

# Digioh Button Actions

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## Purpose:

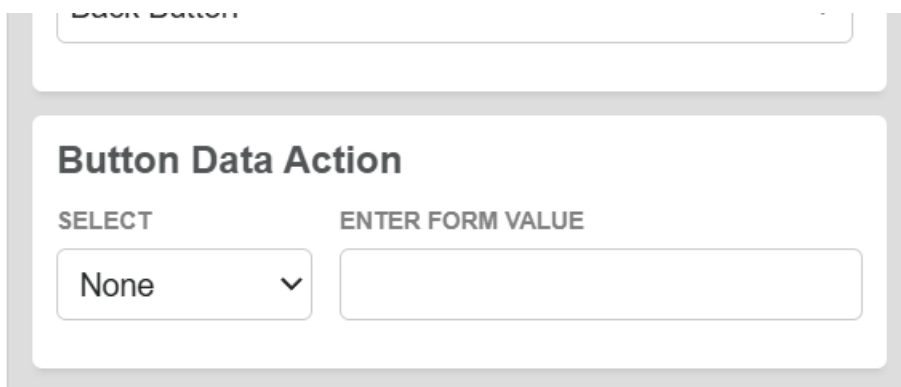
Buttons have many purposes in conversion rate optimization. In this article, we'll cover what Digioh buttons can do and how you configure them.

## Use Cases:

- Triggering form submissions (email capture, lead generation)
- Navigating multi-step pop-ups or quizzes
- Redirecting users to other URLs
- Downloading lead magnets or files
- Launching nested or follow-up experiences
- Closing campaigns
- Opening other campaigns

## Before you start: Button Data Actions:

This document is about **button actions when clicked**, but all buttons have **data** actions as well that map data and then send it through.



The image shows a screenshot of a configuration interface for a button's data action. At the top, there is a partially visible label "Back Button" above a text input field. Below this, a section titled "Button Data Action" contains two main components: a "SELECT" dropdown menu currently showing "None" with a downward arrow, and an "ENTER FORM VALUE" text input field.

To configure these, you just have to select a **custom field number** from the "Select" dropdown and assign its value.

## How It Works:

Each Digioh button can be configured with a specific **action type**, selected during setup. Below are the

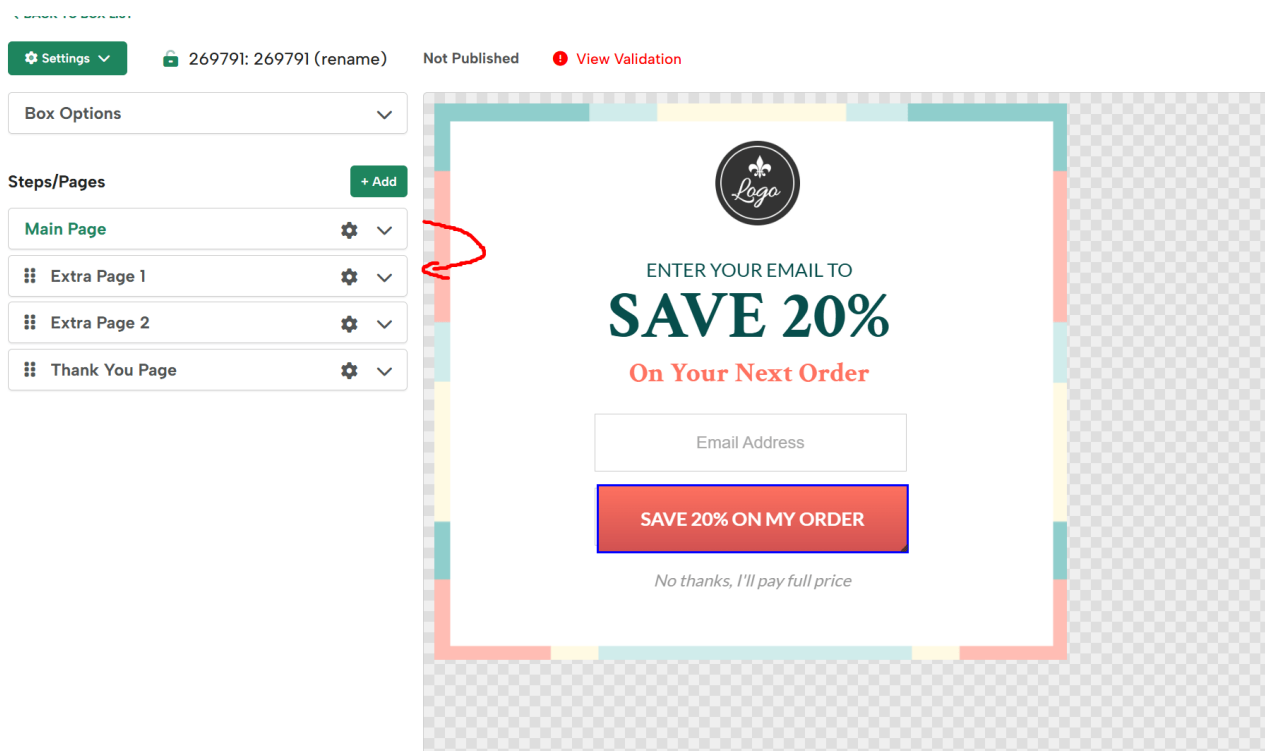
primary actions available:

The screenshot displays a web editor interface. At the top left, there is a navigation link '< BACK TO BOX LIST'. Below it, a settings bar includes a 'Settings' dropdown, a lock icon, and the text '269791: 269791 (rename)'. To the right of this bar, it says 'Not Published' and 'View Validation' with a red error icon. The main editor area is split into two panels. The left panel, titled 'Button 1 - SAVE 20% ON MY ORDE...', contains a configuration section for 'Button 1'. Under 'Button Basics', there is a text input field containing 'SAVE 20% ON MY ORDER'. Below that, a dropdown menu for 'BUTTON ACTION WHEN CLICKED' is open, showing a list of actions: 'Go to Next Page' (selected), 'Submit Form', 'Redirect to URL', 'Select Button', 'Back Button', 'Close Box', 'Click to Copy', 'Do Nothing', 'Download File', 'Open Another Box', 'Show Main Page', 'Show Thank You Page', 'Show Extra Page 1' through '9'. The right panel shows a live preview of a promotional banner. The banner features the 'Logo' at the top, followed by the text 'ENTER YOUR EMAIL TO SAVE 20% On Your Next Order'. Below this is an 'Email Address' input field and a red button labeled 'SAVE 20% ON MY ORDER'. At the bottom of the banner, it says 'No thanks, I'll pay full price'.

## Button Action Types

### 1. Go to Next Page

- **Purpose:** Go to the next page, according to the order of pages:



- **Configuration:** Automatic. Changing the order of pages will affect the flow of the experience automatically.

## 2. Back Button

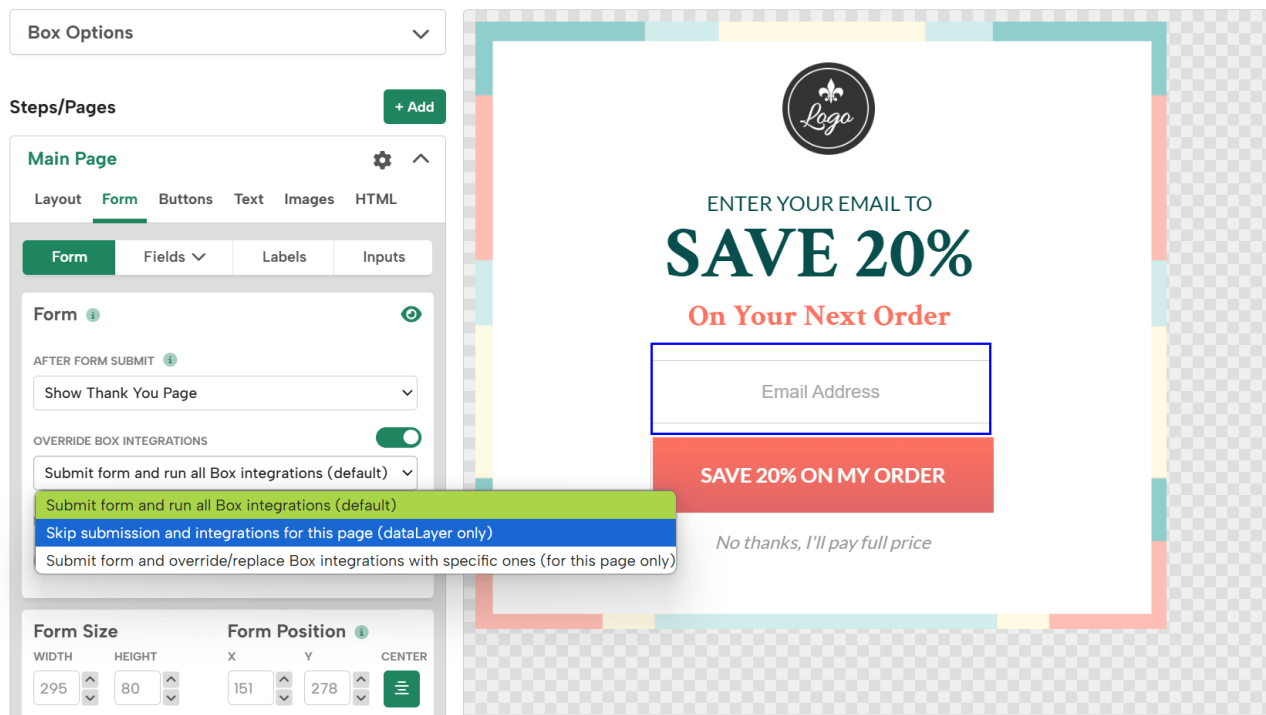
- **Purpose:** Goes back to the previous page. It works automatically depending on the flow of the user's experience.
- **Configuration:** None needed

## 3. Select button

- **Purpose:** Selects the button, allows for multi-select, and is ideal for capturing multiple data points.
- **Configuration:** [Refer to this article](#)

## 4. Submit

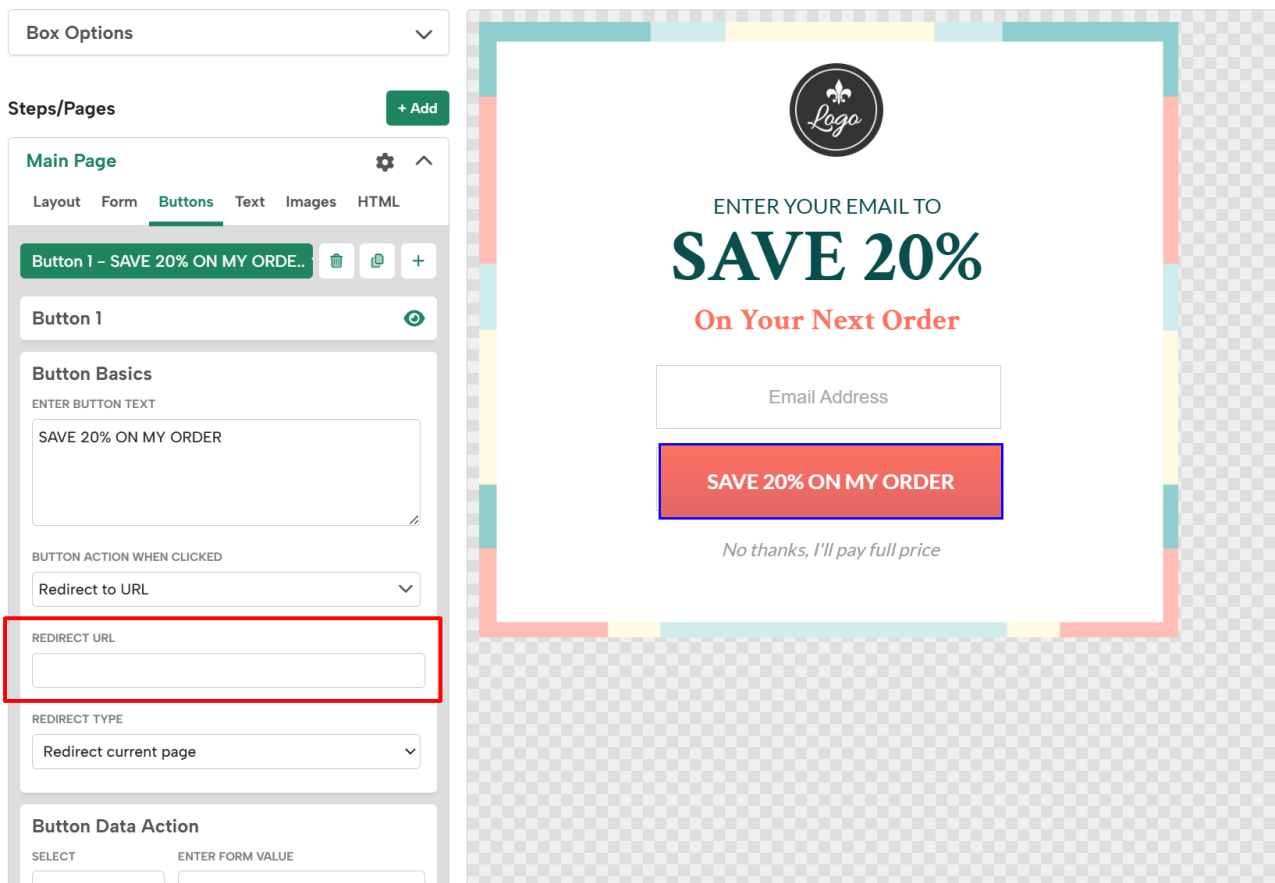
- **Purpose:** Submits form data.
- **Configuration:** What happens after submission is ultimately dictated in the form configuration:



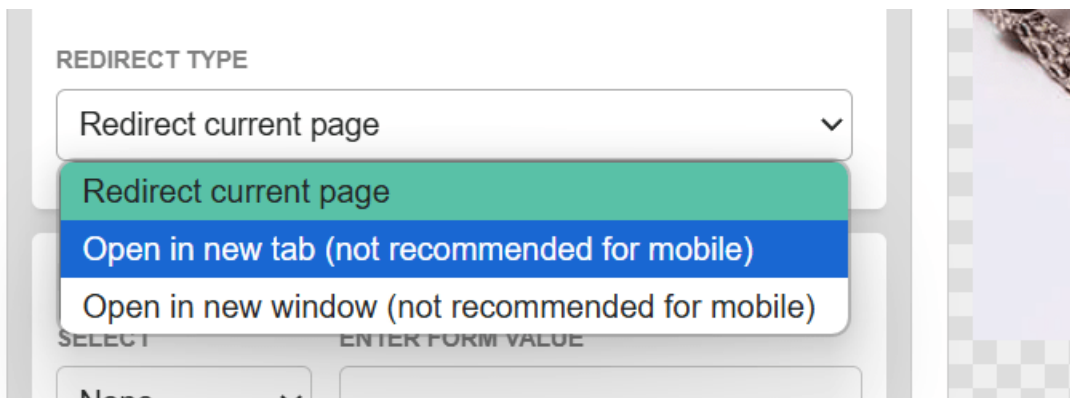
The "**After Form Submit**" dropdown can be configured in the same way as the rest of the button actions described in this document.

## 5. Redirect to URL

- **Purpose:** Sends the user to a different URL.
- **Configuration:** Set directly in the editor:

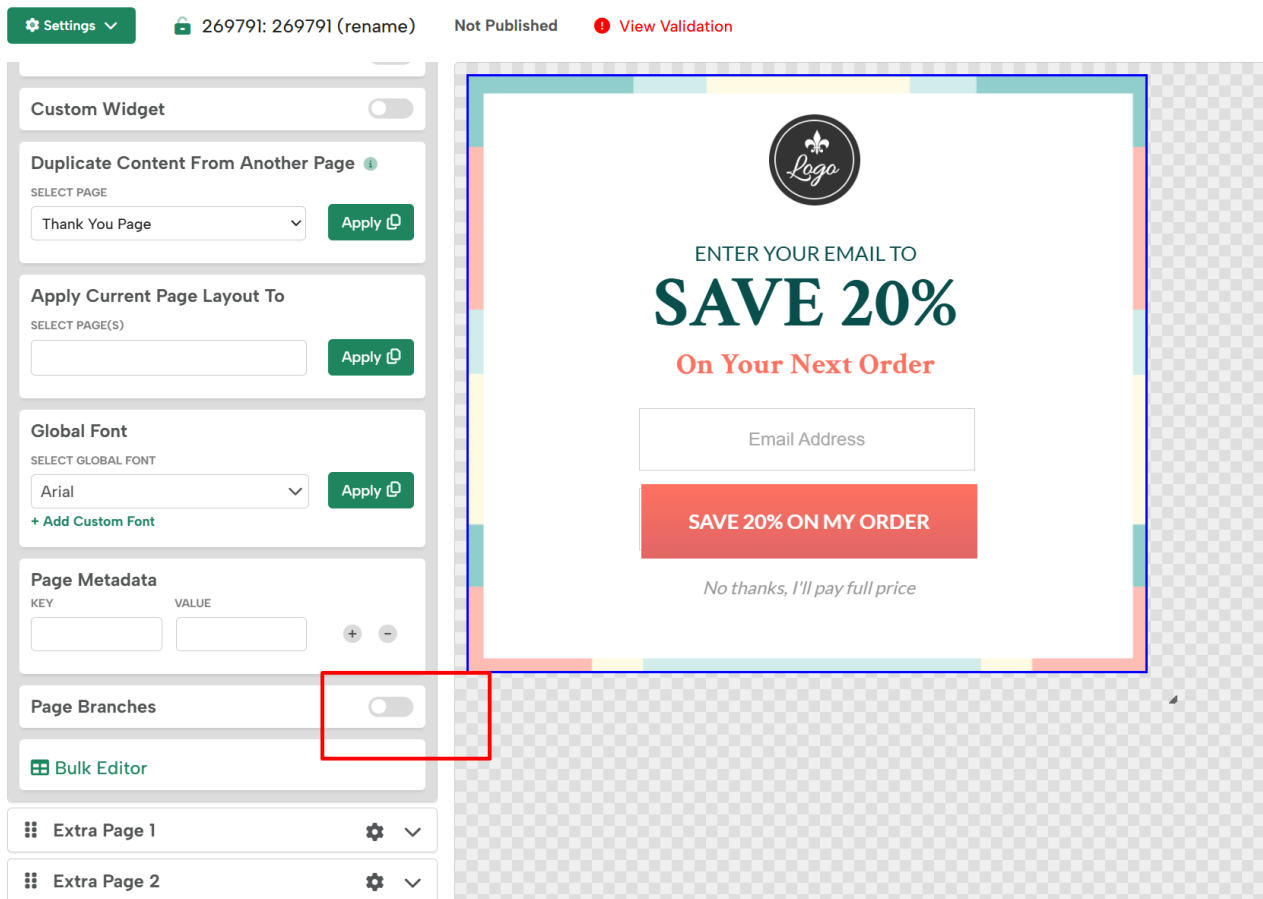


You can configure the redirect to happen on the same page, on a new tab or a new window:



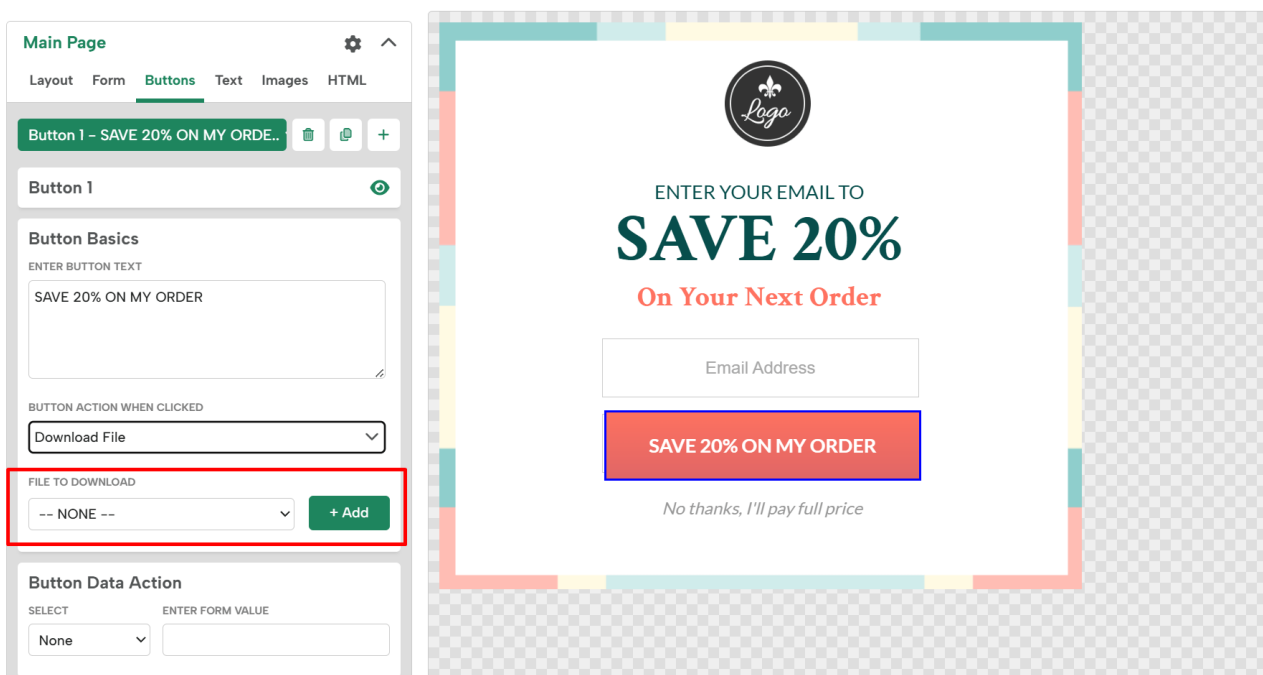
## 6. Show another page

- **Purpose:** Transitions to a different page in the same campaign (e.g., from main to ep1).
- **Use Case:** Allows users to set up simple branching depending on buttons clicked.
- **Common Enhancements:** You can use our [branching functionality](#) to have a specific flow depending on input data:



## 7. Download

- **Purpose:** Initiates a file download.
- **Configuration:** Directly in the editor. You can upload the file there or pick from your already stored files:



## 8. Open Another Campaign

- **Purpose:** Opens a different Digioh widget/lightbox.
- **Configuration:** Directly in the editor:

The screenshot displays the Digioh editor interface. At the top, there are navigation elements: a 'Settings' button, a lock icon, the ID '269791: 269791 (rename)', the status 'Not Published', and a 'View Validation' link. The main editor area is titled 'Main Page' and includes tabs for 'Layout', 'Form', 'Buttons', 'Text', 'Images', and 'HTML'. The 'Buttons' tab is active, showing a list of buttons, including 'Button 1 - SAVE 20% ON MY ORDE...'. Below this, the configuration panel for 'Button 1' is visible. It includes sections for 'Button Basics' (with 'ENTER BUTTON TEXT' and a text input field containing 'SAVE 20% ON MY ORDER'), 'BUTTON ACTION WHEN CLICKED' (with a dropdown menu set to 'Open Another Box'), and 'LIGHTBOX TO OPEN' (with a dropdown menu set to '--Select another Lightbox--'). The 'Button Data Action' section at the bottom has 'SELECT' and 'ENTER FORM VALUE' fields. The right side of the editor shows a preview of the button's appearance: a red button with the text 'SAVE 20% ON MY ORDER' on a white background with a decorative border. The background of the preview area is a grey and white checkerboard pattern.

## 9. Close

- **Purpose:** Closes the current campaign.

## 10. Click to copy

- **Purpose:** Automatically copy from a text element. [Link to detailed document](#)
- **Application:** A common use case for this is coupon codes.
- **Configuration:** From the editor, select the text element that contains the text to be copied or set it to copy the self text (the button's text)

< BACK TO BOX LIST

Settings

269791: 269791 (rename)

Not Published

View Validation

Extra Page 2

Thank You Page

Layout Form Buttons Text Images HTML

Button 5 - Copy coupon code

Button 5

Button Basics

ENTER BUTTON TEXT

Copy coupon code

BUTTON ACTION WHEN CLICKED

Click to Copy

TEXT TO COPY

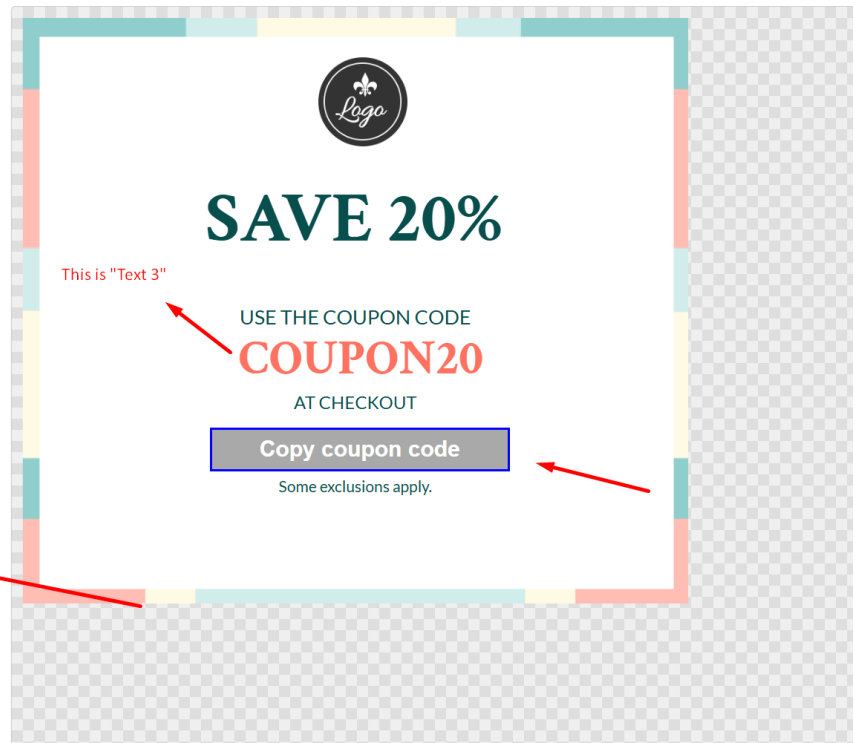
Text3

Button Styles

Save time designing your campaign. Set up some box level styles.

Set Up Now

Default Hover Selected Hovers+Selected



And that's it! These were all the possible actions you can set a button in a Digioh campaign to do.