

ShoutOut Appearing Too Frequently

Issue

A ShoutOut is playing for users when it shouldn't be, either by playing more than the designated frequency settings, or in spite of any segmentation or Auto Play rules that have been applied.

Solution

Check the ShoutOut's frequency in the "Engagement" tab. Take note of the following:

1. Replay settings

Is the ShoutOut set to play Once, Once a Day, or Always? What is this set to compared to what the user is reporting?

For example, the replay setting is set to "Once", but the user is reporting the ShoutOut plays more than once.

2. Cancel Auto Play once user clicks

Are any of these options checked off? If none are checked, the ShoutOut will stop playing when any of these options are selected (unless the frequency is set to Always and the Auto Play rules are always true).

However, if only one or two options are selected, then the ShoutOut will **only** stop playing once those actions are clicked. For example, if "Action button" and "Close button" are selected, but "X button" is not, then a user will continue to encounter the ShoutOut if they only click the "X" button.

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ShoutOut Options

Interaction
Engagement
Appearance
Goals

Engagement

Auto Play

☐ Off (Initiate this ShoutOut via permalink or launcher)
☒ Auto Play
☐ Play according to a rule [Create an Auto Play Rule](#)

Replay settings

Once a Day

☐ Prevent this ShoutOut from appearing while Walk-Thrus are in progress
Cancel Auto Play once the user clicks:

☒ Action Button
☒ Close Button
☒ "X" Button

Launchers

Launchers create a strong call to action on difficult pages or complicated tasks. Add one now to

Play
Cancel
Save

3. Auto Play settings

Check the Auto Play rules for the ShoutOut in the Engagement tab. Is the “Auto Play” option selected instead of “Play according to a rule”?

If this is the case, then the ShoutOut will play as soon as the user accesses the environment and will continue to play on other pages per its designated frequency.

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Engagement

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☐ Play according to a rule [Create an Auto Play Rule](#)

Replay settings

Once a Day

☐ Prevent this ShoutOut from appearing while Walk-Thrus are in progress
Cancel Auto Play once the user clicks:

☒ Action Button
☒ Close Button
☒ "X" Button

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Play
Cancel
Save

4. Segment tags are being used instead of Auto Play

Sometimes users will mark a ShoutOut with multiple segment tags instead of creating conditions in its Auto Play Rules. Keep in mind that segment tags are “or” conditions, so if one tag is true, the ShoutOut will play.

Confirm that any specific conditions (such as current URL) that users want ShoutOuts to appear under are added to the ShoutOut’s *Auto Play* rules as seen in the image below.

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ShoutOut Options

×

Interaction

Engagement

Appearance

Goals

Engagement

Auto Play

☐ Off (Initiate this ShoutOut via permalink or launcher)
 ☒ Auto Play

☐ Play according to a rule [Create an Auto Play Rule](#)

Replay settings

Once a Day

▼

☐ Prevent this ShoutOut from appearing while Walk-Thrus are in progress

Cancel Auto Play once the user clicks:

☒ Action Button
 ☒ Close Button
 ☒ "X" Button

Launchers

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👁 Play

Cancel

Save

5. Clear cache and cookies

Confirm that the repetitive ShoutOut is *not* caused by clearing cache and cookies. ShoutOut data is always reset when clearing a browser’s cache or cookies (dependent on the type of storage manager being used).

Test this by accessing the environment where the ShoutOut should play, and see if it appears more than once after confirming the frequency settings should not allow it to play more than once.

Note

If this was the cause of the issue, please reach out to your Customer Success Manager or WalkMe contact to confirm your storage method is configured correctly and ask whether enabling server storage is right for you.