

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.

Settings

Activation segment

—

Class

Enter text to search

Account limit ⓘ

Realm limit ⓘ

Cooldown (min) ⓘ

☐ Launch options are different from Rule launch options

Priority ⓘ

☐ Ignore priority, always apply the rule

1-100 (max)

[View current segment\(s\) priorities](#)

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	<p>Select the class to which your PRM campaign relates based on its marketing goal.</p> <p>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 <i>a)</i> this same Action Set has already been activated; <i>b)</i> another Action Set of the same class has been activated; or <i>c)</i> an Action Set of an interdependent class has been activated.</p>
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 .

Field	Description																																																																														
Priority	<p>The weight of the rule among other rules that are triggered under the same circumstances. Only the rule with the highest priority (from 1 to 100) will be applied. If there are two and more rules of the same highest priority (including 100), the system randomly picks one of them and applies it.</p> <p>If you want the rule to always be activated unconditionally—that is, with no regard to its priority and the priority of other rules, set Priority to 0 or select the Ignore priority, always apply the rule checkbox. In this case, all applicable rules with ignored priority will be applied together with one highest priority rule.</p> <p>Clicking View current segment(s) priorities will open the prioritized list of all Action Sets for similarly triggered rules. Reset the filter to get access to all created Action Sets and re-filter them if required.</p> <div><div>Action Sets</div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div>Field</div><div>Operator</div><div>Value</div><div><div>Priority</div><div></div></div><div><div>equals (=)</div><div></div></div><div><div>+ Add and Filter</div><div>Clear Filters</div></div></div><div><div>Priority</div><div>Trigger type</div><div>Segment id</div><div>Rule Status</div><div>Rule State</div><div>Rule Environment</div><div>Rule name</div><div>Action set name</div></div><table><tr><th></th><th>Rule Name</th><th>Status</th><th>State</th><th>Rule Title</th><th>Rule Environment</th></tr><tr><td></td><td>wdsm_test_rule_ll</td><td>Production</td><td>Inactive</td><td>wdsm</td><td>wgs11</td></tr><tr><td></td><td>ny_part_2</td><td>Draft</td><td>Inactive</td><td>wot</td><td>wgs1</td></tr><tr><td></td><td>WOT_SEA_STEAM_MNTSTRCTR_NN_qs_HMKill...</td><td>Production</td><td>Active</td><td>wot</td><td>wgs1</td></tr><tr><td></td><td>test_notif_wot</td><td>Draft</td><td>Inactive</td><td>wot</td><td>wgs1</td></tr><tr><td></td><td>WDSM rule</td><td>Draft</td><td>Inactive</td><td>wdsm</td><td>wgs11</td></tr><tr><td>0</td><td>name_test</td><td>Draft</td><td>Active</td><td>wot</td><td>wgs1</td></tr><tr><td>0</td><td>Action #1632995748735</td><td>Production</td><td>Active</td><td>wot</td><td>wgs1</td></tr><tr><td>0</td><td>yr</td><td>Draft</td><td>Active</td><td>wot</td><td>t360</td></tr><tr><td>0</td><td>set_action</td><td>Draft</td><td>Active</td><td>wot</td><td>t360</td></tr><tr><td>0</td><td>neg_action</td><td>Draft</td><td>Inactive</td><td>foo</td><td>t360</td></tr><tr><td>0</td><td>PRMTOOLS-648</td><td>Production</td><td>Active</td><td>wot</td><td>wgs1</td></tr><tr><td>0</td><td>test</td><td>Draft</td><td>Active</td><td>wot</td><td>wgs1</td></tr></table></div></div>		Rule Name	Status	State	Rule Title	Rule Environment		wdsm_test_rule_ll	Production	Inactive	wdsm	wgs11		ny_part_2	Draft	Inactive	wot	wgs1		WOT_SEA_STEAM_MNTSTRCTR_NN_qs_HMKill...	Production	Active	wot	wgs1		test_notif_wot	Draft	Inactive	wot	wgs1		WDSM rule	Draft	Inactive	wdsm	wgs11	0	name_test	Draft	Active	wot	wgs1	0	Action #1632995748735	Production	Active	wot	wgs1	0	yr	Draft	Active	wot	t360	0	set_action	Draft	Active	wot	t360	0	neg_action	Draft	Inactive	foo	t360	0	PRMTOOLS-648	Production	Active	wot	wgs1	0	test	Draft	Active	wot	wgs1
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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).

▼ {≡} Action Packs

+ Add Action Pack

▼

▼ Action Pack 1 (1) Probability: 3

> Control group (1)

▼ Action Pack 2 (1) Probability: 97

> Send Notification (1)

Actions Packs total probability: 100%

Realm

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.

Actions

For an Action to be performed, the PRM system invokes under the hood a respective Platform service through [a contract](#). 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](#)
- [Direct Response](#)
- [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.

Control group (1)

Percentage from offer group is equal to pack probability

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 [category template](#) selected during trigger configuration, for example:

Direct response (1)

Name *

CDS HTTP response

Direct Response fields

Direct Response fields set: 5

+ Add Field

Key	Value type	Value	
seg	Segment	Enter text to search	
str	String		
num	Number		
sub	Substitution	Emitter Id	

- The **Name** field is pre-filled with the [rule's code value](#) 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.