

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:

As we are aggregating, 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 **Diminished Positive Click Count** for each matching **Action**:

Next, we open the **DIP**, select the field we want:

Choose a data item as a list

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 positive click count

Actions / Diminished positive 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 positive click count

Actions / Diminished positive click count

Retrieve the Diminished positive click count for Actions where

Action name

≥

Action Attributes - Campaign Code

Cancel

Next →

Finally, we save our rule:

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

Enter a brief description of your Eligibility Rule

sum of the elements in [Diminished positive click count Includes Action ... - Campaign Code] ...

3 / 3