

First we need to make a supporting rule that gets us the **Campaign Code** assigned to the **Action** that **MX0** is evaluating the **Eligibility** for:

Action Attributes - Campaign Code

Enter a brief description of your Eligibility Rule

Campaign code	...				
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Action - Diminished Negative Click Count - Includes Action Attribute - Campaign Code

Enter a brief description of your Eligibility Rule

sum of the elements in

...

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Choose a data item as a list

ProfilesData ItemsFunctions

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

You have selected the whole Actions collection.

If you want to be more specific, add selection criteria

Cancel

Done

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

Diminished negative click count

Actions / Diminished negative click count

Retrieve the Diminished negative click count for Actions where

Action name

Action Attributes - Campaign Code

Cancel

Next

Finally, we save our rule:

Action - Diminished Negative Click Count - Includes Action Attribute - Campaign Code

Enter a brief description of your Eligibility Rule

sum of the elements in

[Diminished negative click count Includes Action ... - Campaign Code]

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