What kind of content is my mbox returning?

There are 3 options for response types:

1) No content returned, default content on the page is then displayed.
   - This response occurs when:
     - the mbox is not a display mbox in any campaign this visitor qualifies for.
     - the mbox is in an active recommendation, but there is no recommendations content to display.

2) Campaign default content is returned.
   - Similarly to above, this triggers the default content on the page to display, but this response is served when the visitor falls into an experience that has "default content" selected instead of an offer to display. This allows Test & Target or Recommendations to track the behavior of the visitor in the experience.

3) Offer content is returned.
   - Encoded offer content from Test & Target or Recommendations is displayed on the page.
     - can search for "<!-- Offer id:" in response to see which offer is being displayed.

MboxDebug is a utility that can be used on an URL that includes a reference to the mbox.js file. This utility display information about the user's cookie, the user's Test & Target/Recommendations profile, and information about each mbox on the page. MboxDebug can be used to view the response from the Test & Target server for each mbox.

MboxDebug window appears:

1. MboxDebug information:
   - mbox.js version
   - was cookie set?
   - visitor's unique ID
   - visitor's session ID

2. Mbox name and link to view response

3. Mboxes (What kind of content is my mbox returning?)

Mboxes

MboxDebug

Mboxes (What kind of content is my mbox returning?)