

Use Promotions in Web Campaigns



Once you have [created a promotion](#), you can add it to a campaign, [add rules](#) to target specific segments, and [A/B test](#) experiences. If you are using Evergage [Decisions Contextual Bandit](#) to determine what promotions should be shown at what time, confirm that the [Feature Engineering](#) configurations are ready. You can use the same promotion across multiple campaigns and experiences. For example, in one campaign, you could create a different experience for tablet, phone, and desktop users. Evergage will determine what device the recipient is using to open your site and show the experience optimized for that device.

This Article Explains

This article details how to add promotions to web campaigns and employ [Contextual Bandit](#) to show the promotion to the right audience at the right time.

Related Articles

- [Configure Contextual Bandit](#)
- [Use Promotions in Email Campaigns](#)
- [Create a Promotion in the Evergage Catalog](#)

1. Log into Evergage with Campaign Editor or higher permissions
2. In *Channels & Campaigns*, select **Web**
3. Click **NEW CAMPAIGN**
4. **Enter a Campaign Name**
5. Create a new message that includes an *Item Block* with an *Item Template* showing promotions
6. Click **Message Settings**
7. Select **Promoted Content**
8. Select **DECISIONS**
9. Enter the **Bandit Feature Subset** which you configured in *Feature Subsets*. The field will autocomplete as you enter the name
10. Select the **Content Zone** that will contain the promotion
11. Enter the minimum and maximum number of recommended items to show
12. Click **OK**
13. Click **SAVE** to save your campaign

