

# Interaction Studio Classic



The articles in this section apply to the Interaction Studio (formerly Evergage Classic) Web Campaign system. If your dataset is on the [Interaction Studio JavaScript Beacon version 15](#) or below, you have Interaction Studio (formerly Evergage Classic) Web Campaigns. Please note that you will not be able to change your dataset's beacon version above version 15 and if you downgrade below beacon version 16, you will not be able to upgrade yourself.



## Interaction Studio Classic Only

Please note, the contents of this article are intended for customers using Interaction Studio (formerly Evergage Classic). Do not adjust your beacon version to downgrade or upgrade.

### This Section Explains

This section details how to use Interaction Studio (formerly Evergage Classic) Web Campaigns to interact and communicate with visitors and customers.

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  - [The Catalog and "Safe" Interaction Studio JavaScript Functions](#)
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- [Install the Visual Editor](#)
  - [Track Clicks to Actions in the Visual Editor](#)

- Create or Edit a Web Campaign
  - Create a Web Campaign with Recommendations
    - Choose a Location for Recommendations
  - Use Surveys in Campaigns
  - Message Types
    - Popup Messages
    - Infobar Messages
      - Build Responsive Infobar Messages
    - Callout Messages
    - Inline Messages
    - In-page Edits
      - Multi Target In-Page Edits
  - Style Evergage Messages
    - Add Video to a Message
    - Animate a Message
    - Fade a Message into the Page
    - Access Message Source Code (HTML/CSS/JS)
    - Access Experience-Wide JavaScript
    - Use Dynamic Message Content
  - View Campaign Changes
  - Add Rules for Campaigns, Experiences, and Messages
    - A/B Testing
    - Rule-based Testing
    - Campaign Prioritization
    - Inactivity Triggers and Bounce Prevention
    - Build Messages for Mobile Web Visitors
    - Target Users Based on a Segment
    - Target Users Based on Location
    - Target Users Based on Weather Conditions
    - Trigger a Message Based on an Action
    - Create a URL Redirect Rule
  - Adjust Message Settings
  - Clone a Campaign
  - Campaign Click Tracking
  - Troubleshoot Campaign Visibility
    - Evergage Tools and Campaign Debugger
    - Identify Your Interaction Studio Anonymous ID
    - Create Campaigns with Zero Flicker
  - Test and Publish a Campaign
- Interaction Studio Classic Server-Side Campaigns
- Triggered Email Campaigns
  - Configure Settings for Triggered Email Campaigns
  - Create and Manage Subscriber Lists
  - Create Email Item Templates
  - Create an Email Campaign
  - Understand Catalog and User Behavior Trigger Filters
  - Understand Catalog Trigger Types
  - Understand User Behavior Trigger Types
  - View Email Campaign Data
- Interaction Studio Classic Integrations
  - Integrate with Eloqua
  - Integrate with Marketo
    - Configure Marketo Real-Time Matching
    - Restrict Lead Matching to a Marketo List
  - Configure Google Analytics
    - Pass Attributes to Google Analytics
  - Enable Custom Client-side Integrations
  - Interaction Studio APIs and File Upload/Download
    - CSV Users and Accounts Import
    - Users and Accounts Import API
    - CSV Items Import
    - Send Events Server-side Using HTTP Requests
    - Manual Segment Upsert
    - Orders API
  - Create or Edit a Third Party Campaign
    - Use a Marketo Form in a Campaign
    - Send Marketo Data Using Hidden Fields
    - Use an Act-On Form in a Campaign
    - Use an Eloqua Form in a Campaign
  - Integrate Interaction Studio with Adobe Analytics

- Advanced Techniques for Developers
  - Migrating SAML Integration for Modern Editor Compatibility
  - Use Advanced Dynamic Message Content
    - Advanced Dynamic Content Cheat Sheet
  - Best Practices for Evergage-Friendly CSS and URL Structures
  - Install and Use the Integration Simulator Chrome Extension
  - Adjust Browser Console Log Details
- Playbooks
  - Customer Success
    - Call-Out a Big Announcement
    - Call-Out New Product Features
    - Communicate Using In App Messages
    - Continue the Conversation from Email to Website to Logged-in App
    - Display Maintenance or Outage Message
    - Educate Customers on a New Product Launch
    - In Trial – Offer Additional Support
    - In Trial – Prospect Onboarding
    - In Trial – Present A Relevant Offer
    - Introduce Helpful Tips to Drive Customer Success
    - Net Promoter Score
    - Promote Features with Email
    - Reduce Churn by Removing Access to Features
    - Reduce Support Calls, Increase Customer Satisfaction & Revenue
    - Target “Anonymous Customers” Using Their Logged In History
    - Upsell Customers Based on Application Engagement
    - Use Callouts to Promote Unused Features
    - Use Segment Alerts to Better Manage Customers
  - Demand Generation
    - Abandoned Sign Up Form
    - Collect Email Opt-ins for Previously Unsubscribed or Undeliverable Addresses
    - Continue the Conversation from an Email Campaign
    - Continue the Conversation from Facebook
    - Continue the Conversation from a Google Ad
    - Continue the Conversation from LinkedIn
    - Cross-sell and Upsell Using Email with Integrations
    - Deliver Content Based on Favorites
    - Insert Relevant Educational Videos
    - Offer a Demo When Appropriate
    - Ongoing Customer Surveying
    - Pass Attributes to a Third Party
    - Personalize Your Homepage for Different Personas
    - Present eBook Offer as Visitor Leaves after Showing Interest
    - Present Relevant Content Based on Funnel Stage
    - Prevent Bounce by Promoting Additional Relevant Articles
    - Progressive Call-to-Action (CTA)
    - Promote Articles Based on Relevancy
    - Promote Content with Open-Time Email
    - Promote eBook Relevant to Individual User
    - Open-time Email - Onboarding
    - Open-Time Email - Progressive CTA
    - Sign Up For Email
    - Suggest Additional Relevant Blogs
    - Target Visitor Based on Industry or Company Name
    - Target Visitors Who Are Within a Few Miles of a Tradeshow
    - Webinar Sign Up
    - Welcome by Referrer

- E-Commerce
  - Add Style Finder Questionnaire Leading to Personalization
  - Ask Returning Customers for Reviews
  - Convert Browsers to Buyers with Triggered Email
  - Create a Personalized Homepage Experience
    - Leverage Machine Learning for Product and Content Recommendations
    - Recommend Content to Inspire Shoppers
    - Recommend Relevant Categories and Brands
    - Create a Personalized Homepage Banner
  - Create a Special Experience for High Value Customers
  - Create Persistent Reminders to Drive Offers from Email to Shopping Journey
  - Design a Personalized My Account Page for Customers
  - Download Mobile App to Drive Engagement
  - Drive Offers from Email to Convert a Browser
  - Drive Purchases Using Promotional Offers
  - Educate Based on Location
  - Educate New Visitors
  - Engage Shoppers with Newest Product Offerings
  - Highlight a Product Name for Comparison Shoppers
  - Incentivize Your Cart Abandoners in Real Time
  - Increase Engagement and Conversions with Loyalty Program
  - Increase Engagement by Displaying Products Viewed the Longest
  - Increase Product Discovery by Displaying Trending Products
  - Increase Product Discovery by Recommending Similar Products
  - Make Category and Brand Recommendations
  - Present Offers Triggered by Weather Conditions
  - Promote Personalized Messages Based on Geolocation
  - Recommend Products and Promotions with Open-time Email
  - Reduce Coupon Code Friction Points
  - Re-Engage Shoppers by Reminding of an Offer on Exit
  - Remind Cart Abandoners with Triggered Email
  - Replace Unavailable Web Pages with Promotional Content
  - Support Email Capture for Key Points of Interaction
  - Swap Promotions in Content Zones Based on Conditions
  - Trigger an Email When a Favorite Product Has a Price Reduction
  - Trigger an Email When a Recently Viewed Item Is Back in Stock
  - Trigger an Email When Inventory Is Low
  - Trigger an Email When There Is a New Arrival in a Favorite Category
  - Use Machine Learning to Promote Items on the Cart Page
  - Use SmartBundle for Out of Stock Messaging
  - Use SmartBundle in "Complete the Look" Campaigns
  - Use SmartSurvey to Conduct Progressive Profiling on Your Customers

- Financial Services
  - Call-Out New App Features
  - Carryover Message for Customer Showing Intent
  - Continue Application Forms After Initial Abandonment
  - Continue a Website Experience from a Facebook Ad
  - Cross-Sell for Returning Customers
  - Include Similar Content Based on Collaborative Filtering
  - Display Service Provider Contact Details Based on Visitor Interest
  - Display System Maintenance or Outage Message
  - Drive Content and Product Discovery with Similar Items Recommendations
  - Drive Content and Product Discovery with Trending Recommendations
  - End-to-End Personalization by Customer Intent
  - Introduce Helpful Tips to Drive Completion
  - Serve a Quick One-Question Survey
  - Target FiServ Visitors Based on Industry or Company Name
  - Target Products Based on Geolocation and Season
  - Targeted Specific Content Based on Customer Intent
- Gaming
  - Add Countdown Timer to Create a Sense of Urgency
  - Increase Revenue by Presenting Personalized Games or Bets
  - Message Clients Who Are Likely VIP's
  - Promote Recently Played Games in Main Menu
- Travel and Hospitality
  - Highlight Previously Purchased Ancillaries
  - Missed Loyalty Opportunities
  - Persona Driven Homepage Experiences
  - Promote Ancillary Products & Services During Checkout
  - Promote Locations and Resorts with Open-time Email
  - Re-Engage a Shopper Before Abandonment
  - Travel Stage Content Targeting