

	Targeting type		
Conditions	Before	Since feb. 2025	End of Q2
General			
Arrival on page	Trigger	Merged with Page URL	Merged with Page URL
Visited pages			
Page Title	Segment	Both	Trigger
Page URL	Segment	Both	Trigger
Acquisiton			
Landing page URL	Segment	Both	Both
Referring website URL	Segment	Both	Both
Traffic type	Segment	Both	Both
Acquisition channel	Segment	Both	Both
Visitor characteristics			
New or returning visitors	Segment	Segment	Segment
Browser language	Segment	Segment	Segment
IP Geolocation	Segment	Segment	Segment
Device type	Segment	Segment	Segment
Screen resolution	Segment	Segment	Segment
Visitor IP Address	Segment	Segment	Segment
Ad blocker	Segment	Segment	Segment
Visiting behavior / Navigation			
Website exit	Both	Both	Trigger
Goal converted	Segment	Both	Both
Number of tabs open	Trigger	Deprecated	Deprecated
Pages viewed			
Previous page	Both	Both	Trigger
Number of page views	Both	Both	Trigger
Product pages			
Price of the product page displayed	Segment	Both	Trigger
Number of visited product pages	Segment	Both	Trigger
Visited product pages	Segment	Both	Trigger
Elapsed time			
Time elapsed since first visit	Both	Both	Trigger
Time elapsed since last visit	Both	Both	
Time elapsed since session became active	Both	Both	
Time elapsed since page load	Both	Both	
Number of visits			
Number of visits today	Both	Both	Trigger
Total number of visits	Segment	Both	Trigger
Number of visits by page	Segment	Both	Trigger
Campaigns			
Experiment	Segment	Both	Both
Feature Flag	Segment	Both	Both
Personalization	Segment	Both	Both
Exclusive campaign	Segment	Both	Both
Exclusive Feature Flag	Segment	Both	Both
AI Predictive Targeting			
Likelihood to convert	Segment	Segment	Segment
External environment			
Weekday	Both	Both	Trigger
Date range	Both	Both	Trigger
Timeslot	Both	Both	Trigger
Weather			
Current weather			
Sky condition	Both	Both	Trigger
Temperature	Both	Both	Trigger
Day/Night	Both	Both	Trigger
Weather forecast			

	Targeting type		
Conditions	Before	Since feb. 2025	End of Q2
Sky condition forecast	Segment	Both	Trigger
Temperature forecast	Segment	Both	Trigger
Custom data	Segment	Segment	Both
External tools	Segment	Segment	Both
Kameleoon segments	Segment	Segment	Segment
Technical			
Custom JavaScript condition	Both	Both	Trigger
Browser cookie	Both	Both	Both
Custom event	Both	Both	Trigger
Element on the page	Both	Both	Trigger
SDK type	Segment	Segment	Segment
App version	Segment	Segment	Segment
Explicit trigger	Segment	Both	Trigger
Visitor code	Segment	Segment	Segment
Operating system	Segment	Segment	Segment
Browser	Segment	Segment	Segment