

## Targeting an audience with bots

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Before the targeting step, first you should have [identified your audiences](#) and [built your bot conversations](#). Once you've done that, you're ready to target audiences with specific bots.

### Target an audience with bots

Once you've [built your bot conversations](#), you can consider when and where visitors should engage with those specific bots.

In the left-hand menu, select **Targeting**.

You can build one or multiple different bots, targeted throughout the website, based on the rules you create.

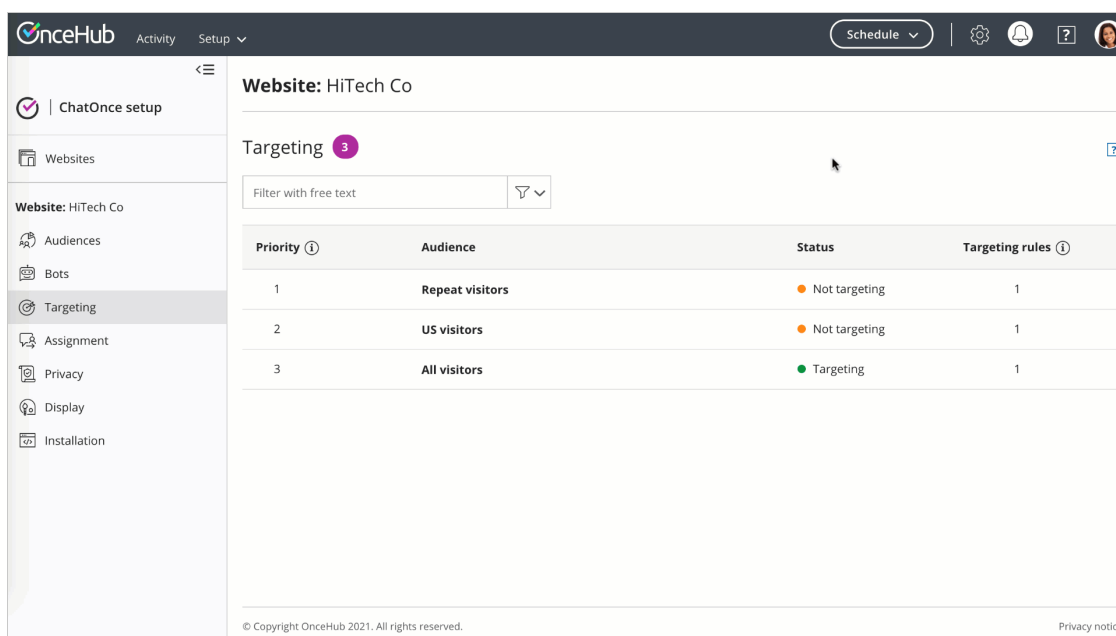


Figure 1: Targeting an audience with bots

Possible parameters include:

- **Time on site:** Based on the exact number of seconds they've been on your website.
- **Current page URL:** The exact page they're on at that moment.

You can also have a rule targeting all visitors, without conditions. In this case, all visitors will see a specific bot.