

Preview & Test a Campaign with Bluecore Site

08/26/2025 12:02 pm EDT

Testing ensures that the proper content and actions will take place for your users. You are able to test your campaign at any point during development, and should always be a final step before launching your on-site campaign.

When testing your campaign, it's important to set the campaign to only display to you.

1. Navigate to ☐ **Campaigns > Site > Campaigns**.
2. Navigate to an existing **on-site campaign**. Be sure the campaign has been **saved**.

Option one: Preview your campaign creative

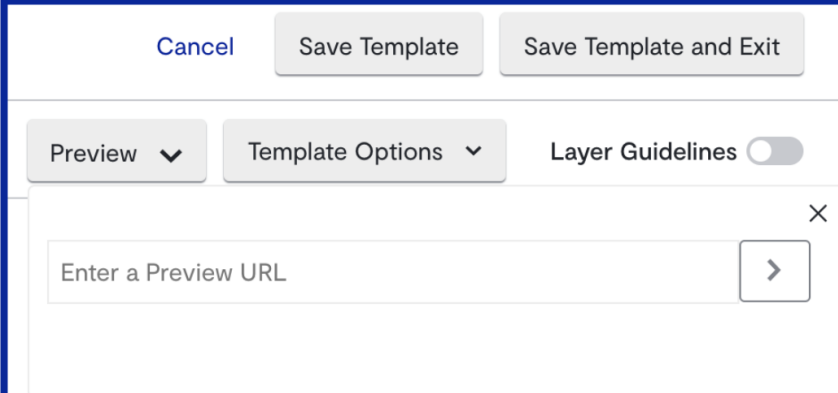
i This option allows you to preview the campaign creative on your site, but is not a form of end-to-end testing. For testing, review Options 2 and 3.

Use the preview functionality to preview a Bluecore Site campaign creative that were built with either the visual template editor or the code editor. Preview the campaign creative directly on your website *without* launching the campaign.

Preview a campaign by following the below steps:

1. Navigate to the **Message tab** of a campaign.
2. Click **Edit Template** on the campaign to access the Visual Template Editor (VTE).
3. Click the **Preview** button in the upper right-hand corner.
4. A modal displays to save the template before continuing. **Save**, and then click **Continue**.
5. Enter a **URL to preview** the campaign on and click the **arrow**.
 - a. Note: The preview URL can be any URL of your website where the Bluecore Javascript

snippet is found.



The screenshot shows a modal window with a blue border. At the top, there are three buttons: 'Cancel' (blue text), 'Save Template' (grey button), and 'Save Template and Exit' (grey button). Below these are two dropdown menus: 'Preview' and 'Template Options', followed by a 'Layer Guidelines' toggle switch. At the bottom, there is a text input field with the placeholder text 'Enter a Preview URL' and a right-pointing arrow button. A red line points from the text 'snippet is found.' to the input field.

Tips for entering a preview URL:

- The preview URL needs to have https/http protocols while entering.
- If previewing this campaign creative on multiple pages, ensure the pages are set up similarly (i.e. product detail pages are set up differently than checkout pages) to ascertain an accurate preview.
- For inline campaigns, enter the selector ID, the website element where the inline campaign must be inserted and previewed.

Additional notes about using the preview functionality:

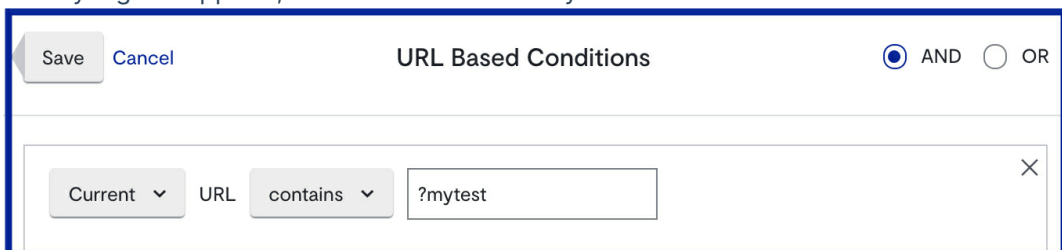
- If you enter a URL for a page that does *not* have the snippet, you will not be able to use this preview functionality.
- The URL will only be valid for 5 days upon preview.
- The preview URL can be copied and shared to other users.
- For desktop previews, you will be redirected to the website where the campaign can be previewed.
- For mobile previews, you will not be redirected, but a message will display to copy the preview URL and render it on your mobile device of choice.

Option two: Test by targeting a URL

To perform an end-to-end test of this campaign, adjust your targeting rule to only target yourself, and then launch the campaign. You don't have to remove the other targeting conditions that already exist, just add to it!

For this option, add a URL based condition.

1. Navigate to the **Targeting** tab of a campaign.
2. If this campaign already has a targeting rule attached, click and confirm to **edit the existing rule**. Otherwise, click **Create New Rule** or **Create from Existing**.
3. Select **URL Based Conditions**.
4. Click **Add Attribute**.
5. Add the following condition: **Current URL contains /?mytest**.
 - a. Note: the append on the end of the URL can be anything you want it to be - just be sure to make it something you can remember and access when testing this campaign. "/?mytest" is usually a good append, but do what works for you!



6. Click **Save** on the left to save the URL targeting conditions.
7. Click **Save in Campaign** in the upper right-hand corner to save the entire targeting rule.
8. Navigate to the **Summary** tab.
9. Click **Launch Campaign** in the lower right-hand corner.

The campaign is now live! To test this campaign, navigate to any URL of your website, and add the chosen append (/?mytest) to the URL.

- For example, **https://www.yourwebsitehere.com/?mytest**.

Adding this parameter allows the campaign to only show to users with this link (AKA you!).

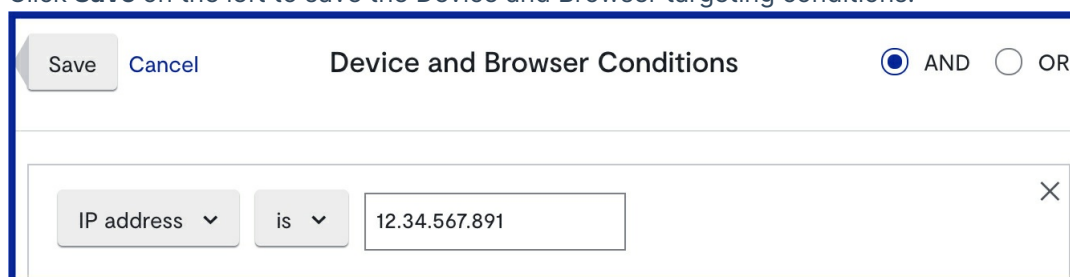
Option three: Test by targeting an IP addresses

A second option for performing an end-to-end test of this campaign includes the same steps as before - adjust your targeting rule to only target yourself, and then launch the campaign. This time, target yourself by your specific IP address.

i Be cautious when using this technique on shared WiFi networks, as this IP address rule would then apply to anyone else using that network.

Add your IP address to the targeting conditions by following the below steps.

1. Navigate to the **targeting** tab of a campaign.
2. If this campaign already has a targeting rule attached, click and confirm to **edit the existing rule**. Otherwise, click **Create New Rule** or **Create from Existing**.
3. Select **Device and Browser Conditions**.
4. Click **Add Attribute**.
5. Add the following condition: **IP address is**.
6. Then, enter your **IP address**.
 - a. **TIP:** If you're not sure what your IP address is, you can google "What's my IP address?" and copy and paste this into Bluecore. If you're using your company's WiFi when doing this google search, this IP address rule would then apply to anyone else.
7. Click **Save** on the left to save the Device and Browser targeting conditions.
8. Click **Save in Campaign** in the upper right-hand corner to save the entire targeting rule.
9. Navigate to the **Summary** tab.
10. Click **Launch Campaign** in the lower right-hand corner.

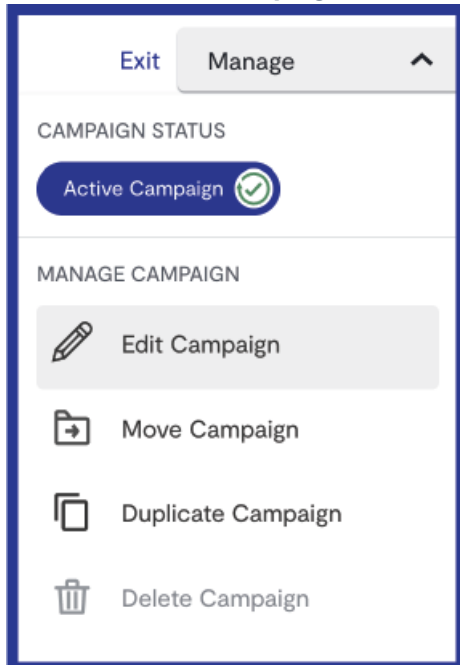


The campaign is now live! To test this campaign, navigate to any URL of your website where the campaign is configured. Targeting by IP address is only visible to you and anyone that shares your WiFi, not the public.

After testing: Relaunch the campaign

After you've completed the appropriate testing and the campaign is functioning the way you want it to, be sure to remove any testing conditions, parameters, and rules added to your campaign.

1. To do this, open the campaign and click **Manage** in the upper right corner.
2. Then, select **Edit Campaign** to create an editable version.



3. Navigate to the **Targeting** tab.
4. Click and confirm to **edit the existing targeting rule**.
5. Remove the testing criteria, but keep any targeting conditions for your intended Bluecore Audience.
6. **Save** the changes for this targeting rule.
7. Navigate to the **Summary** tab and click **Save and Publish Changes**.

Congrats! This campaign is now public and live.
