

v3.1.0

Conditional Content User Manual

| | |
|---------------------------------|-----------|
| Introduction | 2 |
| Requirements | 2 |
| Installation | 2 |
| Free Version | 2 |
| Premium Version | 3 |
| General Settings | 4 |
| Visited Pages Tracking Duration | 4 |
| Remove Data on Uninstall | 4 |
| Lazy Load Content | 4 |
| GeoIP Provider | 5 |
| GeoIP API Key | 5 |
| Google Maps API Key | 5 |
| Creating Conditions | 6 |
| Condition Types | 6 |
| Device | 7 |
| User Behavior | 7 |
| Referrer Source | 8 |
| Dynamic Link | 8 |
| Time & Date | 9 |
| Visited Pages | 10 |
| Geolocation | 11 |
| Using Conditions | 12 |
| Gutenberg | 12 |
| Elementor | 13 |
| Beaver Builder | 14 |
| Free Version Limitations | 15 |
| Developer Notes | 16 |
| Available Hooks | 16 |

| | |
|--|----|
| cf_conditional_content_gdpr_allow_cookie | 16 |
| Parameters | 16 |
| Return value | 16 |
| Usage example | 16 |
| cf_conditional_content_ruleset | 16 |
| Parameters | 17 |
| Return value | 17 |
| Usage example | 17 |
| Templating | 19 |
| Examples | 19 |

Introduction

Conditional Content gives you the power to personalize your website to display custom content tailored to each user's experience, increasing engagement. It is a plugin that works directly with [Gutenberg](#), [Beaver Builder](#) and [Elementor](#) to bring customizable content to your fingertips.

You can amend or add content on your website using simple personalization settings, which can be used to engage users, customize their experience and improve conversion rates.

Conditional Content comes in 3 different flavors:

- Conditional Content Lite
- Conditional Content Pro
- Conditional Content Enterprise for osDXP

Release Notes

Conditional Content's latest release comes with 2 new powerful features in the form of **custom conditions** and **template support**.

Out of the box, Conditional Content comes with an extensive ruleset that will satisfy all your major needs. With custom conditions, you're now able to go a step further and personalize WordPress to your specific use case via an easily extensible condition set. This empowers Conditional Content to take advantage of any number of bespoke data pipelines when personalizing your content, from CRMs, analytics services or any other part of a DXP.

With template support, your WordPress theme can now become a fully personalized content piece. Menus, widgets, sidebars and everything in between, they can all now be conditionally loaded to deliver a unique and immersive experience to your user base.

Coupling these 2 features together, you're now able to deliver completely personalized content based on bespoke conditions that perfectly fit your needs!

If you're interested in these features but fear that they might be too technical for you, we're always glad to help. [Chat with us!](#)

Requirements

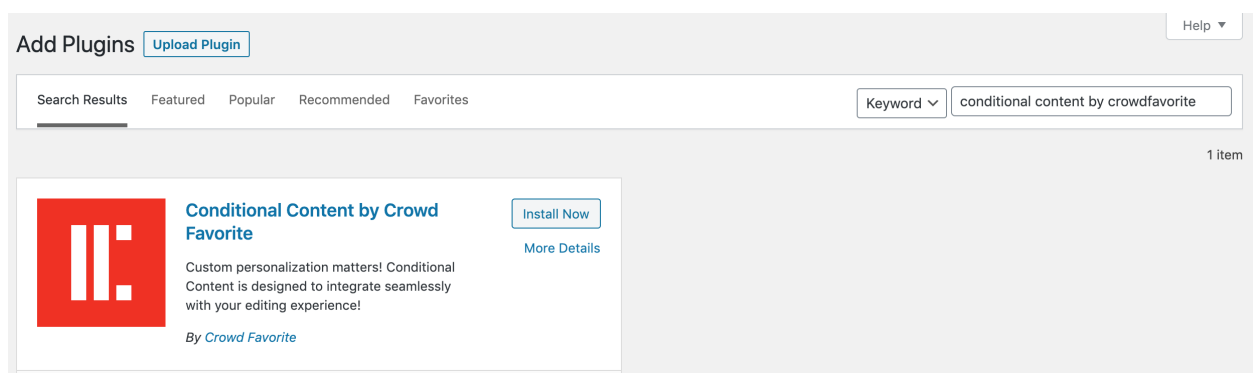
Conditional Content needs the following minimum requirements in order to ensure optimal usage:

- **PHP** version **7** or greater
- **WordPress** version **5.1** or greater
- **Any** of the available editors: **Gutenberg**, **Elementor** or **Beaver Builder**

Installation

Free Version

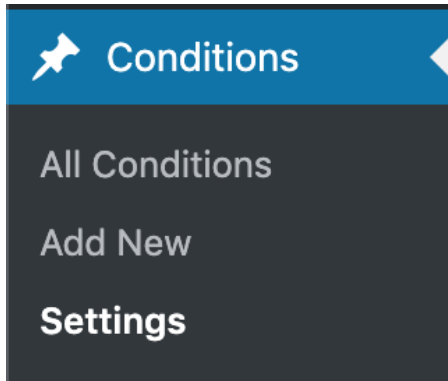
The [free version](#) can be downloaded and installed as usual, via the Plugins > Add New settings page inside the WordPress Dashboard.



Premium Version

1. Navigate to the [Crowd Favorite Shop](#) and purchase a license that fits your needs.

2. After purchase, you'll get an email with your license key as well as the plugin archive file.
3. Install the plugin as usual through the WordPress Dashboard and activate it on your website.
4. Once the plugin has been activated, click on 'Conditions > Settings' to activate the license for your current website.



Conditional Content Settings

Updates

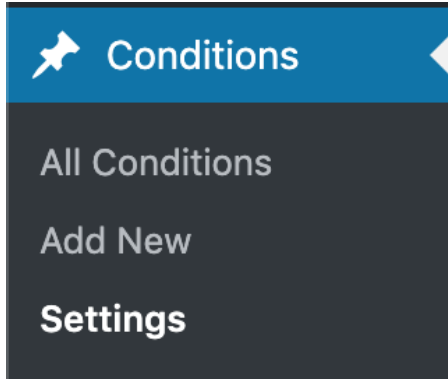
Input your license key to receive updates.

License key

Save Changes

General Settings

Conditional Content settings are found on the 'Conditions > Settings' dashboard page, seen below:



Visited Pages Tracking Duration

This setting decides for how long should visited pages be tracked for. Default setting is 2 weeks, with options for any number of minutes, hours, days, weeks or even months.

| | | |
|--|--------------------------------|--------------------|
| Visited pages tracking duration | <input type="text" value="2"/> | <div>Weeks ▾</div> |
| <i>The duration used by the 'visited pages' condition to track users visits.</i> | | |

Remove Data on Uninstall

This setting dictates if Conditional Content data should be removed on uninstall, including created conditions, settings and license key.

| | |
|---------------------------|--|
| Remove data on uninstall? | <input type="checkbox"/> Check this box if you would like Conditional Content to completely remove all of its data when the plugin is deleted. |
|---------------------------|--|

Lazy Load Content

This setting decides if conditionally loaded content should be loaded asynchronously or directly. If you are using static page caching this option will help override the static page, ensuring your desired content loads.

| | |
|--------------------|---|
| Lazy load content? | <input type="checkbox"/> Check this box if you would like Conditional Content to load the content asynchronously. |
|--------------------|---|

GeoIP Provider

In order to take advantage of geolocation-based conditions, one of the available providers should be used. Available providers are:

- WPEngine
- IpData
- IpInfo
- IpStack

GeoIP Provider

IpData ▼

To use WP Engine as a GeoIP provider please consult the documentation available at <https://wpengine.com/support/enabling-geotarget>.

GeoIP API Key

If you are using a geolocation provider other than WPEngine, a valid API key is required. Add the relevant API key in this field.

ipdata API key

Please visit the provider's website available at <https://ipdata.co> in order to obtain an API key.

Google Maps API Key

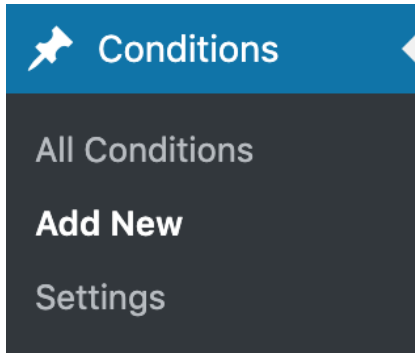
If you are using geolocation for your conditions, this optional field can be filled with your Google Maps API key in order to provide autocomplete suggestions.

Google Maps API Key

An API key is required to use autocomplete suggestions for geolocation conditions.

Creating Conditions

An exhaustive list of condition types are readily available to you. You may view your existing conditions or create a new one on the Conditions dashboard menu item.



Creating a condition is as easy as choosing the condition type and trigger, giving it a title and publishing it.

A screenshot of the 'Add Condition' form. At the top, there's a title 'Add Condition' and a 'Screen Options' dropdown. Below is a text input field containing 'My first condition'. Underneath is a section titled 'Conditions' with a list of condition types on the left: 'Device' (highlighted), 'User Behavior', 'Referrer Source', 'Dynamic Link', 'Time & Date', 'Visited Pages', and 'Geolocation'. To the right of this list, under the heading 'Chose a condition to create a rule:', is a sub-instruction 'Select the device(s) in which you would like the content to appear.' and three checkboxes: 'Mobile', 'Tablet', and 'Desktop' (which is checked). At the bottom right of this section is a link: 'Have a question or need help? Get in touch with us!'. On the far right, there's a 'Publish' panel with a 'Save Draft' button, and three status/visibility options: 'Status: Draft' (with an 'Edit' link), 'Visibility: Public' (with an 'Edit' link), and 'Publish immediately' (with an 'Edit' link). At the bottom of this panel are 'Move to Trash' and 'Publish' buttons.

Condition Types

There are many conditions to choose from, detailed below.

Device

The device condition triggers if one or more of the following device types are identified: mobile, tablet or desktop.

| Conditions | |
|--|--|
| Select a condition <div>Device</div> <div>User Behavior</div> <div>Referrer Source</div> | Chose a condition to create a rule: Select the device(s) in which you would like the content to appear. <input type="checkbox"/> Mobile <input type="checkbox"/> Tablet <input checked="" type="checkbox"/> Desktop |

User Behavior

The user behavior condition has the following triggers:

- Logged in - *Applies to users that are logged in. Can also be negated, meaning that it applies to users that are not logged in.*
- New visitor - *Applies to visitors that are visiting your website for the first time.*
- Returning visitor - *Applies to visitors that have previously visited your website. You can further select on which subsequent visit should the condition be triggered. (2nd visit, 3rd visit, etc.)*
- User's browser language - *Applies to visitors that are using a specific language for their web browser. All languages are supported as well as being able to restrict the condition to the browser's primary language only.*

| Conditions | |
|---|--|
| Select a condition <div>Device</div> <div>User Behavior</div> <div>Referrer Source</div> <div>Dynamic Link</div> <div>Time & Date</div> | Chose a condition to create a rule: Select the user behavior in which you would like the rule to apply, additional options are available based on the selected user behavior. <div>Browser Language ▼</div> <div>English ▼</div> <input type="checkbox"/> Primary language only |

Referrer Source

The referrer source condition has the following triggers:

- URL - *If the visitor is being referred from a specific website address.*
 - URL Is - *If the visitor is coming from an exact website address .*
 - URL Contains - *If the visitor is coming from a website address containing a user-defined string.*
 - URL Is Not - *The inverse of URL Is condition.*
 - URL Does Not Contain - *The inverse of URL Contains condition.*
- Page on your website - *If the visitor is being referred from a page on your website. A dropdown of all available pages is presented here.*
- Common referral websites - *If the visitor is being referred from one of the following websites:*
 - Google
 - Facebook
 - Youtube
 - Twitter

| Conditions | |
|---|--|
| <p>Select a condition</p> <p>Device</p> <p>User Behavior</p> <p>Referrer Source</p> <p>Dynamic Link</p> | <p>Chose a condition to create a rule:</p> <p>Select the referral source in which you would like the rule to apply, additional options are available based on the selected user behavior.</p> <p>Common Referral Websites ▼</p> <p>Google ▼</p> |



Dynamic Link

This condition is triggered by adding a query parameter to your page address.

| Conditions | |
|--|--|
| Select a condition Device User Behavior Referrer Source Dynamic Link | Chose a condition to create a rule: <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;">Name your query string</div> <p>Add the following string to the end of your page URL to display the content:</p> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 10px;">?v=your-query-string</div> <p>i.e., www.url.com?v=your-query-string</p> |

Time & Date

This condition is triggered either via a schedule or a specific start and end date, as seen below:

| Conditions | |
|--|--|
| Select a condition Device User Behavior Referrer Source Dynamic Link Time & Date Visited Pages | Chose a condition to create a rule: <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;">Start/End Date ▼</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px; background-color: #e6ffe6;"> This condition uses your website's time settings , click here to make sure they set correctly. </div> <p>Start displaying content from:</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;">  2020/10/23 17:52 </div> <p>Stop displaying content from:</p> <div style="border: 1px solid #ccc; padding: 5px;">  2020/10/30 17:52 </div> |

Conditions

Select a condition

Device

User Behavior

Referrer Source

Dynamic Link

Time & Date

Visited Pages

Geolocation

Chose a condition to create a rule:

Schedule

i To create a schedule click on the time you wish to begin the scheduled content, drag to the time you wish to end the schedule and click again. To schedule non-consecutive time, click on the time you wish to start, drag to the time you wish to end and click again. Then click on the time slots you wish to remove.

| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-------|-----|-----|-----|-----|-----|-----|-----|
| 00:00 | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 3:00 | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 6:00 | | | | | | | |
| | | | | | | | |

Visited Pages

This condition is triggered if the visitor has previously visited one or more of your websites's pages. As with the Referrer Source condition, this condition's triggers are the following:

- URL Is - *If the user has visited one or more of the selected pages.*
- URL Contains - *If the user has visited pages containing one or more of the selected strings.*
- URL Is Not - *The inverse of URL Is condition.*
- URL Does Not Contain - *The inverse of URL Contains condition.*

Conditions

Select a condition

Device

User Behavior

Referrer Source

Dynamic Link

Time & Date

Visited Pages

Geolocation

Chose a condition to create a rule:

This version will be displayed if the visitor has visited one of the following pages in the last [2 weeks](#).

url is:

page-1

url is:

page-2

Add another page

URL Is

Type

Press the ENTER key to add the URL to the URLs list.

Geolocation

This condition is triggered if the visitor is coming from one or more of the following geolocation rules:

- Country
- City
- State
- Zip Code / Postal Code
- Area Code

Conditions

Select a condition

Device
User Behavior
Referrer Source
Dynamic Link
Time & Date
Visited Pages
Geolocation

Chose a condition to create a rule:

Targeted locations:

United States ✕

Add another location

☒ Country
☐ City
☐ State
☐ Zip Code / Postal Code
☐ Area Code

Country (start typing)

Using Conditions

Conditionally displaying your content is very easy. You may select as many conditions as desired as well as defining the logic related to said conditions, as follows:

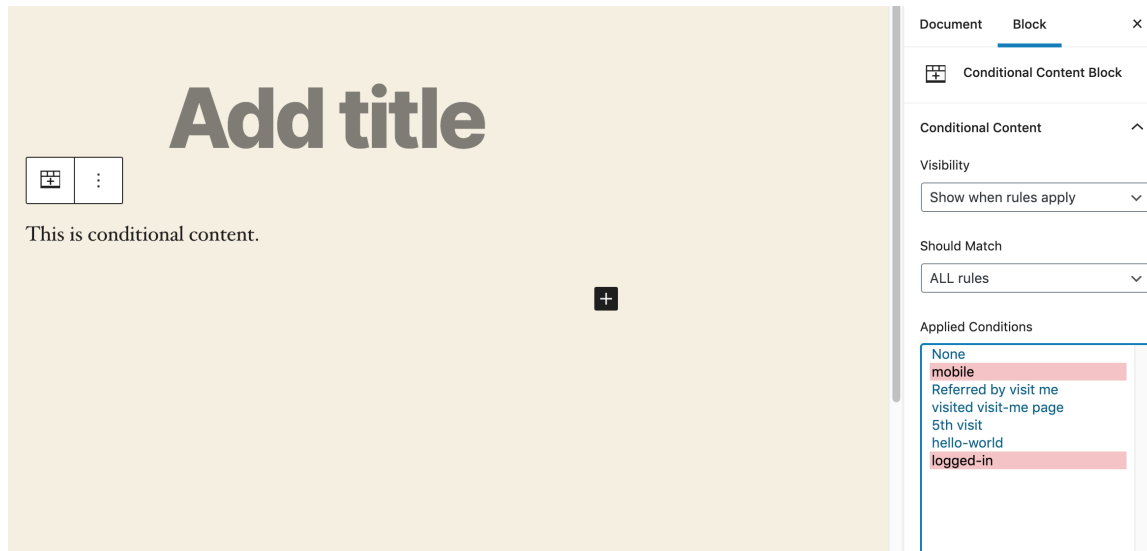
- Visibility - *Defines when your conditional content should be displayed.*
 - Show when rules apply
 - Hide when rules apply
- Should Match - *Defines how your conditions are triggered.*
 - ALL rules - *Is triggered if all the selected conditions are applied.*
 - ANY rule - *Is triggered if at least one condition is applied.*
- Applied Conditions - *Select one or more of your created conditions.*

Depending on your preferred editor, here are the steps required to take advantage of Conditional Content:

Gutenberg

If you are using Gutenberg, you may use the available *Conditional Content Block*, as follows:

1. Add the block labeled *Conditional Content Block* where desired.
2. Select the desired conditions and visibility rules.
3. Add your desired content inside the *Conditional Content Block*.

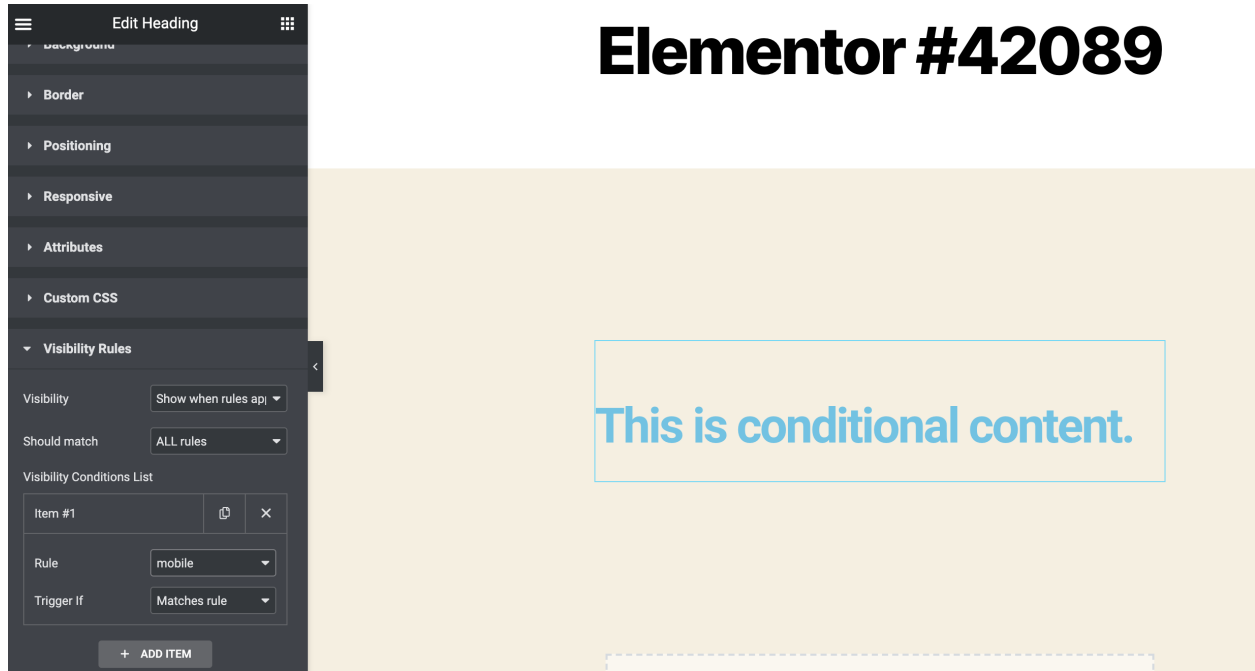


Elementor

If you are using Elementor, you may use the available widget settings, as follows:

1. Add your desired element.
2. Navigate to the advanced tab of the respective element.
3. Select your desired conditions and visibility rules under the *Visibility Rules* heading.

Elementor #42089



Beaver Builder

If you are using Beaver Builder, you may use the available element settings, as follows:

1. Add your desired element.
2. Navigate to the personalization tab of the respective element.
3. Enable personalization and select your desired conditions and visibility rules.

Heading

General Style **Personalization** Advanced

▼ Visibility Rules

Enable Personalization ☐ No ☒ Yes

Visibility

Should match

▼ Conditions List

Condition 1 [Edit Condition](#)

Free Version Limitations

Conditional Content Lite has the following limitations:

- The Time & Date > Schedule condition is not available.
- The User Behavior > User Browser Language condition is not available.
- The Referral Source > Common Referral Websites condition is not available.
- The Visited Pages > URL contains and Visited Pages > URL does not contain conditions are not available.
- The following geolocation providers are not available: IpData, IpStack, IpInfo.
- Only one condition per piece of content may be used.
- Advanced visibility rules are not available.
- Custom conditions are not available.
- Using conditions in html templates is not available.

Developer Notes

Available Hooks

cf_conditional_content_gdpr_allow_cookie

Need to disable or control cookie usage? The *cf_conditional_content_gdpr_allow_cookie* filter controls if a cookie is set during a page visit. One way to comply with GDPR and similar requirements might be to use explicit consent, acknowledging and authorizing the conditional content cookie prior to it being set.

Parameters

This filter accepts one *boolean* parameter, the *default value for allowing cookies*.

Return value

This filter must return a value of type *boolean*, true if cookies are allowed or false otherwise.

By default, this filter returns true.

Usage example

```
<?php
add_filter('cf_conditional_content_gdpr_allow_cookie', 'myFunction');
function myFunction($allowCookies)
{
    if (userGaveConsent()) { //Add your custom GDPR validation here
        return true;
    }
    return false;
}
```

cf_conditional_content_ruleset

Need to add custom conditions to Conditional Content? The *cf_conditional_content_ruleset* filter enables developers to add their own conditions to the ruleset. These custom conditions need to have

their own custom validation logic implemented in order to work. The validation logic must return a boolean value, as seen in the next example.

Parameters

This filter accepts one *array* parameter, the *existing custom Conditional Content ruleset*

Return value

This filter must return a value of type *array*, with the same structure as seen in the example below.

Usage example

```
<?php
add_filter('cf_conditional_content_ruleset', 'myCustomCondition');

/**
 * Custom condition declaration.
 * @param array $customRuleset An array of registered custom
conditions.
 * @return array $customRuleset The modified custom conditions ruleset.
 */
function myCustomCondition($customRuleset)
{
    /**
     * Required Array Structure
     *
     * array key REQUIRED. Unique slug for your custom condition.
     * array value REQUIRED. Your custom condition title.
     */
    $customRuleset['my_custom_condition'] = 'My Custom Condition';
    return $customRuleset;
}
```

cf_custom_condition_{ $\$$ condition_type}

This action is fired for your specific custom condition, defined in the cf_conditional_content_ruleset filter.

Return value

This filter must return a value of type *boolean*, indicating if the condition is evaluated to true or false.

Usage example

```
<?php
add_action('cf_custom_condition_my_custom_condition',
'myRuleValidator');

/**
 * Custom condition validator.
 * @param array $data Custom data saved for the condition. Array keys
 * are defined in the myCustomCondition function.
 * @return bool true if the rule is triggered, false otherwise
 */
function myRuleValidator()
{
    return true; // The custom condition is triggered if the validator
returns true.
}
```

Templating

Please be aware that this functionality only works while the lazy loading setting is active.

You can use Conditional Content in your html templates with the aid of html data attributes. The following data attributes are available, as seen in the example below:

- `data-condition` - One or more condition **IDs** (these are post ids)
- `data-conditionvisibility` - If the content should be shown or hidden when conditions apply. **Yes** or **1** will show the content, **anything else** will hide the content.
- `data-conditionmatch` - How should the conditions be parsed. **Any** will trigger the content on any condition trigger, **all** will trigger the content only if all conditions are triggered.

Additionally, the personalized element must have a class of `cc-has-condition` and be hidden by default (ie: have a display value of none) in order for it to be recognized by Conditional Content.

Examples

```
<div class="cc-has-condition" data-condition=1,2,3
data-conditionvisibility=0 data-conditionmatch=any >
  <p> This is a piece of conditional content that has the conditions
1,2,3 (post ids) and will be hidden if any condition is triggered.</p>
</div>
```

```
<p class="cc-has-condition" data-condition=4,5
data-conditionvisibility=yes data-conditionmatch=all >
  This is a piece of conditional content that has the conditions 4
and 5 (post ids) and will be shown if all conditions are triggered.
</p>
```