

Conditioning your campaign with display rules

Last Modified on 07/16/2026 5:52 pm EDT

The campaign you built in [Creating your first campaign](#) is ready to go, but right now it doesn't know who to show itself to. Display Rules fix that: they tell your campaign exactly when, where, and how often to appear.

What are Display Rules?

Display Rules are conditions that control whether your campaign displays for a given visitor. You can target by page URL, device type, geolocation, list or segment membership, time on page, and dozens of other factors.

Digioh evaluates rules in logical groups:

- **Rules inside a group use AND logic**. Every rule in the group must be true for the campaign to display.
- **Multiple groups use OR logic**. If any one group evaluates to true, the campaign displays.

This lets you build precise logic, like "show on the pricing page AND after a 3-second delay" OR "show to first-time visitors on the homepage."



Display rules are evaluated at page load. If you are targeting elements on-site that do not exist when the page loads, the campaign will fail to fire.

What are Rulesets?

A Ruleset is a saved group of Display Rules you can apply to multiple campaigns at once and edit from a single place, instead of rebuilding the same rules on every campaign. They're especially useful for suppression logic. For example, blocking a group of URLs where you never want campaigns to fire.



Rulesets can't reference or nest other Rulesets. Customers often try to build one "master exclusion Ruleset" and reuse it inside other Rulesets. That isn't supported. Apply the Ruleset directly to each campaign that needs it instead.

Adding a Display Rule to your Campaign

Let's add a basic rule to the campaign you built in [step 3](#): show it only on a specific page, with a short delay so it doesn't interrupt visitors the instant they land.

1. Open your campaign's Display Rules. From the Campaigns list, click **Edit** next to your campaign (or **+Add** if it doesn't have any rules yet). You can also get there from inside the Design Editor, under **Settings → Edit Campaign Display Rules**.
2. Click **Add Display Rules** to start a rule group.

3. Click **Add New Rule**.
4. Choose **Current Page URL** from the rule dropdown, set the operator to **Contains**, and enter the page path you want to target, for example /shop/.
5. Click **Add New Rule** again, choose **Total Seconds on Page**, and set it to at least 3 seconds so visitors have a moment to land before the campaign appears.
6. Click **Save & Publish**.

That's a working rule: the campaign now only appears on the page you specified, and only after a few seconds. If you want a second, independent set of conditions that can also trigger the campaign, click OR to add another rule group.

Common Rule Types

Display Rules cover a lot of ground. A few you'll reach for constantly:

- **Current Page URL:** show or hide the campaign based on the page's URL (contains, equals, starts with, ends with).
 - We recommend avoiding "https://" or "www" in your URL match conditions. Different browsers handle these prefixes differently (with many hiding them from the address bar entirely), so omitting them ensures your display rules trigger reliably across all user setups.
- **List or segment membership:** show the campaign only to visitors on (or not on) a specific list or segment in your connected ESP, like Klaviyo.
- **Geolocation:** target by country, state, city, or zip code.
- **Device Type:** target desktop, phone, or tablet visitors separately.
- **First-Time Visitor:** show only to visitors with no prior recorded views, useful for welcome offers.



List vs. segment mix-ups are one of the most common Display Rule support requests we see. A Klaviyo **list** and a Klaviyo **segment** are different objects in Klaviyo, and picking the wrong one is the usual reason a campaign shows to (or hides from) the wrong audience. Confirm which one you actually mean before saving the rule. If a rule ever shows "Unknown" where a list or segment name should be, that list or segment was deleted or deactivated on the ESP side and the rule needs to be reset.

For more advanced combinations (exit-intent paired with a delay, welcome pop-ups gated on ESP status, suppression across a group of campaigns), see [Conditions Recipes](#).

Testing your display rules

Before real visitors see your campaign, it's worth testing your Display Rules to make sure they fire exactly the way you expect.

- **Add a gating condition:** while you're building and testing, add a temporary rule to your rule group, something like Current Page URL contains DIGIOH_TEST (or any string that will never appear in a

real URL on your site). This keeps the campaign from displaying to real visitors, since only you know to visit a URL containing that string, so you can safely build and test without anything going live before you're ready. Remove this gating condition when you are ready to push your campaign live.

- **Use the Condition Monitor:** from the Campaigns list, open the More dropdown next to your campaign and select Condition Monitor. It's a diagnostics panel showing exactly which Display Rules passed or failed on your last page load, a fast way to confirm a URL- or segment-based rule is actually doing what you expect, without waiting on real traffic to test it.



Duplicating a campaign is a fast way to start a new one, but its Display Rules come along for the ride exactly as they were. A rule scoped to a single page frequently ends up firing sitewide after a copy. Always re-check the Display Rules on a duplicated campaign before you publish it.

Publish your campaign

With your Display Rules set, you're ready to go live:

1. If your theme included a placeholder gating rule (something like "Current Page URL contains Digioh_Remove_When_Ready_To_Launch"), or the gating condition you added while testing, remove it now - this is what's kept your Campaign from accidentally going live during setup.
2. Select **Save and Publish** in the Design Editor to push your Campaign live immediately.
3. Prefer to launch later? Save your changes now and publish from the **Campaign List** page whenever you're ready.

Your campaign is live and displaying to the right people. Now let's make sure their submissions go somewhere useful. Head to [Sending your data: a Pipelines overview](#). Need a hand with Display Rules first? Reach out to support@digioh.com.
