

ShoutOut Appearing Too Frequently

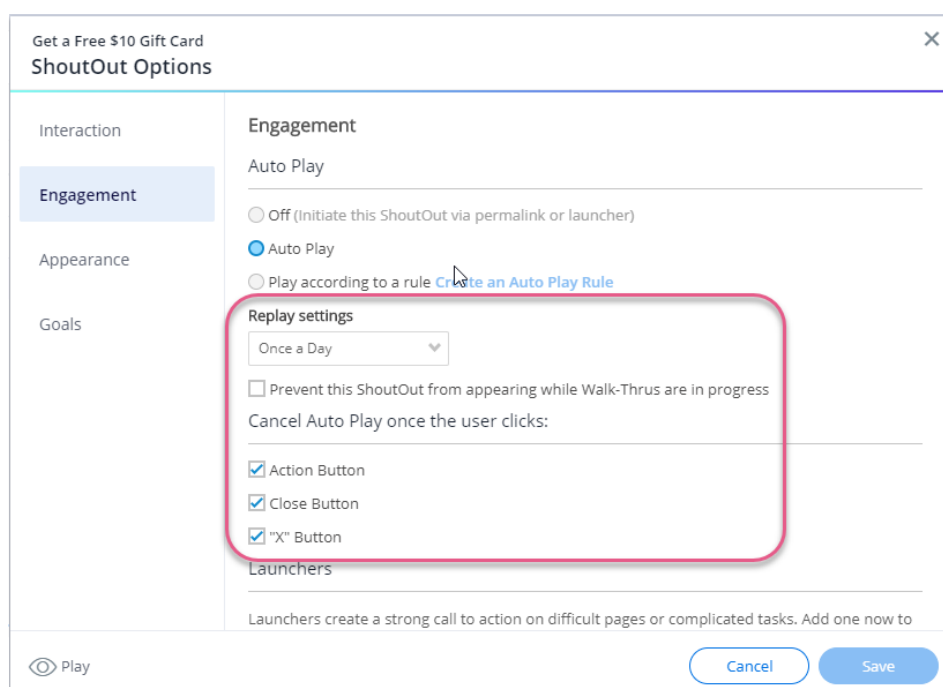
Issue

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

Solution

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

- Replay settings: Is the ShoutOut set to play Once, Once a Day, or Always? What is this set to compared to what the client is reporting? (For example, the replay settings is set to "Once" but the user is reporting the ShoutOut plays more than once)
- Cancel Autoplay 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.



Get a Free \$10 Gift Card
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

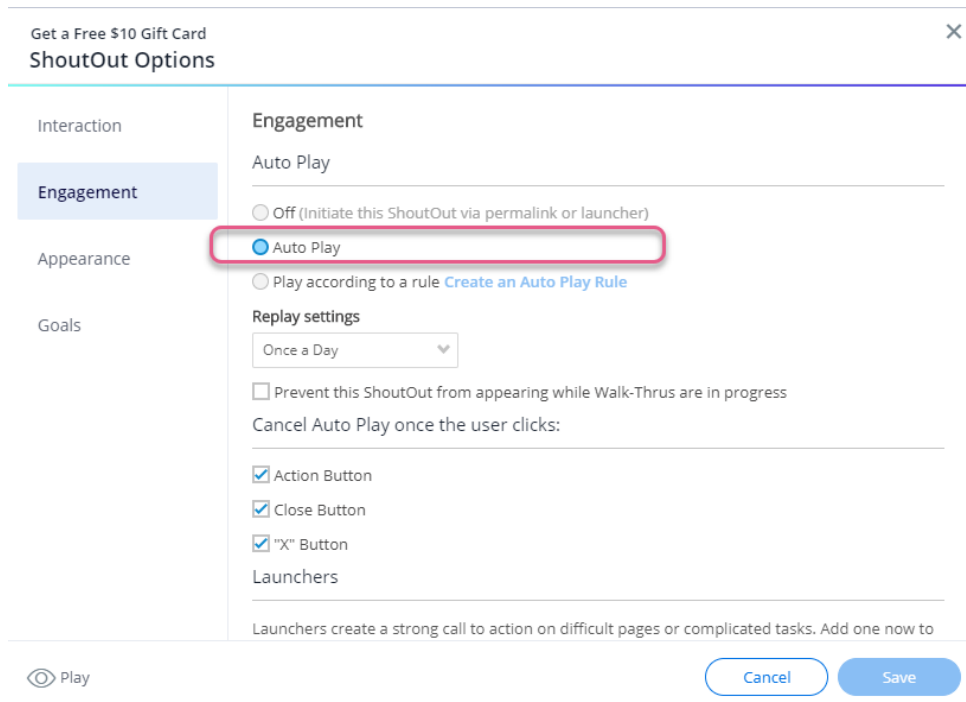
"X" Button

Launchers

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

Play Cancel Save

- 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.



Get a Free \$10 Gift Card
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

- 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 here:

Get a Free \$10 Gift Card
✕

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

- Have the user confirm that the repetitive ShoutOut is **not** caused by clearing cache and cookies. Inform the user that the ShoutOut's data is reset when clearing a browser's cache/cookies (dependent on the type of Storage Manager they are using). 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.