How to Schedule a Campaign to Start and End Automatically

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Campaign Scheduling lets you set a start time, an end time, or both when you publish a Campaign. The Campaign goes live and comes down on its own, so you don't need to log in at midnight to launch a sale or remember to turn off an expired offer. Each Campaign's schedule status shows right on your Campaign list.

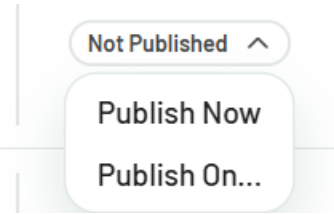
Scheduling works well for:

- Sales and promotions with a set start and end, like Black Friday, a flash sale, or a seasonal offer
- Campaigns that need to go live outside business hours
- Coupon and deal Campaigns that must stop showing the moment an offer expires

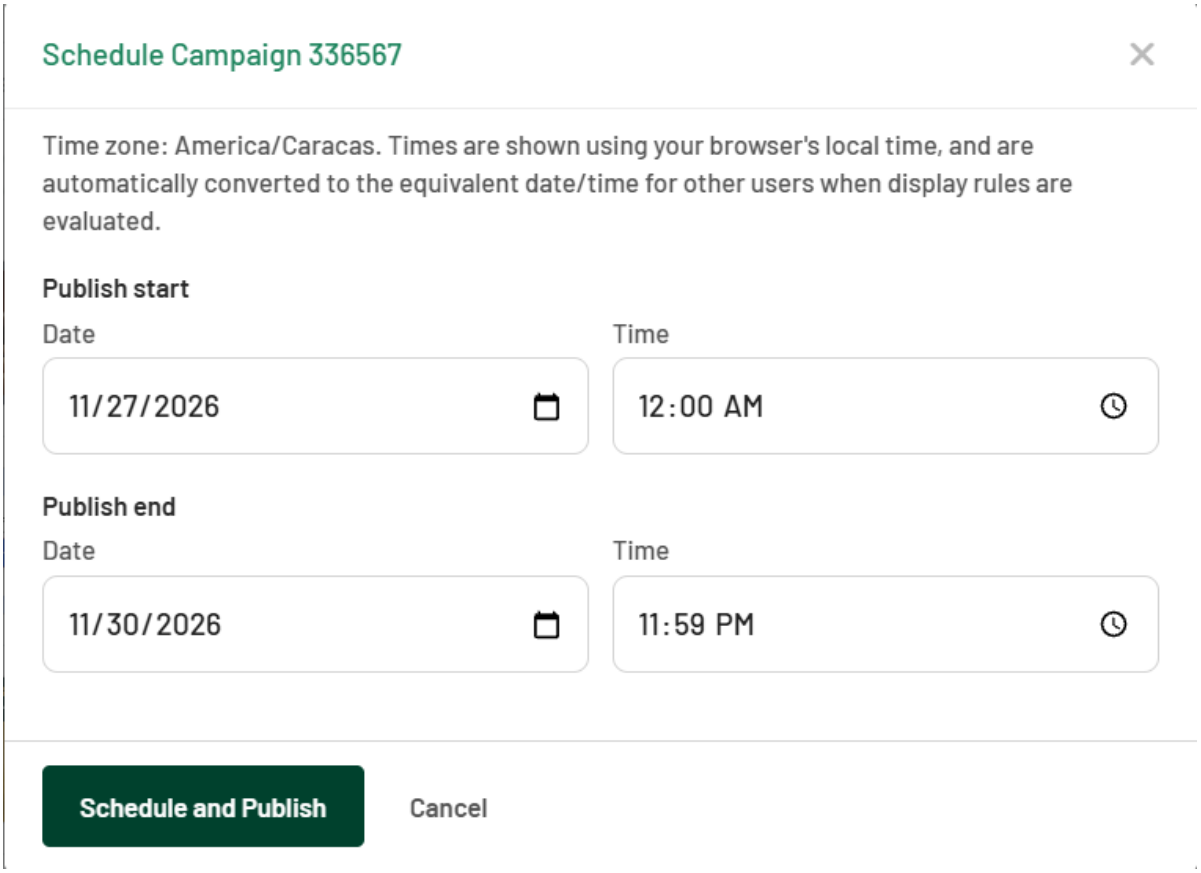
Before you start: Campaign Scheduling is currently in beta, and it must be turned on for your account. If you don't see **Publish On...** in a Campaign's publish menu, reach out to support@digioh.com to enable it for you.

Schedule a Campaign

1. Go to **Campaigns > View Campaigns** and find the Campaign you want to schedule.
2. Click the Campaign's publish status button (**Not Published** or **Published**) and select **Publish On...**



3. In the **Schedule Campaign** window, set a **Publish start** date and time, a **Publish end** date and time, or both. The start time defaults to 12:00 AM and the end time defaults to 11:59 PM.
4. Click **Schedule and Publish**.



Both dates are optional, so you can set up the schedule you need:

- **Start date only:** the Campaign starts showing at the start time and keeps running with no end.
- **End date only:** the Campaign starts showing as soon as you publish and stops at the end time.
- **Start and end dates:** the Campaign shows only between the two.

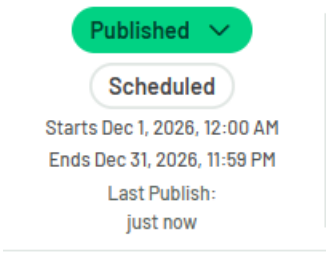
If something is off, the window shows a message and doesn't save the schedule:

- **The end must be after the start.** Your end date and time are before your start.
- **Enter a complete date and time, or clear it.** A date or time is only partly filled in.

The Campaign list updates as soon as you publish, with no need to reload the page.

Check a Campaign's schedule status

Under each Campaign's publish button, a status label shows where the Campaign is in its schedule. The scheduled start and end times appear underneath.



Status	What it means
Scheduled	The Campaign is published, but its start time hasn't arrived yet. It isn't showing to visitors. The row shows *Starts* and, if you set one, *Ends*.
Active	The Campaign is showing to visitors. A published Campaign with no schedule is also Active. If the Campaign has an end time, the row shows *Ends* with the date and time it stops.
Completed	The end time has passed. The row shows *Ended* with the date and time. The Campaign is still published, but it isn't showing to visitors.
Not Published	The Campaign isn't published. A saved schedule has no effect until you publish it.

To see only Campaigns in one of these states, use the **Status** filter at the top of the list and select **Scheduled**, **Active**, or **Completed**.

A scheduled Campaign stays published

The schedule controls whether a Campaign shows to visitors, not whether it's published. When the end time passes, Digioh stops showing the Campaign and labels it **Completed**, but the Campaign is still published. This means:

- Reports, integrations, and anything else that checks whether a Campaign is published still treat a Completed Campaign as published.
- To take a Campaign out of the published state, unpublish it as you normally would.
- Unpublishing doesn't erase the schedule. The saved dates apply again the next time you publish.

Change or remove a schedule

To change a schedule, click the Campaign's publish button and select **Publish On...** again. Your saved dates and times are filled in. Edit them and click **Schedule and Publish**. To drop only the start or the end, clear that date.

To remove a schedule completely, select **Publish On...** and click **Remove Schedule and Publish**. The Campaign is published with no schedule and shows as **Active**.

Only the **Schedule Campaign** window sets or removes a schedule. Publishing with **Publish Now** keeps the saved schedule, and duplicating a Campaign copies its schedule to the copy.

How scheduling works with Display Rules

The schedule and your Display Rules work together. Digioh checks the schedule first. If the Campaign is inside its scheduled window, its Display Rules are checked as usual. A Campaign only shows when it passes both.

Campaigns that use the Display If Date rule keep working, and you don't need to change them. If you move one of these Campaigns to a schedule, remove its date rules so the two don't contradict each other.

How time zones work

You enter times in your browser's time zone, which is shown at the top of the **Schedule Campaign** window. Digioh saves them as an exact moment in time.

- **Visitors' time zones don't change when a Campaign shows.** A Campaign that starts at 9:00 AM Eastern starts at that same moment everywhere, which is 6:00 AM for a visitor in California.
- **Teammates see times in their own time zone.** If you set a Campaign to end at 11:59 PM Eastern, a teammate in London sees 4:59 AM the next day.

If your team works across time zones, agree on which time zone you mean when you talk about a schedule.

FAQ

What happens if I set an end date that has already passed?
Digioh saves it without a warning, and the Campaign doesn't show.

Can I preview a Campaign before its start time?
Yes. The **Preview Link** and **QA Link** under the eye icon ignore the schedule, so you can check a Campaign before it starts. On your live site, the Campaign only shows during its scheduled window.

My scheduled Campaign isn't showing. What should I check?

- Is the Campaign published?
- Is the current time inside the scheduled window? Remember that times were entered in the browser time zone of whoever set them.
- Has the end time passed? Check the Campaign's status on the Campaign list.
- Do the Campaign's Display Rules also pass? Both have to.
- Does the Campaign still have Display If Date rules that contradict the schedule?
- Reload the page. Visitors see a schedule change on their next page load, not at the exact minute.

Related Reading:

- Digioh Display Rules Overview
- How to Display a Campaign Based on the Date
- How to target campaigns by time zone, hour, or day of week