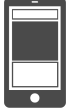


# Mobile Campaigns



With *Evergage for Mobile Apps* campaigns, you can build and deploy personalized experiences for your Android and iOS mobile apps using native app code including Java, Objective-C, and Swift.

## NOTE

Mobile-web campaigns can be developed in the [Web Campaigns](#) section of the Evergage Platform. Refer to the article on how to [Build Messages for Mobile Web Visitors](#).

Hybrid mobile apps are not completely native and are at least partially HTML-based. Please contact Evergage Support for more information on creating campaigns for these apps. Depending on the details of the hybrid app architecture, you can develop campaigns for your hybrid app using one of the following approaches:

- Evergage Javascript, with campaigns developed using [Web Campaigns](#)
- Evergage Android/iOS SDK, with campaigns developed using *Evergage for Mobile Apps* as detailed in this section

## This Section Explains

This section details how to use *Evergage for Mobile Apps* campaigns to build and deploy personalized experiences for your mobile apps.

## Articles in this Section

- [Create or Edit a Mobile In-App Campaign](#)
- [Create Mobile Push Notification Campaigns](#)
- [Create Mobile Data Campaigns](#)