

In this example we will get the **Neutral Click Count** for all **Actions** whose name includes "Usecase - Popup".

First we need to make a supporting rule that gets us the **Campaign Code** assigned to the **Action** that **MXO** is evaluating the **Eligibility** for:

Action Attributes - Campaign Code

Enter a brief description of your Eligibility Rule

Campaign code	...								
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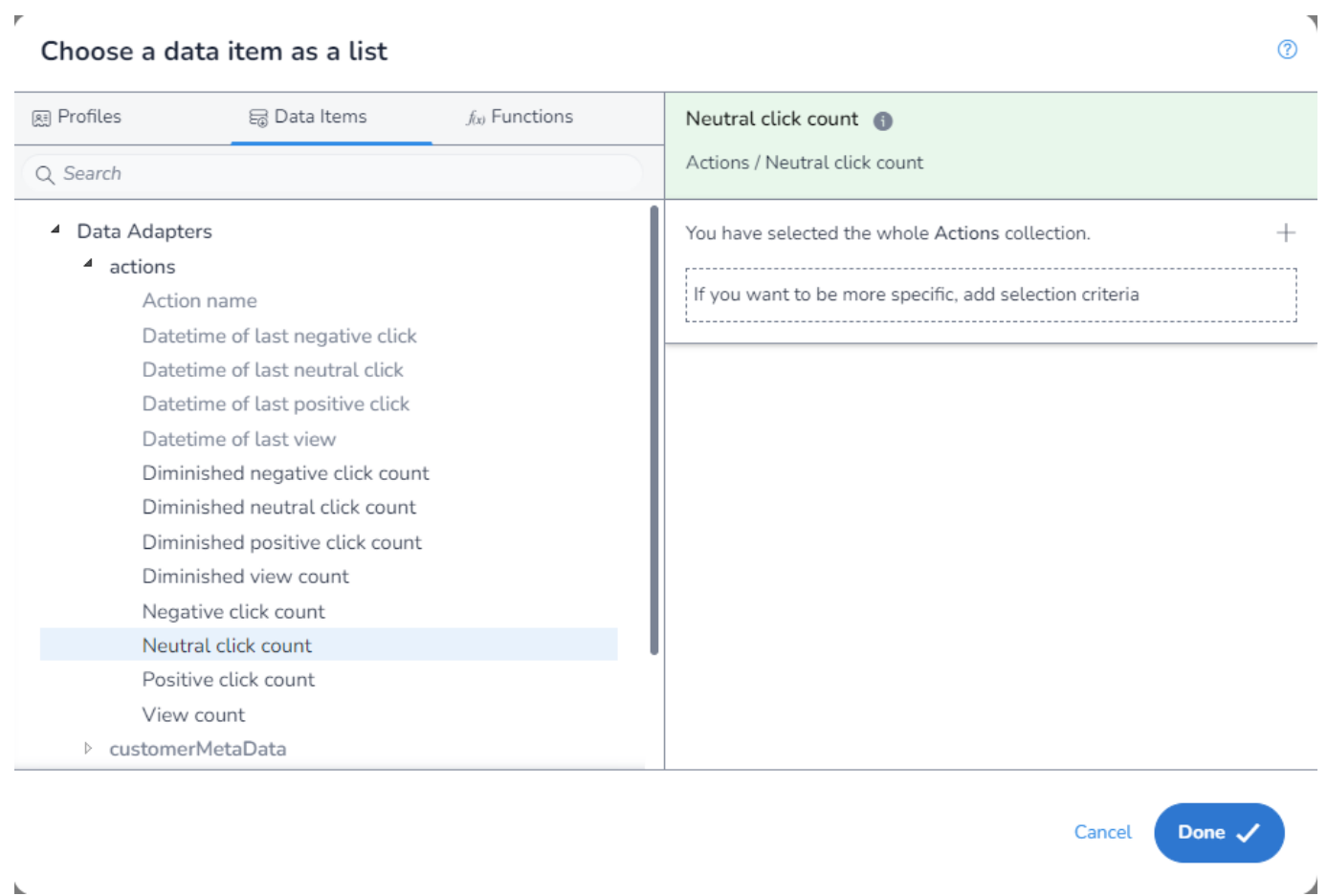
As we are aggrigating, we first need to select which aggregation **function** we are using. We will be using **Sum of the elements in** to get the value of **Neutral Click Count** for each matching **Action**:

Action - Neutral Click Count - Includes Action Attribute - Campaign Code

Enter a brief description of your Eligibility Rule

sum of the elements in	<div></div>	...							
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Next, we open the **DIP**, select the field we want:



You will notice that as we have used this **function**, when we enter the **DIP** we are limited to only fields that return a **number** and that we are not required to apply any filters.

Next, we apply our filter:

Choose a data item as a list

Profiles

Data Items

Functions

Search

Data Adapters

actions

Action name

Datetime of last negative click

Datetime of last neutral click

Datetime of last positive click

Datetime of last view

Diminished negative click count

Diminished neutral click count

Diminished positive click count

Diminished view count

Negative click count

Neutral click count

Positive click count

View count

customerMetaData

Neutral click count

Actions / Neutral click count

Retrieve the Neutral click count for Actions where

Action name

≥

Action Attributes - Campaign Code

Cancel

Next

Finally, we save our rule:

Action - Neutral Click Count - Includes Action Attribute - Campaign Code

Enter a brief description of your Eligibility Rule

sum of the elements in

[ Neutral click count Includes Action ... - Campaign Code ]

...