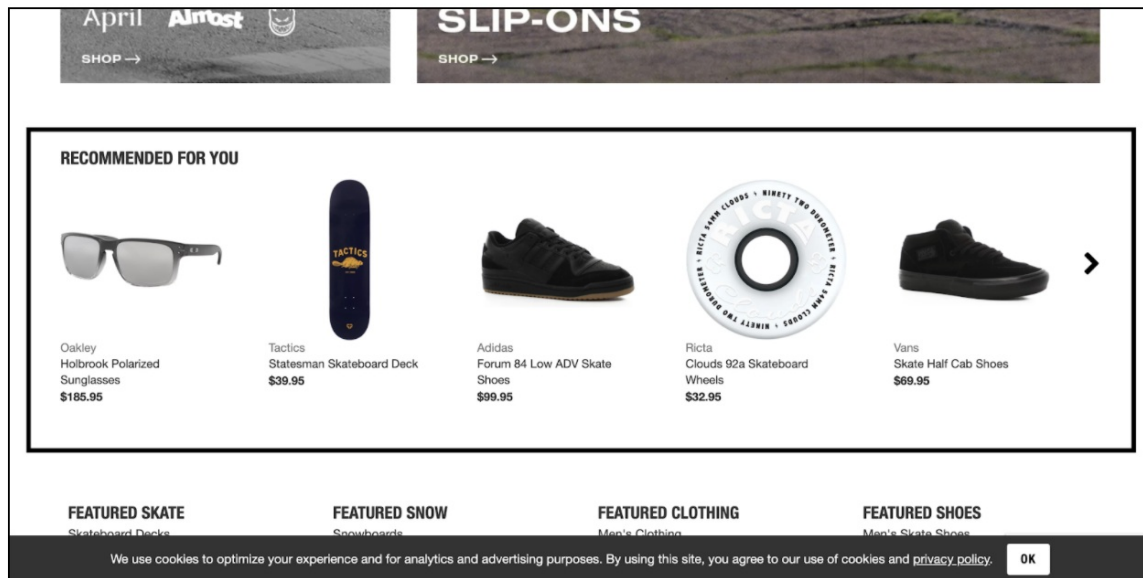


# Create an inline campaign with Bluecore Site

08/01/2025 2:51 pm EDT

Inline campaigns are embedded directly onto your website, rather than a popup that appears on the website. The most common use cases are: inline product recommendations (as shown below) and embedded email capture forms.



## Getting started

Before getting started, please have the following items ready that are necessary to setup an inline campaign.

- **Website URL:** Bluecore will not create or host the webpage for the inline campaign. This must be previously created and the placement of the campaign is identified with the Selector ID.
- **Selector ID:** Bluecore requires a CSS selector to inject the campaign creative within the website. This CSS selector finds the HTML elements of the website that you want to style. The selector ID should be unique and present only once on the page.


## Campaign settings

Enter a name for the campaign, a start/end date, a display time, and select any suppression rules in the [campaign settings](#).

Since an inline campaign is on your website, please be sure to select **always show the campaign** under the suppression rules in the campaign setup. This ensures the campaign will always be shown to the appropriate audience.

## Targeting rules

Targeting rules determine who the campaign will be shown to, where, and based on a specific set of criteria. Since this is an inline campaign, the targeting rules need to be configured to always show this campaign on a specific page of your website.

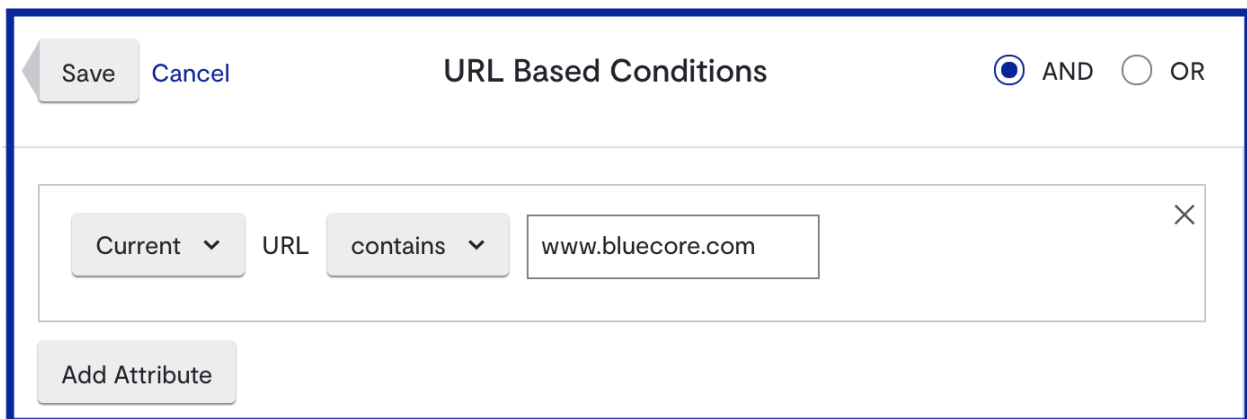
 Please be aware that Bluecore cannot create and host this portion of your website. You must provide

this URL and Div ID/Selector ID to Bluecore to show the campaign on.

Learn more about the different ways to target an audience with specific criteria.

## URL based condition

1. Create a new **targeting rule**.
2. Select the **URL based conditions section**.
3. Select the **contains** operator.
4. Enter a **current URL condition**. This is the web address of the page on your website where the inline campaign will appear (if all pages on the site, enter the root domain).
5. Click **Save**.



The screenshot shows a configuration window titled "URL Based Conditions". At the top left are "Save" and "Cancel" buttons. At the top right are radio buttons for "AND" (selected) and "OR". The main area contains a configuration box with a "Current" dropdown menu, the text "URL", a "contains" dropdown menu, and a text input field containing "www.bluecore.com". A close button (X) is in the top right of this box. Below the configuration box is an "Add Attribute" button.

Click **Save and Continue** in the lower right-hand corner after the targeting rules have been configured.

## Message

After the targeting rules have been set up, the next step is to select a template type and >build the campaign.

1. Select the **inline template type**.
2. Then, create a **campaign** (from existing, in VTE, or using the code editor).


## Message design

The design of an inline campaign can take the entire width of the screen, or a partial space of the website. When designing an inline campaign, be sure to design for the entire height and width of the CSS selector that it will be added into in the next section.

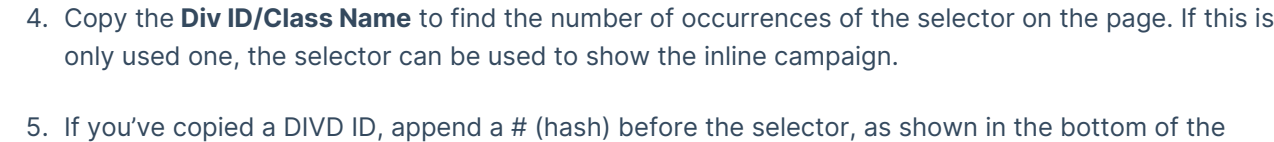
## Selector ID

After the inline campaign is designed, the next step is enter the selector ID for the applicable HTML element for the campaign to display.

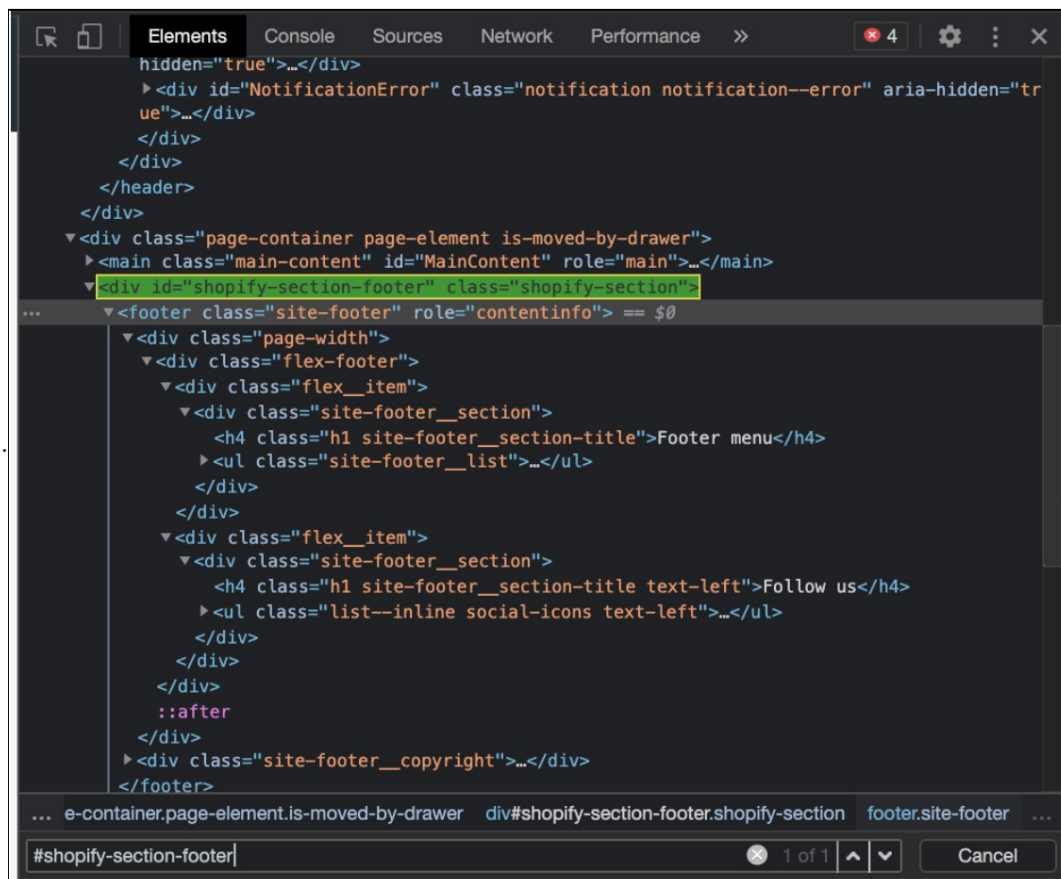
Bluecore requires a CSS selector to inject the campaign creative (that was previously designed in the last step) within the website. This CSS selector *finds* the HTML elements of the website that you want to style. The

 If the selector ID is present more than once, Bluecore will not show the campaign to ensure the same creative is not displayed twice on the website.

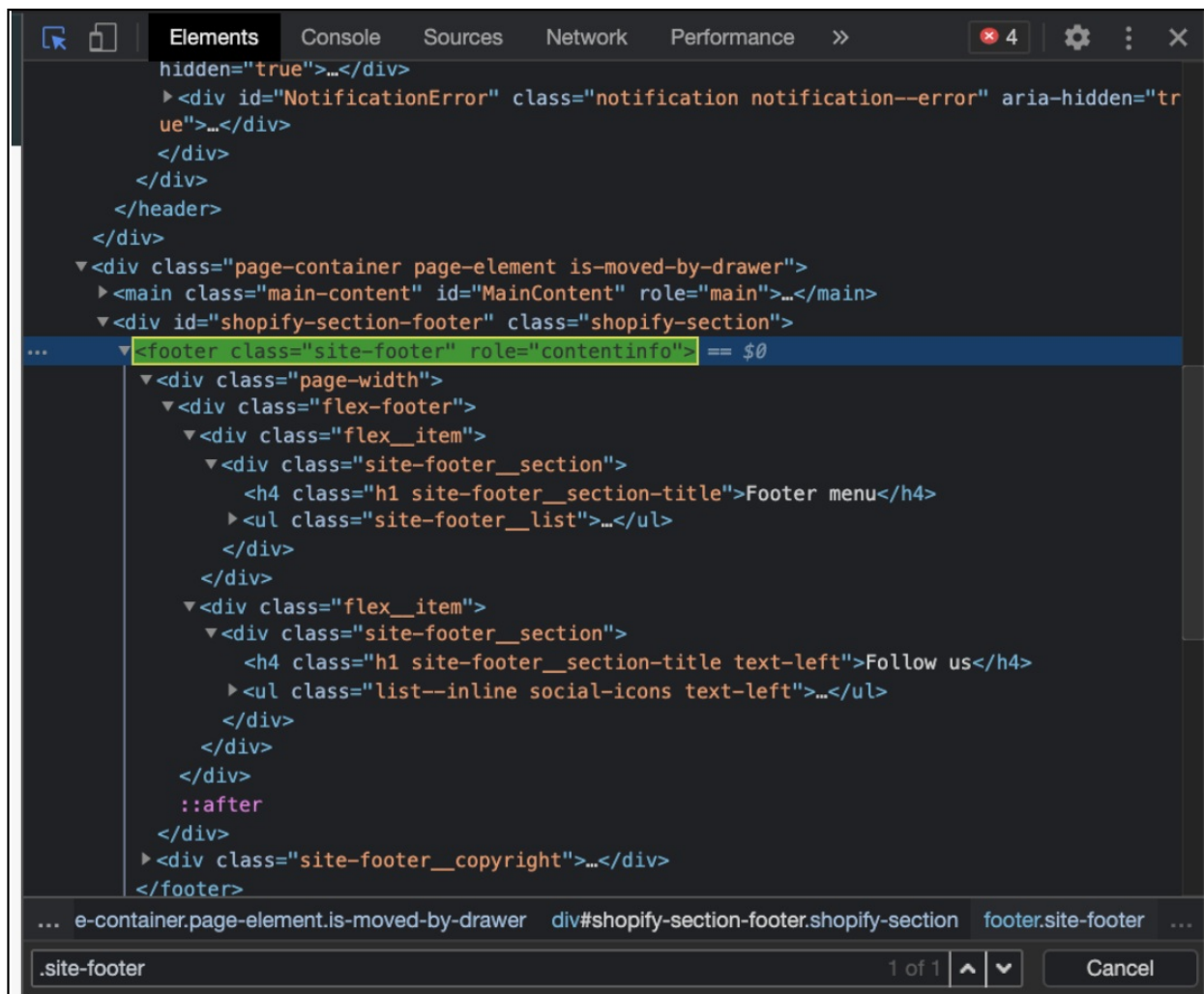
1. Open the **developer tools** in the web browser.
2. Click the **selector icon**.
3. Select the **element** on the page by clicking on it. The elements tab will now show the selected element.



screenshot.



If you've copied a class, append a . (dot) before the selector, as shown in the bottom of the screenshot.



Paste the selector ID into Bluecore on the message configuration screen.

Enter the selector ID for the HTML element where the campaign will be embedded

Mobile Selector ID

#bluecore-cartpage-bottom

After the selector ID has been added, the next step is to decide if it should be prepended, appended, or replaced. Learn more about each of these below.

- **Prepend:** This option adds the creative before the selector that is provided above.
- **Append:** This option adds the creative after the selector that is provided above.
- **Replace:** This option replaces the creative with the selector that is provided above.

## Launch

Before you launch the campaign, be sure to confirm the targeting rules on the campaign summary page to ensure the applicable selector ID and targeting criteria are set.

Then, click **Save and Launch** to launch the campaign!

## FAQ

**Q: Why isn't the inline campaign appearing on my website?**

- A: First, make sure the campaign has been launched and set live. If the campaign is still not displaying, the selector ID may not be unique. As explained above, if a selector ID is being used more than once, Bluecore will not render the campaign creative to refrain from showing the same creative twice on the page.
-