

## What are campaigns?

Welcome to Part 2 of the Usabilla Certification. The second half of this certification course is all about **active feedback**, or as we call them **campaigns**. What makes this feedback active you might be asking yourself? Well, instead of seeing feedback roll in from your users clicking on the feedback button and filling out the Feedback Form, active feedback campaigns enable you to actively ask your users for their feedback with targeted questions.

So what are campaigns exactly? They are **targeted micro surveys** that help you collect greater insights from your users to learn things such as **why they are dropping off** your site and whether they can find what they are looking for. Campaigns let you ask the questions you want the answers to, and make it easy for your users to respond.

But enough of talking about campaigns and the value they offer. Let's get to the next summary, where we'll dive into the different types of campaigns you can create with Usabilla.

[→ Part 2: The Different Types of Usabilla Campaigns Explained](#)