

Campaign Prioritization



With Campaign Prioritization you can control which campaign shows when a visitor qualifies for multiple conflicting campaigns. This article will provide detail on or list the steps to:

This Article Explains

This article details how to control which campaign shows when a visitor qualifies for multiple conflicting campaigns.

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Situations Resulting in a Conflict

You can set the priority on a campaign to determine which one will show when any of the following conflicts occur:

- Popups in the same popup location (9 possible)
- Infobars in the same location (top or bottom)
- Callouts targeting the same selector
- Inline "replace" messages targeting the same selector
- Page redirect campaigns that take you to the same URL

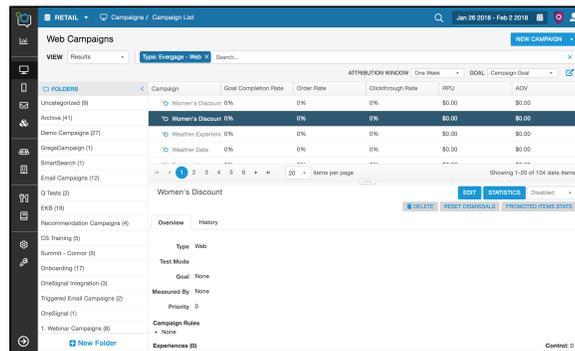
Situations Not Resulting in a Conflict

The following situations do not cause a conflict, and will not respect campaign prioritization selections:

- Invisible messages
- Inline "insert" messages
- Messages with a bounce (inactivity) rule will not conflict with messages that don't have such a rule

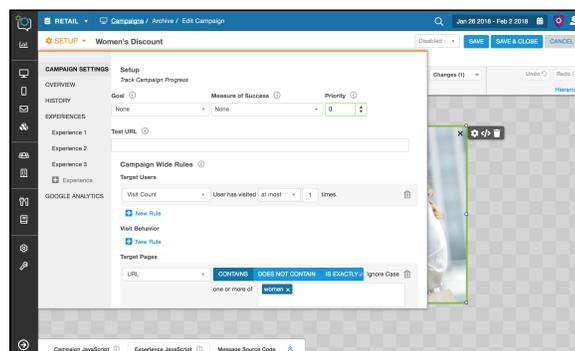
View Campaign Priority

1. In *Channels & Campaigns*, select the channel the campaign was created for (*Web*, *Mobile*, or *Email*)
2. Select **Campaigns**
3. Select the campaign folder or narrow results by clicking Search and selecting and entering the Name, Folder, State, Last Modified By, or Segment Target
4. Select the campaign
5. Campaign priority is listed below in the detail pane



Change Campaign Priority

1. [Create or edit a campaign](#)
2. Select **SETUP**
3. Select **CAMPAIGN SETTINGS**
4. Enter the **Priority** or use the arrows to adjust the number





The Campaign with the highest number is the one with the highest priority. Therefore, if you want to make sure a particular Campaign always gets displayed over others (with the same parameters as mentioned above) then you should assign a high number to the priority for that Campaign.