

Create or Remove an Action Mapping



An action mapping assigns a name to one or more web pages which can be used to create rules for easier campaign targeting, segment on the group, and gather aggregate statistics. Without action mapping, it would be necessary to target specific URLs for these pages, which could be difficult to manage depending on your site structure. For example, suppose you have a News section on your site that includes hundreds of press releases and company news articles. Creating an action mapping would group all of these pages together so you could target, segment, or analyze data in ways you would not be able to if the pages were not mapped.

Action mapping is typically done during Evergage implementation, but occasionally you may find that you need additional actions mapped. You may either contact support for assistance or follow the instructions included in this article:

This Article Explains

This page details how to create or remove an action mapping.

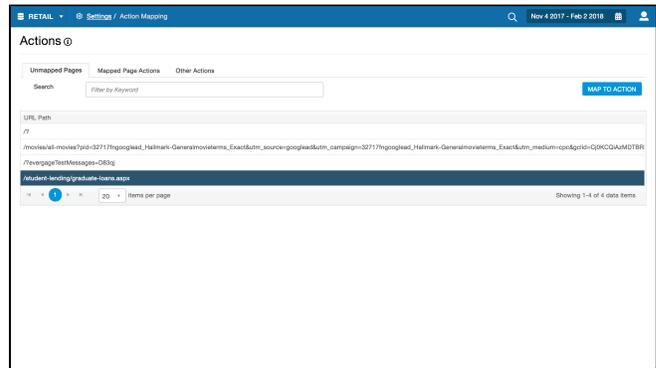
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Action Mapping in Settings

This approach works best if you have multiple pages to map to the same action.

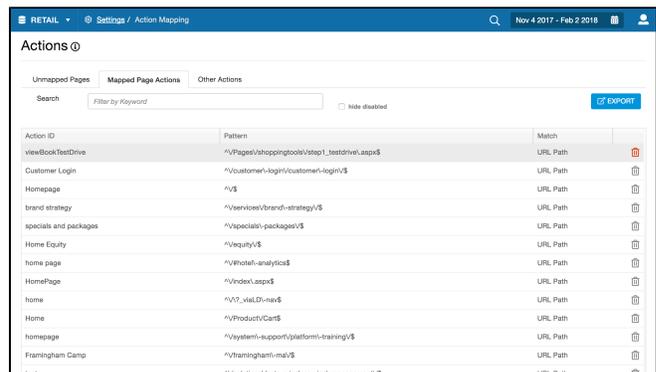
1. Log into *Evergage* as an administrator
2. In the left navigation, select **Settings > Action Mapping**
3. There are three tabs in *Actions*:
 1. *Unmapped Pages* - pages that include the Evergage JavaScript Beacon code, but have not been mapped to a specific action. You can map pages in this section to an action individually or as a group
 2. *Mapped Page Actions* - all actions in the dataset currently mapped to pages by URL Path or title
 3. *Other Actions* - all actions that were sent explicitly, such as click actions or manual trackAction calls
4. On the *Unmapped Pages* tab, select the page or pages you want to map. Hold [CTRL] or [SHIFT] to select multiple or a range of pages
5. Click **MAP TO ACTION**
6. Enter an **Action ID** for this new action mapping



NOTE

The *Action ID* cannot be changed once the action has been created. A best practice here is to look for a pattern in the pages you are mapping and create the name based on that. For example, if all of the pages are related to company news, include that in the name.

7. Enter an optional **Action Label** which is the display name for the action in Evergage. Often, this label matches the *Action ID*, but it can also be more descriptive. The *Action Label* may be changed once the action has been created
8. Evergage will apply a **Pattern** based on the pages you selected in step 4. The pages will be listed under *Matching Pages*. If you have only selected a single page, you will see the expression that matches that single URL
9. In the *Mapping* section, **URL PATH** is selected by default, but you can select **TITLE** to base the action *Pattern* on the page title instead of the URL. Evergage recommends mapping by URL PATH, as these tend to be more consistent and reliable



- Depending on how pages are named on your site, you may have to adjust the expression in the pattern field. Change **AUTOMATIC** to **CUSTOM**, then make any adjustments needed to the regular expression string

NOTE

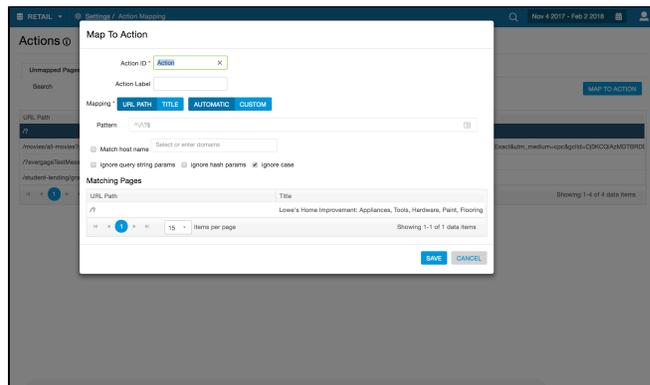
****This is advanced and should not be attempted by anyone who is not familiar with regular expressions. Please contact support for assistance****

- Select **Match a host name ending with** if you have additional subdomains using the same Evergage JavaScript Beacon, then enter the domain or click the *Select or enter domains* field for a list. For example, you could have different *Home* actions, each one belonging to a different subdomain
- Click **SAVE** to create an action based on the list of pages under *Matching Pages*

NOTE

If you create a regular expression that captures more than 99 pages, only 99 will be displayed but all the pages that match that expression will be mapped

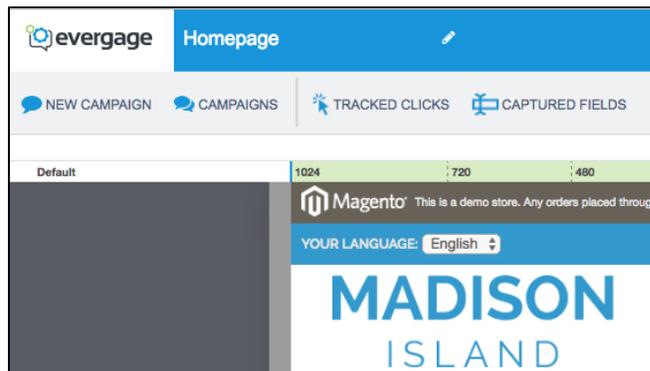
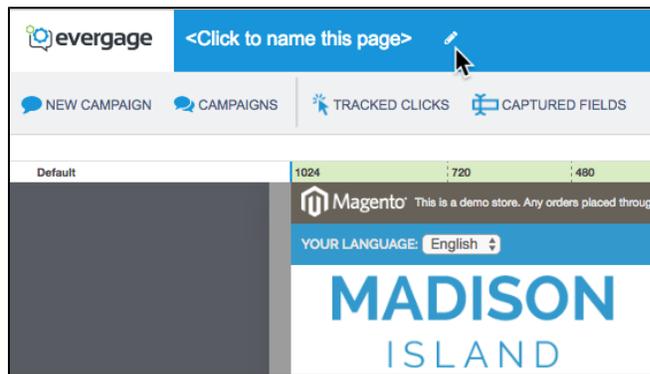
- Click  to edit an action



Action Mapping in the Visual Editor

You can map individual pages using the Visual Editor.

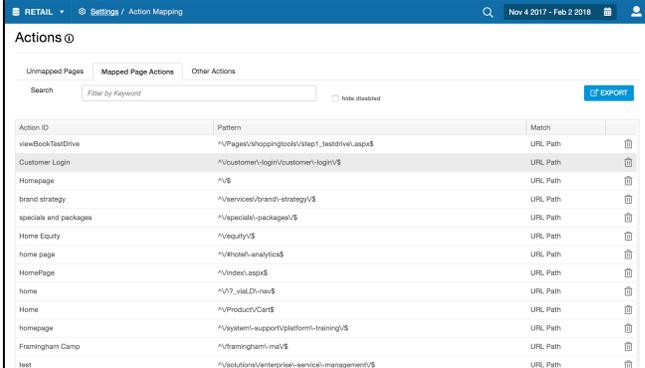
- Log into the *Visual Editor*
- Select the page you want to action map
- At the top, select **<Click to name this page>**
- Enter the name of the page as you want it to appear as an action
- Press **[Enter]** to create an action for this single page
- The action will appear in the *Actions* section when you select **Settings > Action Mapping**



Remove a Mapped Action

There may be times when you want to remove a mapped action. This will not remove the page from your site.

1. Log into *Evergage* as an administrator
2. In the left navigation, select **Settings > Action Mapping**
3. On the *Mapped Page Actions* tab, click  next to the action you wish to remove
4. Alternatively, select an action and click **IGNORE** to stop tracking, but not permanently remove it. Resume tracking by selecting the action and clicking **UNIGNORE**



| Action ID | Pattern | Match | |
|-----------------------|--|----------|---|
| viewBookTestDrive | ^/Pages/shoppingtools/view1_testdrive.aspx\$ | URL Path |  |
| Customer Login | ^/customer/login/customer-login/\$ | URL Path |  |
| Homepage | ^/\$ | URL Path |  |
| brand strategy | ^/services/brand-strategy/\$ | URL Path |  |
| specials and packages | ^/specials/packages/\$ | URL Path |  |
| Home Equity | ^/equity/\$ | URL Path |  |
| home page | ^/home-analytics/\$ | URL Path |  |
| HomePage | ^/index.aspx\$ | URL Path |  |
| home | ^/v2_vsl/DI-new/\$ | URL Path |  |
| Home | ^/Product/Car/\$ | URL Path |  |
| homepage | ^/system-support/platform-training/\$ | URL Path |  |
| Framingham Camp | ^/framingham-ma/\$ | URL Path |  |
| test | ^/actions/enterprise-service-management/\$ | URL Path |  |