PART 2 OF 3 · HOW TO BUILD ONE

Personalisation — Building an Audience Rule

Seven steps to follow while you work · and which of the two buttons actually saves the rule

1 Start from a ready-made audience
Copy one, or create your own

Four ready-made audiences sit at the bottom of the Audiences screen. Copy the one that fits and it arrives with its rule already made.

None of them fit? Click CREATE NEW AUDIENCE, give it a name and click QUICK SAVE — the rule section appears once the audience exists.

2 Choose the rule type
Pick from the Rule Type list

The Add Audience Rule section is already on the page, waiting. You do not need to open it.

3 Fill in the detail
Choose or type what you want to match

For a device rule, pick Mobile. For a city rule, search for the city.

4 Add it to the rule
ADD DEVICE TYPE, ADD CITY, ADD PAGE…

This puts your choice into the rule you are building. Repeat it for each extra value you want to match.

5 Save the rule
Click ADD RULE

Your rule moves up into the Audience Rules list and is saved. The panel empties, ready for the next one.

6 Add more rules if you need them
A visitor has to match every rule

Add them in any order you like — a visitor has to match them all, and that reads the same either way.

For an either/or audience, tick Use Custom Rule Logic and write it out by rule number: (1 OR 2) AND 3. That is the one place the numbers matter.

7 SAVE the audience
The name, and any rule you changed

Rules you added in ⑤ are already saved. SAVE stores the name and description — and any change you made to a saved rule — then takes you back to the list.

Two buttons, two jobs

ADD DEVICE TYPE (or ADD CITY, ADD PAGE, and the rest) puts one value into the rule you are building.

ADD RULE saves the finished rule.

Miss the first and the second is refused, with a message telling you the rule needs a value.

Changing a rule you already saved

You can change a saved rule — except its type. Its value and its operator stay editable where they sit: change them and click SAVE.

Only the rule type is fixed. To change that, delete the rule and add a new one — and deleting has a knock-on effect.

Deleting a rule renumbers the ones below it and rewrites your Use Custom Rule Logic expression. Read it again afterwards and check the numbers still mean what you meant. Editing a rule in place leaves the numbering alone, which is why it is the safer way to make a change.