

In this example we will get the Datetime of Last Positive Click 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

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

Datetime of last positive click

Actions / Datetime of last positive click

Retrieve the Datetime of last positive click for Actions where

Action name

=

Please select

Cancel

Next

Next we apply our filter:

1 / 2

Choose a data item

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

Datetime of last positive click

Actions / Datetime of last positive click

Retrieve the Datetime of last positive click for Actions where

Action name =

Current action

Cancel

Next

Finally, we save our rule:

Action - Last Positive Click - Current Action

Enter a brief description of your Eligibility Rule

Datetime of last positive click of Current Action