

## Automation App - App Settings & Components

The screenshot shows the Automation App interface. At the top, there's a navigation bar with various links like MO\_Cloud, MO Creative Resources, Manufacturer Codes, OWA MileOne, Car-Jellybeans.com, RoboHead, WorkDay, Movable Ink, MI\_Warhol, MI\_University, Litmus, HRconnection, and Division Links. Below the navigation is a status bar indicating "Status: Unscheduled".

The main area has tabs for "Edit: Layout" and "Preview: Image". A prominent orange warning box says "Remember to add fallback content" with the sub-instruction "When dynamic content is unavailable, fallback content appears in its place." Below this is a preview window showing a car advertisement with "Vehicle Name", "MRSP \$24,995", "STOCK # 0000000", "BUY price", and "SAVE \$1,234".

To the right of the preview is a sidebar with "ELEMENT SETTINGS" and "CREATIVE SETTINGS" tabs. Under ELEMENT SETTINGS, there are sections for CANVASES, LAYERS, and various element types like Dynamic Image, Shape, Price, and Buy. Under CREATIVE SETTINGS, there are sections for APP DETAILS (App Name: Mile One Inventory App), APP SETTINGS (Company: MotorWorld | MileOne Autogroup), and DEVELOPER TOOLS.

At the bottom left is a "Customize" section for "All App Settings" with categories like CUSTOM TOOLS, CUSTOM PROPERTIES, and CODE. At the bottom right is a "Manifest" section listing assets like JavaScript, CSS, and HTML.

## Behavioral App - App Settings & Components

The screenshot shows the Behavioral App interface, similar in structure to the Automation App. It has a top navigation bar and a status bar indicating "Status: Unscheduled".

The main area features a "Edit: Layout" tab and a "Preview: Image" tab. The preview window displays a car advertisement with "name", "RETAIL VALUE 24,995", "STK# 0000000", "12,345 MI.", "BUY price", and "SAVE \$1,234".

The sidebar on the right contains "ELEMENT SETTINGS" and "CREATIVE SETTINGS" tabs. Under ELEMENT SETTINGS, it includes sections for CANVASES, LAYERS, and element types. Under CREATIVE SETTINGS, it includes APP DETAILS (App Name: MO Behavioral App - 1/21), APP SETTINGS (Site Domain: motorworldgroup.com, Inventory Type: All Pre-Owned), and DEVELOPER TOOLS.

At the bottom left is a "Customize" section for "All App Settings" with categories like CUSTOM TOOLS, CUSTOM PROPERTIES, and CODE. At the bottom right is an "App Contents" section listing assets like Inventory Type, Item Index, and Site Domain.

## Automation App - No Behavioral Targeting Script

The screenshot shows the Movable Ink app builder interface for the 'Mile One' app. The left sidebar lists app contents: Mile One, Animated Properties, All App Settings, CUSTOM TOOLS, CUSTOM PROPERTIES, and CODE. The 'CODE' section is selected, revealing a large block of JavaScript code.

```

1 (function () {
2   'use strict';
3
4   const _toConsumableArray = studioDependencies['@babel/runtime-corejs2/helpers/toConsumableArray'];
5   const MileOneInventory84865 = studioDependencies['./js/app'];
6   var app = new MileOneInventory84865();
7   app.render(document.getElementById('react-root')).then(function () {
8     var savingsEls = _toConsumableArray(document.querySelectorAll('.savings'));
9
10    var savingsProp = app.getProperty('app.savings');
11
12    if (savingsEls.length && (!savingsProp || savingsProp === '0')) {
13      savingsEls.forEach(function (el) {
14        el.style.opacity = 0;
15      });
16    }
17
18    window.APP_SUCCESSFULLY_RENDERED = true;
19  });
20
21 })();
22 //## sourceMappingURL=index.js.map

```

## Behavioral App - Behavioral Targeting Script

The screenshot shows the Movable Ink app builder interface for the 'Mile One' app. The left sidebar lists app contents: Mile One, Animated Properties, All App Settings, CUSTOM TOOLS, CUSTOM PROPERTIES, and CODE. The 'CODE' section is selected, revealing a large block of JavaScript code.

```

8 //----- BEHAVIORAL SCRIPT START -----
9
10 let mi_u = app.getProperty('mi_u');
11 let mi_test_u = app.getProperty('mi_test_u');
12 const url = 'https://sorcerer.movableink-templates.com/data_sources/f58a600d5a6cbae?mi_u=${mi_test_u}';
13
14 app.debug.CD.getcors(url).then(function(response){
15
16   let fromResponse = response.data;
17   let toString = JSON.parse(fromResponse.recently_viewed_items);
18   let toObject = JSON.parse(toString)[0];
19
20   let carBrand = toObject.m.brand;
21   let carPrice = toObject.p;
22   let URLinventory = toObject.u;
23   URLinventory = URLinventory.split('/')[3]//get inventory type from url (new/used/certified)
24
25   //make first letter uppercase
26   var firstLetter = carBrand.charAt(0);
27   var uppercaseFirstLetter = carBrand.charAt(0).toUpperCase();
28   var stringWithoutFirstLetter = carBrand.slice(1);
29   carBrand = uppercaseFirstLetter + stringWithoutFirstLetter;
30
31   //make both first letter uppercase in case of dash (Merdeces-Benz)
32   if (carBrand.indexOf('-') > -1){
33     let firstPart = carBrand.split('-')[0]
34     let secondPart = carBrand.split('-')[1]
35
36     //convert first letter of second word into caps
37     var firstLetter2 = secondPart.charAt(0);
38     var uppercaseFirstLetter2 = secondPart.charAt(0).toUpperCase();
39     var stringWithoutFirstLetter2 = secondPart.slice(1);
40     var fullSecondWord = uppercaseFirstLetter2 + stringWithoutFirstLetter2;
41
42     carBrand = `${firstPart}-${fullSecondWord}`;
43
44   }
45
46   let inventoryType;
47   if(URLinventory.includes('new')){
48     inventoryType = 'new-inventory';
49   }else if(URLinventory.includes('certified')){
50     inventoryType = 'certified-inventory';
51   }else if(URLinventory.includes('used')){
52     inventoryType = 'used-inventory';
53   }
54
55
56   let carResult = `${carBrand}|${carPrice}|${inventoryType}`;
57
58   var priceRange;
59
60   if(carPrice <= 10000){
61     priceRange = '1-9999';
62   }else if (carPrice < 19999){
63     priceRange = '10000-19999';
64   }else if (carPrice < 29999){
65     priceRange = '20000-29999';
66   }else if (carPrice < 39999){
67     priceRange = '30000-39999';
68   }else if (carPrice < 49999){
69     priceRange = '40000-49999';
70   }

```

## Automation App - Manifest

The screenshot shows the Movable Ink interface for editing the manifest of the 'Mile One' app. The top navigation bar includes links for MO\_Cloud, MO Creative Resources, Manufacturer Codes, OWA MileOne, Car-Jellybeans.com, RoboHead, WorkDay, Movable Ink, MI\_Warhol, MI\_University, Litmus, HRconnection, and Division Links. The status is listed as 'Status: Unscheduled'. The main area displays the 'Manifest' code, which is a JSON-like structure defining various app components like text labels, icons, and dynamic links. The manifest is organized into sections such as 'Mile One', 'Animated Properties', 'All App Settings', 'CUSTOM TOOLS', 'CUSTOM PROPERTIES', and 'CODE'. A preview window at the top shows a placeholder for the app's content. On the left, there are tabs for 'ELEMENTS' and 'SIMULATOR', and a 'LAYOUT' editor with zoom controls (100%, +, -). On the right, there are 'ELEMENT SETTINGS' and 'CREATIVE SETTINGS' panels. A 'Customize' panel is open at the bottom.

```

    "label": "Name",
    "type": "text"
  },
  {
    "name": "app.price",
    "label": "Current Price",
    "type": "text"
  },
  {
    "name": "app.retailOrMsrp",
    "label": "Retail or MSRP Price",
    "type": "text"
  },
  {
    "name": "app.savings",
    "label": "Savings",
    "type": "text"
  },
  {
    "name": "app.stock",
    "label": "Stock",
    "type": "text"
  },
  {
    "name": "app.miles",
    "label": "Miles",
    "type": "text"
  },
  {
    "name": "app.make",
    "label": "Make",
    "type": "text"
  },
  {
    "name": "app.model",
    "label": "Model",
    "type": "text"
  },
  {
    "name": "app.dynamicLink",
    "label": "Dynamic Link",
    "type": "link"
  },
  {
    "name": "getVehicle",
    "label": "Vehicle Data (API)",
    "type": "api"
  }
]
  ],
  "capture_options": {
    "timeout": "8s",
    "cache_ttl": "60s"
  },
  "query_params": {
    "mi_user_id": "[mi:user_uuid]",
    "mi_client_code": "[mi:client_code]",
    "mi_make": "[mi:make]",
    "mi_model": "[mi:model]"
  },
  "package_manifests": []
}
  
```

## Behavioral App - Manifest

The screenshot shows the Movable Ink interface for editing the manifest of the 'Mile One' app. The top navigation bar and status are identical to the previous screenshot. The main area displays the 'Manifest' code, which is a JSON-like structure defining various app components like text labels, icons, and dynamic links. The manifest is organized into sections such as 'Mile One', 'Animated Properties', 'All App Settings', 'CUSTOM TOOLS', 'CUSTOM PROPERTIES', and 'CODE'. A preview window at the top shows a placeholder for the app's content. On the left, there are tabs for 'ELEMENTS' and 'SIMULATOR', and a 'LAYOUT' editor with zoom controls (100%, +, -). On the right, there are 'ELEMENT SETTINGS' and 'CREATIVE SETTINGS' panels. A 'Customize' panel is open at the bottom.

```

    "type": "text",
    "icon": "cart"
  },
  "property_groups": [
    {
      "name": "mileOne",
      "label": "Mile One",
      "description": "Mile One",
      "properties": [
        {
          "name": "app.image",
          "label": "Image",
          "type": "image"
        },
        {
          "name": "app.name",
          "label": "Name",
          "type": "text"
        },
        {
          "name": "app.price",
          "label": "Current Price",
          "type": "text"
        },
        {
          "name": "app.retailOrMsrp",
          "label": "Retail or MSRP Price",
          "type": "text"
        },
        {
          "name": "app.savings",
          "label": "Savings",
          "type": "text"
        },
        {
          "name": "app.stock",
          "label": "Stock",
          "type": "text"
        },
        {
          "name": "app.miles",
          "label": "Miles",
          "type": "text"
        },
        {
          "name": "app.make",
          "label": "Make",
          "type": "text"
        },
        {
          "name": "app.model",
          "label": "Model",
          "type": "text"
        },
        {
          "name": "app.dynamicLink",
          "label": "Dynamic Link",
          "type": "link"
        },
        {
          "name": "getVehicle",
          "label": "Vehicle Data (API)",
          "type": "api"
        }
      ]
    }
  ],
  "capture_options": {
    "timeout": "8s",
    "cache_ttl": "60s"
  },
  "query_params": {
    "mi_make": "[mi:make]",
    "mi_internet_price": "[mi:internet_price]"
  },
  "package_manifests": []
}
  
```