

Create or Edit a Web Campaign



There are two ways to create a new campaign or edit an existing campaign: using the *Evergage Visual Editor* and using the Evergage platform.

This Article Explains

This article covers both processes for creating a new campaign or editing an existing campaign.

Sections in this Article

- Use the Evergage Visual Editor to Create or Edit a Campaign
- Use the Evergage Platform to Create or Edit a Campaign


Articles in this Section

- Message Types
- Style Evergage Messages
- View Campaign Changes
- Add Rules for Campaigns, Experiences, and Messages
- Adjust Message Settings
- Clone a Campaign
- Troubleshoot Campaign Visibility
- Test and Publish a Campaign

Use the Evergage Visual Editor to Create or Edit a Campaign

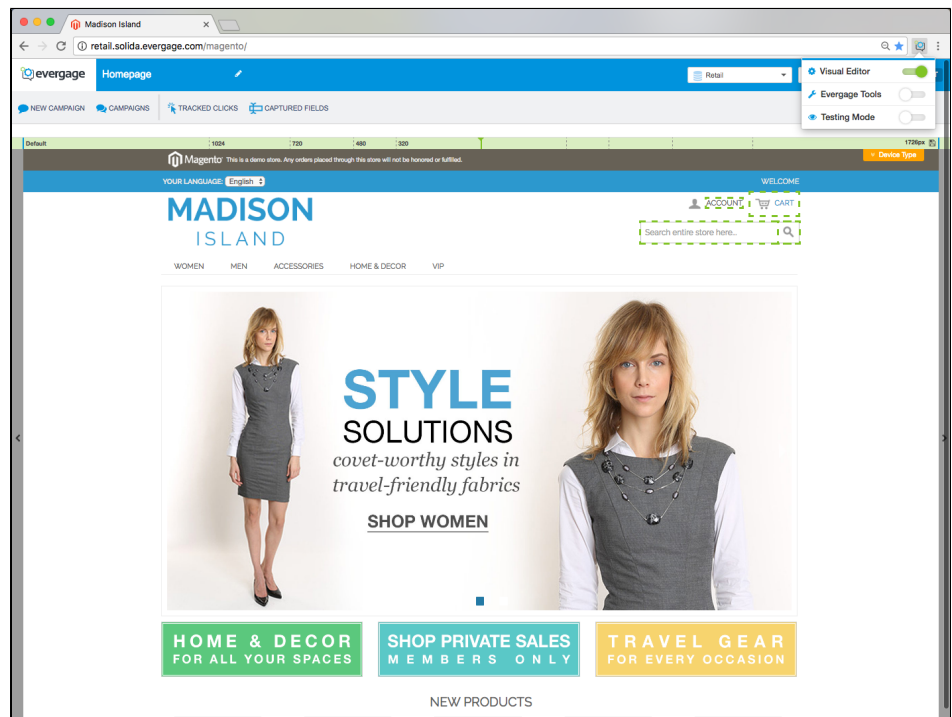
You can also access the Campaign Creation page using the Visual Editor.

1. If you haven't already, open any page of your website and click the *Evergage* logo

 to the right of the address bar in *Google Chrome*

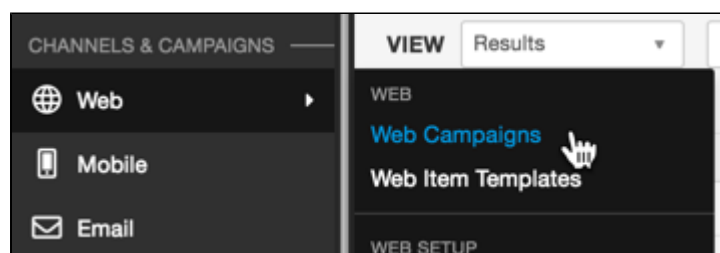
If you do not see the Evergage logo, you need to install the Evergage Visual Editor

2. Use the slider to enable the *Evergage Visual Editor*
3. Log in to the *Evergage Visual Editor*, if prompted
4. Confirm that correct dataset is selected at the top next to your name
5. Click **CAMPAIGNS** to open an existing campaign or click **NEW CAMPAIGN** and type the campaign name in **Enter Campaign Name**



Use the Evergage Platform to Create or Edit a Campaign

1. Log into the *Evergage* platform
2. In *Channels & Campaigns*, select the channel the campaign was or will be created for (*Web*, *Mobile*, or *Email*)
3. Select **Campaigns**
4. Edit an existing campaign:



1. Select the campaign folder or narrow results by clicking Search and selecting and entering the Name, Folder, State, Last Modified By, or Segment Target
2. Select the campaign
3. Click **EDIT**
5. Create a new campaign by clicking **NEW CAMPAIGN**

The screenshot displays a 'Web Campaigns' interface. At the top, there's a navigation bar with 'RETAIL' and 'Campaigns / Campaign List'. A search bar is present with filters for 'Type: Everpage - Web' and 'Folder: Demo Campaigns'. Below this is a table of campaigns with columns for Campaign, Goal Completion Rate, Order Rate, Clickthrough Rate, RPU, and ADV. The 'Demo Campaign - Email' row is highlighted. Below the table, there's a detailed view for 'Demo Campaign - Email Signup A/B Test' with tabs for 'Overview' and 'History'. The 'Overview' tab shows details like 'Type: Web', 'Test Mode', 'Goal: In segment: High Value Customer', 'Measured By: None', 'Priority', 'Campaign Rules: None', and 'Experiences: (0)'. A 'NEW CAMPAIGN' button is visible in the top right corner.

Campaign	Goal Completion Rate	Order Rate	Clickthrough Rate	RPU	ADV
Uncategorized (9)	0%	0%	0%	\$0.00	\$0.00
Archive (41)	0%	0%	0%	\$0.00	\$0.00
Demo Campaigns (27)	280.0%	0%	10.0%	\$10,189	\$254.23
GragsCampaign (1)	649.0%	0%	10.0%	\$9,620.51	\$247.54
SmartSearch (1)	Clone of Smart Trends	0%	0%	\$0.00	\$0.00
Email Campaigns (12)	9AM Campaign	0%	0%	\$0.00	\$0.00