

Style Evergage Messages



After you have [created or edited a campaign](#) and a [message](#), you can adjust the look of it using the options in the *Visual Editor* as shown in the image below.

This Article Explains

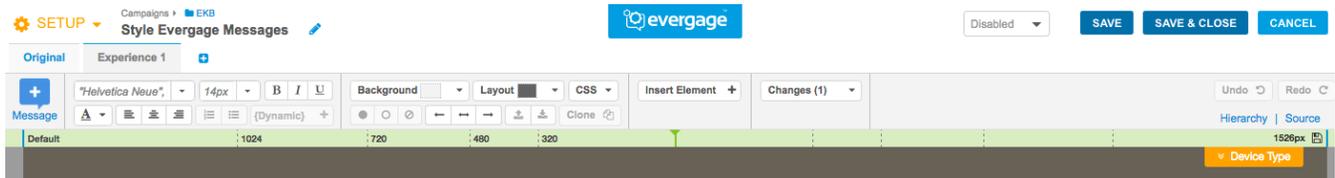
This article covers the details of how to adjust the viewing size, change the user agent, view source code, adjust message text and layout, and insert elements.

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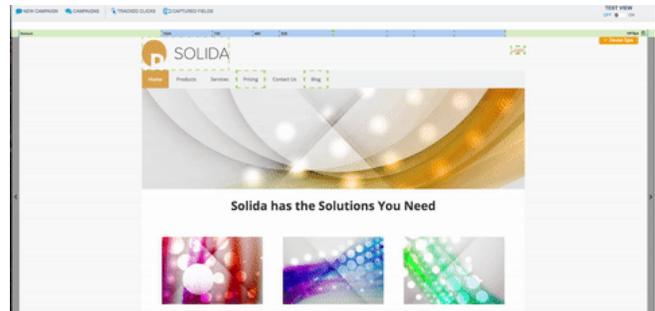
Adjust the Viewing Size

You can use the Visual Editor to build “responsive” campaigns, or campaigns designed for different screens sizes. If you have *Campaign Editor* or higher permissions, you can set the size of the *Visual Editor* to mirror the viewing size of desktops, tablets, and mobile devices. There is a standard group of breakpoints available by default, but you can also set your own, which will be available to anyone with *Campaign Editor* or higher permissions in your dataset.

1. Select a default area in the responsive breakpoint bar to change the previewed viewport size
2. Gray bars appear on the left and right sides of the viewport container which can be used to adjust the width of the viewport container and create a custom breakpoint
3. Click  to save a custom viewport size as a breakpoint
4. Click  to delete an existing breakpoint size

NOTE

Deleting a breakpoint deletes it across the dataset so anyone with Campaign Editor or higher permissions in your dataset will no longer see the breakpoint

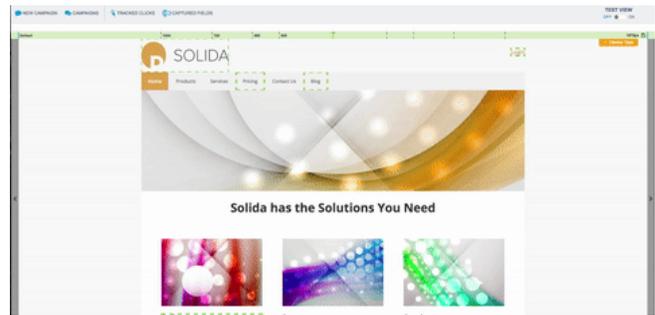


Change the User Agent

In addition to previewing viewport sizes, you can also preview sites while spoofing your user agent. This will trick your site into displaying what would be shown on an actual mobile device or tablet, which can be very helpful for sites that are both adaptive and responsive.

1. Select  at the right of the responsive breakpoint bar
2. Select the device from the list:
 1. Default (Chrome)

2. iPhone (iOS)
3. iPad (iOS)
4. Phone (Android)
5. Tablet (Android)



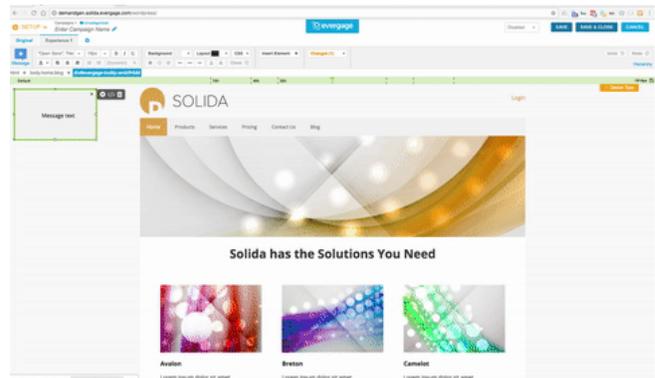
View Source Code

You can access message source code in an expandable area in the bottom of the page. After you click **Apply**, code changes are immediately reflected in the campaign so you don't need to close the window to preview the changes.

1. Open or create a new campaign
2. Select a message
3. Select **Message Source Code** at the bottom left of the window
4. Change the window background from light to dark or dark to light by clicking 
5. On the *Experience JavaScript* tab, you can enter JavaScript that will apply for all messages in the experience

Example

If you need to exclude an experience from running specific versions of Internet Explorer, you can enter the code that does that in the *Experience JavaScript* tab



6. On the *Message Source Code* tab, add or adjust message level:
 1. **HTML/CSS** (including top level styles)
 2. **JavaScript**

Example

If you are building a campaign that moves the location of an element on a website, you can enter the code to do that in Message Source Code > JavaScript

3. **Dynamic Variables**
7. Click **Apply** to view code changes immediately in your message

Adjust Message Text

In this section, you can adjust font styling (weight, size, color, and alignment) and add numbers or bullets. You can also add *dynamic content* to your message.

1. Click once to select **Message text**. Highlighting a portion of the text creates a second, smaller element container which makes it possible to adjust the styling word by word, or quickly add a hyperlink. The original, larger element container controls all of the text at once (shown at right)

Types of Element Containers



(a)

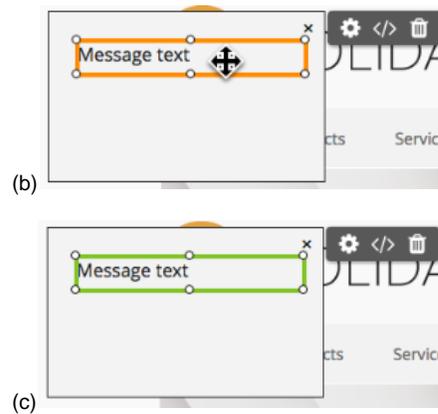
There are several types of containers you will see in Evergage (see sample images at right, and note mouse location):

(a) *Orange-dashed*—element that can be selected

(b) *Orange-solid*—element is currently selected and editable, and the mouse is hovering over the element

(c) *Green-solid*—element is selected and editable, but the mouse is not hovering over the element

(not shown) *Green-dashed*—tracked link or click, but the mouse is not hovering over the element. This is only seen in when the Visual Editor is open, but you are not editing a campaign

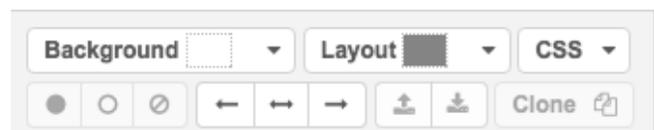


2. Change the text of the message
3. Adjust font styling as needed using:

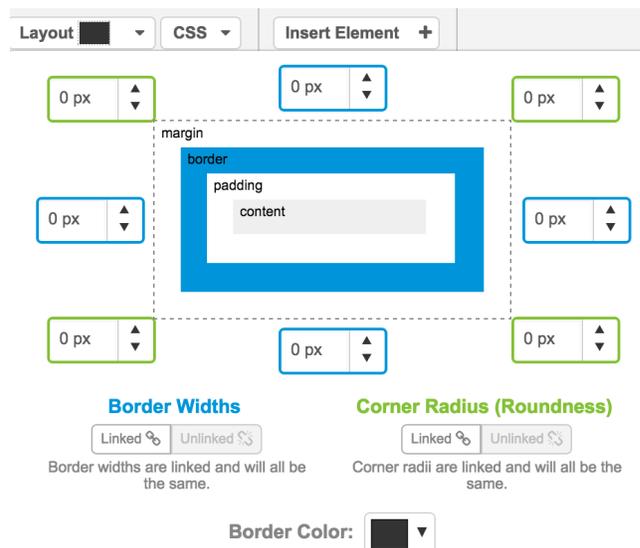
1. —adjust the font type to any of the 15 pre-loaded font styles (image at right = *Impact*)
2. —adjust the font size between 8 and 80px (image at right = *24px*)
3. **B** —bold the text
4. *I* —italicize the text
5. U —underline the text
6. —change the font color (image at right = #000000)
7. —left justify the text
8. —center the text
9. —right justify the text
10. —add numbering to text
11. —add bullets to text

Adjust Message Layout

1. Click **Background** to adjust the background color and style including making the background of your message transparent, a solid color, a gradient or an image
2. Click **Layout** to adjust the margin, padding, corner radius and border
 1. Select **Linked** to change all *Border Width* or *Corner Radius* sizes at the same time or select **Unlinked** to make individual edits to each border or corner radius
 2. Select **CSS** to access the stylesheet for the message to make appearance adjustments in the stylesheet instead of using the editor
3. If you are using the *Visual Editor*, you can select any element on the page and **show** , **hide** , or **delete** it, regardless of whether it was created in Evergage



4. Select text and adjust alignment **left** ←, **center** ↔, or **right** →
5. Reorder multiple elements using **in front** ↑ or **behind** ↓
6. Select an element and click **Clone** 📄 to make an exact copy of an element

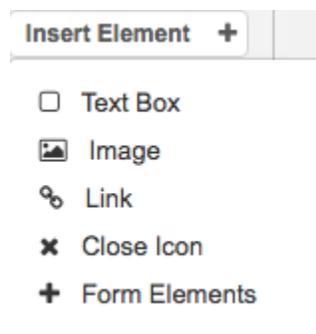


Insert Message Elements

Before inserting any message elements, ensure that you select the message so the line is solid (orange, changing to green when you move your mouse away). If you select an added element, *Insert Element* will change to *Edit [element name]*. Click *Edit [element name]* to make changes to the element as needed.

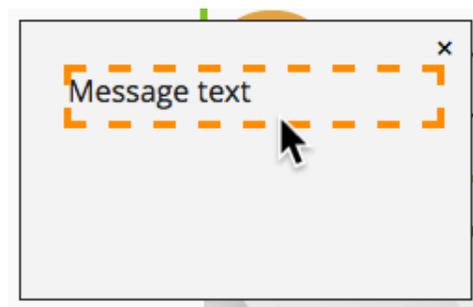
TIP

Any added text boxes, form elements, and cloned items will appear in the top left of the message. Any added images or links will appear in the middle of the message.



Insert Text Box

1. Click **Insert Element** + and select **Text Box**
2. Select **Enter text...** to add your own text
3. Format the text as desired



Insert Image

Any images you use must be hosted on a content delivery network (CDN) before you can use them in an Evergage message.

1. Click **Insert Element** + and select **Image**
2. Enter the **Image URL**
3. Add a **Tooltip**, if desired
4. Add a **Link URL**, if desired, which will direct the visitor to a page after clicking the image
5. Select an **Action**, if desired, to track the click back to a mapped Evergage action
6. Select other options, if desired
 1. **Open Link in New Tab**—open a new tab when visitor clicks image
 2. **Close Message When Image is Clicked**—close the message, but not permanently dismiss the message, when the visitor clicks the image

3. **Permanently Dismiss Message When Image is Clicked**—do not show the message again even if the viewer qualifies for the campaign
7. Click **OK**
8. Select the image to reposition or resize

 **Insert Image** *Denotes Required

Image URL*

Tooltip

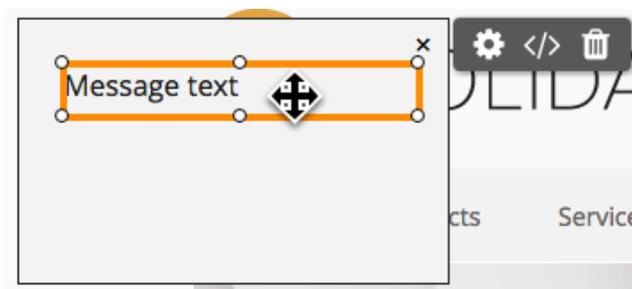
Link URL

Action ▼

Open Link in New Tab

Close Message When Image is Clicked

Permanently Dismiss Message When Image is Clicked



Insert Link

1. Highlight a portion of text and select or click and select **Link**
2. Enter the **URL**
3. Add a **Tooltip**, if desired
4. Select an **Action**, if desired, to track the click back to a mapped Evergage action
5. Select other options, if desired
 1. **Open Link in New Tab**—open a new tab when visitor clicks image
 2. **Close Message When Image is Clicked**—close the message, but not permanently dismiss the message, when the visitor clicks the image
 3. **Permanently Dismiss Message When Image is Clicked**—do not show the message again even if the viewer qualifies for the campaign
6. Click **OK**
7. Select the text box to reposition or adjust the font styling

EDIT MESSAGE LINK

Selected Text: Connect with us now

Link URL

Track Clicks As Action ▼

EDIT ATTRIBUTES

Open Link in New Tab

Close Message When Link is Clicked

Permanently Dismiss Message When Link is Clicked

 **Insert Link** *Denotes Required

URL *

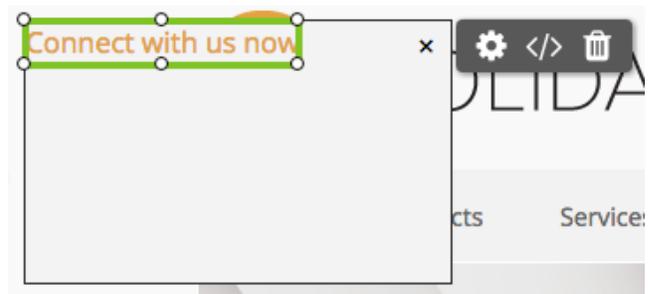
Text *

Action

Open Link in New Tab

Close Message When Link is Clicked

Permanently Dismiss Message When Link is Clicked



 **Insert Close Icon**

Dismiss Message Forever

Hide Message Once

Insert Close Icon

A default close icon is added to new messages, which you can edit by selecting the element and clicking , but you can add an additional close icon that you can configure differently as needed.

1. Click  and select **Close Icon**
2. Select the behavior
 1. **Dismiss Message Forever**—do not show the message again even if the viewer qualifies for the campaign
 2. **Hide Message Once**—close the message, but do not permanently dismiss the message
3. Click **OK**
4. Select the close icon to reposition or adjust the font styling

Insert Form Elements

If you add any form elements, you must add a *Submit Form Element* to send the data back to Evergage.

1. Click  and select **Form Element**
2. Select the **Form Element** type
 1. **Checkbox**—one checkbox which maps to an *Evergage User Field* defined for the dataset
 2. **Radio Buttons**—present a minimum of two options which map to an *Evergage User Field* defined for the dataset (for example, "favorite color" would have a list of options from which a visitor could select one)
 3. **Text Input**—fixed-size input field mapped to an *Evergage User Field* (for example, field which visitor can enter his/her city of residence)

 **Insert Form Elements** *Denotes Required

Checkbox Radio Buttons Text Input Text Area Dropdown Submit

Evergage User Field *

4. **Text Area**—larger, resizable input area mapped to an *Evergage User Field* (for example, text area where visitor can describe reason for inquiry)
 5. **Dropdown**—similar to *Radio Buttons*, but in drop down format, a minimum of two options which map to an *Evergage User Field* defined for the dataset
 6. **Submit**—one button which sends captured form information back to Evergage using an *Evergage Form Action* defined for the dataset (for example, if you are capturing an email address that the visitor enters, you would add a *Submit* button to send that back to Evergage)
3. Complete required fields and options
 4. Click **OK**
 5. Select the form element to reposition or adjust the font styling