

Navigating Evergage



The Evergage platform has an updated look and feel designed to streamline usability. This design makes it easy for you to find what you need as new functionality is continuously added to Evergage.

This Article Explains

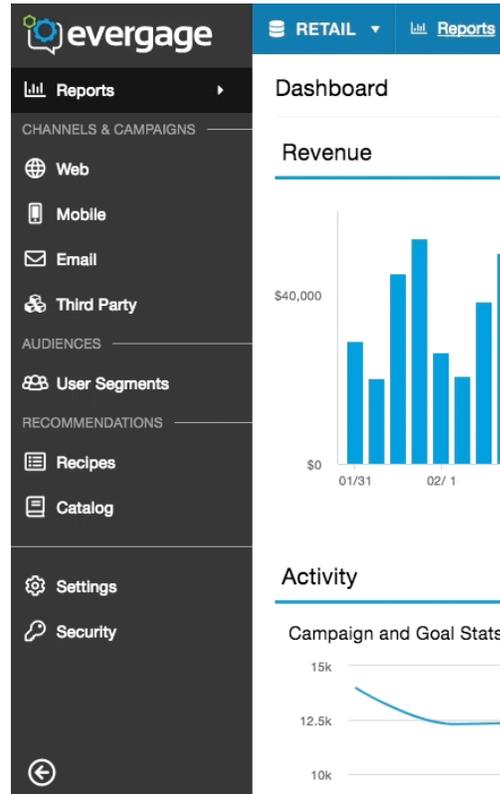
This article will detail highlights of how to navigate the platform and will compare the previous experience with the new one.

Sections in this Article

- Design & Layout
- Channels & Campaigns
- Audiences
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- Date Picker
- Campaign Exports
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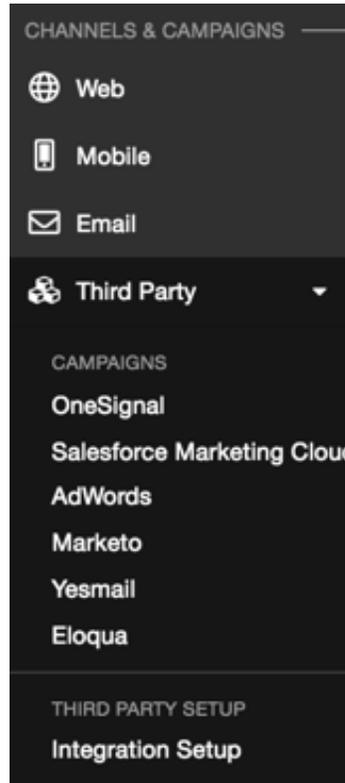
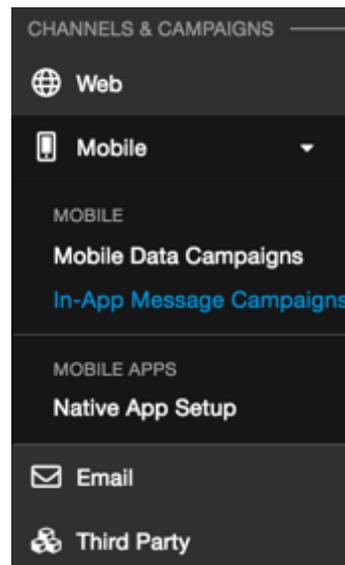
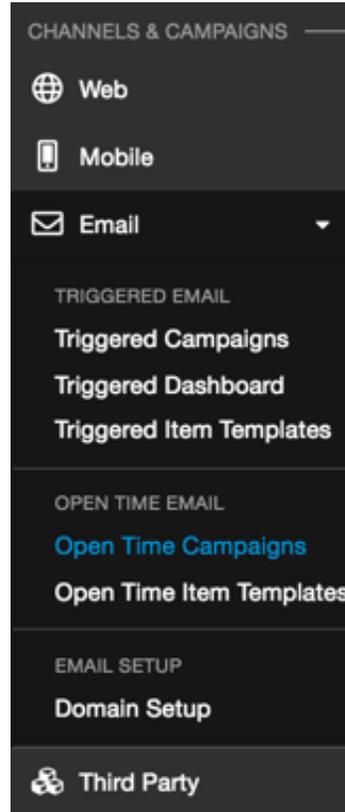
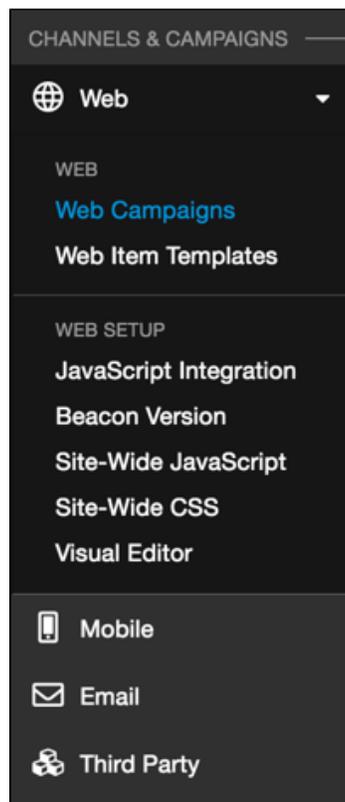
Design & Layout

The navigation menu is on the left. Submenus appear when you hover, or drop down when you click a main navigation item (like *Reports*). You can collapse the menu to gain additional screen area by clicking  in the lower left corner of the application window.



Channels & Campaigns

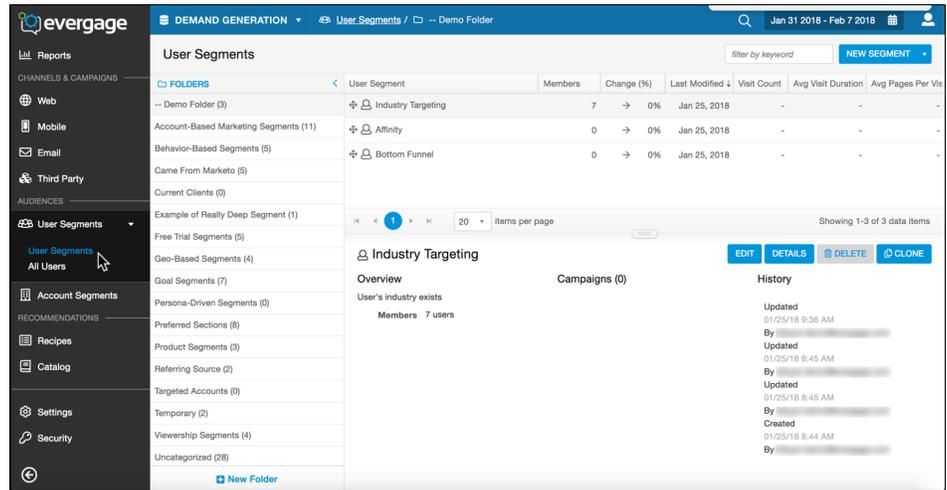
The Channels & Campaigns section organizes the different touch points where you can interact and communicate with visitors and customers into Web, Email, Mobile, and Third Party. You can access campaigns and campaign-related resources by hovering over a specific channel in the left-hand navigation menu.



Audiences

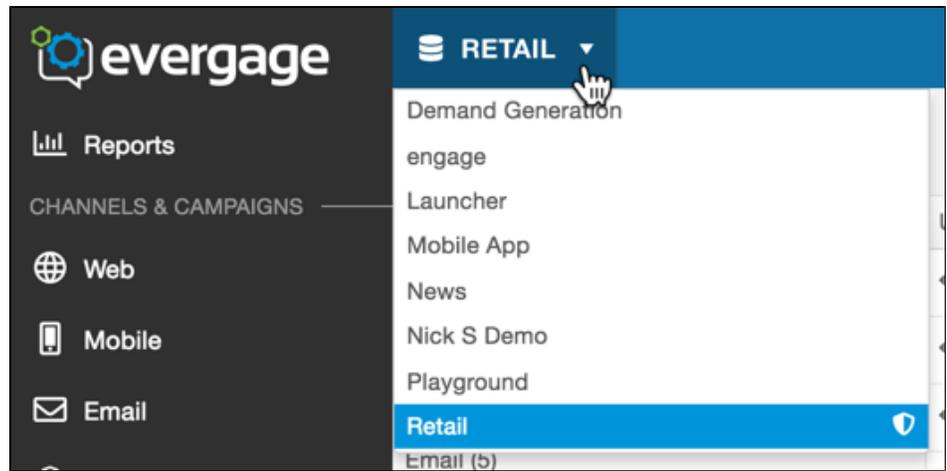
You can access user and account segments in the *Audiences* section of the left-navigation menu. *User Segments* shows you existing segments and gives the option

create new ones. Details about the segment are listed below the segment list. *All Users* shows you a list of all visitors to your site, including active visitors indicated by , which you can sort by *User ID* or *Last Activity*.



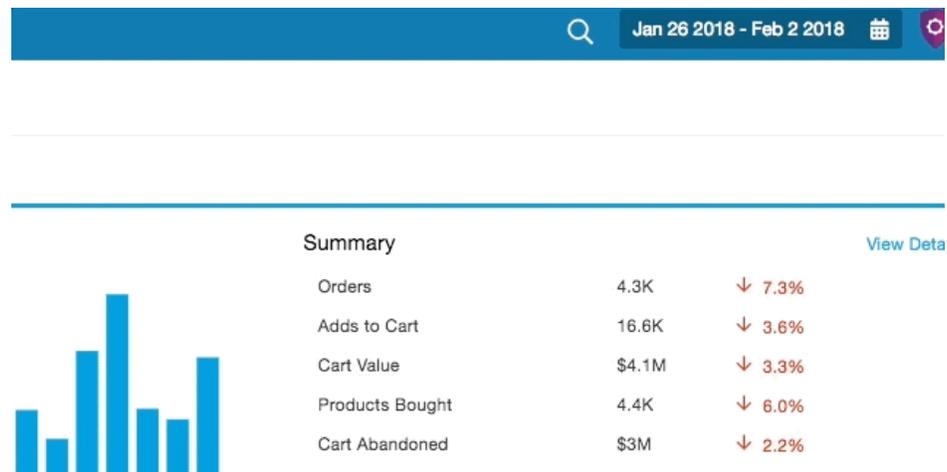
Dataset Selector

You can switch to a different dataset by using the selector in the blue bar at the top of the application, just to the right of the Evergage logo. Many customers have only one dataset, but if you personalize multiple digital properties, you likely have to change datasets.



Date Picker

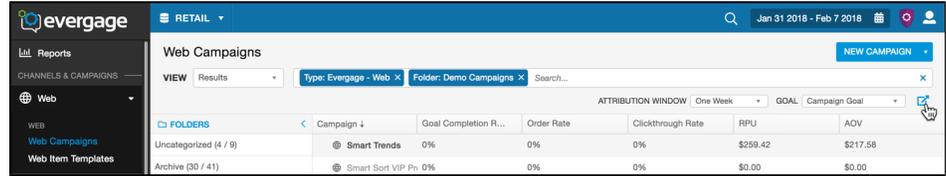
The date picker offers several standard date ranges: past day (beginning at midnight UTC), past week, past month, or past quarter. You can also select a custom range by dragging your mouse over the time period or using the arrows at the top to navigate to a start and end date. If you select a *Custom Range*, click **APPLY** to run the query and see the changes.



Campaign Exports

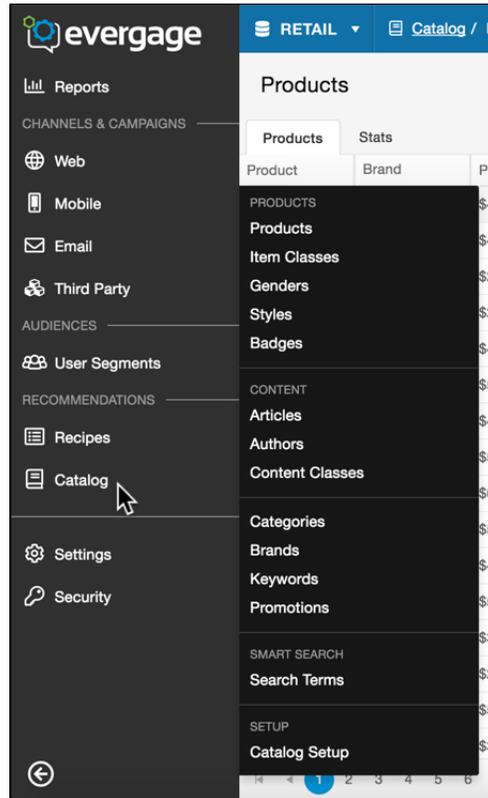
You can export campaign statistics to a CSV file right from the *Campaigns* li

st screen. Select the channel, select a campaign, and then click  to automatically download the file.



Catalog

You can quickly access your product and/or content catalog, along with subsets of the catalog like brands, authors, item classes, or content classes, by mousing over *Catalog* on the left navigation.



Breadcrumbs

See where you are and get up a level quickly by using the breadcrumb navigation at the top of the application window

