

# Create or Edit a Web Campaign



There are two ways to create a new campaign or edit an existing campaign: using the *Evergage Visual Editor* and using the Evergage platform.

## This Article Explains

This article covers both processes for creating a new campaign or editing an existing campaign.

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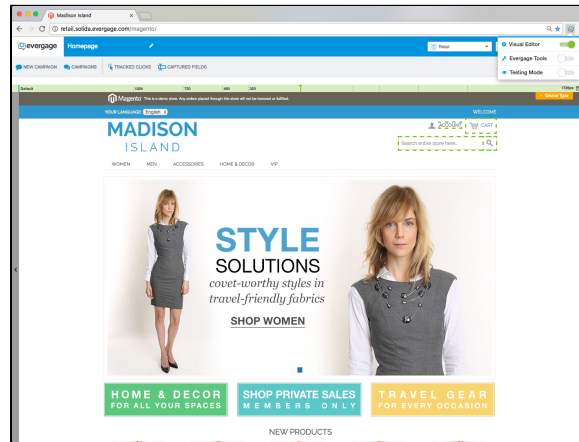
## Use the Evergage Visual Editor to Create or Edit a Campaign

You can also access the Campaign Creation page using the Visual Editor.

1. If you haven't already, open any page of your website and click the *Evergage* logo to the right of the address bar in *Google Chrome*

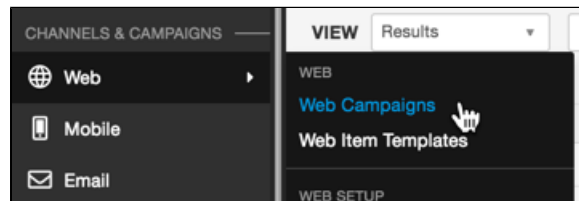
 If you do not see the Evergage logo, you need to [install the Evergage Visual Editor](#)

2. Use the slider to enable the *Evergage Visual Editor*
3. Log in to the *Evergage Visual Editor*, if prompted
4. Confirm that correct dataset is selected at the top next to your name
5. Click **CAMPAIGNS** to open an existing campaign or click **NEW CAMPAIGN** and type the campaign name in **Enter Campaign Name**



## Use the Evergage Platform to Create or Edit a Campaign

1. Log into the *Evergage* platform
2. In *Channels & Campaigns*, select the channel the campaign was or will be created for (*Web*, *Mobile*, or *Email*)
3. Select **Campaigns**
4. Edit an existing campaign:
  - a. Select the campaign folder or narrow results by clicking Search and selecting and entering the Name, Folder, State,



- Last Modified By, or Segment Target
- b. Select the campaign
- c. Click **EDIT**
- 5. Create a new campaign by clicking **NEW CAMPAIGN**

The screenshot displays a 'Web Campaigns' management interface. At the top, there's a search bar and a 'NEW CAMPAIGN' button. Below is a table with columns for Campaign, Goal Completion Rate, Order Rate, and Cashthrough Rate. The table lists several campaigns, with 'Demo Campaign - Email FR 0%' selected. A sidebar on the left contains various navigation options like 'Unimplemented (3)', 'Active (0)', 'Demo Campaigns (0)', 'Email Campaigns (1)', 'Search (1)', 'Email Campaigns (0)', 'Demo (0)', 'FR (0)', 'Recommendation Campaigns (0)', 'ES Training (0)', 'Support - Content (0)', 'Unassigned (1)', 'Configured Integration (0)', 'Triggered Email Campaigns (0)', 'Email (0)', 'Website Campaigns (0)', and 'Link (0)'. The main content area shows details for the selected campaign, including its name 'Demo Campaign - Email Signup A/B Test', type 'Web', and goal 'In segment: High Value Customer'.

Campaign	Goal Completion Rate	Order Rate	Cashthrough Rate	Revenue	Cost
Unimplemented (3)	0%	0%	0%	\$0.00	\$0.00
Active (0)	0%	0%	0%	\$0.00	\$0.00
Demo Campaigns (0)	0%	0%	100%	\$10,188	\$104.23
Email Campaigns (1)	0%	0%	100%	\$1,000.00	\$17.54
Search (1)	0%	0%	0%	\$0.00	\$0.00
Email Campaigns (0)	0%	0%	0%	\$0.00	\$0.00