What Is the Campaign Smart Tag Option for Inline Campaigns?

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What You'll Learn

- What Campaign Smart Tags are
- How to place an Inline Campaign using a Campaign Smart Tag
- How to customize Inline Campaign behavior

What Is a Campaign Smart Tag?

A **Campaign Smart Tag** is the most straightforward way to embed an **Inline Campaign** directly into your website. It is an HTML snippet that defines the exact location where the inline campaign should appear on the page.

Once the Campaign Smart Tag is added to your site's HTML, Digioh automatically renders the inline campaign in that location when the page loads.

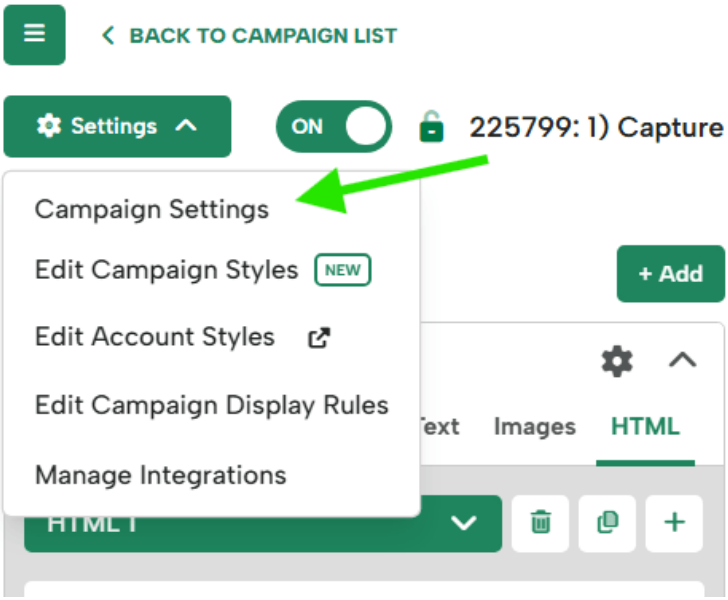
We recommend using **Campaign Smart Tags for most inline use cases** . While CSS selector-based inserts offer more advanced placement options, they require additional technical expertise and are best suited for complex implementations. For more information, see our guide on positioning Inline Campaigns using CSS selectors.

How to Place an Inline Campaign Using a Campaign Smart Tag

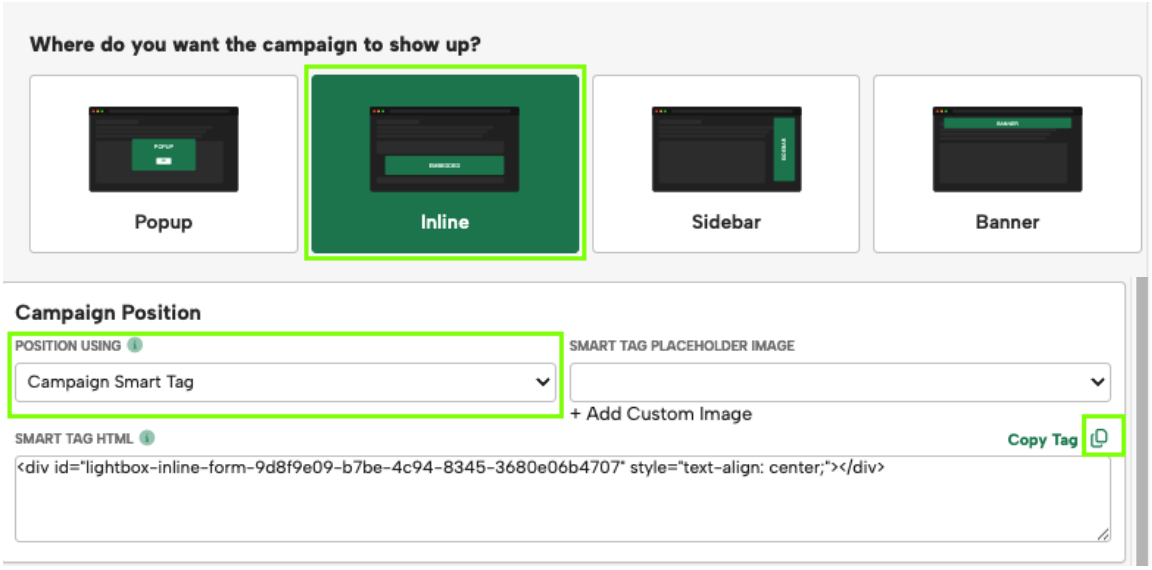
Follow these steps to place an Inline Campaign on your site using a Campaign Smart Tag:

1. Open the **Design Editor** for your campaign.

2. Click **Campaign Settings**.



3. Confirm the following settings:
    - **Campaign Type:** Inline
    - **Campaign Position:** Campaign Smart Tag or Universal Smart Tag



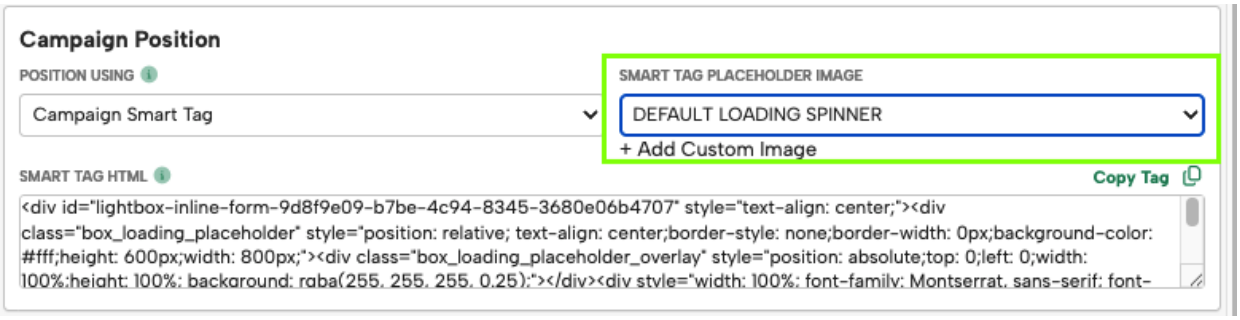
4. In the **Campaign Smart Tag HTML** field, click the **Copy** icon in the top-right corner.

5. Paste the copied HTML into your site's source code **exactly where you want the inline campaign to appear**.

Once Digioh's JavaScript loads, the inline campaign will render in that location on the page.

Configuring a Placeholder Image

For Inline Campaigns placed using a Campaign Smart Tag, you can configure a **placeholder image** that displays while Digioh's JavaScript is loading.



Using a placeholder image helps prevent the inline campaign from visually "popping" into view and creates a smoother page-load experience for visitors.

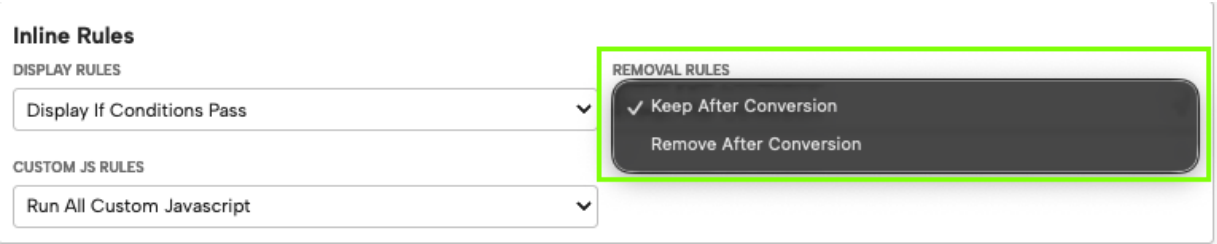
Important:
If the campaign is updated to use a new placeholder image, the corresponding `<div>` on your site must also be updated to reflect it.

Additional Configuration Options

You can control how your Inline Campaign behaves by adjusting settings in the **Campaign Settings** section of the editor.

Removal Rules

The **Removal Rules** dropdown determines what happens to the inline campaign after a visitor submits the form:



- **Keep After Conversion**
  Leaves the inline campaign visible after the visitor submits the form.
- **Remove After Conversion**
  Removes the inline campaign after the visitor submits the form.
  (A conversion is defined as a successful form submission.)

Custom JavaScript Rules

The **Custom JS Rules** setting controls how custom JavaScript executes for the Inline Campaign.

In most cases, we recommend setting this option to:

Run All Custom JavaScript

This ensures consistent behavior unless you have a specific technical reason to limit JavaScript execution.

