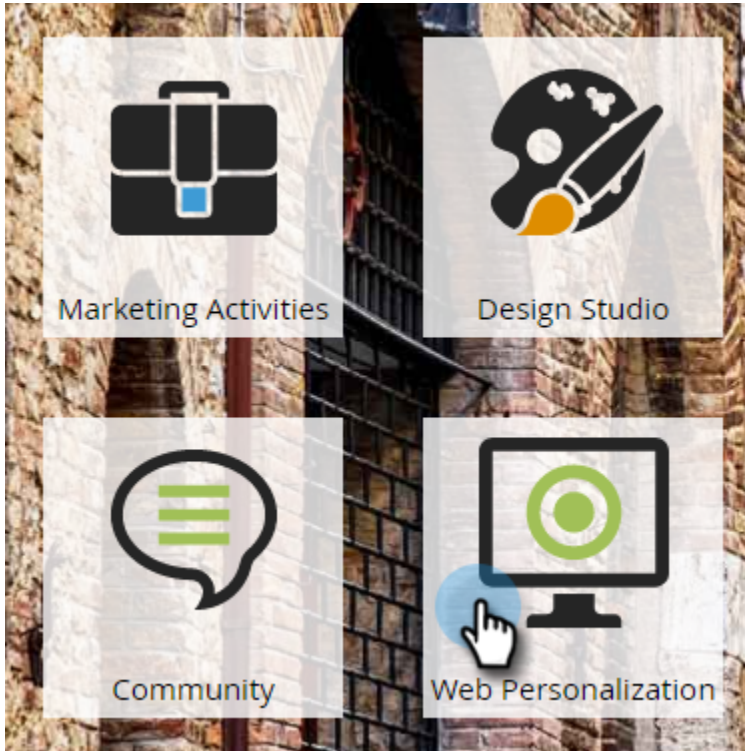


# Launch/Pause a Web Campaign

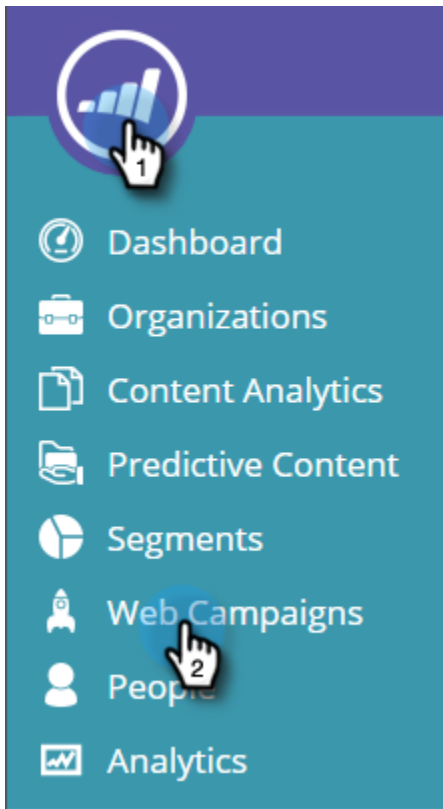
A web campaign is a customized reaction associated with a specific segment and can be a [dialog box](#) on your website, an [in zone replacement](#), a widget feature, or an email alert.

You can launch or pause a web campaign in two ways from the Web Campaigns page or Set Web Campaigns page.

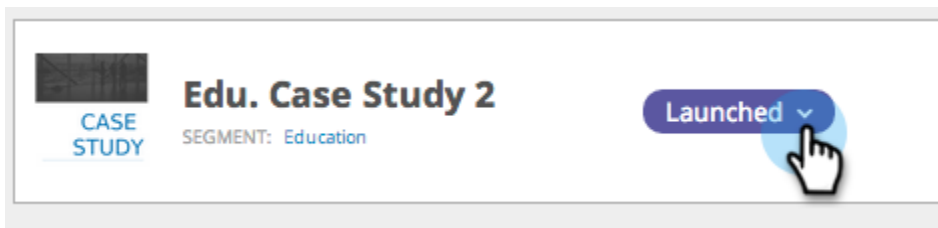
## 1. Click **Web Personalization**.



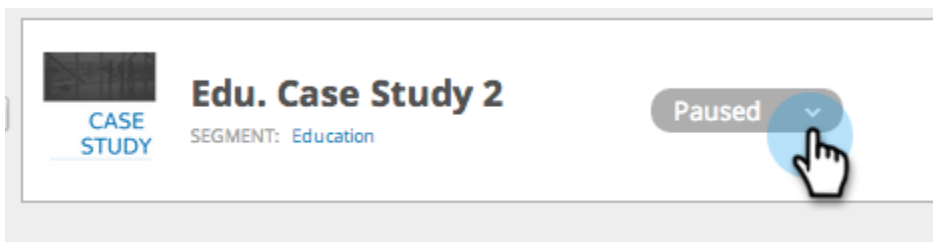
## 2. Go to **Web Campaigns**.



3. If the campaign is launched, click **Launched** to change the campaign's status to **Paused**, to pause the campaign.



4. If the campaign is paused, click **Paused** to change the campaign's status to **Launched**. This will activate and launch the campaign.

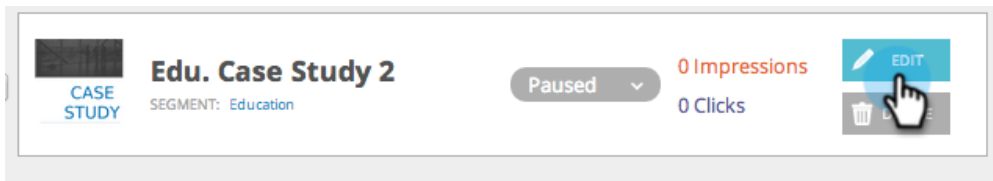


**Note**

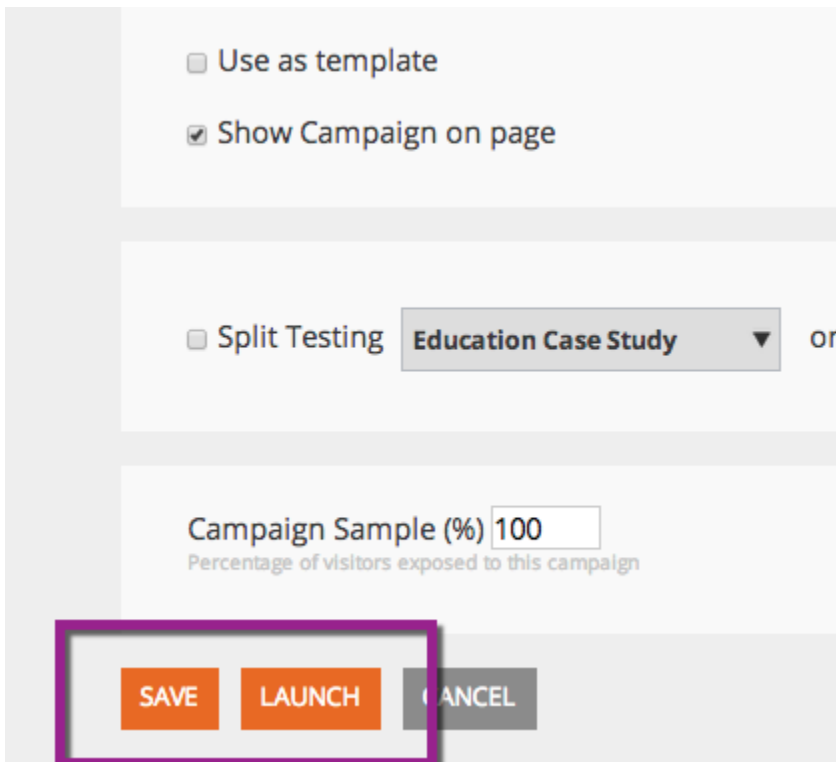


You can also change the campaign status in the Set Campaign Page.

5. In the campaign, click **Edit**.



6. Click **Save** to save and pause the campaign. Click **Launch** to launch and activate the campaign.



## Related Articles

- [Create a New Dialog Web Campaign](#)
- [Create a New In Zone Web Campaign](#)
- [Create a Widget Web Campaign](#)

