

Create a Site campaign

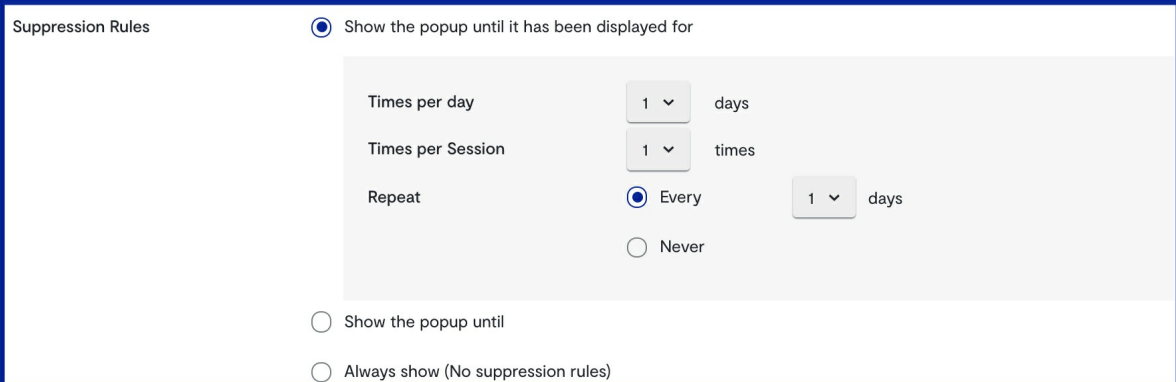
08/01/2025 2:19 pm EDT

Quickly and easily create an on-site popup from within the Bluecore platform by following the below steps.

1. Navigate to the **flag icon** on the left-hand navigation.
2. Go to **Site**.
3. Click **New** in the upper right-hand corner.
4. Then **Campaign**.
5. Select a **Campaign Type**.
6. Click **Next**.

Campaign settings

1. Enter a **Campaign Name**.
2. Determine when to **start** and **end** the campaign (Start at Launch, Start Date/Time, No End Date, End Date/Time).
3. Select a **Display Time**.
 - a. **All Day**: The popup will display continuously.
 - b. **Specific Times**: Determine a specific timeframe for the popup to display.
4. Configure your **suppression rules**. Suppression rules are the defined criteria that determine when a popup will and will not be shown to a user.



The screenshot shows the 'Suppression Rules' configuration panel. At the top, there is a radio button labeled 'Show the popup until it has been displayed for' which is selected. Below this, there are three rows of settings: 'Times per day' with a dropdown set to '1' and the unit 'days'; 'Times per Session' with a dropdown set to '1' and the unit 'times'; and 'Repeat' with two radio buttons, 'Every' (selected) and 'Never'. To the right of the 'Repeat' section is another dropdown set to '1' with the unit 'days'. At the bottom of the panel, there are two more radio buttons: 'Show the popup until' and 'Always show (No suppression rules)', both of which are unselected.

- a. **Show the popup until it has been displayed for**: Determine the frequency of how many times the popup will be displayed until it is suppressed.
- b. **Show the popup until**: Display the popup until it has been closed or engaged with.
- c. **Always show (no suppression rules)**: Always display the popup without any suppression rules.

- d. Click **Save & Continue** in the lower right-hand corner.

Targeting

Define your campaign targeting criteria that determine when to display a campaign.

1. Select which **device** to display a campaign on (Desktop or Mobile).

Which device would you like to show your campaign on?

Device Type

☒ Desktop

☐ Mobile

2. Then, **create your own targeting criteria** from scratch or from an existing rule.

Create a targeting rule

Build out a target for your campaign. The targeting conditions include URL behaviors, visit frequency and engagement, date/time, and other conditions.

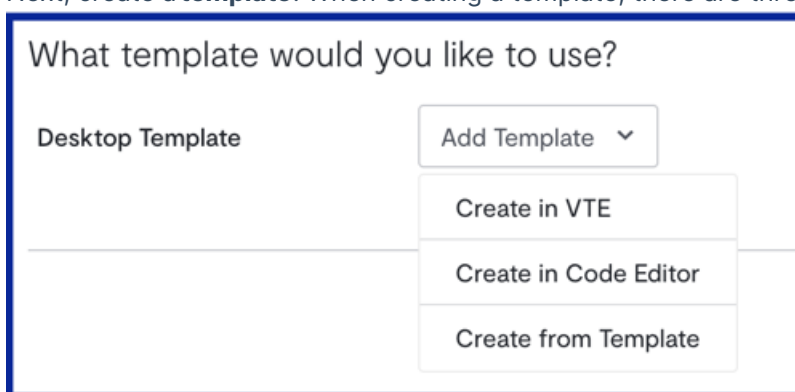
Create New Targeting Rule	
TARGET CRITERIA	<input checked="" type="radio"/> AND <input type="radio"/> OR
URL Based Conditions	add (+)
Visit Frequency Conditions	add (+)
Geolocation Conditions	add (+)
User Engagement Conditions	add (+)
Date/Time Conditions	add (+)
Tech Rules & Exit Prevention Conditions	add (+)
Bluecore Audience Conditions	add (+)
Device and Browser Conditions	add (+)

Learn more about the different targeting conditions that can be used when building a campaign with Bluecore Site [here](#).

After you've built and saved your rules, click **Save & Continue**.

Message

1. Select a **Template Type**.
 - a. **Fullscreen**: A popup overlay displaying over the majority of the users screen.
 - b. **Popup**: A partial screen overlay.
 - c. **Banner**: A block at the top or bottom of the website.
 - d. **Inline**: Embedded on the page based on a divID.
2. Next, create a **template**. When creating a template, there are three options:



What template would you like to use?

Desktop Template

Add Template ▼

Create in VTE

Create in Code Editor

Create from Template

- a. Create a template in the Visual Template Editor
 - b. Create a template in the Code Editor
 - c. Create a template from a Template: When selecting this option, you can create a new campaign from an existing template that has previously been saved to your account, or use one of Bluecore's previously built templates that have been added to your account.
3. Click **Save & Continue**.

Summary

View an at-a-glance summary for all of the previously configured settings from the above steps.

Click **Edit** on any of the sections to adjust any of the previously configured settings.

Summary

Settings

Schedule

Promo will be started when the campaign is launched
This is an ongoing promo with no explicit end date. Will be served till the campaign is active.

Display Time

This campaign will be rendered daily at all times.

Suppression Rules

The campaign will be shown once in a session and will be available for targeting after 1 day(s).

Targeting

Device Type

This promotion will be shown only on Desktop/Tablet and Mobile devices.

Targeting

Message

Design

Desktop/Tablet
This promotion will be shown in a 'fullpage' template on your site.
Mobile
This promotion will be shown in a 'fullpage' template on your site.

Edit

Desktop/Tablet

Mobile

SIGN UP &
SAVE 20%

Join our email list to get the very best offers, exclusive updates and more.

Enter Email

VIEW MY CODE

100 Entries, 100% for 100%

Save and launch

After you've reviewed all of your settings, targeting rules, and campaign message, click **Launch Campaign** in the lower right-hand corner to make your popup live!

Test a campaign

Please use [this article](#) to complete a quality assurance check and test a campaign when setting the campaigns live.
