Digioh AI: Features, Controls & Data Privacy

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Overview

Digioh AI helps your team build, analyze and improve on-site Campaigns faster, while your team stays in control of what goes live. Every AI feature is opt-in, enabled per account, and designed around five principles:

- **You decide what's on.** AI features are enabled per account, only when you ask for them, and can be turned off at any time.
- **A person approves every change.** The AI produces drafts and previews. Nothing goes live on your site until someone on your team publishes it.
- **Everything is reversible.** Every AI change is recorded in your account's change log and can be rolled back.
- **Your data isn't used for training.** Neither Digioh nor our AI providers train models on your data.
- **No personal data goes to the AI.** Form submissions, email addresses and other personal data are excluded from what the AI sees.

What's included

Digioh AI is a set of separate features, so you can turn on only the ones you want.

Feature	What it does	How you get it
Digioh Agent	A chat assistant inside your Digioh account (the green icon, bottom left). Ask why a Campaign isn't showing, how a Campaign is performing, or how to set something up. It can read connected Google Analytics 4, Shopify and Klaviyo data. With write access on, it can also draft and edit Campaigns for you to review.	Ask your Digioh contact or support@digioh.com. Read-only by default.
AI Campaign Builder	Describe the Campaign you want and get on-brand design options for pop-ups, banners, sidebars, inline and embedded forms, games (spin-to-win, scratch-off), surveys and quizzes. Revise in plain language, then review and publish.	Enabled per account on request.
AI quiz tools	Generates product-recommendation quiz questions and product weighting from your product feed. You can feature, exclude or pin specific products.	Available in the Quiz Builder.
Smart Rules	Decides when to show a Campaign again to a visitor who closed it without signing up. A control group measures the lift.	Enabled per account on request.
Optimize with AI	Suggests display-rule improvements in the Display Rules editor. Only the changes you select are applied.	In the Display Rules editor.

Feature	What it does	How you get it
Digioh MCP	Lets your team connect your own AI assistant (such as Claude) to your Digioh account.	Optional. API key issued by Digioh Support. Read-only by default.

How AI Campaigns work

An AI Campaign goes from a short brief to a reviewed draft, and only goes live when your team publishes it.

1. **Brief.** Tell the AI what you want: the goal, the offer, the format (pop-up, banner, sidebar, inline, landing page) and the fields to collect.
2. **Brand match.** The AI reads your website's colors, fonts, logo and imagery, so drafts look like your brand. It uses fonts and images already hosted on your site.
3. **Design options.** You get several design directions to compare side by side.
4. **Revise.** Ask for changes in plain language, such as "make the headline shorter" or "use our green".
5. **Connect.** The AI wires up your form fields, integrations (for example your email platform) and coupon codes without changing the design.
6. **Review.** The Campaign is checked for broken wiring, and you preview it on desktop and mobile.
7. **Publish.** Someone on your team publishes it. Until then it is a preview only.

What you get with AI Campaigns

- **Responsive by default.** One design adapts to every screen size, so there's no separate mobile version to maintain.
- **A/B testing.** Run several design directions against each other as one A/B test.
- **Your existing targeting.** Display rules work the same way as in Classic Campaigns, including page targeting, logged-in checks and Smart Rules.
- **Built-in essentials.** Merge tags, conditional fields, country and state pickers, and email, phone and zip validation are included. Results report into Google Analytics 4.
- **Custom code when you need it.** Each AI Campaign has its own code tab for custom JavaScript.
- **Classic Campaigns stay.** AI Campaigns are an addition. Your existing Classic Campaigns keep working as they do today.

Your controls and governance

Your team controls which AI features are on, what the AI can do, and what reaches your website.

Control	How it works
Opt-in per account	AI features are enabled only for the accounts you choose. Nothing is switched on without your approval.
Read-only by default	The Digioh Agent and MCP start in read-only mode. They can view and analyze but not change anything. Write access is a separate setting, enabled on request.
Approval before changes	When write access is on, the Agent asks for your approval in the chat before it makes each change.
No publishing by the AI	The AI creates drafts and previews. A person on your team publishes.
Change log and rollback	Every AI change is recorded in your account's change log. You can undo a single change or roll back a whole session.
Single-account scope	The AI works only inside the Digioh account it's connected to. It can't see or act on other accounts.
Turn it off	You can disable the Digioh Agent, MCP access and AI quiz features at any time. Your Classic Campaigns keep working as before.
Support access	Digioh Support can access your account to help you, the same way as with any other Digioh feature. That access is logged.

Data, privacy and security

Digioh AI uses two established AI providers under their standard commercial API terms. Neither provider trains on your data, and no personal data is sent to either.

Which AI provider powers which feature

Feature	AI provider	What the AI works with
Digioh Agent, AI Campaign Builder, Digioh MCP	Anthropic (Claude)	Your Campaign settings, Digioh analytics, account configuration, and read-only data from connected tools (Google Analytics 4, Shopify, Klaviyo)
AI quiz tools	OpenAI	Your product catalog and quiz content
Brand style analysis	OpenAI	Your website's public styling (colors, fonts, CSS)

What is never sent to the AI

- Form submissions and the values visitors enter
- Email addresses, phone numbers and other personal data
- Payment card numbers, which are redacted

Training: Your data is never used to train AI models, by Digioh or by our AI providers.

Retention

- **At the AI providers:** prompts and responses are kept for up to 30 days, then deleted. Anthropic deletes them within 30 days. OpenAI keeps them for up to 30 days for abuse monitoring only.
- **At Digioh:** Digioh Agent chat history is stored so your team can return to past conversations. It is deleted 90 days after a user deletes it, and is kept for 365 days at most.
- **Zero data retention:** if your organization requires zero data retention at the AI providers, contact us to discuss options.

Security and compliance. Digioh is SOC 2 Type II certified and supports GDPR and CCPA compliance. Data is encrypted in transit and at rest. We can share our security overview, including our subprocessor list, and complete your AI or security questionnaire.

Good to know

AI Campaigns work differently from Classic Campaigns in a few ways. Here's what to plan for.

Topic	What to expect	What to do
Mobile and desktop	AI Campaigns use one responsive design instead of separate desktop and mobile breakpoints.	Preview on both sizes before publishing. If you need very different mobile and desktop designs, a Classic Campaign may suit better.
Editing	You edit AI Campaigns by describing changes to the AI, not with drag-and-drop.	Be specific ("make the button text white"). Small changes can take a minute or two.
Existing Campaigns	Classic Campaigns aren't converted to AI Campaigns automatically.	Keep running Classic Campaigns, or ask the AI to build a new version and compare.
Extensions and custom code	Extensions and account-wide custom JavaScript built for Classic Campaigns don't carry over automatically.	Before switching, ask us to review your extensions. Most can be replaced with built-in options, display rules or the Campaign's own code tab.
Cookie consent banners	While a full-page AI pop-up is open, the rest of the page can't be clicked, including some cookie banners.	Ask us to set the Campaign to wait for consent, or to let the page stay clickable.
Coupon codes	Codes shown after sign-up need a coupon group rather than one fixed code.	Set up a coupon group, or ask us to help.

Topic	What to expect	What to do
Error messages	The message for a missing required field can be customized. Messages for invalid formats can't be yet.	Let us know if you need translated error messages.
Accuracy	Like any AI assistant, the Digioh Agent can occasionally give an incorrect answer.	Review AI work before publishing, and tell your Digioh contact or support@digioh.com if something looks wrong.
Connected data	Shopify order data covers about the last 60 days. Some Klaviyo data may need a one-time reconnect.	Ask Support if the Agent can't see Klaviyo campaigns or flows.

The Digioh Agent can't set up new integration logins (such as Klaviyo or Salesforce), manage users, single sign-on or billing. Do those in your Digioh dashboard.

Frequently asked questions

Getting started

Will turning on AI affect our live Campaigns?

No. Your existing Campaigns keep running exactly as they are. AI drafts stay as previews until someone on your team publishes them.

Is there an extra cost?

No. Digioh AI features are included in your Digioh plan at no extra cost.

Is the Classic editor going away?

No. Classic Campaigns and the Classic editor remain fully supported. AI Campaigns are an additional option.

Can the Agent work across several of our Digioh accounts?

Not yet. Each Agent session works within one account at a time.

Data and privacy

Can the AI see our subscribers' personal data?

No. Subscriber records, form submissions, email addresses and other personal data are excluded from what the AI can access.

Can it see our Google Analytics data?

Only if you have connected Google Analytics 4 to Digioh, and then read-only. The same applies to Shopify and Klaviyo.

Can we turn AI off completely?

Yes. We can disable the Digioh Agent, MCP access and AI quiz features so your account uses no AI.

Can you complete our security or AI questionnaire?

Yes. Send it to your Digioh contact. We can also share our SOC 2 report under NDA and our security overview with our subprocessor list.

Building and editing

Can we edit the first draft ourselves?

Yes. Ask for changes in plain language, adjust settings in the editor, and undo or roll back at any point.

Will it look AI-generated?

It shouldn't. The AI uses your site's fonts, colors and imagery, and you can upload your own artwork and tell it to use those files. If your site blocks automated access, upload your brand assets instead.

Can it build a quiz from our own content?

Yes. Give it a document, a web page or your product catalog and describe the quiz you want. Quiz logic can be set by hand. AI-suggested product weighting is optional.

Does it set up form submissions and integrations too?

Yes. AI Campaigns include working form fields and validation. Connect them to your email or CRM platform as usual, and the AI can map the fields.

Can our team use our own AI assistant with Digioh?

Yes, through Digioh MCP. Your team can connect an AI assistant such as Claude to your account. Access is read-only unless you ask for write access.

Will we still work with people at Digioh?

Yes. Your account manager, our design team and Support stay involved. AI speeds up the work, and our team still reviews it with you.

Resources and contact

- Digioh Agent overview

- Connect your AI assistant to Digioh MCP
- Security and compliance
- Digioh AI features

To turn on an AI feature, request a security questionnaire, or ask a question about this document, contact your Digioh account manager or support@digioh.com.