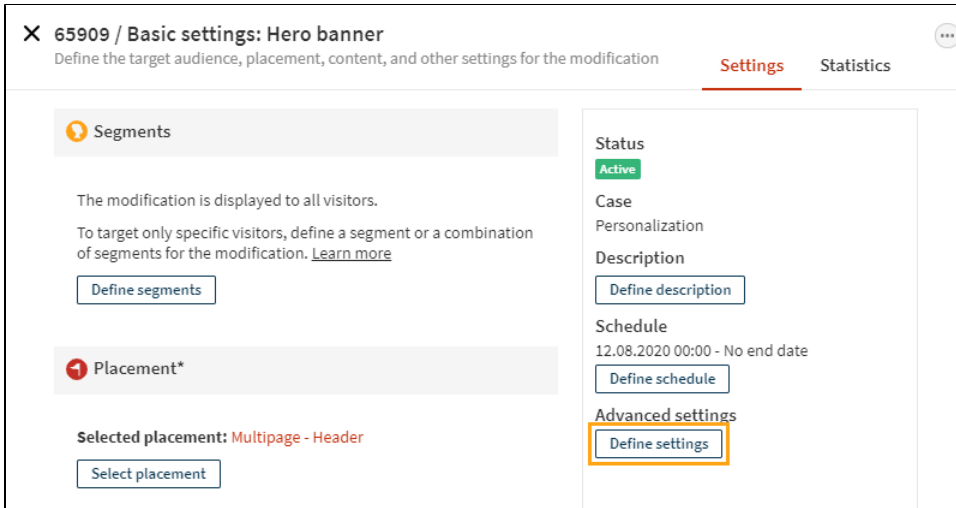


Defining advanced modification settings

You can use the advanced settings to fine-tune the performance, tracking, audience, and display settings of a modification.

To define advanced settings:

1. In the **Basic settings** view, click **Define settings**.



2. In the **Advanced settings** view, define the settings you want:

- [Performance and tracking settings](#)
- [Audience settings](#)
- [Display settings](#)

3. When you're done, click **Save**.

Performance and tracking settings

The performance and tracking settings allow you to change the default configuration of the modification to improve loading time and disable tracking.




The following table describes the available performance and tracking settings.



Changing the default values of these settings may affect your site performance or the data collected from your site. Change the default values only if you definitely know what you're doing.

Table: Performance and tracking settings

Setting	Description	Default value
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Content preloading	<p>Enable loading the modification content in the browser as a part of the custom script, which decreases the delay in displaying the modification (the flickering effect).</p> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p> Enabling content preloading means you can't use most of the advanced modification settings.</p> <p>In addition, content preloading increases the size of your custom script. If there are several modifications using content preloading on the same site, loading the custom script will be slower.</p> <p>Content preloading also increases the risk of the visitors seeing outdated content as the modification is cached in the browser.</p> <p>Use content preloading only when:</p> <ul style="list-style-type: none"> • Your content is static (not making API requests). • You do not need to use target groups, states, or other advanced modification settings. • You do not need jQuery for DOM manipulation. • You are willing to place the Frosmo scripts in the <head> element of the page. </div> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p> Enabling content preloading for a modification that displays a recommendation does not affect the recommendation data, which still comes from the Frosmo back end. Only the content explicitly defined for the modification is included in the site's custom script. Using content preloading with modifications that display recommendations is therefore not recommended.</p> </div>	Disabled
Conversion tracking	<p>Enable automatically attributing conversions to the modification based on the clicks, displays, and true displays the modification receives.</p> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p> If you disable conversion tracking for the modification, the platform no longer attributes conversions to the modification based on the clicks, displays, and true displays the modification receives. This affects the modification performance statistics.</p> </div> <p>For more information about basic modification events and conversion attribution, see Data collected from websites and Conversion attribution.</p>	Enabled
GA tracking	<p>Enable tracking Google Analytics events for the modification. Tracking requires that you have integrated Google Analytics with the Frosmo Platform. For more information, see System and service integrations.</p>	Enabled

Content preloading
Load the modification as part of the custom script to prevent flickering. [Learn more](#)

Enabled **Disabled**

Conversion tracking
Track conversions for the modification based on clicks, displays, and true displays. [Learn more](#)

Enabled **Disabled**

GA tracking
Track Google Analytics events for the modification. [Learn more](#)

Enabled **Disabled**

Figure: Performance and tracking settings

Audience settings

The audience settings allow you to customize the target audience for testing purposes or fine-tune the audience beyond segmentation.

The following table describes the available audience settings.

Table: Advanced audience settings

Setting	Description
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Test mode	<p>Enable or disable test mode for the modification. When test mode is enabled, the modification is only shown to visitors who browse the site in test mode.</p> <p>You also need to activate test mode in the browser by adding the query string <code>frosmotest=on</code> to the URL. To deactivate test mode in the browser, add the query string <code>frosmotest=off</code> to the URL.</p> <p>For more information, see Test mode.</p>
Deciles	<p>Select the deciles to which you want to display the modification. By default, all deciles are selected.</p> <p>The Frosmo Platform automatically places each visitor entering your site in one of ten deciles. The platform chooses the decile randomly. The visitor stays in the same decile until the browser cache and cookies are cleared. A visitor's decile placement applies across all modifications on the site.</p>
Devices	<p>Select the types of devices on which the modification is shown to visitors (desktop, mobile, or tablet). By default, all device types are selected, meaning the modification is shown to a visitor no matter what device they're using.</p>
Target groups	<p>Select the target groups to which you want to display the modification.</p> <p>Target groups allow for more complex segmentation than individual segments or segment groups. Target groups are company-specific, which means that they are valid across all sites of a given company.</p> <p>For more information, see Working with target groups.</p>
States	<p>Select modification states. States are custom actions that you can use to determine whether the modification is displayed to the visitor. For example, you can determine that the modification is only displayed to visitors that are logged in, or visitors using a specific language version of the site.</p> <p>Unless there are custom actions created for your site, you can't use them in modification states.</p> <p>For more information, see Feature: Custom action.</p>

Audience




Test mode
 Display the modification only to specific visitors for testing purposes. [Learn more](#)

Enabled **Disabled**

Deciles
 Define the visitor deciles to which to display the modification. [Learn more](#)

✓ 1	✓ 2	✓ 3	✓ 4	✓ 5	✓ 6	✓ 7	✓ 8	✓ 9	✓ 10
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Devices
 Define the device types in which to display the modification. [Learn more](#)

 ✓ DESKTOP	 ✓ MOBILE	 ✓ TABLET
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Target groups
 Define the target groups to which to display the modification. [Learn more](#)
 No target groups defined.

[Define target groups](#)

States
 Define states (custom actions) to determine whether to display the modification. [Learn more](#)
 No states defined.

[Define states](#)

Figure: Audience settings

Display settings

The display settings allow you to fine-tune how often and how many times the modification is displayed.

The following table describes the available display settings.

Table: Advanced display settings

Setting	Description
Display delay	Display delay determines the number of seconds after which the modification is displayed after the custom script has been loaded. The delay timer starts when the modification placement is verified and the modification is ready to be displayed.
Display interval	Display interval determines how often the same modification can be shown to visitors. You can set the interval to seconds, minutes, hours, or days.
Max. displays per visitor	Determine the maximum number of times the modification can be shown to a specific visitor. If you leave this field empty, the modification can be shown an indefinite number of times.

Max. displays per all visitors	Determine the maximum total number of times the modification can be shown to visitors. If you leave this field empty, the modification can be shown an indefinite number of times.
Priority	Set the modification priority. If there are several modifications with the same placement settings, priority determines which of the modifications is displayed most often. Priority can be set as very low, low, medium (default), high, or very high. If priority is not set or there are several modifications with the same priority, the modifications are displayed in the order they were created.
Weight	Set the modification weight. If there are several modifications with the same placement settings and priority, weight determines which of the modifications is displayed most often. To show several modifications in turns, set the weight for each modification as 1.

Display

Display delay
Define the number of seconds after which the modification is displayed after the custom script has been loaded. [Learn more](#)

 seconds

Display interval
Define how often the same modification can be shown to visitors. [Learn more](#)

Max. displays per visitor
Define the maximum number of times the modification can be shown to a specific visitor. [Learn more](#)

Max. displays per all visitors
Define the maximum total number of times the modification can be shown to visitors. [Learn more](#)

Priority
Select the modification priority. If there are several modifications with the same placement settings, priority determines which of the modifications is displayed. [Learn more](#)

Weight
Define the modification weight. If there are several modifications with the same placement settings and priority, weight determines which of the modifications is displayed. [Learn more](#)

Figure: Display settings