How to create an AI Campaign in Digioh

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Overview

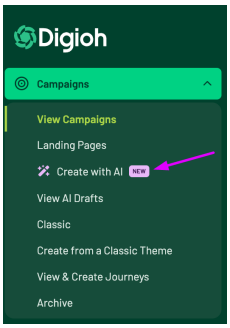
An AI Campaign is a popup, banner or embedded form that the Digioh Agent designs for you from a short description. You describe what you want, the agent it in your brand's colors and fonts, and you edit it in plain English. It resizes for mobile on its own and is mobile-first, so there are no separate mobile layouts to manage.

Before you start, have these ready:

- Your website URL, so the agent can pick up your logo, colors and fonts
- Your offer, for example "10% off your first order" or "Free shipping over $50"
- What you want to collect: email, phone number, or both
- Where visitors should go after they sign up or click the button

Create your AI Campaign

1. **Open the AI builder.** Go to **Campaigns → Create with AI** (or click **Create with AI** at the top of your Campaigns list). The **AI Themes** gallery opens.
    a. *Note: If you don't see this in your account, please reach out to your Customer Success Manager or Digioh Support*



2. **Pick a starting point.**
    - **Use a theme:** browse ready-made designs (filter by Pop-ups, Gamified, Quizzes, Banners or Sidebars), click **Preview** to see one, then **Use theme**. The Digioh Agent rebuilds it in your brand, products and voice.
    - **Start from scratch:** click **Start from Scratch** and choose **Campaign**, **Quiz** or **Landing Page**.
3. **Answer the Digioh Agent's questions.** A chat opens and asks a few quick questions. Click an answer or type your own:
    - **Your website**, so it can match your logo, colors and fonts

    - **What the Campaign should achieve:** welcome offer + email capture, product discovery, announce a launch or sale, collect zero-party data, or win back leaving visitors
    - **A design you like (optional):** attach a screenshot or paste a link
    - Not sure? Click **Decide for me** or **Keep defaults**.

4. **Review the draft.** The Agent builds your Campaign. It stays **Not Published**, so visitors won't see it yet. Find your drafts anytime under **Campaigns → View AI Drafts**.
5. **Ask for changes in the chat**. Type changes into the chat the way you'd tell a designer, for example "make the button black", "shorten the headline" or "add a phone number field".
6. **Set Display Rules.** In your Campaigns list, click **+ Add** under **Display Rules** to choose which pages it shows on, the trigger (delay, scroll or exit intent), who sees it and how often. You can also tell the Digioh Agent what the display rules should be
7. **Connect your email or SMS platform.** Under **Integrations**, connect your platform (for example Klaviyo), pick your list and map the fields.
8. **Test it.** Click the **Preview** (eye) icon to check desktop and mobile. Submit a test sign-up and confirm it reaches your email platform.
9. **Publish.** Use the **Not Published** menu next to the Campaign to publish it. Check **Reporting** after a few days for impressions and sign-ups.

Tips and troubleshooting

- **Be specific in your description.** "Exit popup, free shipping over $50, email only, bold and minimal" gets a better first draft than "a popup".
- **The logo or colors look wrong.** Some websites block automatic brand detection. Upload your logo and enter your brand colors yourself.
- **A button or link stops working after another popup closes.** Two Campaigns on the same page can conflict. Exclude that page from the other popup's Display Conditions.
- **Sign-ups aren't reaching your email platform.** Check that the integration is attached to this Campaign, the right list is selected and the email field is mapped.

FAQ

Will visitors see my Campaign while I'm editing it? No. It stays unpublished until you turn it on.

Do I need a separate mobile version? No. AI Campaigns resize for any screen on their own.

Can I still use a Classic Campaign? Yes. Click Create Classic at the top of your Campaigns list.

Can I build a quiz this way? Yes. Pick a quiz theme, or choose Start from Scratch → Quiz.