What is an Inline Campaign type?

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What You'll Learn in This Article:

- Best practices for designing and placing Inline Campaigns to maximize engagement.
- An overview of Digioh's Inline Campaign type and its key features. If you're ready to start configuring one, this article covers the details .

About inline campaigns (embedded forms)

Inline campaigns are forms that are embedded on your website. Unlike pop ups, banners, or sidebars they don't move or pop open at you. Typically, customers use these on the footer or right rail of their website, or embedded inside a specific landing page. With Inline Campaigns, you can create forms that submit directly to your email service provider or other marketing solution and provide the added visitor segmentation data offered by Digioh.

When should I use an embedded form?

Use inline campaigns to complement an existing sidebar/pop up strategy, rather than as your primary lead generation option. Pop ups, sidebars, and banners will almost always generate more conversions.

What information should I collect?

Inline campaigns should be small. We recommend only collecting an email and/or providing one redirect.

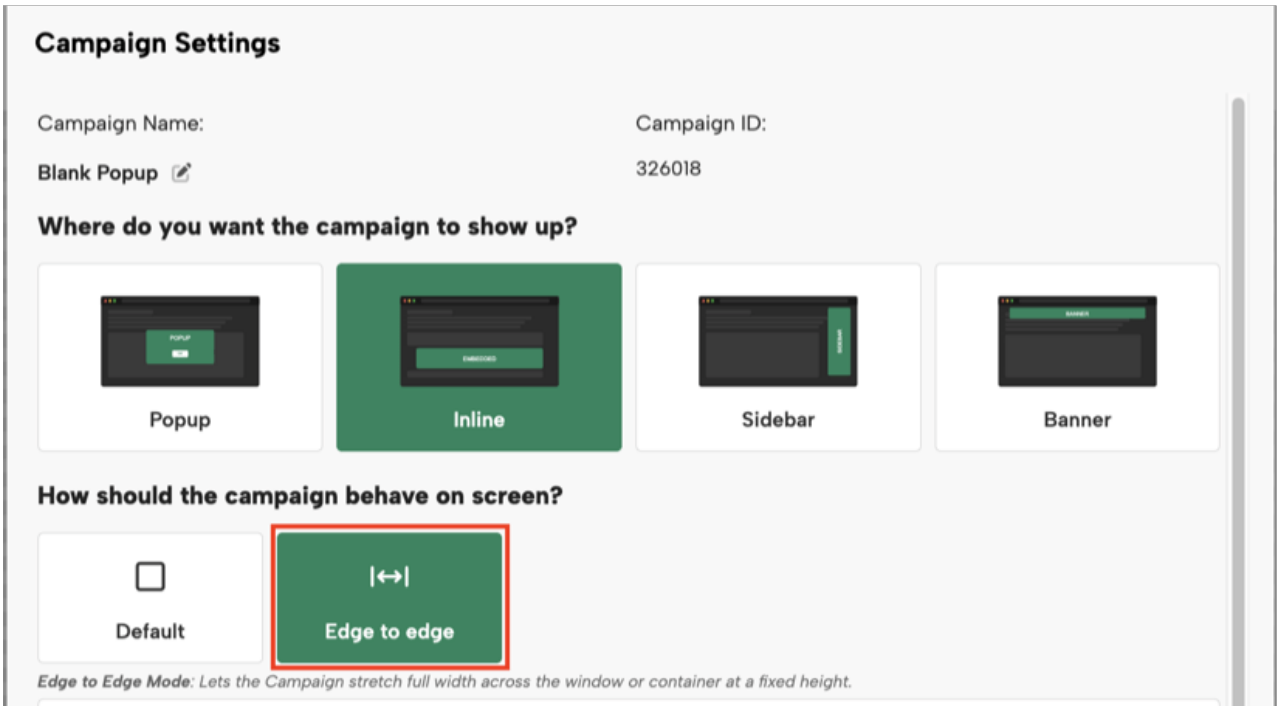
Where should I place it?

For publishers, we recommend placing between paragraphs in articles or in a bar to the right of page content. It is okay to have more than one inline campaign on a page.

For eCommerce, we recommend placing to the right of content, between items being browsed or near a checkout button.

How big should it be?

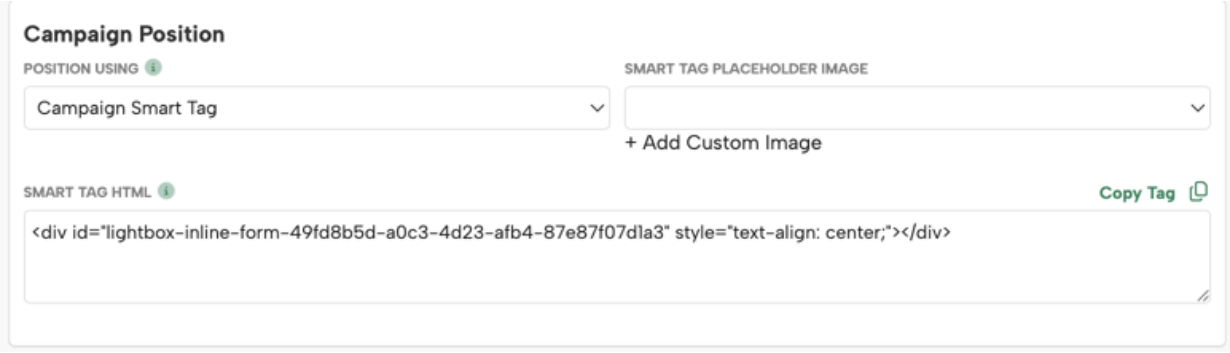
For guidance on sizing your Inline Campaign, see our Recommended Sizes for Pop-ups on Desktop and Mobile. Additionally, the width should expand to match its container. You can achieve this by turning on edge-to-edge in the campaign settings.



How should I place it?

We recommend using Campaign smart tags to embed your inline campaigns, though you can also place inline forms with a CSS Selector.

Smart tags are the most effective and efficient way to add an inline form to your website. Just copy the tag and paste it anywhere in your website's HTML, and your form will show up.



Running into an issue or have a question? Reach out to our support team at support@digioh.com and we'll be happy to help!