

Create Campaigns with Zero Flicker



Flicker occurs when the original site content is shown briefly before it is personalized. You can prevent flicker using Evergage's Zero Flicker feature to hide the personalized sections of the page briefly during page load. Zero Flicker is designed to work with inline messages and in-page edits since the changes are adding additional content or replacing content that already exists on the page.

This Article Explains

This article details how to prevent flicker using the Zero Flicker feature.

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Configure Dataset Settings

1. Log into the Evergage Platform as an administrator
2. Select **Settings > JavaScript Integration**
3. Confirm that the Evergage JavaScript beacon is integrated **Synchronously** on your site
4. Select **Settings > Integration > Advanced Options**
5. Select **Zero Flicker - Reduce Flicker By Hiding Page Sections**
6. Enter the **Redisplay Timeout** which is the number of milliseconds Evergage will hide the personalized content area while the page loads. The recommended time parameter is 2000 ms

The screenshot shows the Evergage Settings / Integration page. The left sidebar contains navigation options: User Segments, Account Segments, Recommendations (Recipes, Catalog), Settings (selected), Data Model (Attributes, Action Mapping, Modules), Engagement (Funnels, Catalog Setup), Apps (Native Apps, Web Domains), Integration Setup (Integration, Filters And Goals, JavaScript Integration, Beacon Version, Site-Wide JavaScript, Site-Wide CSS, Visual Editor, User Blacklist), and Account. The main content area is titled 'Settings / Integration' and includes several configuration options:

- Enable Dynamic Campaign Content**
Increase personalization by dynamically including user-specific data in campaign content.
- Treat Hash Changes in Location as New Page Load**
Used by single-page applications. When enabled, campaigns will get cleared upon changes of the hash portion of the location, and we will re-run the logic to determine which page is loaded, tracking new campaign data accordingly.
- Allow Users to Switch Accounts**
When checked, this option will allow users to shift between accounts by sending events with a new account ID.
- Assign Account to Users**
When checked, events received that are missing Account information, will be assigned an Account from the B2B Detect lookup.
- ZeroFlicker™ - Reduce Flicker By Hiding Page Sections**
Requires Synchronous Integration Hide sections of the page that will contain inline Messages and Page Changes until our messages (if any) have been loaded. Additionally, we will not allow these to be hidden for any longer than 2500ms (or 2.5 seconds), regardless of network speeds or other factors.
Redisplay Timeout: 2500 ms
- ZeroFlicker™ - Prevent Original Pages From Showing During Redirects**
Requires Synchronous Integration For experience redirects only, hide pages during load that match a URL targeting rule of campaigns in testing or published mode. Additionally, we will not allow these to be hidden for any longer than 1000ms (or 1 second), regardless of network speeds or other factors.
Redisplay Timeout: 1000 ms
- Email Campaigns - Specify email provider user ID tag**
Requires Email Campaigns Specify the tag used by your email marketing provider to inject user IDs when delivering email content. This tag allows the email platform to inject each user's unique ID into the campaign is sent. **The injected user ID must match the user's ID in Evergage.**
User ID Tag: @USER_ID@
- Email Campaigns - Append encrypted user ID to landing page URLs**
Requires Email Campaigns, Beacon version 12 Enabling this feature will append encrypted user IDs to the redirect URL in your Email Campaigns. Beacon version 12 and higher will use this information to append appropriate identity fields when the user lands on the page.
- Process Item Data from Native Mobile Apps**
Allow events from native mobile apps to update stats for existing items.
 Also allow the events to create new items and update existing item metadata.

Configure Inline Message Settings

Once you have Zero Flicker enabled for your dataset, you'll need to enable it at the message level for any inline message or in-page edit you want to eliminate flicker on. Once you do this, Evergage will hide the content your message will replace which will result in a smoother experience, since visitors won't see one piece of content being replaced by another as Evergage will wait until the page loads to show that section of content.

1. [Create or edit a campaign](#)
2. Create or edit an **inline message** (Zero Flicker only works with inline messages)
3. Click
4. On the **Type** tab, select **Hide message target while page is loading**
5. The **Selector** field will change from **jQuery** to **CSS**

NOTE

All inline messages and in-page edits must use a CSS

selector to target
the content being
replaced

Message Settings

Type Rules Template Options Promoted Content

Message type * Denotes Required

CSS selector *

Replace existing content

Insertion location (relative to target)

Show only when page target is in view

Hide message target while page is loading.

If other matching Evergage messages share the same CSS selector, this message.

Invisible Message

Configure the Campaign

There are several requirements at the campaign level that must be met to use Zero Flicker:

- The campaign status must be set to *Testing* and cannot be in the *Disabled* state even though some testing modes will show a *Disabled* campaign
- Zero Flicker only works for full page reloads. Single-page sites or partial page loads cannot benefit from Zero Flicker