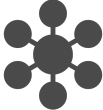


Channels and Campaigns



In Evergage, channels are the different digital touch points you can use to interact and communicate with visitors and customers. Campaigns are used to personalize experiences in Evergage and they are separated into their respective channels in the *Channels & Campaigns* section in the Evergage platform. You can access campaigns and campaign-related resources by hovering over a specific channel in the left-hand navigation menu. Depending on your Evergage license, you may have access to develop campaigns for channels such as Web, Email, Mobile, and Third Party, which provides access to integrations with other systems.

This Section Explains
This section details how to use channels and campaigns to interact and communicate with visitors and customers.

Articles in this Section
<ul style="list-style-type: none">• Web Campaigns• Mobile Campaigns• Email Campaigns• Third Party Campaigns