Single Campaign Publishing

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It used to be that in Digioh, every time you publish changes, those updates need to be pushed to our servers and cached so they load instantly for site visitors. Traditionally, publishing meant reprocessing and re-caching every campaign in your account, even if you only updated one.

Single Campaign Publishing changes that.

With Single Campaign Publishing, when you make a change to just one campaign (like tweaking a popup headline or adjusting targeting), only that one campaign is published and re-cached—not your entire library of campaign.

Benefit #1: More Intuitive User Interface

We've streamlined the publishing workflow by removing the old on/off toggle. Now, Campaigns are either **Published** or **Not Published**. To help you stay organized, new filters let you quickly identify which campaigns are currently live, which are not published, and which have unpublished changes. This updated UI reduces the learning curve for new team members and minimizes the risk of unintended, account-wide updates.

With Single Campaign Publishing, the Digioh interface becomes more intuitive and transparent:

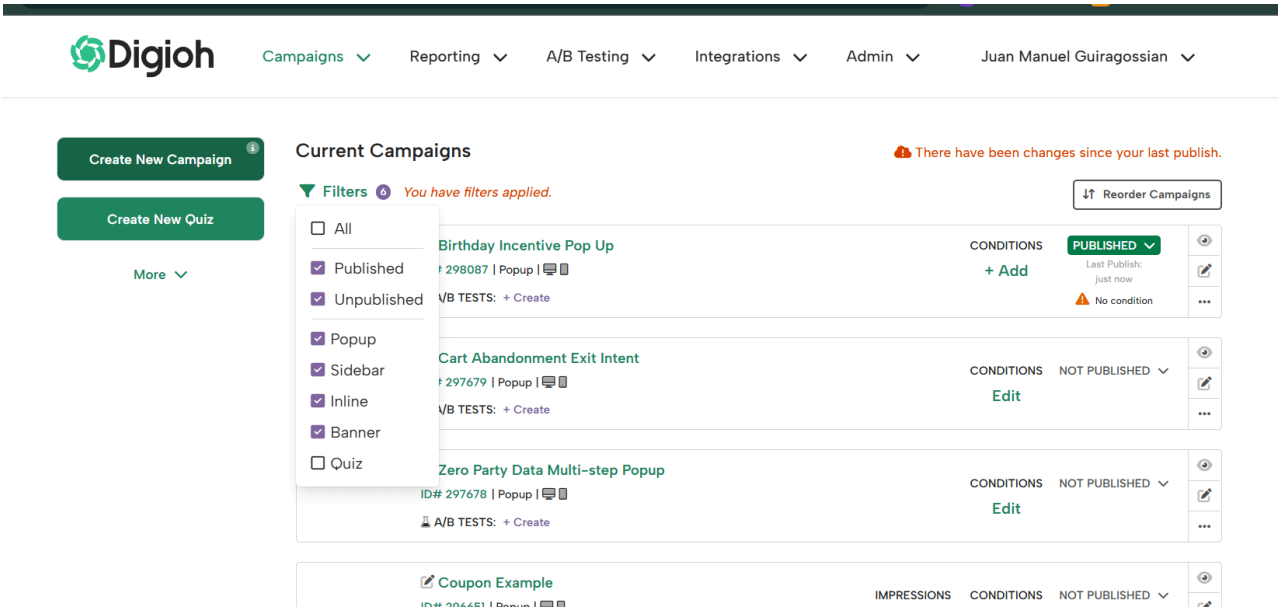
You See What You're Publishing: When editing a campaign, the "Publish" button now only publishes *that campaign*. No more wondering if you're accidentally pushing unrelated changes across your entire account.

See Your Last Changes with Drafts: Whenever you make edits to a campaign that hasn't been published, you'll see "Draft Saved" as well as the timestamp of your last publish.

Clear QA vs. Live Publishing: QA mode and live publishing are now separated per campaign, so you can test confidently without impacting other campaigns.

Reduced Clutter: You no longer need to jump between multiple campaigns to ensure unrelated campaigns aren't affected. What you see is what you ship.

Here's what it looks like:

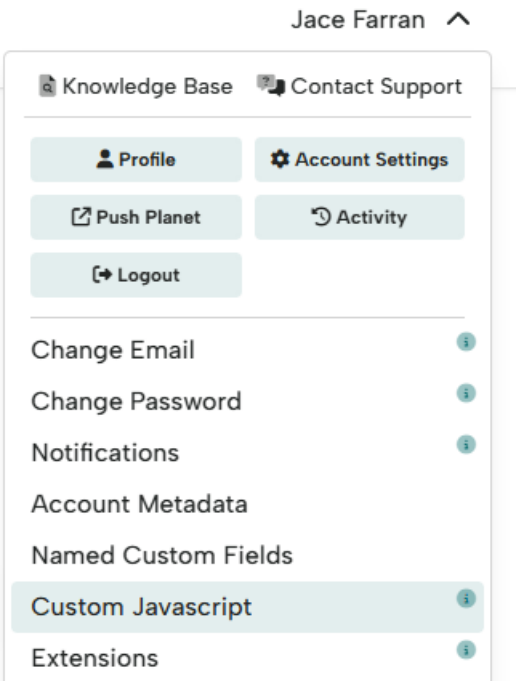


Publishing Other Account Changes:

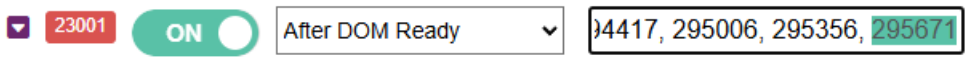
Now that publishing one thing in your account doesn't publish everything, you will have to remember to publish other changes, such as:

- Conditions and Rulesets
- Changes to Custom JS
- New A/B Tests
- Changes to Integrations and Pipelines

Important note about duplicating campaigns: When duplicating campaigns, if that campaign had custom JS associated with it, the box ID will get added to a JS snippet in the Custom JS area of your account.



Click on your name in the top right corner of your account and go to Custom Javascript.



Then look for the Campaign ID of the new duplicate campaign. If the campaign you copied it from had associated custom JS, the new ID will appear as well.



Scroll to the bottom of the page and hit "Save and Publish Live"

Benefit# 2: Safer, More Scalable Publishing

During high-volume periods—like campaign launches, seasonal promotions, or A/B testing sprints—marketers often need to make quick updates across multiple widgets. In the past, publishing even a small tweak would trigger a full re-cache of every campaign in the account. This meant higher risk of cache conflicts or accidental overwrites.

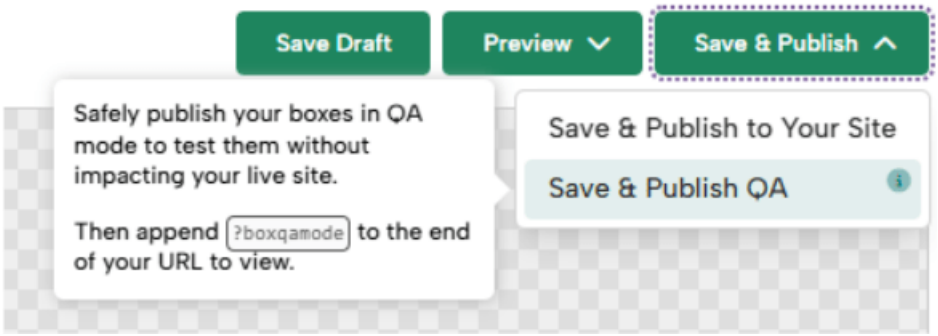
Single Campaign Publishing eliminates that bottleneck. When you publish a change, only that specific campaign is re-cached and deployed. This isolates updates so they don't interfere with other live or in-progress campaigns.

As a result:

- You can confidently launch or update multiple campaigns in parallel
- There's no need to worry about one update unintentionally impacting others
- You can test changes in QA Mode without impacting live campaigns

Whether you're coordinating a team across regions or deploying high-frequency experiments, Single Campaign Publishing provides a safer, more scalable foundation for agile marketing.

Publishing in QA Mode If you want to test changes to a campaign without pushing it live, you can publish to QA mode. Add "?boxqamode" to the end of your URL to preview changes before publishing it to your site.



Benefit #3: Faster Page Speed

Last, but certainly not least, Single Campaign Publishing significantly improves your website's speed. Think of it like updating a single page on your website versus rebuilding your entire site.

Faster Cache Updates: Instead of regenerating the cache for dozens of campaigns, Digioh only updates the cache for the one you changed.

Improved Load Times: This streamlining reduces what's called Total Blocking Time (TBT) and JavaScript Execution Time. These are key performance metrics in tools like Google Lighthouse and Core Web Vitals. Less processing means faster page loads and smoother user experiences.

PageSpeed Gains with Single Campaign Publishing

In a recent performance test for a brand, enabling **Single Campaign Publishing** in Digioh led to major improvements in site speed:

Before:

- PageSpeed Score: **28**
- JS Execution Time: **6.6s**
- Digioh flagged under "Reduce JavaScript execution time"
  - Total CPU Time: **2,043ms**
  - Script Evaluation: **1,376ms**
  - Script Parse: **117ms**

After:

- PageSpeed Score: **49**
- JS Execution Time: **2.1s**
- Digioh **no longer flagged** for JS performance

Why it works: Single Campaign Publishing loads only the code needed for one campaign, rather than the full account's library—cutting down JS payload and improving Core Web Vitals.

Bonus Benefit: Business Value

Single Campaign Publishing ensures Digioh runs light and fast behind the scenes, without slowing down your site or your workflow.

For marketers, this means:

- Faster go-lives for last-minute campaigns
- Lower risk of site performance slowdowns
- Quicker QA and approval cycles (publish → test → repeat)

How do I enable it?

You just have to email support@digioh.com and we'll implement it for you!

Note: All users will be switched to Single Campaign through 2026.