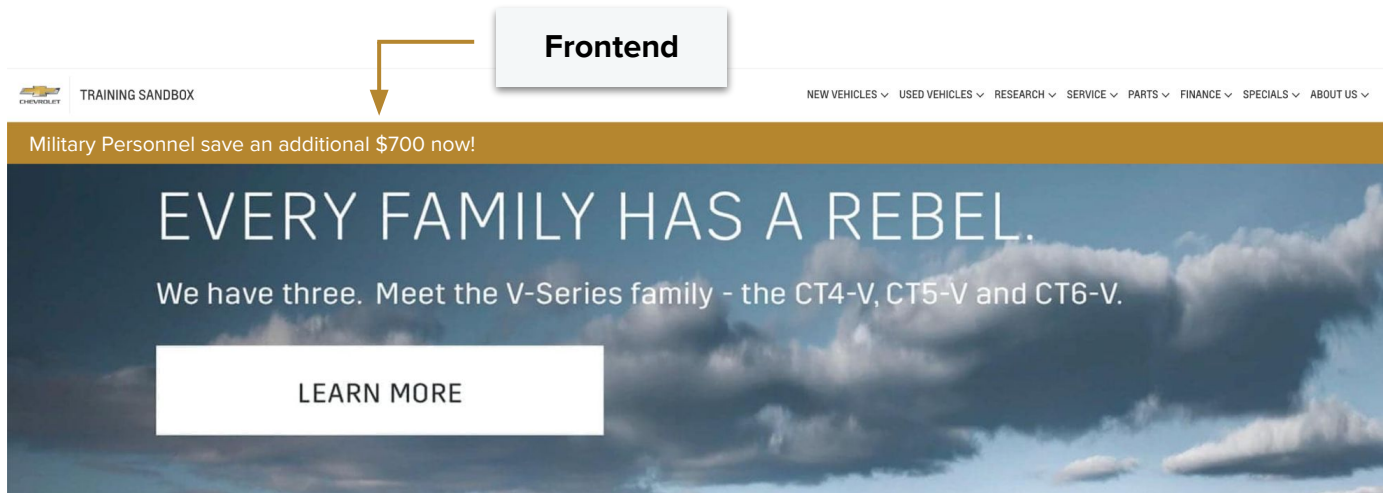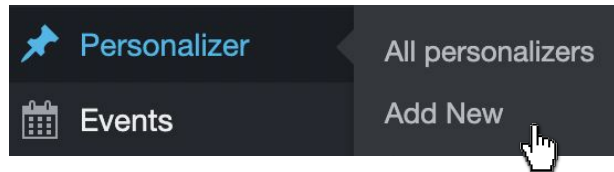# PERSONALIZER
DI Website Platform

PERSONALIZER

Personalizer is a short, personalized message on your website that targets specific customers based on their shopping activity, current location, page views, and more. This is a great strategy to engage specific shoppers right away. Note: Personalizer is only available for those with Dominate or Advanced Website Packages.

Frontend

To create a Personalizer:

1. Click **Personalizer**

2. Click **Add New**

3. Copy and paste **Homepage USP** into the top field

This is not your title. Any variation from this will cause the Personalizer to not fire. You will need to literally copy and paste Homepage USP into the field exactly as you see it listed in italics below.

Homepage USP

Homepage Content Key = *Homepage USP*
VRP Content Key = *VRP Personalization*
Custom Content Keys elsewhere on the website can be named when adding the personalizer shortcode to that page.

WIthin the Context Box, make sure you've selected the Visual Tab

4. Create a **personalized message** and insert it in the content box

5. Create a **tag** that also serves as the title of this personalizer

6. Choose the rule from the Rule Editor that you want to apply to this personalizer, then **click and drag and drop** it into the ruleset box

PERSONALIZER WITH GEOFENCING

If you want to create a rule for your ruleset to target a specific location in order for your personalizer to fire, you will need to draw a geofence within our Geofencing Editor. Scroll down to find the Geofencing Editor section.

7. Click the **square** or **circle icon** to begin drawing your geofence

8. **Drag and drop the icon** to create the geofence
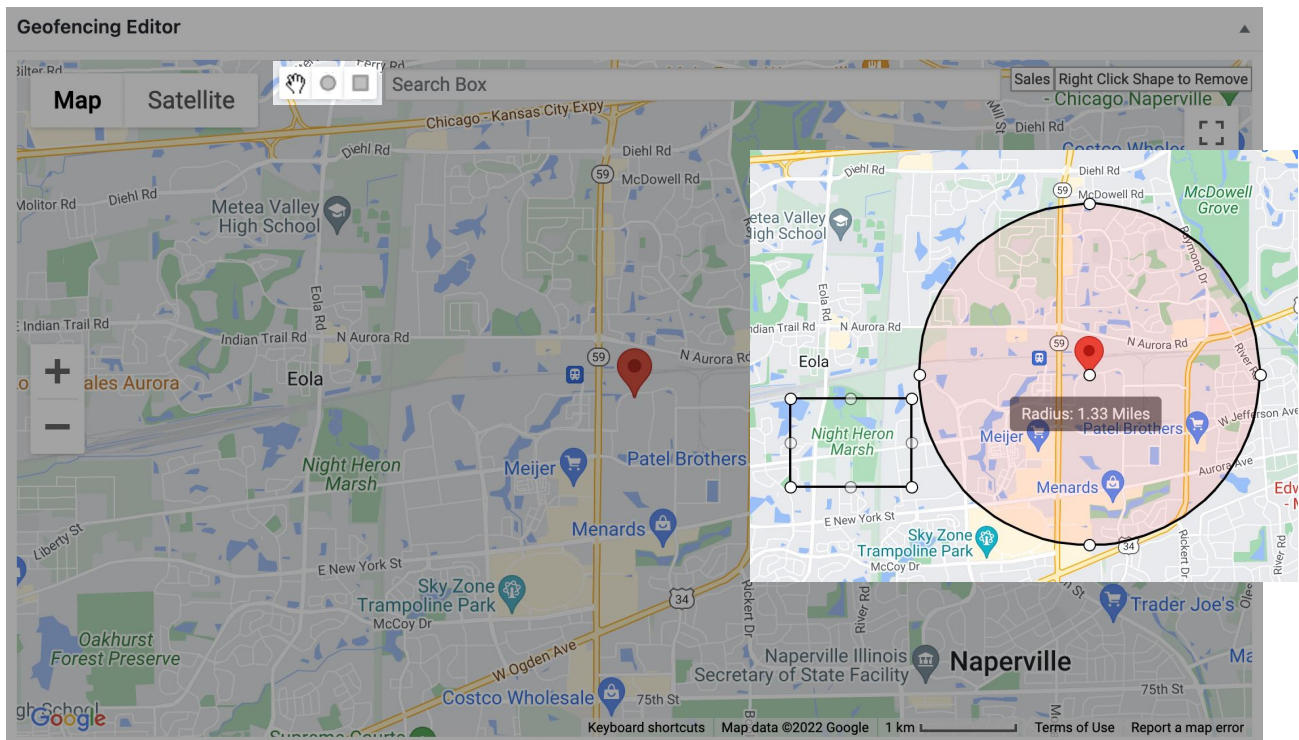
The hand icon can be used to adjust your placed geofence by grabbing the white circles that make up your shape.

You can also click the white circle in the middle of the circle geofence to move the location of geofence.

Each geofence is added as a rule to the ruleset, with the corresponding color of the shape you created.

How to Delete a Geofence Parameter

You can delete a geofence by **right-clicking on the circle or rectangle**. Or you can delete the parameter from the Ruleset by clicking the **orange X** of the corresponding geofence.
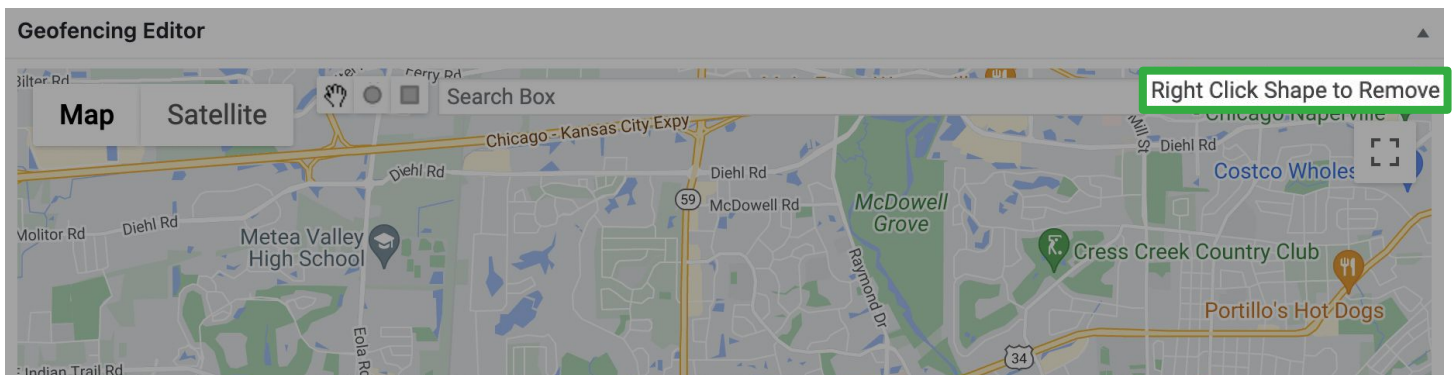
9. Once all fields have been completed, click **Publish**

11. Click **Reload Cache** at the very top of the screen to instantly push the personalizer to the live site

Publish

Save Draft

🔑 Status: **Draft** Edit

👁 Visibility: **Public** Edit

📅 Publish **immediately** Edit

Move to Trash   Publish

🚗 Inventory   🏠 Training Sandbox   💬 0   ➕ New   DI Tools   Reload Cache

HOW TO TEST YOUR PERSONALIZER

In order to test your personalizer, you will need to follow all of the rules you've set. We'll walk through three different scenarios to show what we mean by "follow all the rules":

- Let's say you created a personalizer to fire when a lead is in a certain location. In order to test this personalizer, you will need to be in that same location.

- If you created a personalizer to fire for a returning visitor, you would need to go to your site, leave your site, and return again.

- Say you've created a personalizer that only shows for visitors who are in a specific location and are returning to the site. You would need to apply both rules at the same time to test.

💬 **Best Practices**

Are you code-savvy? Use the Text tab to create your content with shortcode. Personalizers should be 1-2 sentences max, but should draw shoppers in!

DICE