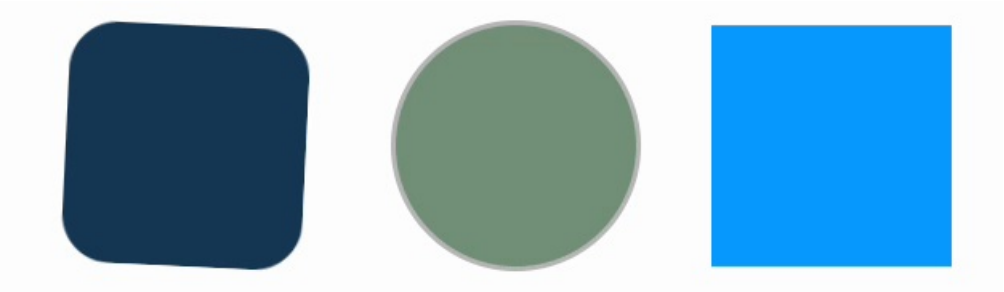
Animation Extension Guide

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What You'll Learn

- How to apply animations to elements or entire campaigns using meta data
- Descriptions of all supported animation types
- How to configure timing, delays, and special animation behaviors
- Best practices and common pitfalls to avoid



Easily add smooth, attention-grabbing animations to your Digioh campaigns using simple meta data. This extension supports transformations, effects, and motion for elements like buttons and text without writing custom code.

To learn how to use metadata in Digioh, check out our guide here.

Install the Extension

To install the extension, click on Extensions from your user name dropdown in the platform. Open the "Campaign User Interface " dropdown and you will find the Animations Extension. Click install, then Publish the Manage Extensions page. Now you're ready to use the Animation meta data on any campaign!

Supported Animation Types

Use meta data on individual elements or on the whole campaign to apply one or more of the following animations by adding the meta key with the value being "**true**".

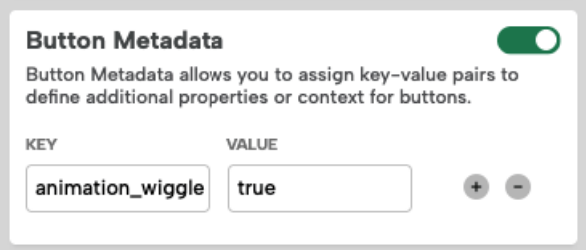
Animation	Meta Key	Description
Blink	animation_blink	Periodically fades the element in and out
Bounce	animation_bounce	Periodic bounce movement up and down.
Breathe	animation_breathe	Applies the Breathe (grow/shrink) animation to all buttons in the campaign.
Ease	animation_ease	Adds smooth transitions to button hover and state changes
Fade In	animation_fade_in	Fades element into view. Duration and delay can be customized via: • animation_fade_in_duration • animation_fade_in_delay
Hover Float	animation_hover_float	Moves the buttons upward slightly on hover

Hover Grow	animation_hover_grow	Enlarges the element slightly on hover
Hover Shadow	animation_hover_shadow	Adds a subtle shadow effect on button hover. Shadow color can be customized via: animation_hover_shadow_color
Marquee	animation_marquee	Scrolls element horizontally. Direction and speed can be customized via: • animation_marquee_direction • animation_marquee_speed
Nudge	animation_nudge	Periodically shifts the element left and right
Pulse	animation_pulse	Creates a glowing pulse around the element. Pulse color can be customized via: animation_pulse_color
Shimmer	animation_shimmer	Applies the Shimmer sweep animation to all buttons in the campaign.
Wiggle	animation_wiggle	Applies the Wiggle rotation animation to all buttons in the campaign.

Element-Level Meta Data

Each meta data key is boolean unless otherwise noted. Set the value to **true** to enable the effect. Within the element's meta data, use the following format to apply the animation:

animation_wiggle = true



Campaign-Level Animation Controls

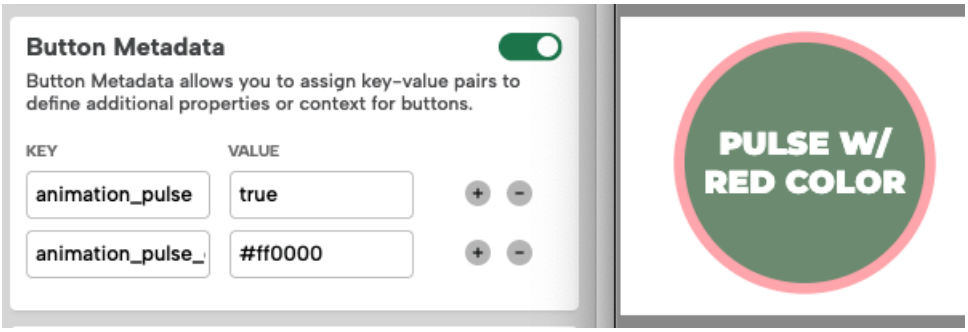
There are a few animations available to be added to the campaign level, so that they apply to all buttons in your campaign. To apply animations to every button in a campaign, you can add these meta keys to the Campaign Options meta data:

- animation_ease_all_buttons = true
- animation_hover_float_all_buttons = true
- animation_hover_shadow_all_buttons = true



Advanced Control Meta Data

All animations are built with best-practice defaults to work seamlessly without any additional setup. However, for advanced customization, some animations also support optional additional meta data controls. You can add these in addition to the main animation meta data on each element to customize their styling.



Pulse:

You can change the color of the pulse effect by using any color code such as hex or or rgba.

- animation_pulse_color = rgba(0, 0, 0, 0.4)

Hover Shadow:

You can change the color of the shadow by using any color code such as hex or or rgba.

- animation_hover_shadow_color = rgba(0, 0, 0, 0.4)

Note: if you are using the campaign-level version of Hover Shadow (animation_hover_shadow_all_buttons), you can also use this color meta data in Campaign Meta data to apply it to all buttons.

Fade In:

You can customize the timing of fade in using the delay and duration meta data below.

- animation_fade_in_delay = 1s
- animation_fade_in_duration = 3s

("1s" means 1 second)

Marquee:

You can customize the speed and direction of Marquee using the meta data below.

- animation_marquee_direction = left
- animation_marquee_speed = medium

Options for animation_marquee_direction: left, right

Options for animation_marquee_speed: fast, medium, slow

Additional support for delaying animation:

You can set an animation to delay it's start by using the meta data below. Available on: wiggle, shimmer, breathe, bounce, blink, & nudge.

- animation_[name]_delay = 2s
    - *(e.g. animation_bounce_delay = 1s)*

Best Practices and Recommendations

- Use animation strategically to enhance clarity and promote engagement. Using animations like Pulse, Wiggle, or Nudge on a small teaser can highlight urgency and increase clickthrough.
- Pair hover effects with transitions (e.g., Ease + Hover Float) for smoother UX. You can do this by adding multiple lines of meta data on the element.
    - *Note that not all animations can be combined due to similar functionalities, so only combine animations where they make sense.*
- Use fade-in with delays to sequence element visibility as the campaign loads.

Things to Avoid

- Avoid excessive animation across multiple elements on the same screen. Overuse of animations may distract or annoy users.
- Don't stack multiple animations that have similar actions on the same element, as only one will be applied. (e.g., wiggle and hover-float both move the button and will not work together)