Digioh Campaign Targeting Using Shopify Cart Display Rules

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With the Shopify Cart Targeting and Personalization extension installed, you can show or hide Digioh Campaigns based on your shoppers' real-time cart data. Target by cart value, number of items, recently added products, or free shipping eligibility. Display rules re-evaluate automatically whenever the cart changes, with no page reload required.

What You'll Learn

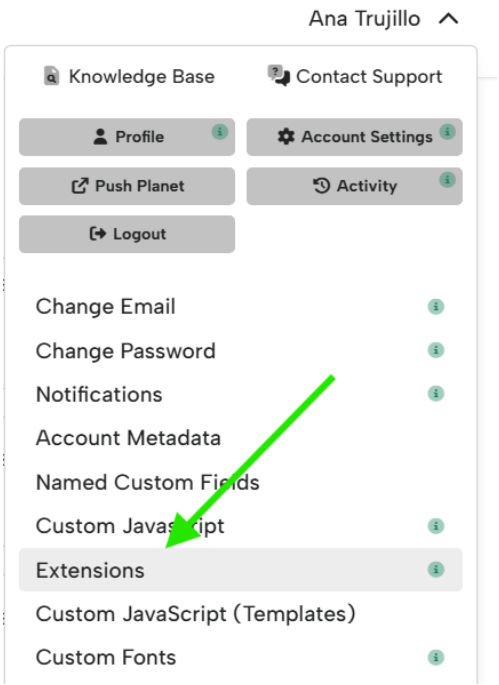
- How to install the Shopify Cart Targeting and Personalization extension.
- How to configure display rules that target Campaigns based on cart contents.
- Which cart properties are available, and how to use them.

Prerequisites

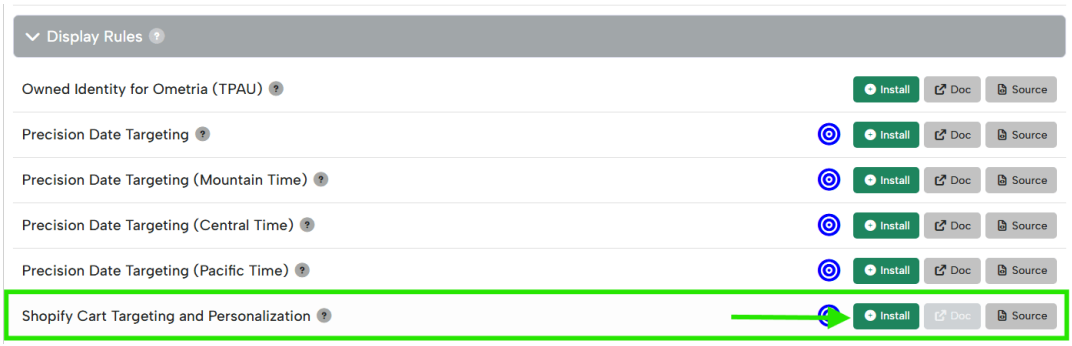
- The Digioh JavaScript snippet must be active on your Shopify store.

Step 1: Install the Extension

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



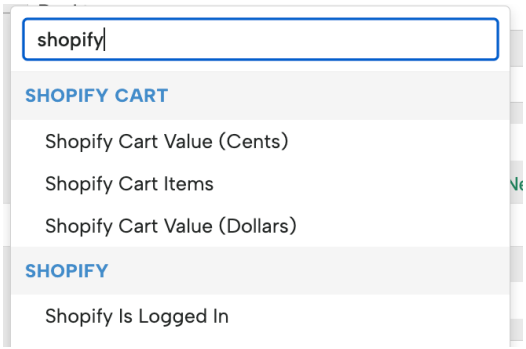
b. Go to the **Display Rules** section, install the **Shopify Cart Targeting and Personalization**



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

Step 2: Set Up Display Rules

1. From your Campaign list, find the Campaign you want to apply cart targeting to.
2. Navigate to the **Display Rules** window tab and click **Add Rule**.
3. Scroll down to the **Shopify Cart** and **Shopify** sections, then choose the property you want to target. See the table below for all available options.



4. Select an operator and enter your threshold value.
5. Click **Save**, then publish your Campaign.

For more precise targeting, combine multiple display rules. For example, target by cart value and a specific page URL, or by item count and number of site visits.

Available Cart Properties

The following options are available under the Shopify Cart section of the display rules dropdown:

Dropdown Option	Description
Shopify Cart Items	Total number of items in the cart.
Shopify Cart Value (Dollars)	Total cart value in whole dollars. Use this for straightforward threshold comparisons.
Shopify Cart Value (Cents)	Total cart value in cents (e.g., 4999 = $49.99).

Recently Added Items	Products added to the cart since the last page load. Useful for triggering Campaigns immediately after a shopper adds an item.
Free Shipping Remaining	The remaining amount is needed to qualify for free shipping. Requires the free_shipping account metadata key to be set. See How to Create a Dynamic Free Shipping Banner on Your Shopify Store with Digioh for more information.
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

Example Display Rules

Goal	Dropdown Option	Operator	Value
Show when cart has 2+ items	Shopify Cart Items	greater than or equal to	2
Show when the cart exceeds $50	Shopify Cart Value (Dollars)	greater than	50
Show immediately after an item is added	Recently Added Items	is not empty	n/a
Show when under the free shipping threshold	Free Shipping Remaining	greater than	0

We recommend testing your display rules on your live store before publishing. Add and remove items from your cart to verify that the Campaign appears and disappears as expected.

How Cart Re-Evaluation Works

On every page load, the extension fetches the latest cart and compares it to a version cached in the shopper's browser. If the item count or total price has changed, all Campaign display rules re-evaluate automatically. A Campaign can respond on the very next page navigation after a shopper adds or removes an item, with no page reload or custom event required.

Related Articles

- Shopify Cart Targeting and Personalization: Extension Overview
- Free Shipping Banner
- Displaying a Cart Item Dynamically Inside a Campaign