

Show different content to different visitors

Make a notice bar, popup or effect appear only for certain visitors, by device, time, place or number of visits, and see what it does with cookies.

A rule says: when this kind of visitor arrives, show this. You could show a bar to people on phones, a popup to people on their third visit, or a message only at certain hours. You build each rule from a trigger (who and when) and an action (what they see).

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Steps

1. Log in to your site editor. In the side panel, click **More**, then **Personalize**.
2. Click **+Add Rule**.
3. Pick one of the ready-made rules, or **Build your own**, then click **Next**.
4. Choose the trigger. **Any visits** applies to everyone. Or choose a visit based on a condition (see below). Click **Next**.
5. Choose the action (see below), set it up, and click **Next**.
6. Type a **Rule name**, so you'll recognize it. Optionally, turn on **Show once per visitor**.
7. Preview the rule, then click **Activate**. Or click **Save as Draft** to finish later.
8. Publish. Rules don't appear on the live site until you publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Triggers you can use

- **Device used:** desktop or mobile.
- **Visitor location:** a city, region or country. Visitors within about 30 miles (50 km) of it are included.
- **Timing:** a start date, start and end times and a time zone, plus whether it repeats daily, weekly, monthly or yearly.
- **Number of visits:** the first visit, or a number you choose.

You can combine more than one.

Actions you can use

- **Show top bar message:** a bar that stays in view. It usually sits across the top of the page, though on some sites it's at the bottom. You choose the words, the pages, and when it shows and hides.
- **Show popup:** one of your popups, on the pages you choose, at the moment you choose. That can be straight away, after a delay, when a visitor scrolls, or as one is about to leave.
- **Show Special Effects:** falling hearts, snowflakes, fireworks and the like, for as long as you choose.

Good to know

- The editor's preview doesn't run rules. To check one, click the three dots beside it in the list and choose **Preview**.
- No visitor sees the same rule more than once in 30 minutes, unless they clear their browser data in between. A popup shows once per browsing session.
- Rules use two small cookies on the visitor's device: one holds a time stamp and the other counts visits. If you use a cookie notice or a privacy page, ask your lawyer or accountant whether to mention them. See [Turn on a cookie notice](#).
- If your cookie notice is switched on, it hides the top bar, so pick a different action.
- Only one rule of each kind can show on a page at a time (two top bars, say). The rule listed higher wins. You can't rearrange the list, so to let a newer rule take over, switch off or delete the older one.
- To change a rule, click the three dots beside it, then **Edit**. The same menu has activate, deactivate and **Delete**.

Need a hand?

Email hello@zossoz.com with your business name, who should see what, and when, and we'll take care of it. We quote this in writing first. We reply within one business day. See [Request a change](#).

Related guides: [Show a message only during set hours](#) · [Add a popup](#) · [Turn on a cookie notice](#) · [Add a privacy page to your site](#) · [Publish your changes](#)

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