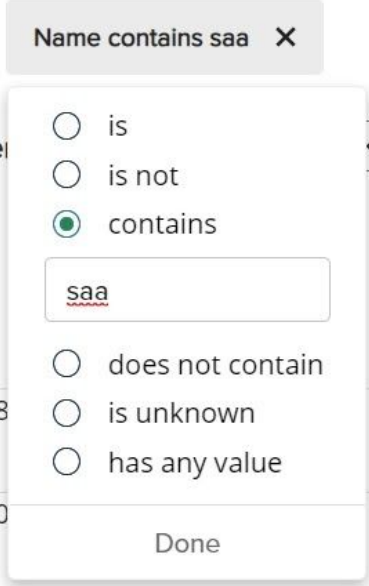
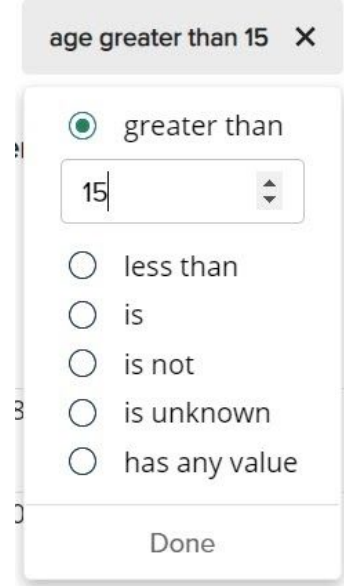


In interakt, the **FILTER** option is available in the Users page & in the Notifications page, when you create a New Campaign.

Data Type	Example of traits	Filter Conditions	Illustration
<p>String</p>	<p>User traits: name, email id, city</p> <p>Event traits: product name, product code</p>	<ul style="list-style-type: none"> ● Is x ● Is not x ● Contains x' ● Does not contain x' ● Is unknown ● Has any value 	
<p>Number</p>	<p>User traits: age, total order value till date, height</p> <p>Event traits: order value, order quantity</p>	<ul style="list-style-type: none"> ● Greater than x ● Less than x ● Is x ● Is not x ● Is unknown ● Has any value 	

<p>Datetime</p>	<p>User traits: Birthdate</p> <p>Event traits: order date, signup date, payment date</p>	<ul style="list-style-type: none"> • More than x days ago • Exactly x days ago • Less than x days ago • After 'date' • On 'date' • Before 'date' • Is unknown • Has any value 	<p>Sign Up Date exactly 2 days ago X</p> <p><input type="radio"/> more than</p> <p><input checked="" type="radio"/> exactly</p> <p>2 days ago</p> <p><input type="radio"/> less than</p> <p><input type="radio"/> after</p> <p><input type="radio"/> on</p> <p><input type="radio"/> before</p> <p><input type="radio"/> is unknown</p> <p><input type="radio"/> has any value</p> <p>Done</p>
<p>Boolean</p>	<p>User traits: Whatsapp opt in, onboarded</p> <p>Event traits: payment done, cart abandoned</p>	<ul style="list-style-type: none"> • Is true • Is false • Is unknown • Has any value 	<p>Onboarded is true X</p> <p><input checked="" type="radio"/> is true</p> <p><input type="radio"/> is false</p> <p><input type="radio"/> is unknown</p> <p><input type="radio"/> has any value</p> <p>Done</p>
<p>List</p>	<p>User traits: tag, role</p> <p>Event traits: features, skills</p>	<ul style="list-style-type: none"> • Is x • Is not x 	<p>Tags is X</p> <p><input checked="" type="radio"/> is</p> <p>Select Tag Name ▾</p> <ul style="list-style-type: none"> Ecommerce demo pending pending otp go live not interested