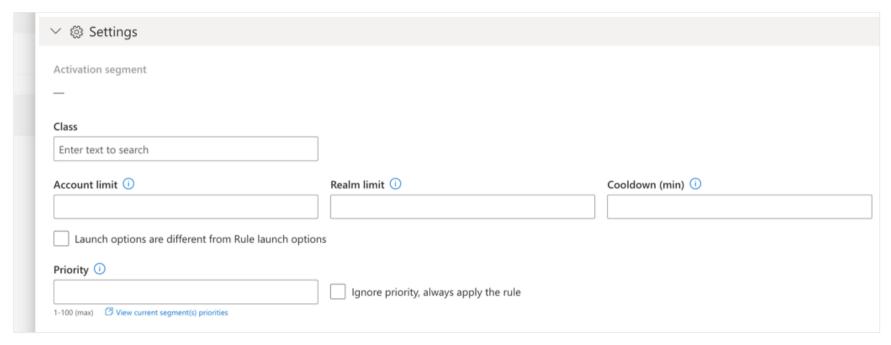
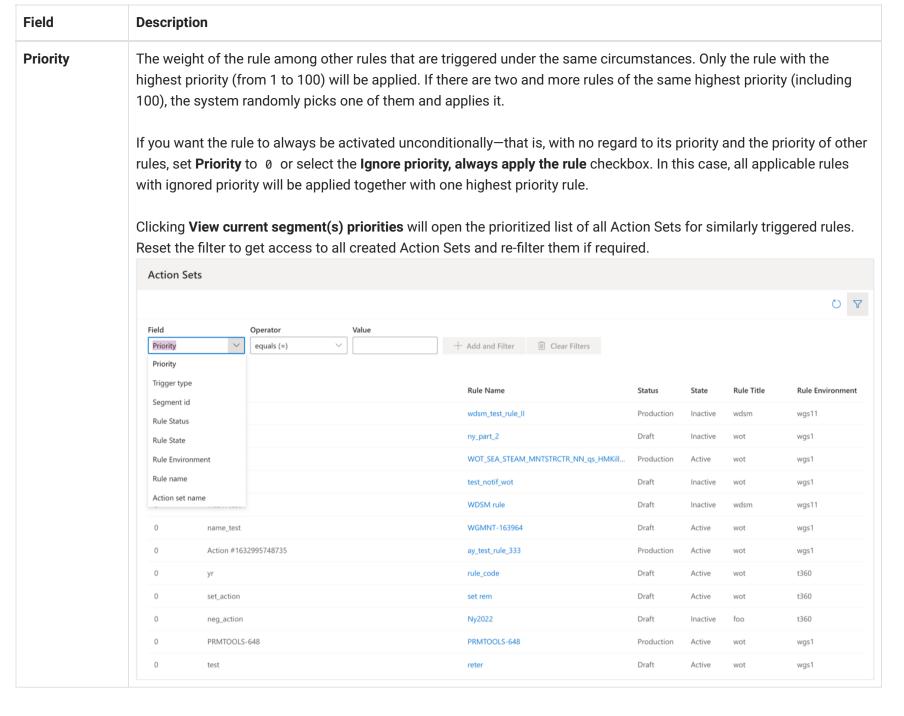
Action Sets setup

Settings

Settings are used to limit the amount of times when an Action Set can be performed on a player. This is done to avoid the adverse effect that some PRM campaigns may have due to too high frequency or amount of activations—for example, to prevent the player from being bombarded with emails from different campaigns.



Field	Description
Activation segment	An Activation segment is assigned to the Action Set after the rule's status is changed to Production . This segment will be set to the accounts of players who have satisfied all checks in the true/false branch and reached the Action Set.
Class	Select the class to which your PRM campaign relates based on its marketing goal.
	Classes have pre-configured game-dependent cooldown periods —the number of days during which the Action Set won't be activated despite the conditions check being successful because a) this same Action Set has already been activated; b) another Action Set of the same class has been activated; or c) an Action Set of an interdependent class has been activated.
Account limit	The maximum number of times this Action Set can be activated per the same player. The default value is 1.
Realm limit	The maximum number of times this Action Set can be activated on a realm in total. Note that, if no Account limit is set, all these activations could be applied to the same one player account.
Cooldown (min)	The minimum period of time (in minutes) that shall pass between two successive Action Set activations on one player. Disabled when Account limit is set to 1.
Launch options are different from Rule launch options	Select the checkbox if the launch options (Launch at/Stop at time and/or Set schedule) for this specific Action Set must differ from the launch options configured at the rule level.



Action Packs

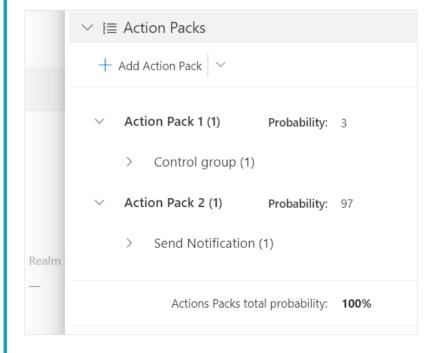
In **Action Pack**, you configure the final action or combination of actions that will be performed upon the players who satisfy the conditions check in the respective rule branch.

Probability

Several Action Packs can be included in one Action Set, but with a mutually exclusive chance of their activation (=configurable **probability**). When there are two or more Action Packs in an Action Set, only one of them will take effect on each specific player account.

Example

In the example below, out of 100% players who arrive at the Action Set in the rule tree, 97% receive a notification, while 3% get into the control group (and receive no notifications).



Another use case is a campaign where the eligible players receive a randomized selection of rewards, and rewards with a higher value have a lower probability of being received by a player.

For an Action to be performed, the PRM system invokes under the hood a respective Platform service through <u>a contract</u>. Hence the logic of configuring an Action inherits the logic of the involved Platform service or component.

Below is the description of business cases for each of the currently available Actions and instructions for their configuration:

- Control Group
- <u>Direct Response</u>
- Entitlement Operation
- Grant Product
- Grant Cashback
- Invalidate CDS cache
- Send Notification
- Send to Tracking Engine
- Send to Kafka
- Set segment
- SPA Attribute
- Suspend Account
- WoT External Integration

Control Group

The action sets apart a fraction of players (in percentage) to whom the action will not be performed even though they satisfy all conditions in a rule branch like the rest of the entitled players (target group).

Setting apart a control group allows you to juxtapose the behavior of the control group with the behavior of the target group to measure the effectiveness of a PR campaign or test a hypothesis.

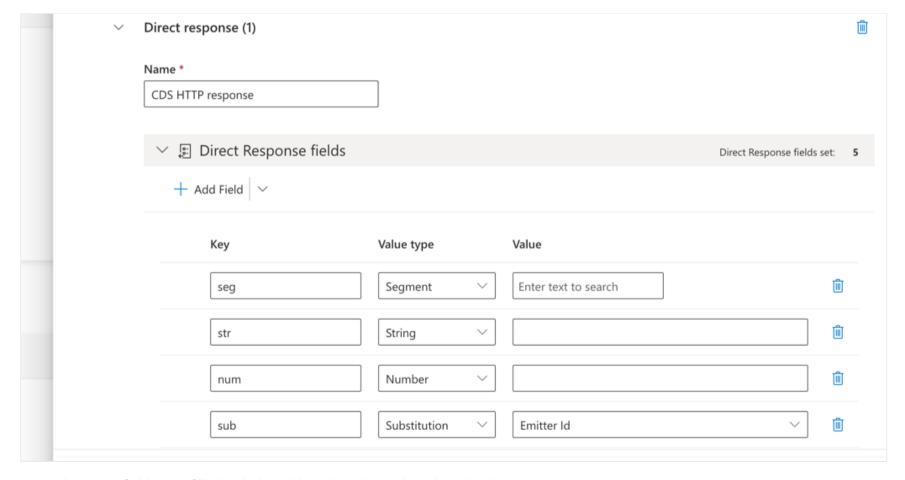


Accounts that get included in a control group have a segment of the *CC Control Group* system type set to them.

Direct Response

Available only to rules with the *By request (CAPI)* trigger type. The action defines what JSON data (keys, value types, and values) will be sent back to the service which triggers the campaign.

As you add this action, the system inserts the <u>category template</u> selected during trigger configuration, for example:



- The Name field is pre-filled with the <u>rule's code value</u> and can be edited.
- In **Direct Response fields**, you can overwrite **Key**, **Value type**, or **Value** of pre-inserted fields, as well as delete template fields and/or add new ones.

This is the rule-as-a-service case, when an external service requests PRM rule execution for a player account and receives a JSON response—all directly to/from the PRM system via HTTP by calling A-Gate's PRM invokeRule method.