

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

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