

Show Lightbox

Display personalised and targeted messages.

Use this option to dynamically display a relevant lightbox pop-up every time a segment linked to the action is matched.

You can add your Promotion Codes in a lightbox. Please review the [Promotion Campaigns](#) page for more information on how to upload your Promo Codes to RMC.

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Setting Up

1. In the **Title** box type a **Name** for the action.
2. Select **Status**:
 1. When **Activated**: the Targeting Action starts when the page that contains the targeted content is activated.
 2. When **Deactivated**: the Targeting Action ends when the page that contains the targeted content is deactivated.
3. Type the **page URL(s)** where the pop-up will be shown. You can add multiple page URL's. Use **comma (,)** to separate multiple values. Type ****** to show pop-up on all pages across the entire site.
4. Choose **Show Lightbox** from the drop down menu.

The screenshot shows a 'Targeting Action Form' with the following fields and controls:

- Title**: A text input field with a small edit icon on the right.
- Status**: A dropdown menu currently set to 'Active'.
- Pages to be Applied**: A text input field with a help icon on the right.
- Type**: A dropdown menu currently set to 'Show Lightbox'.
- For AB Testing?**: A toggle switch currently set to 'NO'.

Properties

TYPE: INLINE

1. You have different options to add Content to your Lightbox:
 - Simply Copy and Paste your **own**

Lightbox HTML to the Content area.

- OR
 - Select from the **built-in Templates** and update content with the Design HTML option.
2. OPTIONAL Enter a **Destination URL**, if you want to include a link to your pop-up.
 3. **OPTIONAL Width (px)** - the width in pixels of the pop-up.
 4. **OPTIONAL Height (px)** - The height in pixels of the pop-up.
 5. **Wait in Seconds:** Wait time length in seconds for Lightbox
 6. OPTIONAL select **Set Tracking Parameter** and add a **Tracking Value** to track and measure the performance of your campaigns.

Properties

Type: Inline

Content: [Empty text area]

Design Templates

Destination URL: [Empty text field]

Width: [Empty text field] px

Height: [Empty text field] px

Wait In Seconds: [Clock icon] 3 [Plus/Minus icons]

Set Tracking Parameter:

TYPE: URL - Use this option when the pop-up content is available externally.

1. **Source URL:** RMC will deliver the content from the URL supplied.
2. OPTIONAL Enter a **Destination URL**, if you want to include a link to your pop-up.

Design Html

Design Html

Do not miss it!
This is your last chance to subscribe to a wonderful website.

SUBSCRIBE

Close Submit

Timing and Time Range

1. Define the **time frame** for the show lightbox action:
 - **Valid From** – date and time from which the redirect will be applied.
 - **Valid Through** – date and time after which the redirect action will no longer be applied.
2. OPTIONAL Use **Capping** to apply delivery limitations to

Valid From: [Calendar icon] 1.3.2017 [Clock icon] 00:00

Valid Through: [Calendar icon] 8.3.2017 [Clock icon] 00:00

Capping Type: [Dropdown menu: None, Visit (checked), Visitor, Hourly, Daily, Weekly, Monthly]

Capping Count: [Up/Down arrows] 0 [Plus/Minus icons]

Logic operator between rules: AND

the pop-up. RMC supports the following limitations; *visit, visitor, hourly, daily, weekly, monthly.*

Defining Target Audience

- To show the pop-up only to selected visitor segments you need to connect it to pre-defined Targeting Rules.
- Choose the **Targeting Rules** to define your visitor segments.
- An action can be connected to multiple Targeting Rules with **AND** or **OR** logical operators.

You need to create **Targeting Rules** first to be able to connect Targeting Actions to the appropriate visitor segments.

Logic operator between rules: **AND**

Target Rules	
<input type="checkbox"/> <input type="text"/>	<input type="text"/>
<input type="checkbox"/>	Rule Title
<input type="checkbox"/>	6 months off
<input type="checkbox"/>	frequent buyers on pc category
<input type="checkbox"/>	credit test
<input type="checkbox"/>	FavCat:[Banner:CODE]
<input type="checkbox"/>	FavCat:[Banner:CODE2]
<input type="checkbox"/>	is member
<input type="checkbox"/>	Members in London CelebBirthday
<input type="checkbox"/>	New Lego
<input type="checkbox"/>	New Pet
<input type="checkbox"/>	Non members who has viewed 3 pages

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