The 4 Campaign Types

We are now going to introduce you to the **4 different Usabilla campaign types**. For all live examples, please see video training *Usabilla Certification - Campaigns Part 2.*

Slide Out Campaign

The first type of campaign we will go over is the, **Slide Out Campaign**. This is a Slide Out campaign that allows you to subtly ask your website visitors questions. We recommend using this type of campaign for short and concise surveys that are related to what the user is currently viewing.

If you head to "[About Usabilla](#)" you will see our first live example. Once you scroll to the bottom of the page, the survey will Slide Out from the left. As you can see, you can answer these questions, while still viewing the rest of the page.

A great Slide Out campaign to start with is an **NPS survey**. You are able to directly communicate with many users to find out how likely they are to recommend your business to their friends and colleagues.

Full Screen Survey

The second campaign type is a **Full Screen Survey**. As the name states, this campaign is going to take up the full screen. For example, you can see a Full Screen Survey in action by visiting our [products page](#). If you are viewing the products page, and you go to leave, you are shown a Full Screen Survey. This campaign will be triggered by your mouse moving out of the web page towards the URL bar.

Our favorite time to launch a Full Screen campaign is during a checkout funnel as an 'Exit Survey'. For example, If you find that your customers are leaving in the middle of the checkout flow, you can target them as they leave and ask, "Why are you leaving today? Is the price too high? Were you able to find everything you were looking for?" and more. Collecting this data about why your users are leaving can help you keep them on your site that much longer.

Recruit Participants Campaign

The third campaign available, is a **Recruit Participants Campaign**. This campaign is designed with one call to action button that **redirects the user to another URL**. An example of a Recruit Participants Campaign you might want to set up is to direct visitors to your company blog. In this care, the reason to build a Recruit Participants Campaign is to increase blog readership as well as promote that you are thought leaders in the space.

Boost Live Feedback Campaign

The last campaign option is a, **Boost Live Feedback Campaign**. This campaign is unique in that it is directly tied to your Feedback Form. By clicking on the button in the Slide Out, the Feedback Form opens.

A great time to run Boost Live Feedback Campaigns is if you make updates to features, functionalities, or content on your site. You can use this campaign to encourage the collection of visual feedback related to the updates.

These are the 4 Usabilla campaign types. For more information about these campaigns, click on the links below to read our support articles related to the 4 campaign types.

[What are Usabilla for Websites Campaigns?](#)
[How do I start a Campaign?](#)
[The Campaign overview page](#)

Now that you know the basics, let's go to the next lesson.

→ [Part 3: Learn how to design a campaign](#)