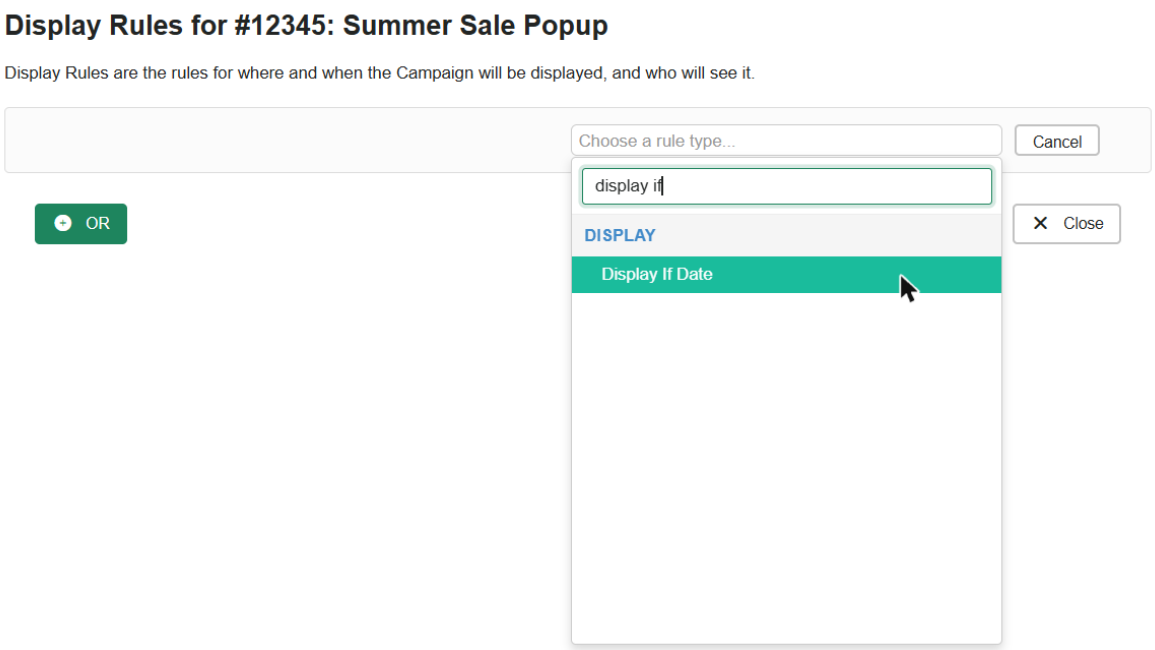
How to Display a Campaign Based on the Date

Last Modified on 10/30/2026 12:15 pm EDT

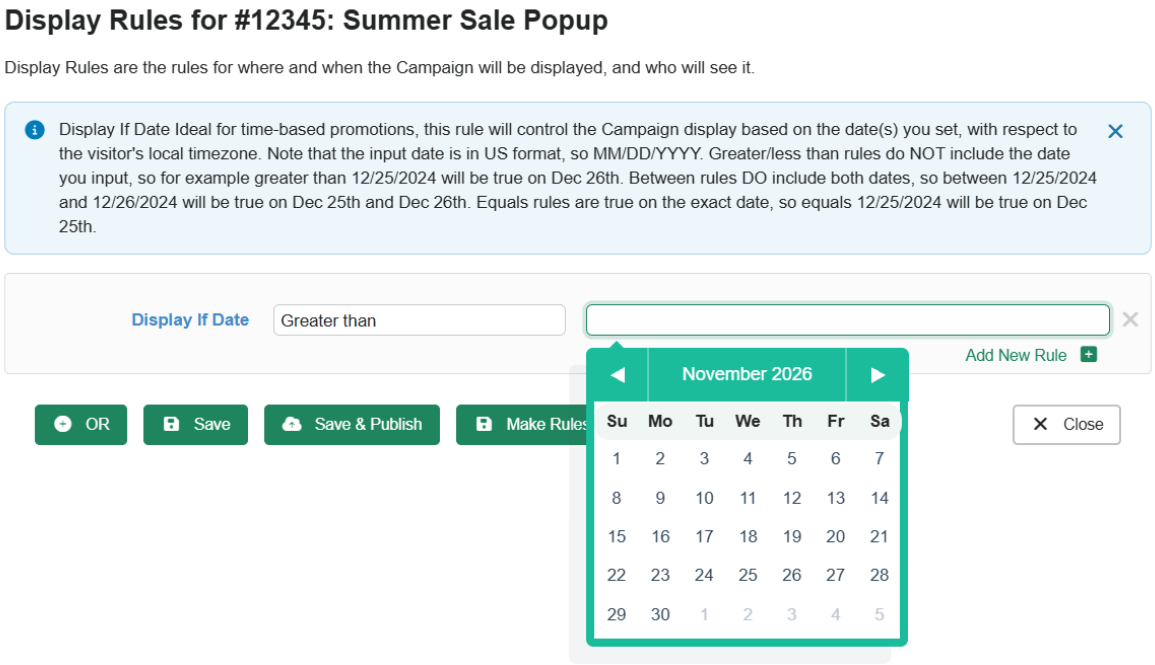
Use the **Display If Date** rule to show a Campaign only on certain dates, like a holiday sale, a product launch, or a limited-time offer. You can start a Campaign on a date, stop it on a date, run it for a date range, or show it on a single day.

Add the Display If Date rule

1. Click **Display Rules** on the Campaign you want to schedule.
2. If the Campaign doesn't have any rules yet, click **Add Display Rules**. Then click **Add New Rule**.
3. In the **Choose a rule type** search, type "Display If Date" and select it.



4. Choose an operator from the first dropdown (see the table below).
5. Click the date field and pick a date from the calendar, or type it in MM/DD/YYYY format.



6. Click **Save & Publish** to make the rule live.

> **Good to know:** Dates are based on each visitor's local time zone, so a Campaign set to start on 11/27 starts at midnight wherever the visitor is. If you need an exact start time or a fixed time zone, see How to target campaigns by time zone, hour, or day of week.

Choose the right operator

Operator	When the Campaign shows
Greater than	After the date you set. The date itself is not included.
Greater or Equal	On the date you set and every day after it.
Less than	Before the date you set. The date itself is not included.
Less or Equal	On the date you set and every day before it.
Between	From the first date through the second date. Both dates are included.
Equals	Only on the date you set.
Does NOT equal	Every day except the date you set.
Is NOT Between	Every day outside the date range you set.

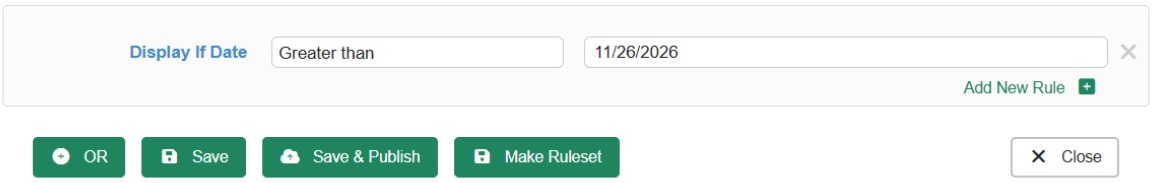
Examples

These examples use a Black Friday sale that runs Friday, November 27 through Cyber Monday,

November 30, 2026.

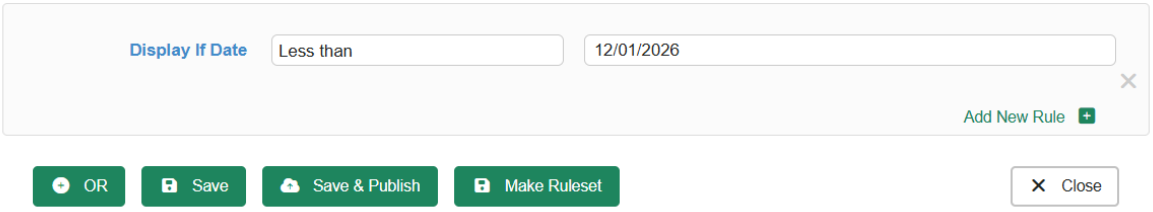
Start showing on a date

To start on November 27 and keep showing after that, use **Greater than** with the day before your start date.



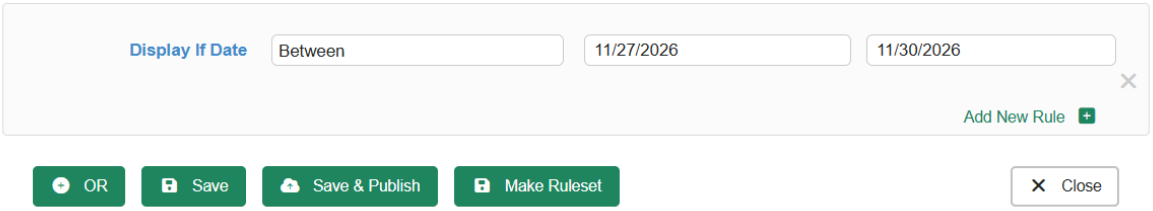
Stop showing on a date

To show the Campaign through November 30 and stop on December 1, use **Less than** with the first day it should no longer show.



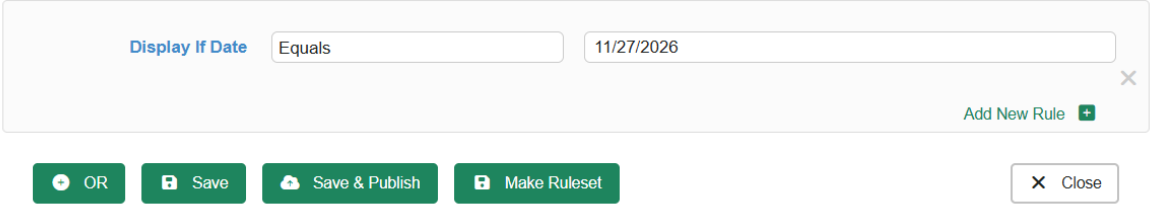
Show during a date range

To show the Campaign from November 27 through November 30, use **Between**. Both dates are included.



Show on a single day

To show the Campaign only on November 27, use **Equals**.



How to Display a Campaign Based on the Date

Tip: Display If Date only controls *when* a Campaign can show. Keep your other rules (like page targeting or how often it shows) in the same rule group so the Campaign shows only when all of them are true.

Related Reading:

- Digioh Display Rules Overview
- Display Rules: What Does Each Rule Do?
- How to Display a Campaign on Specific Pages
- How to target campaigns by time zone, hour, or day of week