item.

A popular use case is an exit-intent Campaign that shows the first item in the cart, reminding a shopper what they are leaving behind and making it easy to return to the product page.

Step-by-step guide: Displaying a Cart Item Dynamically Inside a Campaign

3. Show Shopify Product Recommendations

Display product recommendations powered by Shopify's native recommendations engine inside a Digioh Campaign. The extension automatically selects recommendations using Shopify's recommendations system based on the most recently added item in the shopper's cart and injects them into tagged Campaign elements.

Metadata Key	Apply To	What It Injects
`shopify_rec_img`	Image element	Recommended product image.
`shopify_rec_title`	Text element	Recommended product title.
`shopify_rec_price`	Text element	Recommended product price, formatted with the store's currency symbol.
`shopify_rec_desc`	Text element	Recommended product description.
`shopify_rec_url`	Button element	Recommended product page URL.

This is a great way to surface related or complementary products at the moment a shopper is most engaged, right after they add something to their cart.

To get started quickly, check out our product upsell Campaign themes that have this logic pre-built. Browse the Shopify upsell themes in the Digioh theme gallery.
A recommendations Campaign will not open if there are no recently added products. Always pair recommendation Campaigns with a display rule checking that Recently Added Items is not empty.

4. Free Shipping Progress Messaging

Encourage shoppers to spend a little more by showing a dynamic message that updates as they add items to their cart. The extension calculates how much more they need to spend to qualify for free shipping and makes that value available as a merge tag you can drop into any Campaign copy.

Example: "You're only $15.01 away from free shipping!" The message updates automatically as the cart changes.

Step-by-step guide: Free Shipping Banner

Merge Tags

The extension makes real-time cart data available as merge tags you can use anywhere in your Campaign copy:

Merge Tag	What It Shows
[NUM_CART_ITEMS]	The total number of items currently in the shopper's cart.
[CART_VALUE]	The shopper's current cart total, formatted with the store's currency symbol.
[FREE_SHIP]	The free shipping threshold is formatted with the store's currency symbol.
[FREE_SHIP_NET]	How much more does the shopper need to add to qualify for free shipping?

Related Step-by-Step Guides

- Campaign Targeting Using Shopify Cart Display Rules
- Free Shipping Banner
- Displaying a Cart Item Dynamically Inside a Campaign