Test and Publish a Campaign

You should **always** test your campaigns before you publish them to ensure they display the way you intended. Evergage provides two methods you can use to safely test campaigns within your actual site. Once you are confident that your campaign looks the way you want it to and will display to the right audience, you need to publish your campaign to make it live for your intended audience.

| This Article Explains	Sections in this Article
This article details both methods and how to enable them for a campaign as well as how to publish your campaign when it is ready to be seen by qualified visitors. While most customers develop their own QA checklist, and you should do so depending on the goals and design of your campaign, this article includes a list of items you can use to build from.	• Test Method 1: Test an Entire Campaign with Testing Mode in the Visual Editor • Test Method 2: Test a Specific Experience with the Eye Icon • Add a Customized Campaign Test URL • Publish a Campaign

Test Method 1: Test an Entire Campaign with Testing Mode in the Visual Editor

This method of testing also gives you the flexibility to enter a specific experience ID directly into the Evergage Google Chrome extension. Once a campaign is in testing mode, you can continue to enter different experience IDs for any campaign in *Testing* mode without having to locate the campaign on the campaign list screen. If a campaign is in Testing state, you can test it with this method. This method is a good choice if you want to test your campaign with qualification rules in place. This method will abide by all rules in place for the campaign, experience, and message.

1. Navigate to the page on your site that has the campaign you want to test
2. Log into the *Visual Editor* with **Campaign Author** or higher permissions
3. Click **CAMPAIGNS**
4. Locate the campaign on the campaign list screen
5. Change the campaign state drop down to **Testing**
6. Click the *Evergage Google Chrome* extension
7. Enable **Testing Mode**
8. *OPTIONAL* - enter a specific **experience ID** and click 🧪
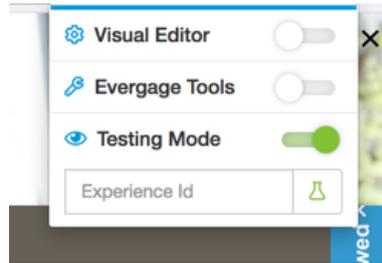
⚠️ **Troubleshooting Tips**

• **Confirm that you are not in the control group** - when testing without the Experience ID, the campaign will follow all rules and control groups set for it. You can use *Evergage Tools* to determine your Control Group status
• **Use method 2 for redirect experiences** - instead of entering the experience ID and enabling Testing Mode, navigate to the Campaign List page and click 👁 for the experience you want to test

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Pro Tip

You can enable this testing method manually by adding the string **evergageTestMessages=true** to the end of the page URL. Evergage will set a cookie to remember this string for the following 30 minutes. That means that if you navigate away from the page and the parameter drops from the URL, you will still be in testing mode. To turn this feature off before the 30 minutes are up, change the URL parameter string to **evergageTestMessages=false**

If the URL has parameters already, add the parameter to the URL preceded by & as shown:

If the URL does not have parameters at the end, add the parameter to the URL preceded by ? as shown:

With this parameter added to the end of the URL string, you can view how any campaign in **Testing** state will appear to visitors on your site. You can make edits to your campaign, but after you save changes, you must refresh the page to see them.
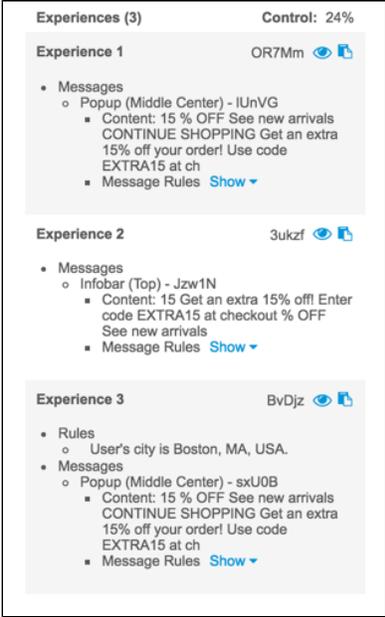
Test Method 2: Test a Specific Experience with the Eye Icon

You can also test a specific campaign experience using 👁, which will show the selected experience without having to be in *Testing Mode*. This method of testing will show the experience in the browser for 30 minutes even when it would not be shown outside of test mode. For example, it will show even if:

- The campaign is disabled
- The user's segment membership does not match the campaign rules
- The current page does not match the campaign rules
- The user is in the control group for an A/B test
- The user has dismissed the campaign

Additionally, you can configure a custom campaign test URL which will direct you to the page the campaign targets and display the campaign experience when you click 👁 for that experience.

1. Log into *Evergage* with **Campaign Author** or higher permissions
2. Click **CAMPAIGNS**
3. Locate the campaign you want to test
4. On the *Overview* tab under **Experiences**, click 👁 next to the experience you want to test. The campaign experience will open on the home page of your site unless you add a cu stomized campaign test URL

Experiences (3)	Control: 24%
Experience 1	OR7Mm 👁 📋

- Messages
  - Popup (Middle Center) - IUnVG
    - Content: 15 % OFF See new arrivals CONTINUE SHOPPING Get an extra 15% off your order! Use code EXTRA15 at ch
    - Message Rules Show ▾

| **Experience 2** | 3ukzf 👁 📋 |

- Messages
  - Infobar (Top) - Jzw1N
    - Content: 15 Get an extra 15% off! Enter code EXTRA15 at checkout % OFF See new arrivals
    - Message Rules Show ▾

| **Experience 3** | BvDjz 👁 📋 |

- Rules
  - User's city is Boston, MA, USA.
- Messages
  - Popup (Middle Center) - sxU0B
    - Content: 15 % OFF See new arrivals CONTINUE SHOPPING Get an extra 15% off your order! Use code EXTRA15 at ch
    - Message Rules Show ▾

⚠ **Troubleshooting Tips**

- **Confirm that the URL is configured** - if 👁 does not launch an experience, confirm that the site URL is entered in *Web > Visual Editor*
- **Confirm that you qualify for the campaign based on any client-side rules you have set** - although server-side rules like location are ignored when testing, client-side rules like inactivity, min page scroll percent, page css selector, target-in-viewport, and target element are not.
- **Check the intended behavior of the campaign** - there may be cases where the experience (or part of them) will not be shown for the entire 30 minute duration, such as when an experience replaces something that is not on the page

Pro Tip

You can enable this testing method manually by adding the string **evergageTestMessages="experienceID"** to the end of the page URL, where **"experienceID"** is alphanumeric experience ID for the experience you want to test. If the URL has parameters already, add the parameter to the URL preceded by **&**. If the URL does not have parameters at the end, add the parameter to the URL preceded by **?**. With this parameter added to the end of the URL string, you can view how messages will appear to visitors on your site. You can make edits to your campaign, but after you save changes, you must refresh the page to see them.

Evergage will set a cookie to remember this string for the following 30 minutes. That means that if you navigate away from the page and the parameter drops from the URL, you will still be in testing mode. To turn this feature off before the 30 minutes are up, change the URL parameter string to either **&evergageTestMessages=false** or **?evergageTestMessages=false**

You can string together multiple experience IDs from different campaigns, separating each with a comma, such as: **evergageTestMessages=OR 7Mm,u8o7m,0yhKI.** Be aware that Evergage will not display multiple experiences from the same campaign at the same time, and that all experiences must be in the same dataset.

Add a Customized Campaign Test URL

You can create a customized campaign test URL to specify where you want to test specific experiences in a campaign.

1. While editing your campaign, select **SETUP** > **Campaign Settings**
2. In the *Test URL* field, enter the **full URL** of the page on which you would like to test the campaign
3. If you do not enter a URL in this field, when you test your campaign, Evergage will use the default page for your site, which is configured in **Web** > **Visual Editor** > **Launch Visual Editor for Site**.
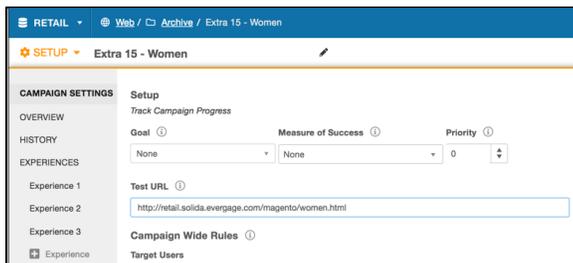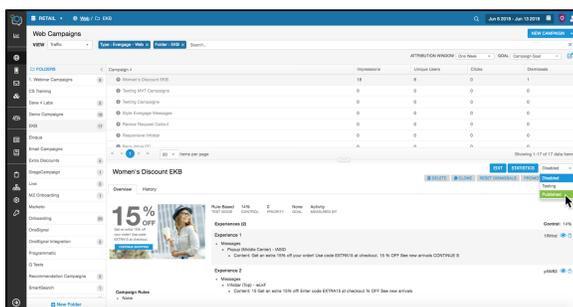

Publish a Campaign

Once you have thoroughly tested your campaign, you need to publish it to make it visible to qualified site visitors. The process for publishing a campaign can be done on the campaign list page or while editing the campaign.

On the Campaign List Page

1. Select the campaign
2. Change the state to **Published**
3. This action will immediately make your campaign live
4. You can follow this same process to un-publish by changing the state to **Disabled**

While Editing a Campaign

1. Edit your campaign either in the Visual Editor or the Campaign Editor
2. Change the state to **Published**
3. Click **SAVE**
4. This action will immediately make your campaign live
5. You can follow this same process to un-publish by changing the state to **Disabled**