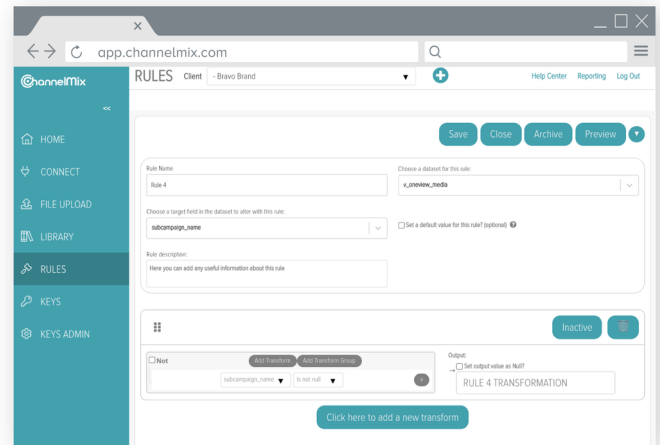


What is ChannelMix Rules?

ChannelMix Rules puts the power of data clean up and transformation right in your hands. These user-defined logic rules complement the standard transformation rules that are applied during the OneView unification process.

Examples of how you can use Rules:

- Consolidate campaign names
- Clean up inconsistent UTM parameters
- Fix campaigns that were misspelled or missing a Key
- Rename a conversion value so it's more meaningful for analysis



Tips & Tricks

- You can search and/or sort your rules by selecting the header bar.
- Rules are case-sensitive.
- Deleting means the rule no longer applies. Archiving means the rules still applies but is removed from your view



FAQs

1. How long does it take for my Rule to process?
All Rules are processed overnight. You should see your Rule applied in your dashboards the next morning.

2. Which dataset(s) can I apply Rules to?
Rules can be applied to any dataset, however, most of the time we recommend targeting a OneView. See all available target fields in our Help Center article, linked [here](#).

3. Can I check my work before I apply a Rule?
Rules has a built-in preview feature! You can preview the results of your rule logic before you save by selecting the "Preview" button in the top right of the screen.

Support Links

- [Follow our in-app guide](#)
- [Visit ChannelMix Help](#)
- [Ask questions in ChannelMix Community](#)
- [Contact your CSM](#)