

In this example we will get the **Diminished Negative Click Count** where the **Action** is the **Current Action** that **MXO** is evaluating the **Eligibility** for.

As there is no aggregation needed, we first open the **DIP**, select the field we want:

Choose a data item

ProfilesData ItemsFunctions

Search

Data Adapters

actions

Action nameDatetime of last negative clickDatetime of last neutral clickDatetime of last positive clickDatetime of last viewDiminished negative click countDiminished neutral click countDiminished positive click countDiminished view countNegative click countNeutral click countPositive click countView count

customerMetaData

Diminished negative click count

Actions / Diminished negative click count

Retrieve the Diminished negative click count for Actions where

Action name

=

Please select

Cancel

Next →

Next we apply our filter:

1 / 2

Choose a data item

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

Diminished negative click count

Actions / Diminished negative click count

Retrieve the Diminished negative click count for Actions where

Action name

=

Current action

Cancel

Next

Finally, we save our rule:

Action - Diminished Negative Click Count - Current Action

Enter a brief description of your Eligibility Rule

Diminished negative click count of Current Action

2 / 2