

# Running multiple campaigns and page filters

CrazyRocket allows running multiple campaigns at the same time.

This is useful to:

- Run A/B Tests (ex. test different games or variations in the design/copy/etc.)
- Restrict campaign visibility (ex. show the campaign only on a collection or a single product)
- Show a different campaign on a specific set of pages (ex. serve a different design for users accessing the French version of your shop available on the /fr path)

When multiple campaigns are active, a priority mechanism takes place to select the campaign that must be shown to the user:

- 1) The system rotates the campaigns, picking the one with fewer page views
- 2) The campaign assigned to the user will stick to the user for the entire session **unless** another campaign matches a more specific URL PAGE FILTER setting

# Scenario 1 – Language Path

Let's assume your default store language is set to English and, instead of using the translation option, you want to show a different campaign/game to users that switch to another language (ex. French).

The correct setup would be:

Campaign Name	URL Filter (Show on...)	URL Filter (Hide on...)
DEFAULT (English)		/fr
FRENCH	/fr	

## Behavior

Users landing on <https://shop.com/> will be served with campaign DEFAULT (English)

Users that switch to <https://shop.com/fr> will be served with campaign FRENCH, if they switch back to <https://shop.com/> they will be served with campaign DEFAULT (English)

# Scenario 2 – A/B Testing

The system rotates the campaigns by picking the one with fewer page views.

Setup:

Campaign Name	URL Filter (Show on...)	URL Filter (Hide on...)
SPIN WHEEL A		
SPIN WHEEL B		

## Behavior

The campaign assigned to the user will stick for entire visit.

# Scenario 3 – A/B Test + Special campaign

Let's say you want to test two campaigns on the entire site and run an additional one for a special deal.

Campaign Name	URL Filter (Show on...)	URL Filter (Hide on...)
SPIN WHEEL		
SLOT MACHINE		
SPIN SPECIAL	/pages/special	

## Behavior

### CASE 1

Users landing on <https://shop.com/> will be served with the SPIN WHEEL or SLOT MACHINE according to the page view rotation.

### CASE 2

Users landing on <https://shop.com/pages/special> will see the SPIN SPECIAL campaign. If they switch to <https://shop.com/> they will be served with the SPIN WHEEL or SLOT MACHINE, depending on page views.

### CASE 3

A user landing on <https://shop.com/> will be served with the SPIN WHEEL or SLOT MACHINE, moving to <https://shop.com/pages/special> will see the SPIN SPECIAL campaign.

Finally, moving back to <https://shop.com/> the system will show the SPIN WHEEL or SLOT MACHINE according to the page view rotation.

In such a case, users will be exposed to all the campaigns so if you are looking to implement this (uncommon), make sure to configure the automatic triggers to avoid annoying users as they'll basically get 3 different pop-ups.