Fix a Display Rule that references a deleted or deactivated Klaviyo segment

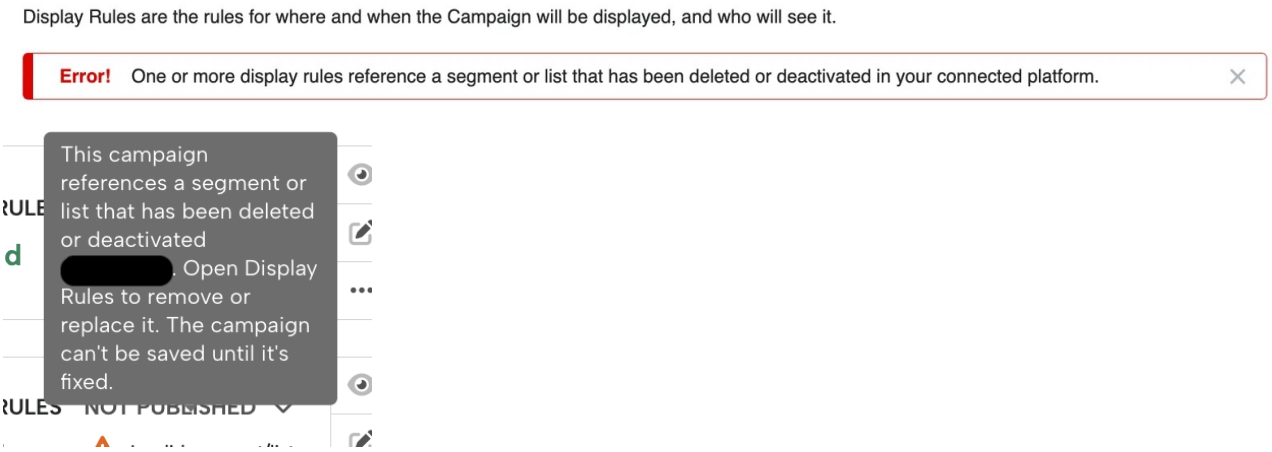
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This error means a Display Rule points to a Klaviyo segment or list that no longer exists in your Klaviyo account. It's almost always caused by Klaviyo removing an unused segment on its own, and the fix takes just a few minutes in Display Rules.

Important: The campaign can't be saved or published until the broken rule is fixed.

Where you'll see this error

- In your Campaigns list, a warning icon appears next to the affected campaign. Hovering over it shows the segment or list ID causing the problem.
- Inside the campaign's Display Rules, a red error banner appears above the rules, reading “One or more display rules reference a segment or list that has been deleted or deactivated in your connected platform.”



What to check

- The segment or list was deleted in Klaviyo.
- The segment or list was deactivated in Klaviyo. Inactive segments are any segments that you have not used in the last 45 days (for regular segments) or 365 days (for starred segments). You can read more about Klaviyo's Inactive Segment Logic here.

How to fix it

1. Go to your Campaigns list in your Digioh Account.

2. Open the campaign flagged with the warning icon.

3. Open Display Rules for that campaign.

4. Find the rule referencing the deleted or deactivated segment or list - The name of the previously targeted segment or list will be replaced with "Unknown":



5. Remove the rule, or replace it with a valid segment or list from the dropdown.

6. Save and publish the campaign.

Prevent this from happening again

If you create a Klaviyo segment specifically for Digioh targeting and it isn't used in an email flow, star it in Klaviyo. Starring a segments allows that segment to avoid the 45-day inactivity limit, and extends that inactivity window up to 365 days. That means that a starred segment can go for up to 365 days without taking any qualifying action.

If the issue persists, contact support@digioh.com.