

# Evergage Tools and Campaign Debugger



Evergage Tools gives you a snapshot of all Evergage activity and data on a page with details, including custom fields, actions, and campaigns. Evergage Campaign Debugger provides a list of all campaigns that aren't firing on a particular page. In addition to listing the campaign name and ID, the debugger explains briefly why the campaign is not being displayed.

## This Article Explains

This article details how to enable, open, and use Evergage Tools and Campaign Debugger, as well as provide descriptions of what information you may see on the *Campaigns* and *Actions* sections of Evergage Tools.

## Sections in this Article

- [Enable Evergage Tools and Campaign Debugger](#)
- [Open Evergage Tools](#)
- [Overview](#)
- [Actions Section](#)
- [Campaigns Section](#)
- [Campaign Debugger](#)

## Questions Answered by Evergage Tools

- Why isn't my campaign showing up?
  - I'm in the control group
  - My campaign is disabled
  - My campaign isn't set to show on this page
  - My message is not published so I need to view it in [Test Mode](#) or publish it
- What custom fields am I tracking on this page?
- What page am I on and is it being tracked?

## Enable Evergage Tools and Campaign Debugger

### IMPORTANT REQUIREMENTS

To open and use the Campaign Debugger, you must fulfill the following requirements:

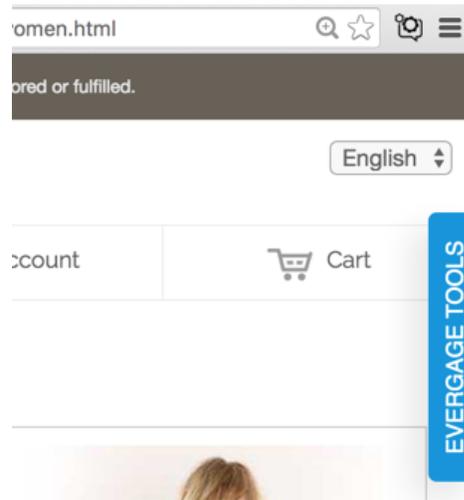
- If you are on JavaScript Beacon version 8 or lower, your site must have an HTTPS address
- You must also be logged into the Evergage Platform for the dataset
- The *Visual Editor* must be disabled to use both Evergage Tools and the Campaign Debugger

1. Navigate to a page in your site
2. Ensure that you have the [Visual Editor](#) installed
3. Click  in the browser
4. Disable **Visual Editor** using the slider
5. Enable **Evergage Tools** using the slider
6. Enable **Campaign Debugger** using the slider



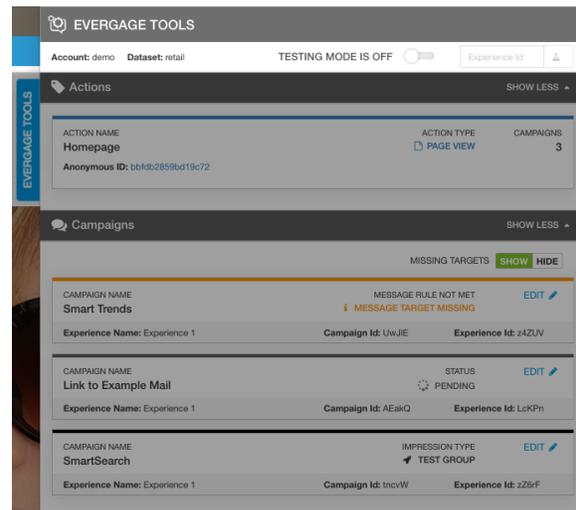
## Open Evergage Tools

1. On the right side of the page, select the blue tab to open **EVERGAGE TOOLS**
2. If the tab is blank when it opens, refresh the page



## Overview

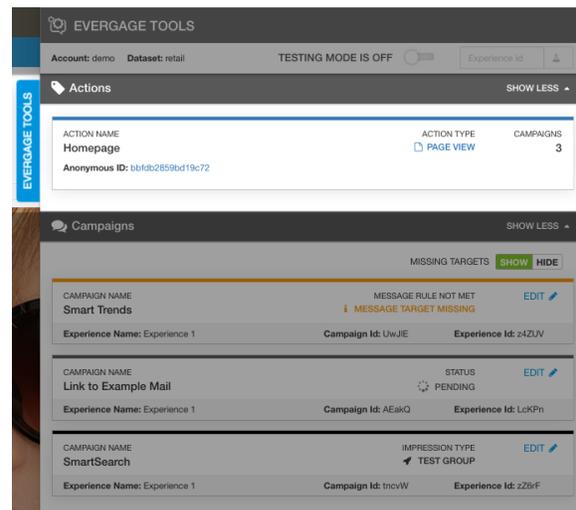
1. **Account & Dataset** lists the account and dataset the page belongs in
2. **TESTING MODE** can be set to **ON** to view campaigns in *Testing* state
3. Enter an **Experience Id** and click  to test a specific experience



## Actions Section

The **Actions** section shows the following information:

1. **ACTION NAME** is the name of the page
2. **ACTION TYPE** will be either *PAGE VIEW* or *CLICK* (when visitor clicks a button or link)
3. **CAMPAIGNS** indicates how many campaigns are running on the page



## Campaigns Section

The **Campaigns** section shows:

1. **CAMPAIGN NAME** is the saved name of the campaign
2. **IMPRESSION TYPE** is the category of viewer or message for this page load. **STATUS** may appear in place of **IMPRESSION TYPE** if the campaign is waiting on an action from the viewer (e.g. a hover, a click, or any other action that will trigger a campaign based on defined rules)

- a. **TEST GROUP** indicates that you are in the test group for this launched campaign; messages for this campaign should be visible to you
  - b. **TEST MESSAGE** is a campaign in testing mode
  - c. **CONTROL GROUP** indicates that you are in the control group for this launched campaign; messages for this campaign should *not* be visible to you
  - d. **DISABLED MESSAGE** is a campaign that has been disabled
  - e. **MESSAGE TARGET MISSING** means that the message cannot find the selector on the page to which it is linked
3. **EDIT** brings you directly into the *Campaign Editor* so you can make changes to the campaign
  4. **Experience Name** is the name of the experience currently being shown on the page.



#### NOTE

If you are in the control group, the message will load but you will not see it

5. **Campaign Id** is the unique identifier for the campaign
6. **Experience Id** is the unique identifier for the experience. If *TESTING MODE* is set to **ON**, you can use the *Experience Id* to view the experience.

The screenshot shows the 'EVERGAGE TOOLS' interface. At the top, it displays 'Account: demo', 'Dataset: retail', and 'TESTING MODE IS OFF'. Below this, there are sections for 'Actions' and 'Campaigns'. The 'Campaigns' section is expanded, showing a table of campaigns. The first campaign, 'Smart Trends', has a status of 'MESSAGE RULE NOT MET' and a sub-status of 'MESSAGE TARGET MISSING'. Other campaigns include 'Link to Example Mail' (PENDING) and 'SmartSearch' (TEST GROUP).

## Campaign Debugger

1. Scroll down to view the *Campaign Debugger*
2. Select **hide disabled campaigns** to view only those campaigns in campaign state of *Testing* or *Published*
3. Click **Campaign Name** or **Explanation** headers to sort
4. Enter a partial or full campaign name in *type here to search* to locate campaign by name. Search results will display dynamically as you type
5. Click **Details** next to a listed campaign to see more information
6. Click **EDIT CAMPAIGN** to open the campaign in the *Campaign Editor*
7. You can display up to 100 **Items per page**

The screenshot shows the 'Campaign Debugger' interface. At the top, it says 'Campaigns shown below did not qualify for, or were prevented from being shown to the user.' Below this, there is a search bar and a checkbox for 'hide disabled campaigns'. A table lists several campaigns with their names, IDs, and explanations for why they were not shown. For example, 'Youtube Visit Referrer' has a null referer, and 'Newest Travel Test' has a user not in a specific segment. At the bottom, there is a pagination control showing 'Page 1 of 1' and '10 items per page'.