



SITESPECT

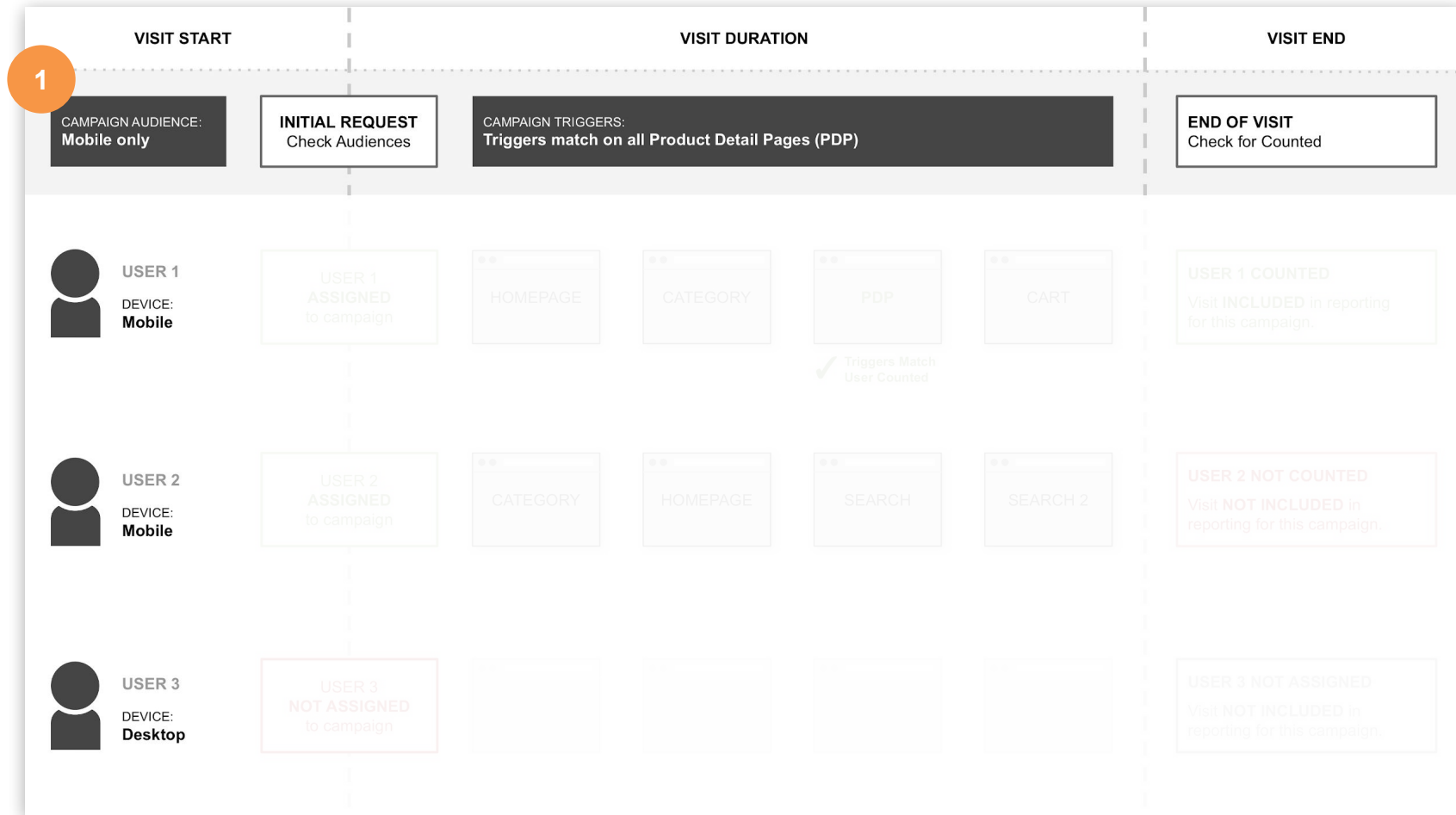


Assignment / Priority / Audience Rules

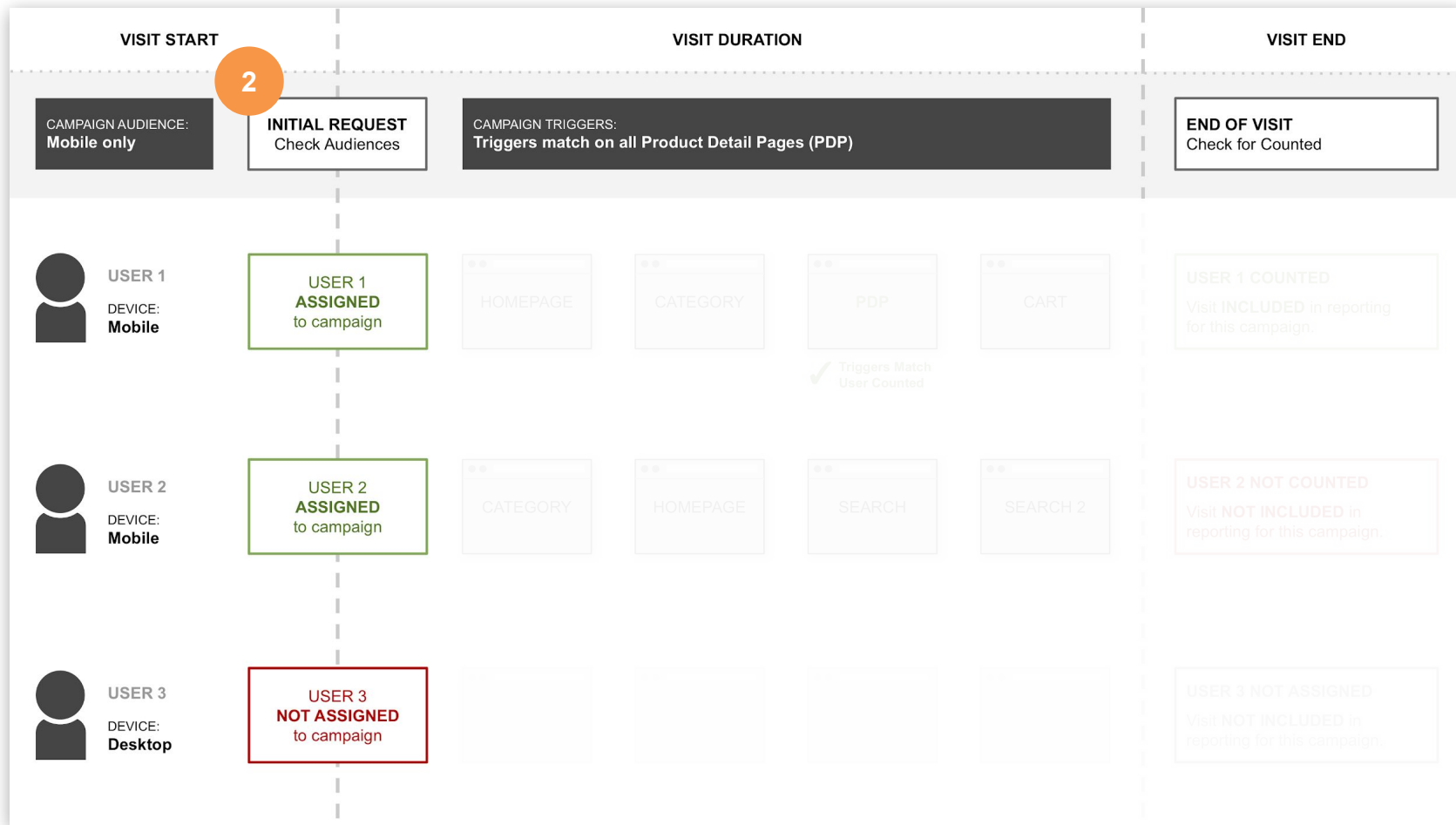
Assignment Rules

- **Audiences**
 - Determine whether a user is eligible for a campaign.
 - Evaluated only once, on the first request of a visit.
- **Counting**
 - Only report on data from users who experienced the changes (or control where changes were made).
 - Counting occurs when the campaign's variation triggers match,
 - Which determines whether the user's visit will be included in the campaign's reporting.
 - Once a user is counted in a campaign, all subsequent visits for that user will be included in the campaign's reporting.
- **Audience Evaluation & Counting rules apply to new assignments only**
 - Once a user is assigned to and counted in a campaign, that user will continue to see changes for all subsequent visits, as long as the campaign is active.

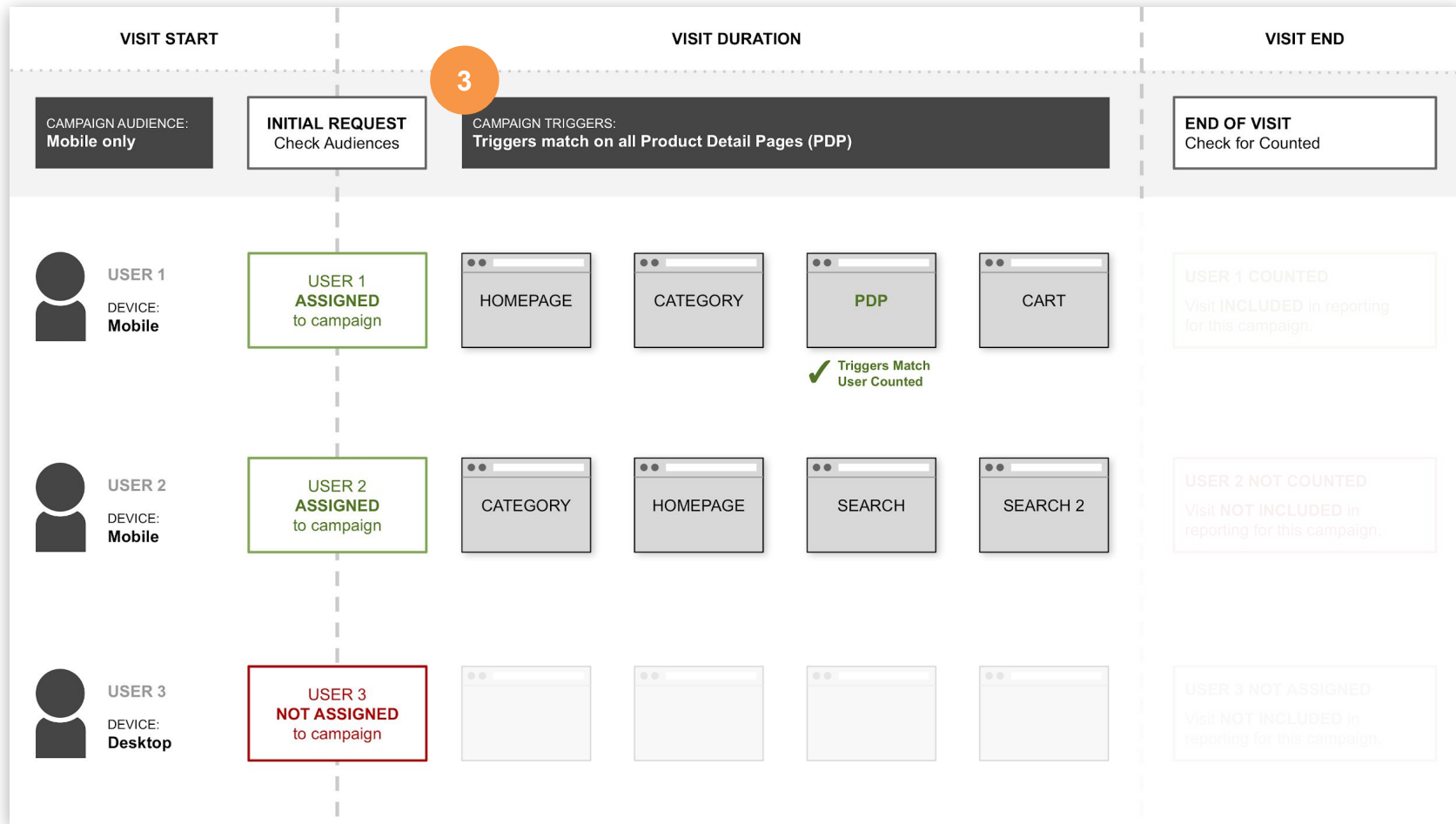
1: Compare campaign audiences to each user's attributes.



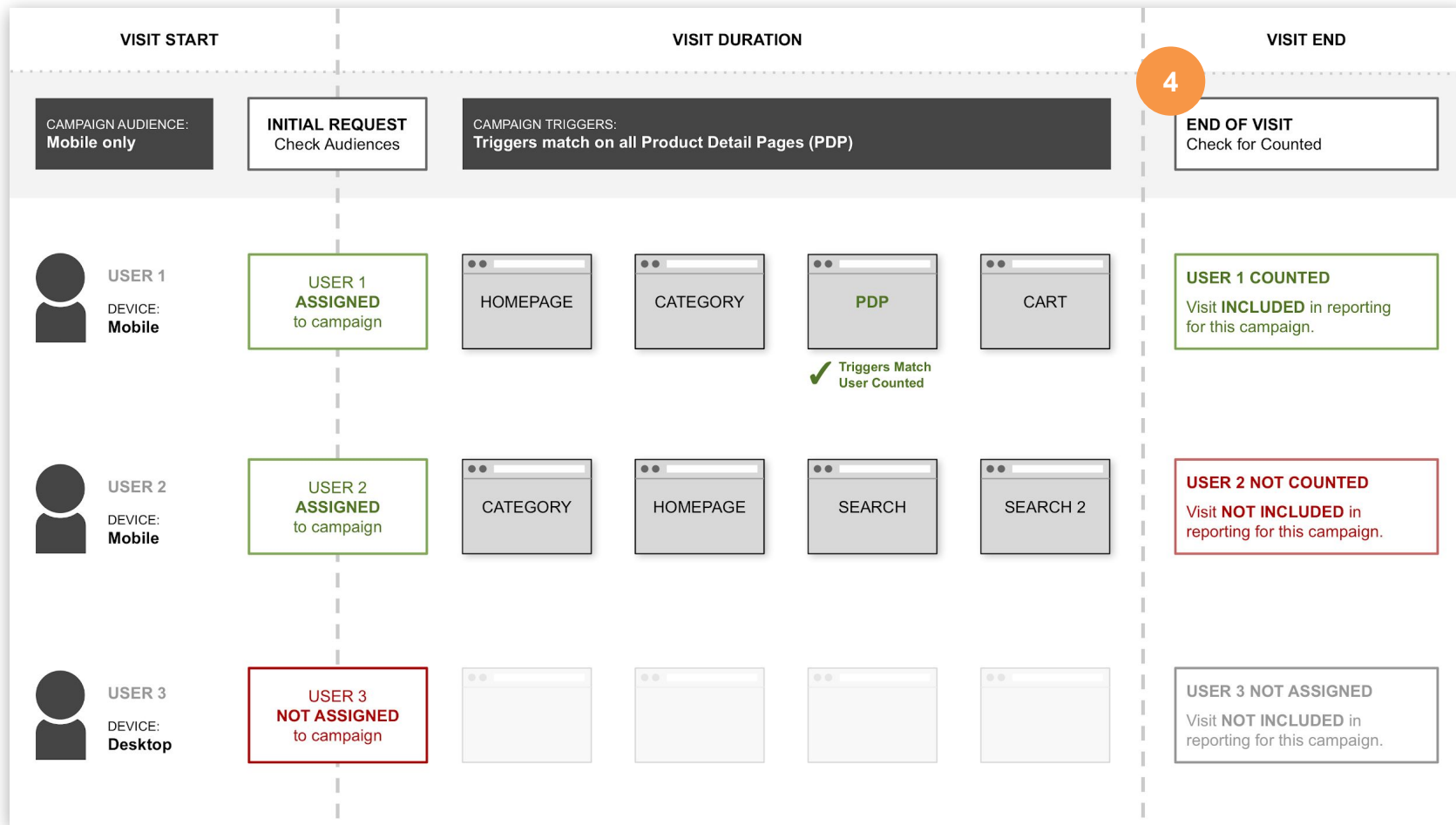
2: Audiences determine if a user is eligible to be assigned to a campaign.



3: Once assigned, track the user's behavior during the visit. Apply changes (or control) when triggers match.







4: At end of visit, determine if user saw changes and should be counted.







Campaign Sets

- Non-Overlay Sets
 - A user can be assigned to **ONLY ONE** campaign from the set
 - (diagram assumes equal priority for all campaigns)
- Overlay Sets
 - A user can be assigned to **MULTIPLE** campaigns within the set
- All Sets
 - A user can be assigned to one (or more) campaign from **EVERY SET**.
 - Total assigned depending on the overlay setting for each set and the audience eligibility per campaign.





1: With **NON-OVERLAY** sets, users can only be assigned to one campaign in the set.

	1 NON-OVERLAY CAMPAIGN SET			OVERLAY CAMPAIGN SET		
	CAMPAIGN 1 AUDIENCE: Mobile only	CAMPAIGN 2 AUDIENCE: Mobile only	CAMPAIGN 3 AUDIENCE: Everyone (no restrictions)	CAMPAIGN 4 AUDIENCE: Everyone (no restrictions)	CAMPAIGN 5 AUDIENCE: All devices Florida Geo only	CAMPAIGN 6 AUDIENCE: Mobile only
 USER 1 DEVICE: Mobile GEO: Florida	ASSIGNED	Eligible but NOT ASSIGNED	Eligible but NOT ASSIGNED	ASSIGNED	ASSIGNED	ASSIGNED
 USER 2 DEVICE: Mobile GEO: Wisconsin	Eligible but NOT ASSIGNED	Eligible but NOT ASSIGNED	ASSIGNED	ASSIGNED	Failed Audience(s)	ASSIGNED
 USER 3 DEVICE: Mobile GEO: Nevada	Eligible but NOT ASSIGNED	ASSIGNED	Eligible but NOT ASSIGNED	ASSIGNED	Failed Audience(s)	ASSIGNED
 USER 4 DEVICE: Desktop GEO: Florida	Failed Audience(s)	Failed Audience(s)	ASSIGNED	ASSIGNED	ASSIGNED	Failed Audience(s)

2: For **OVERLAY** sets, users can be assigned to as many campaigns as they qualify for.

	NON-OVERLAY CAMPAIGN SET			2	OVERLAY CAMPAIGN SET		
	CAMPAIGN 1 AUDIENCE: Mobile only	CAMPAIGN 2 AUDIENCE: Mobile only	CAMPAIGN 3 AUDIENCE: Everyone (no restrictions)		CAMPAIGN 4 AUDIENCE: Everyone (no restrictions)	CAMPAIGN 5 AUDIENCE: All devices Florida Geo only	CAMPAIGN 6 AUDIENCE: Mobile only
 USER 1 DEVICE: Mobile GEO: Florida	ASSIGNED	Eligible but NOT ASSIGNED	Eligible but NOT ASSIGNED		ASSIGNED	ASSIGNED	ASSIGNED
 USER 2 DEVICE: Mobile GEO: Wisconsin	Eligible but NOT ASSIGNED	Eligible but NOT ASSIGNED	ASSIGNED		ASSIGNED	Failed Audience(s)	ASSIGNED
 USER 3 DEVICE: Mobile GEO: Nevada	Eligible but NOT ASSIGNED	ASSIGNED	Eligible but NOT ASSIGNED		ASSIGNED	Failed Audience(s)	ASSIGNED
 USER 4 DEVICE: Desktop GEO: Florida	Failed Audience(s)	Failed Audience(s)	ASSIGNED		ASSIGNED	ASSIGNED	Failed Audience(s)

3: A user can be assigned to one (or more) campaign from **EVERY SET**

3	NON-OVERLAY CAMPAIGN SET			OVERLAY CAMPAIGN SET		
	CAMPAIGN 1 AUDIENCE: Mobile only	CAMPAIGN 2 AUDIENCE: Mobile only	CAMPAIGN 3 AUDIENCE: Everyone (no restrictions)	CAMPAIGN 4 AUDIENCE: Everyone (no restrictions)	CAMPAIGN 5 AUDIENCE: All devices Florida Geo only	CAMPAIGN 6 AUDIENCE: Mobile only
 USER 1 DEVICE: Mobile GEO: Florida	ASSIGNED	Eligible but NOT ASSIGNED	Eligible but NOT ASSIGNED	ASSIGNED	ASSIGNED	ASSIGNED
 USER 2 DEVICE: Mobile GEO: Wisconsin	Eligible but NOT ASSIGNED	Eligible but NOT ASSIGNED	ASSIGNED	ASSIGNED	Failed Audience(s)	ASSIGNED
 USER 3 DEVICE: Mobile GEO: Nevada	Eligible but NOT ASSIGNED	ASSIGNED	Eligible but NOT ASSIGNED	ASSIGNED	Failed Audience(s)	ASSIGNED
 USER 4 DEVICE: Desktop GEO: Florida	Failed Audience(s)	Failed Audience(s)	ASSIGNED	ASSIGNED	ASSIGNED	Failed Audience(s)

Priority/Eligibility Sequence

- Priority (called Eligibility Sequence in MVT campaigns) specifies the order in which users are considered for assignment to your active Campaigns.
- Lower numbers are evaluated first.
- For non-overlay campaign sets, users who are eligible for the first priority campaigns will be assigned, and only users not eligible will be available to be assigned to the remaining campaign(s).

1: Evaluate audiences for the campaign with the first priority. All users who are eligible will be assigned.

1

NON-OVERLAY CAMPAIGN SET

CAMPAIGN: Homepage Promo

PRIORITY: 1

AUDIENCE: Florida only

"HOMEPAGE PROMO" IS EVALUATED & ASSIGNED FIRST



USER 1

GEO:
Florida



ELIGIBLE &
ASSIGNED



USER 2

GEO:
Texas

NOT ELIGIBLE
Failed Audience



USER 3

GEO:
Nevada

NOT ELIGIBLE
Failed Audience



USER 4

GEO:
Florida



ELIGIBLE &
ASSIGNED



USER 5

GEO:
Canada

NOT ELIGIBLE
Failed Audience



USER 6

GEO:
Wyoming

NOT ELIGIBLE
Failed Audience

Only users not assigned to this campaign are available for consideration for "New Search"

CAMPAIGN: New Search

PRIORITY: 5

AUDIENCE: Everyone (no restrictions)

"NEW SEARCH" IS EVALUATED & ASSIGNED NEXT



USER 1

GEO:
Florida



NOT ELIGIBLE
Assigned to
"Homepage Promo"



USER 2

GEO:
Texas



ELIGIBLE &
ASSIGNED



USER 3

GEO:
Nevada



ELIGIBLE &
ASSIGNED



USER 4

GEO:
Florida



NOT ELIGIBLE
Assigned to
"Homepage Promo"



USER 5

GEO:
Canada



ELIGIBLE &
ASSIGNED



USER 6

GEO:
Wyoming



ELIGIBLE &
ASSIGNED

Since users can be in only one campaign at a time in this set, only users not assigned to "Homepage Promo" are available for this campaign.

2: Remaining users (not assigned to first campaign) will be evaluated for the next priority campaign.

NON-OVERLAY CAMPAIGN SET

2

CAMPAIGN: Homepage Promo

PRIORITY: 1

AUDIENCE: Florida only

"HOMEPAGE PROMO" IS EVALUATED & ASSIGNED FIRST



USER 1

GEO:
Florida



ELIGIBLE &
ASSIGNED



USER 2

GEO:
Texas

NOT ELIGIBLE
Failed Audience



USER 3

GEO:
Nevada

NOT ELIGIBLE
Failed Audience



USER 4

GEO:
Florida



ELIGIBLE &
ASSIGNED



USER 5

GEO:
Canada

NOT ELIGIBLE
Failed Audience



USER 6

GEO:
Wyoming

NOT ELIGIBLE
Failed Audience

Only users not assigned to this campaign are available for consideration for "New Search"

CAMPAIGN: New Search

PRIORITY: 5

AUDIENCE: Everyone (no restrictions)

"NEW SEARCH" IS EVALUATED & ASSIGNED NEXT



USER 1

GEO:
Florida

NOT ELIGIBLE
Assigned to
"Homepage Promo"



USER 2

GEO:
Texas



ELIGIBLE &
ASSIGNED



USER 3

GEO:
Nevada



ELIGIBLE &
ASSIGNED



USER 4

GEO:
Florida

NOT ELIGIBLE
Assigned to
"Homepage Promo"



USER 5

GEO:
Canada



ELIGIBLE &
ASSIGNED



USER 6

GEO:
Wyoming



ELIGIBLE &
ASSIGNED

Since users can be in only one campaign at a time in this set, only users not assigned to "Homepage Promo" are available for this campaign.

Now we'll switch the priority between the two campaigns and see what happens...

1: Evaluate audiences for the campaign with the first priority. All users who are eligible will be assigned.

1

NON-OVERLAY CAMPAIGN SET

CAMPAIGN: New Search

PRIORITY: 1

AUDIENCE: **Everyone (no restrictions)**

"NEW SEARCH" IS **EVALUATED & ASSIGNED FIRST**



USER 1

GEO:
Florida



ELIGIBLE &
ASSIGNED



USER 2

GEO:
Texas



ELIGIBLE &
ASSIGNED



USER 3

GEO:
Nevada



ELIGIBLE &
ASSIGNED



USER 4

GEO:
Florida



ELIGIBLE &
ASSIGNED



USER 5

GEO:
Canada



ELIGIBLE &
ASSIGNED



USER 6

GEO:
Wyoming



ELIGIBLE &
ASSIGNED

Only users not assigned to this campaign are available for consideration for "Homepage Promo", but because there are no audience restrictions, all users are assigned.

CAMPAIGN: Homepage Promo

PRIORITY: 5

AUDIENCE: Florida only

"HOMEPAGE PROMO" IS EVALUATED & ASSIGNED NEXT



USER 1

GEO:
Florida

NOT ELIGIBLE
Assigned to
"New Search"



USER 2

GEO:
Texas

NOT ELIGIBLE
Assigned to
"New Search"



USER 3

GEO:
Nevada

NOT ELIGIBLE
Assigned to
"New Search"



USER 4

GEO:
Florida

NOT ELIGIBLE
Assigned to
"New Search"



USER 5

GEO:
Canada

NOT ELIGIBLE
Assigned to
"New Search"



USER 6

GEO:
Wyoming

NOT ELIGIBLE
Assigned to
"New Search"

Since users can be in only one campaign at a time in this set, this leaves no available users for "Homepage Promo".

2: All users were assigned to the first campaign, leaving no users available for the next priority campaign.

NON-OVERLAY CAMPAIGN SET

2

CAMPAIGN: New Search

PRIORITY: 1

AUDIENCE: **Everyone (no restrictions)**

"NEW SEARCH" IS **EVALUATED & ASSIGNED FIRST**



USER 1

GEO:
Florida



ELIGIBLE &
ASSIGNED



USER 2

GEO:
Texas



ELIGIBLE &
ASSIGNED



USER 3

GEO:
Nevada



ELIGIBLE &
ASSIGNED



USER 4

GEO:
Florida



ELIGIBLE &
ASSIGNED



USER 5

GEO:
Canada



ELIGIBLE &
ASSIGNED



USER 6

GEO:
Wyoming



ELIGIBLE &
ASSIGNED

Only users not assigned to this campaign are available for consideration for "Homepage Promo", but because there are no audience restrictions, all users are assigned.

CAMPAIGN: Homepage Promo

PRIORITY: 5

AUDIENCE: **Florida only**

"HOMEPAGE PROMO" IS **EVALUATED & ASSIGNED NEXT**



USER 1

GEO:
Florida

NOT ELIGIBLE
Assigned to
"New Search"



USER 2

GEO:
Texas

NOT ELIGIBLE
Assigned to
"New Search"



USER 3

GEO:
Nevada

NOT ELIGIBLE
Assigned to
"New Search"



USER 4

GEO:
Florida

NOT ELIGIBLE
Assigned to
"New Search"



USER 5

GEO:
Canada

NOT ELIGIBLE
Assigned to
"New Search"



USER 6

GEO:
Wyoming

NOT ELIGIBLE
Assigned to
"New Search"

Since users can be in only one campaign at a time in this set, this leaves no available users for "Homepage Promo".