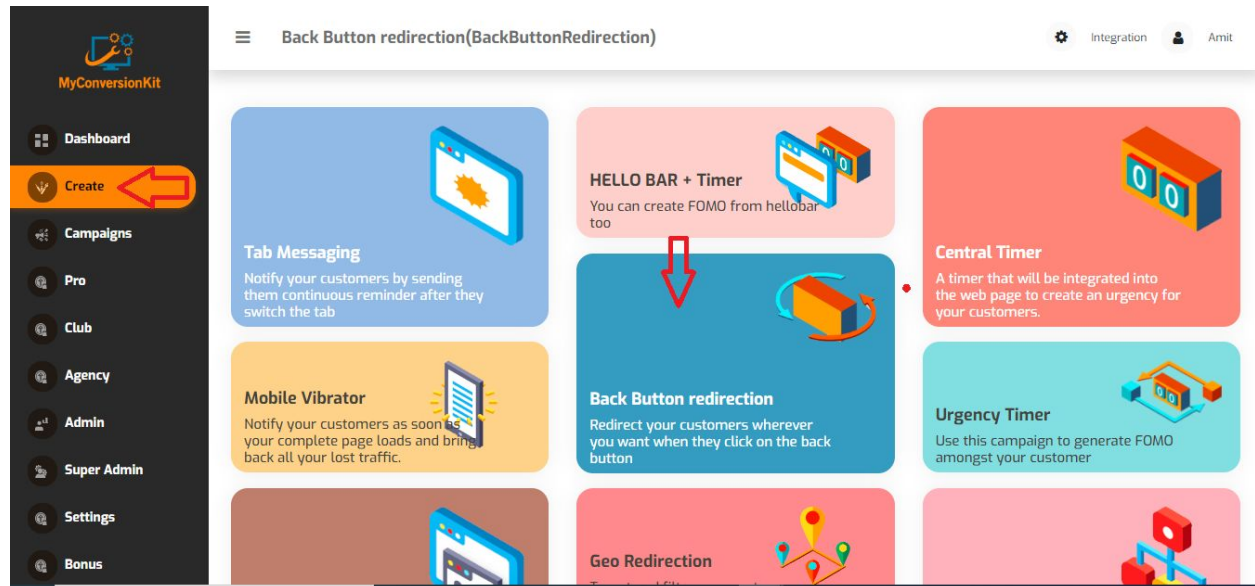
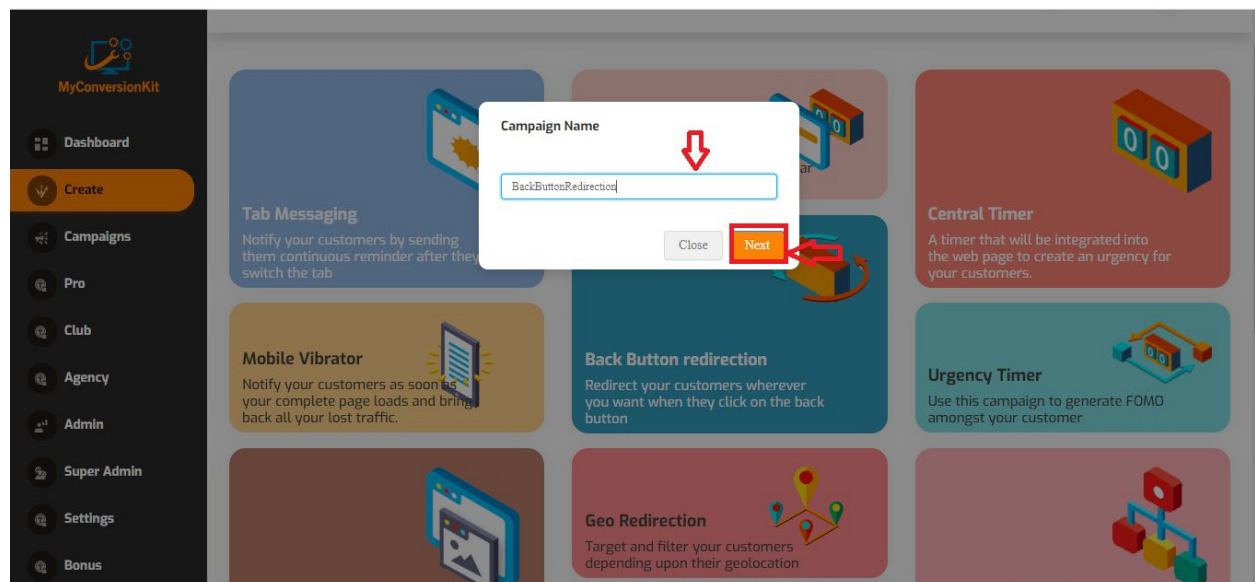


In order to set up a “Back button Redirection” campaign, follow the below mentioned steps:

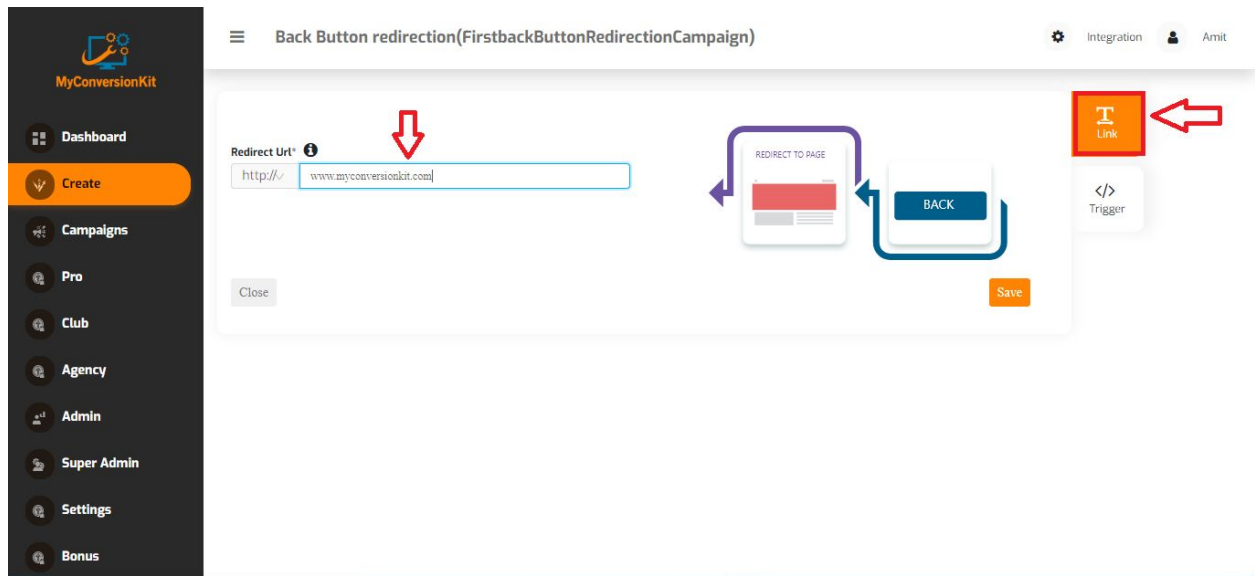
**Step1:** In your MyconversionKit dashboard, First select the Create option and then click on the “Back button Redirection” icon.



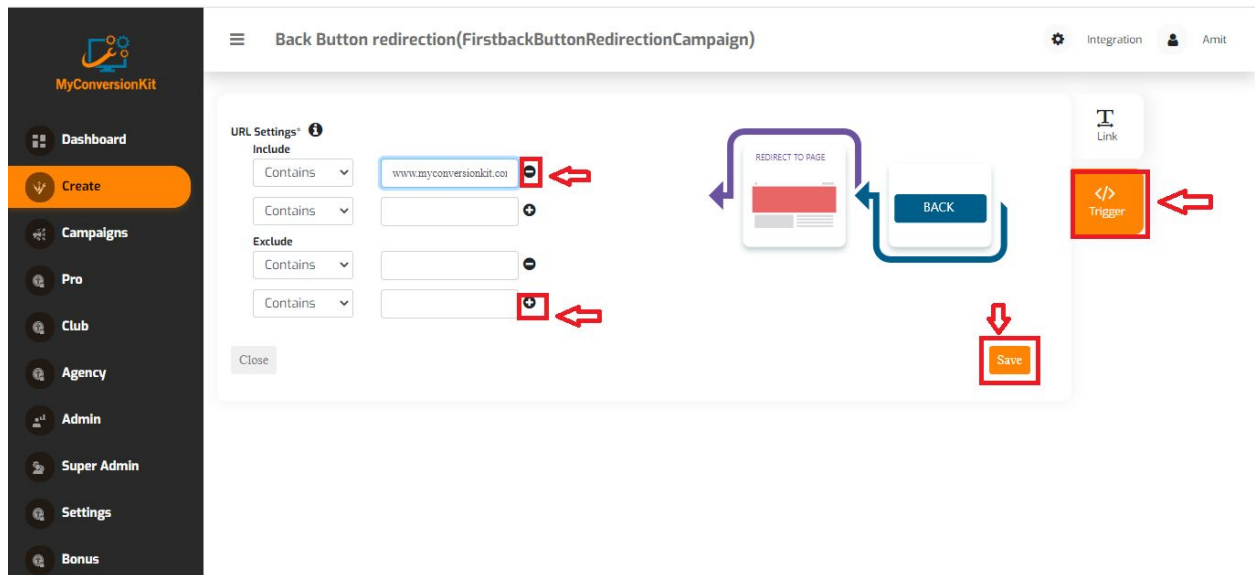
**Step2:** A pop-up window will open up, give a name to your campaign and click on “Next”.



**Step3:** Click on the “Link” icon, and enter the URL/Domain value. Customers will be redirected on this URL, when he/she clicks on the back button on your website.



**Step4:** Click on the “Trigger” button. Here you have to configure, on which all url(s)/domain(s) in your website,you want to enable or disable the campaign.  
You can add or remove any number of URL(s)/Domain(s) by using the Add or Remove option.

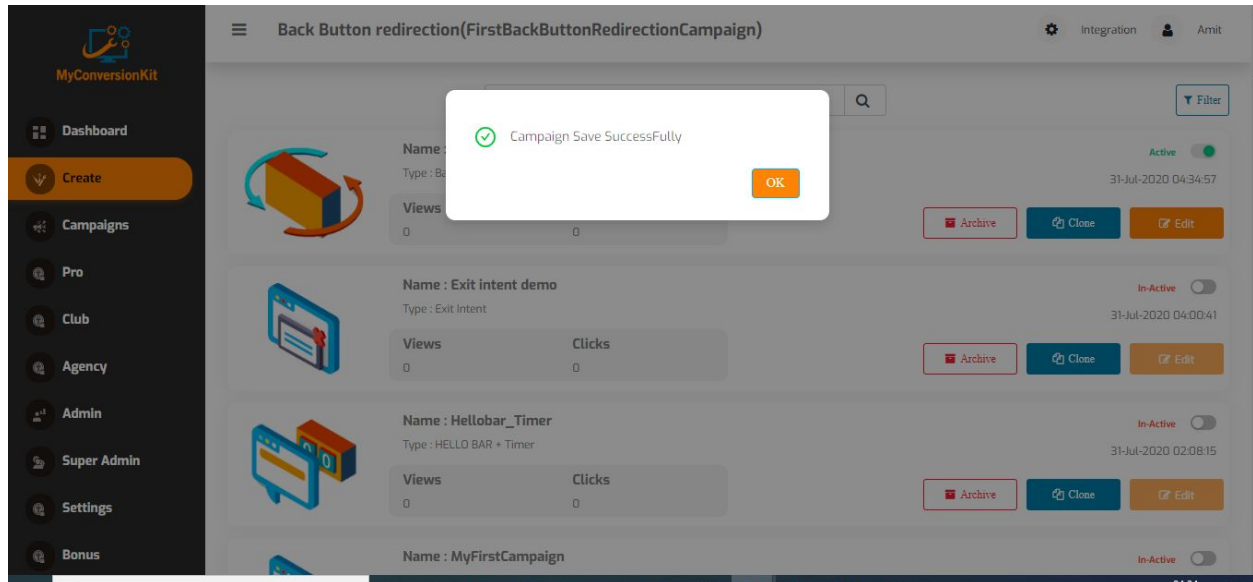


You will notice that, for each of the **Include** and **Exclude** fields you have 2 options to pass the url(s)/domain(s).

1:**Contains**: Assume on your website, for each url you have multiple sub-url(s) and you want to enable/disable this campaign on a url along with all its sub-url(s).In this case, under Include/Exclude, you will use the **Contains** option and just parent the parent url. This will automatically enable/disable the campaign on the URL along with all its sub-url(s).

1:**Exact**: Assume on your website, for each url you have multiple sub-url(s) and you want to disable this campaign for some of the url(s) but also want to keep it enable on some of the url/sub-url(s).In this case, under Include/Exclude, you will use the **Exact** option and and do your choices accordingly.

Once you have added the URL(s)/Domain(s), click on the Save button.



Congratulations, your campaign is live now.