Exercise 1: Build Web Campaigns from Global Templates

In this exercise you will:

- Clone Global Templates to use in Web Campaigns
- Build 3 campaigns for your client, NTO
  - A personalized Homepage Hero Banner
  - A product recommendations campaign
  - An Email capture popup that will A/B test different messages

Step 1

You might find that a template (either a stock Global template or one that your developers have created) needs a modification. You still want to keep the original, but want to work with a copy. Cloning a template makes a copy you or your developers can work with to adjust. We will clone 3 Global Templates to use for our Web Campaigns.

- Following the instructions on this help page, clone the following 3 templates:
- Navigate to the **Visual Editor Hexagon > Templates > View List > Global Templates Tab**
  - Banner with Call-To-Action
    - Navigate to the Homepage of the Website
    - Name: `Homepage Banner with Call-To-Action`
    - Template Settings(bottom left nav): Select the "`home_hero`" content zone
    - Save & Publish, Close
  - Einstein Product Recommendations
    - Navigate to a Product Detail Page of the Website
    - Name: `PDP Product Recommendations`
    - Template Settings: Select the "`product_detail_recs_row_1`" content zone
    - Save & Publish, Close
  - Exit Intent Pop-Up with Email Capture
    - Navigate to the Homepage of the Website
    - Name: `Exit Intent with Email Capture`
    - Template Settings: Select the "`home_popup`" content zone
    - Save & Publish, Close

Step 2

We will first create a Rules-Based web campaign to personalize the Home page banner

- Following the instructions on this help page, start building the campaign:
  - Navigate to the Homepage of the Website
  - Name: `Homepage Hero Banner Update`
  - Campaign Type: `Rule Based Test`
  - Add Rule: `Source > Device > Computer`

- Rename **Experience 1** to `Men's`
- Clone the **Men's Experience** and rename to `Women's`
- Add the Homepage Banner with Call-To-Action Template to both experiences
- Create 2 different experiences for Men's & Women's by using the following information
  - Men's
    - Background Image URL: `https://cdn.evergage.com/evergage-content/nto/nto_hero_banner_bike.jpg`
    - Style: `Light on Dark`
    - Header: `Get Active!`
    - Subheader Text: `Save on Men's Active Wear Today!`
    - CTA Text: `Get Started`
    - CTA Destination URL: `https://www.northerntrailoutfitters.com/default/men`
    - Add Rule: `Audience > Segment > includes > Men's Affinity`
    - Save
  - Women's
    - Backgaround Image URL: `https://nto-misc.s3-us-west-2.amazonaws.com/interaction-studio/NTO-IS-hero-03.jpg`
    - Style: `Dark on Light`
    - Header: `Get Active!`
    - Subheader Text: `Save on Women's Active Wear Today!`
    - CTA Text: `Get Started`
    - CTA Destination URL: `https://www.northerntrailoutfitters.com/default/women`
    - Add Rule: `Audience > Segment > includes > Women's Affinity`
    - Save
- Once you've saved your campaign, try testing it by clicking the 3 button icon next to the experience label and selecting *Test*
- Save and Publish

Step 3

Create a product recommendations campaign on Product Detail Pages

- Following the instructions on this help page, start building the campaign:
  - Navigate to a PDP (product detail) page
  - Create a new Campaign
  - Name: `PDP Recommendations`
  - Experience 1:
    - Template: `PDP Product Recommendations`
    - Recommendations Block Title: `You Might Like`
    - Recipe: `PDP Product Recs`
    - Show `product name`, `description`, `price`
    - Save

- Once you've saved your campaign, try testing it by clicking the 3 button icon next to the experience label and selecting *Test*

Step 4
- Save & Publish your campaign

Create a campaign to pop-up when a browser goes to leave the site

- Following the instructions on this help page, start building the campaign:
  - Navigate to the Home page
  - Create a new campaign
  - Name: `Exit Intent Email Capture`
  - Experience 1:
    - Template: `Exit Intent with Email Capture`
    - Background Image: `https://cdn.evergage.com/evergage-content/nto/nto_footwear.jpg`
    - Style: `Light on Dark`
    - Header: `Wait!`
    - Subheader: `Get what's new delivered to your inbox`
    - CTA Text: `Sign-up`
    - Opt-Out Text: `No Thanks`
    - Confirmation Screen Header: `Thanks for Signing Up!`
    - **Uncheck** Subheader Visibility
    - Save
- **NOTE:** to see the changes that you are making in the config render in the campaign screen, simply mouse towards the top of the page to trigger the template to re-render