

Create a New In Zone Web Campaign

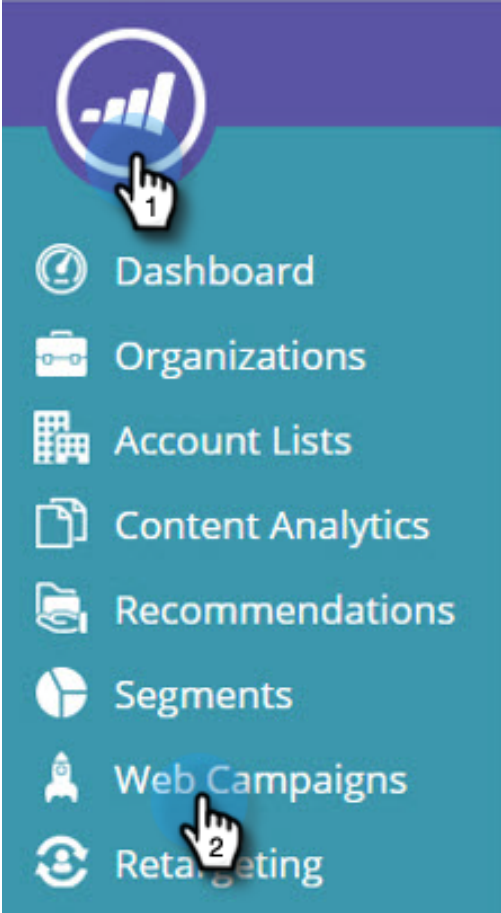
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A web campaign is a customized reaction associated with a specific segment and can be a [dialog box](#) on your website, an in zone replacement, a [widget feature](#) or an email alert. An In Zone web campaign replaces an element of your website based on the Zone id with content or graphical banners.

Create an In Zone Web Campaign

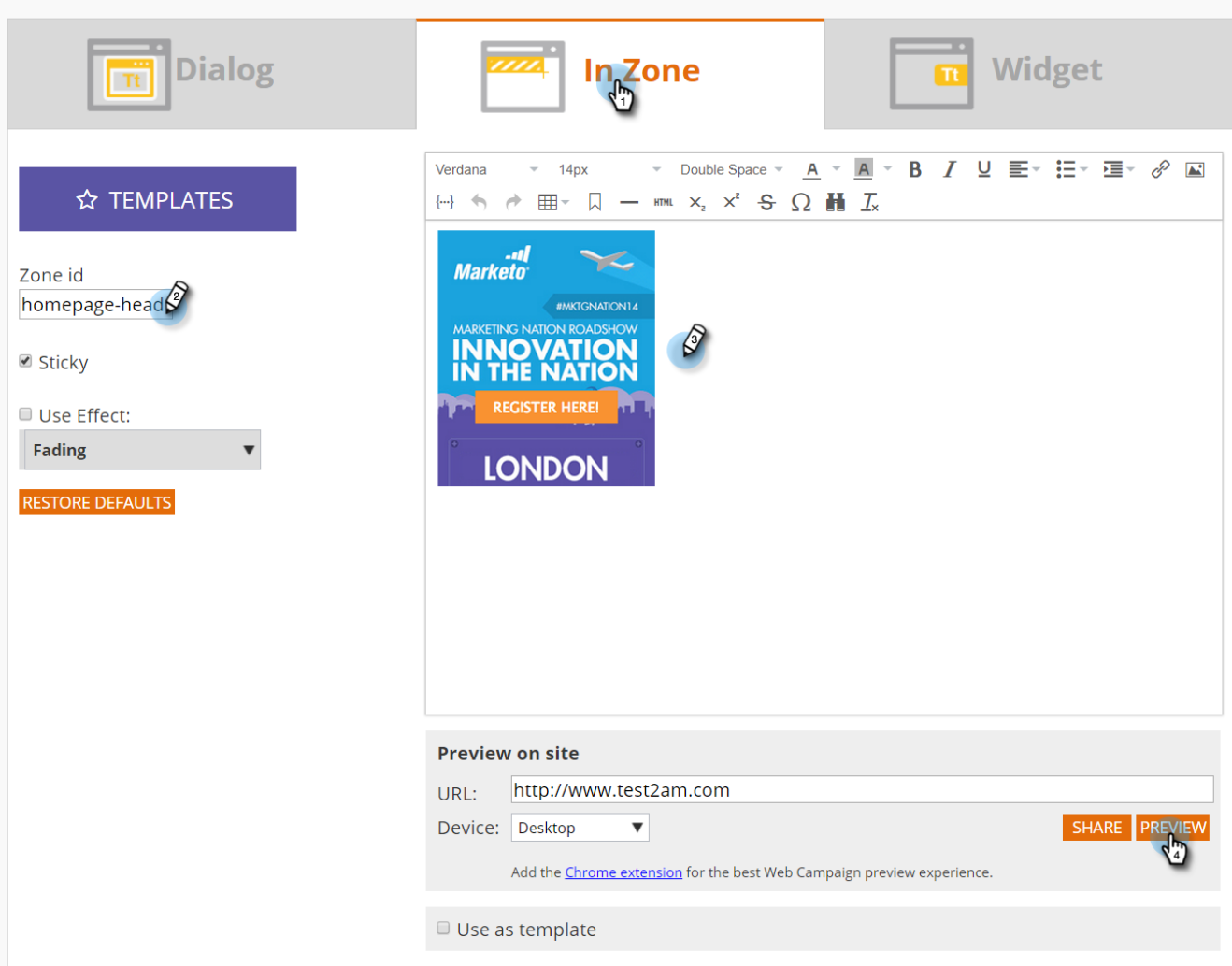
1. Go to **Web Campaigns**.



2. Select **Create New Web Campaign**.



3. Select the **In Zone** campaign type. Customize and add a **Zone id**. Set the campaign to **Sticky** and add your creative in the editor. Add the URL of the page to preview and click **Preview** to see how the campaign will react on your site.





Definition

What is a Zone ID?

A Zone ID is where you would like your "In Zone" web campaign to be located onsite. To find a "Zone ID", simply go to your website select the area you would like to replace with a web campaign and right-click. In Chrome, the option is "Inspect Element", in other browsers it may vary.

Then, you want to find the "id" associated with this section of the website, which is highlighted because you are inspecting that element. For example, if once you right-click in Chrome the highlighted text says <div id="featured-slider"> then "featured-slider" is what you should type in the "zone id" section. Typically "div id" is used, but any ID can be used as well, such as h1 id, p id, etc.

Name	Description
Zone id	Enter the name of the id found in the HTML code of your website element the campaign replaces.
Sticky	The Sticky checkbox is selected by default for the In Zone campaign and keeps the In Zone campaign in its Zone id position throughout the visitor's session on the website. It is recommended to always have an In Zone set to Sticky.
Fading	Selecting the Use Effect checkbox and Fading provides a fading effect to the Zone id area on the website. If the In Zone is a graphical banner, then the page first loads and then the campaign activates with a fading effect.
Sliding	Selecting the Use Effect checkbox and the Sliding option provides a sliding in effect to the Zone id area on the website. If the In Zone is a graphical banner, then the page first loads and then the campaign activates with a sliding effect from left to right.
Rich Text Editor	The rich text editor allows for text formatting, linking and image insertion. Read more here .
Preview on site	Preview campaigns before they are launched. <ul style="list-style-type: none">• URL - Enter an example URL where the campaign would run to see a preview example of how the campaign would look live.• Device - Preview how your campaign will appear by device: Desktop, Mobile Portrait, Mobile Landscape, Tablet Portrait, Portrait Landscape.• Preview - Click Preview to open a new window of the example URL to see how the campaign reacts.• Share - Use the Share button to send an email to a colleague with a link to see the proxy campaign.



Tip

Speed up and simplify your campaign creation process by using our [built in templates](#) or by [saving your existing campaign](#) as a template for reuse.

Note



Want to **A/B Test your web campaigns**? One or more web campaigns can be [A/B tested for optimal results](#). With the Auto-Tune feature, the platform automatically recognizes the better performing campaigns, continues with the highest converting campaigns and pauses the other ones.

Edit a Web Campaign

From the **Web Campaigns** page, click **Edit** on the Campaign.

The screenshot shows the 'Web Campaigns' interface. At the top, there are filters for 'Fri Nov 04 2016', 'All Labels', and 'Set Label'. A 'CREATE NEW WEB CAMPAIGN' button and a search bar are on the right. Below the filters, it says 'Displaying 1 - 5 of 5'. On the right side, there are sorting options: 'Filter', 'Latest', 'Top Performing', and 'Priority'. The main content area shows a card for 'November Campaign' with a 'Paused' status, '0 Impressions', and '0 Clicks'. The card also includes 'SEGMENT: Firefox' and 'TYPE: In Zone'. On the right side of the card, there are four icons: a pencil (edit), a magnifying glass (search), a document (clone), and a trash can (delete). A mouse cursor is pointing at the pencil icon.

Note



To make it easier to find the campaign you want, use the [filter feature](#).

Preview a Web Campaign

1. From the Web Campaigns page, click **Preview** on the web campaign you wish to view.

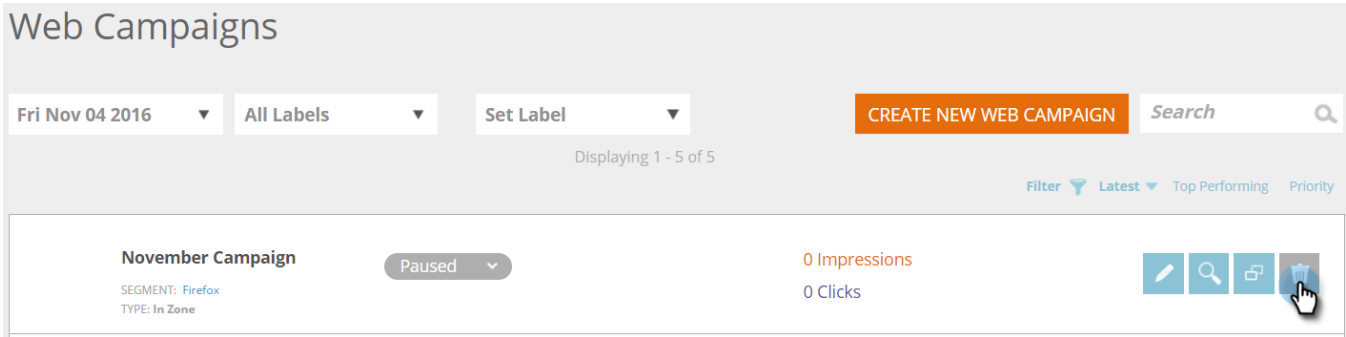
This screenshot is identical to the one above, showing the 'Web Campaigns' interface. The main difference is that the mouse cursor is now pointing at the magnifying glass icon (preview) in the action menu of the 'November Campaign' card.

Clone a Web Campaign

See [Clone a Web Campaign](#).

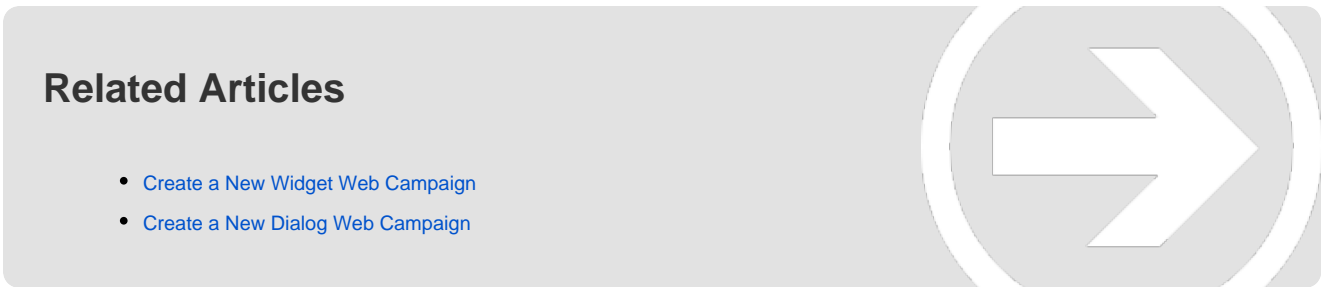
Delete a Web Campaign

1. From the Web Campaigns page, click **Delete** on the Campaign you wish to delete.



The screenshot shows the 'Web Campaigns' management interface. At the top, there are filters for date ('Fri Nov 04 2016'), labels ('All Labels'), and a 'Set Label' dropdown. A 'CREATE NEW WEB CAMPAIGN' button and a search bar are on the right. Below the filters, it says 'Displaying 1 - 5 of 5'. A 'Filter' dropdown is set to 'Latest', with other options 'Top Performing' and 'Priority'. The main content area shows a single campaign card for 'November Campaign'. The card includes a 'Paused' status, segment 'Firefox', and type 'In Zone'. Performance metrics show '0 Impressions' and '0 Clicks'. On the right side of the card, there are four icons: edit, search, share, and delete. A mouse cursor is clicking on the delete icon.

2. A confirmation message appears to confirm if you want to delete the Campaign.



The 'Related Articles' section features a list of two links: 'Create a New Widget Web Campaign' and 'Create a New Dialog Web Campaign'. To the right of the list is a large, stylized white arrow pointing to the right, enclosed in a circular frame.