Campaign Targeting and Scheduling

This is the last lesson before you become officially Usabilla certified! In this lesson, we will teach you to target and schedule your campaigns as well as review the results.

Targeting Visitors

So, you've decided what your first campaign will look like and what it will ask (congrats!) but now you need to decide who will see it by **targeting your visitors.**

You can set up how you target visitors by going to the 'user targeting' step after creating your 'form page'

There are a few different targeting options, therefore we will review them now:

1. You can target by **visitors on a particular page**, and that is going to be by the **Full URL** or the **Path**. If you'd like to **exclude a certain page**, enter the URL first and then select 'invert';

2. N**ew or returning visitors to the site;**

3. Visitors after being on a page for a **certain number of seconds or minutes;**

4. Visitors reaching the **bottom of the page** when scrolling and that's going to be a certain number of pixels from the top or bottom;

5. A certain **percentage of visitors;**

6. Visitors **potentially exiting the page** after a certain number of seconds or minutes. As a reminder this is shown whenever a visitor's mouse moves toward the top part the URL bar;

7. Visitors having **viewed at least or at most X amount of pages**;

8. A **specific browser cookie**;

9. A **specific device**, and that is going to be **mobile, tablet, or desktop;**

10. **Manual triggers**;

11. And lastly, custom **Javascript value triggers**.

Schedule your campaign

Now that you've set up all of the different targeting options, it's time to schedule your campaign.

You can select a number of scheduling options:

1. You can activate the campaign **now or later;**

2. Activate or deactivate it at a **certain date and time;**

3. **Reset** the campaign after a **specific amount of time;**

4. And lastly, choose **not to target visitors more than once.**

Options 4 and 5 go hand-in-hand since all Usabilla campaigns, no matter if a campaign is shown and a visitor clicks X or the visitor fills out the survey, counts as an interaction. With this interaction, they will not be targeted again for that campaign.

Therefore, if you check the box 'Do not bother visitors more than once' this means that if a campaign shows but the person doesn't interact with it, they will still be removed from the targeting. So now you might be asking yourself, "but what do I do if I want to target individuals who have been removed from targeting before?" In this case, you're going to click on 'Reset Campaign' and you can choose to r**eset your campaign after a certain number of days, weeks, months, etc.** Those individuals who were removed before are placed back into the targeting mix. Once you're done with scheduling your campaign, click 'Save' and that's going to be it.

Campaign Overview Page

Now that you're back at the Campaigns Overview Page, if you click on the name of your campaign, you will see a brief summary. We recommend taking this step, before setting your campaign live.

Now fast forward a bit to when you start receiving responses to your campaign. Now you're going to have to view your results.

Viewing Campaign Results

To view your campaign results, click on 'Results' next to the campaign you'd like to view, in the Campaign Overview tab.

On the **responses page,** you can review all the responses you've received, filter through them on the left, as well as export them as a CSV.

On the **charts page,** you can see special graphs and charts that are related to your responses. For example, radio buttons appear as pie charts, open text fields are visualized as word clouds, and NPS scores are broken down and visualised by detractors, passives, and promoters.

The last page, **the activity page**, provides a breakdown of your collected metadata.

Conclusion

And that's all about Usabilla campaigns! Now you know what you can do with Usabilla, how to design surveys, and review your results. You're only 1 step away from being Usabilla certified now. All that's left is the quiz.

We encourage you to visit the links to our support articles below this video. There you'll find recommended targeting for visitors on a particular page, setting up an error page campaign, an exit survey, campaign scheduling and more!

Thanks for being here, and remember that your Customer Success Manager is always more than happy to provide further explain and provide inspiration, so that you get the most out of Usabilla.

Goodluck!