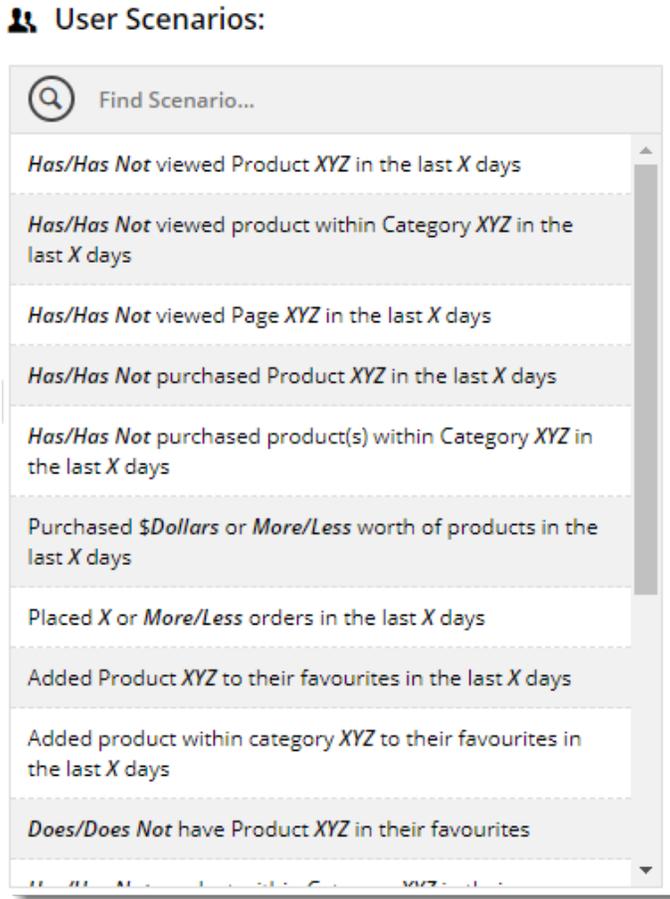


Personalisation Rules

Not sure where to begin building your Personalisation rules? Here is an overview of all the rules currently available within the Personalisation module, as well as sample applications for each type.



Once you're ready to create rules and personalise widgets with them, see our [Personalisation How To](#) article for a *How To* guide.

Views

These rules relate to products, categories, or pages a user has viewed (or not viewed!). Parameters in bold are the variables you define in the Rule Builder.

- **Has/Has Not** viewed **Product XYZ** in the last **X** days
- **Has/Has Not** viewed product within **Category XYZ** in the last **X** days
- **Has/Has Not** viewed **Page XYZ** in the last **X** days



Example of use

Target users who have viewed the 'Endurance T10 Treadmill' within the last 5 days. Show them a banner on the home page letting them know it's currently on special - 20% off!

Purchases

These rules are focused on what the user has purchased, how much they have spent, or what's currently in their cart to be purchased.

- **Has/Has Not** purchased **Product XYZ** in the last **X** days
- **Has/Has Not** purchased product(s) within **Category XYZ** in the last **X** days
- Purchased **\$Dollars** or **More/Less** worth of products in the last **X** days
- Placed **X** or **More/Less** orders in the last **X** days
- **Does/Does Not** have **Product XYZ** in their cart
- **Does/Does Not** have product within **Category XYZ** in their cart
- Has **\$Dollars** or **More/Less** worth of products in their cart



Example of use

Display a message in the cart to users with low value orders: "Hate paying postage? Increase your order to \$x and qualify for free freight!"

Favourites

These rules are based on the contents of the user's Favourites / Wishlist.

- Added **Product XYZ** to their favourites in the last **X** days
- Added product within **category XYZ** to their favourites in the last **X** days
- **Does/Does Not** have **Product XYZ** in their favourites
- **Has/Has Not** product within **Category XYZ** in their favourites



Example of use

Create a buy 2, get 1 free promo for those clearance USB drives, and advertise the promo to users with data storage products in their wish list.

User characteristics

Who is the user? A specific person or someone with a particular website role? Someone who's been absent for awhile or a frequent visitor?

- UserID/EmailAddress **Is / Is Not XYZ**
- **Does/Does Not** have Role of **XYZ**
- Last Visit was **X** days ago or **More/Less**



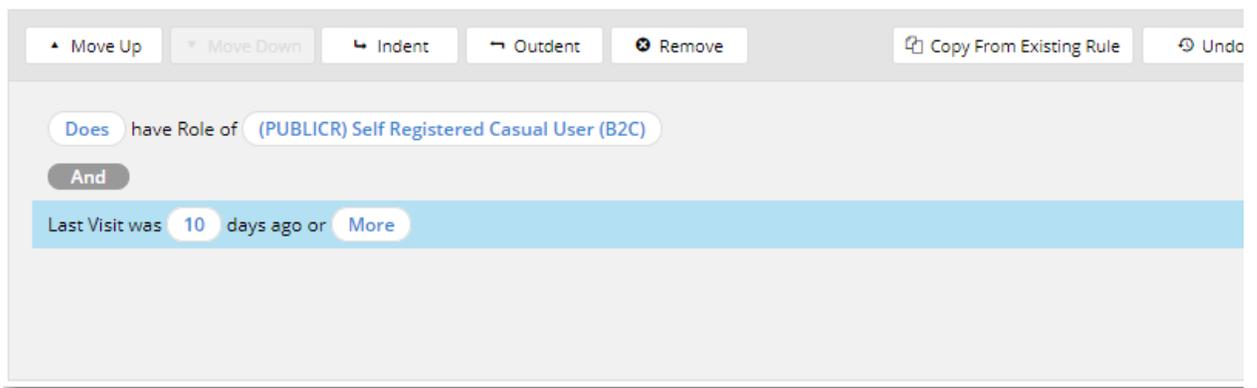
Example of use

Just won the tender to provide stationery to the Dept of Education? Display an announcement banner or contract product campaign to all users who login with an Education email address.

You can use '%' as a wildcard to include all emails from a certain domain (e.g. "%@nsw.edu.au").

Don't forget

You can combine rules with an "and / or" separator to get really specific about who you're talking to! The possibilities are endless...



Related help

- [Wisdom of the Crowd - Suggested Products](#)
- [User Group Filtering](#)
- [Mailchimp Automated Email Marketing](#)
- [Layer filters - User email address](#)
- [Targeting Banners by Device](#)
- [Personalisation How To](#)
- [Layers](#)
- [Layer Group Filtering](#)