

Adjust Message Settings



Use Message Settings to adjust the appearance and position of your message as well as to set message-level rules, choose a pre-set template, hide the message after a certain amount of time, or configure promoted content in the message.


This Article Explains

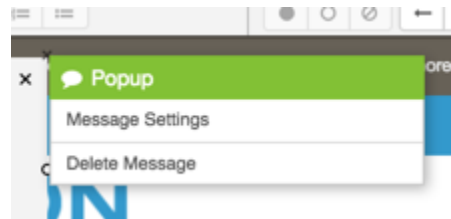
This article details options on the Template, Options, and Promoted Content tabs. For information about message-level rules, please see [Add Rules for Campaigns, Experiences, and Messages](#). For more details on Evergage messages, please see [Message Types](#) which includes links to detailed articles about each message type.

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Access Message Settings

1. Log into the *Evergage Platform* or the *Visual Editor*
2. Click **CAMPAIGNS** and open the campaign that contains your message
3. Click  next to the message
4. Select **Message Settings**



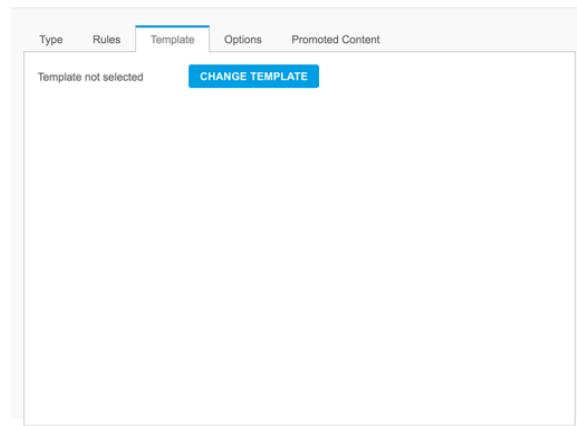
Template Settings

1. Select **Template**
2. Click **CHANGE TEMPLATE**
3. Click the desired template

 Evergage comes stocked with many templates. While you cannot add your own, you can [clone a campaign](#) that you can change.

4. Click **SELECT**
5. If you need to change or remove a template, click **CHANGE TEMPLATE**
6. Click **NO TEMPLATE** to remove the current template and follow steps 2-4 to choose a new one

Message Settings



OK CANCEL

Options Settings

Use this tab to hide a message after a specified number of seconds without the viewer having to close it.

1. Select **Hide message...**
2. Enter the number of **seconds**

Message Settings

The screenshot shows the 'Options' tab of the 'Message Settings' dialog. It features a checkbox labeled 'Hide message after' followed by a text input field containing the number '10' and the word 'seconds'. At the bottom right, there are two buttons: 'OK' and 'CANCEL'.

Promoted Content Settings (available only with Evergage Promote)

When using promoted content, you first need to select the type of promoted content and configure the settings in *Message Settings* as detailed in *Part 1* below. Then, you need to add dynamic content to your message to show the details about the product or content as detailed in *Part 2* below.

There are three types of promoted content:

- **Static**—promote a specific item or piece of content that doesn't change. For example, promoting a shovel that is on sale
- **Dynamic**—promote item(s) or content based on user behavior. For example, promoting several sale items based on the last item viewed
- **Recommendations**—similar to dynamic promoted content, you create a "recipe" for what the user will see



You must create a recipe in the *CATALOG* before you can use it to promote items or content

Part 1: Select the Type and Configure

1. In *Message Settings*, on the *Promoted Content* tab, select the **Type**
2. Add rules based on the onscreen options



Depending on the type of promoted content and the behavior you select, you may see other options. For example, if a time parameter is applicable, you will see that option.

3. Select other options for **Static** or **Dynamic Promoted Content**
 - a. **Promote item even if being viewed**—select this to help emphasize products or content
 - b. **Skip previously viewed items**—skip promoting any items or content the user has already viewed so they only see things they haven't looked at before
 - c. **Skip previously purchased products**—select this to help target products or content the user hasn't seen

Part 2: Add Dynamic Content to Your Message

Once you have selected the type of promoted content and selected options, you need to add dynamic content to your message to pull item or content attributes (name, description, price) into the message. For example, you want to show visitors the items they recently viewed. You can dynamically populate the product image and name based on what was last viewed by the visitor.

The screenshot shows the 'Promoted Content' tab of the 'Message Settings' dialog. It includes a 'Selected:' field, a 'Type:' dropdown menu with options 'None', 'Static', 'Dynamic', and 'Recommendations', and a list of categories: 'Category', 'Product', 'Brand', 'Class', 'Gender', 'Style', 'Size', 'Article', 'Blog', 'Author', 'Keyword', and 'Content Class'. Below the list is a search input field labeled 'Search for an item by name or ID...'. At the bottom, there are three checkboxes: 'Promote item even if being viewed', 'Skip previously viewed items', and 'Skip previously purchased products'. 'OK' and 'CANCEL' buttons are at the bottom right.

1. Double click the text box in the message. The box around it will turn solid green
2. Place your cursor where you want to add the attribute
3. Select **{Dynamic} +**
4. Select **Promoted Item** then select the attribute you want to include in the message (i.e. selecting *Name* will generate the name of the item or content in the message)
5. Continue adding attributes as needed

Save Your Changes

1. When you have finished updating Message Settings, click **OK**
2. Click **SAVE** or **SAVE & CLOSE** at the top right of the campaign window to save your campaign changes