

# Split Campaigns

## Overview

Have you ever wanted to split the display of a campaign's products over different sections of the page? Perhaps you'd like to group one subset of products under a particular heading, then another few products under an alternate heading.

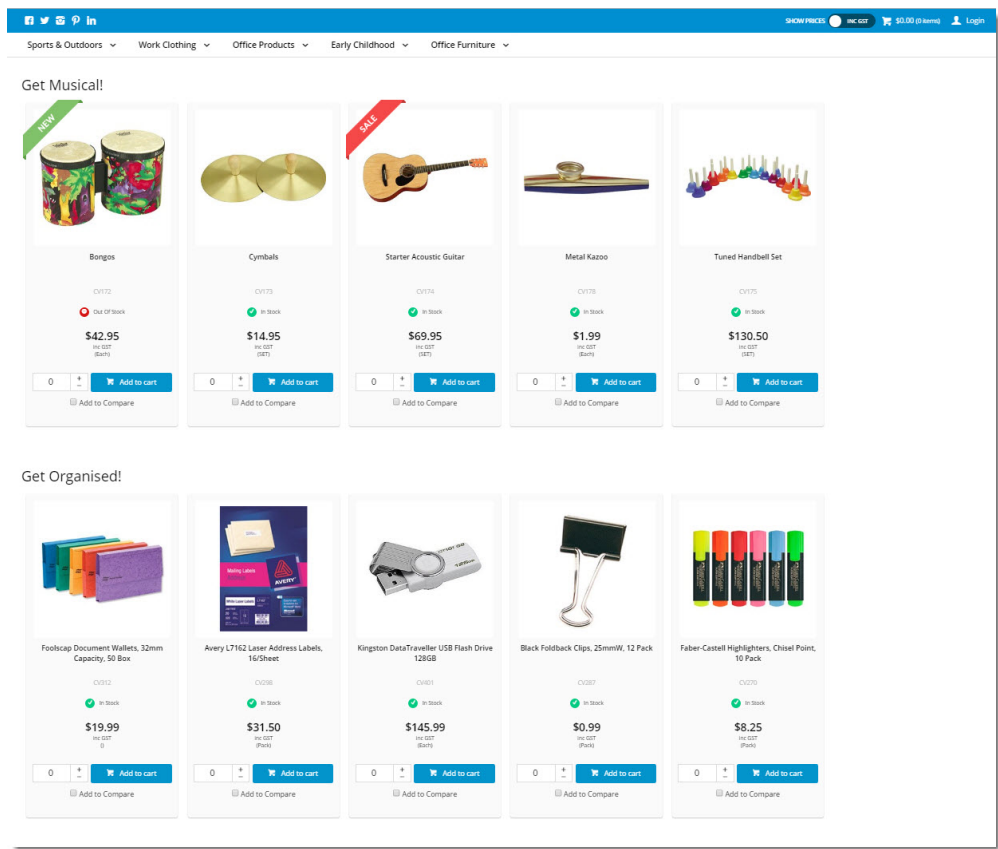
Well, now you can! From version 3.95+, the [Campaign Slider widget](#) has an option to split one campaign across multiple widgets. Creating a split campaign also means that you can track statistics as a single campaign.

Let's demonstrate with a use case.

## Use Case


In this example, I'm going to have a Featured Products campaign for my home page. I want to keep all the products in one campaign for reporting purposes, but for the display I want to group like products under separate headings.

Here's how I want it to look when I'm finished. You can see that all of the musical instruments are in one group, and the office products in another:



## Step-by-step guide

1. First, I'll need to create my campaign and populate it with products. If you're not sure how to do this, see our guide in [Product Campaigns](#).

 **IMPORTANT**

Be sure to sequence the products in the order they should appear in each part of your split campaign. If a product is in the wrong order, it can display in the incorrect section.

Edit Campaign

Options Cancel Save

Campaign Details

Name and dates for this campaign

Description \*

Featured Products

Start Date \*

3/09/2015

End Date \*

8/10/2020

Products

What's featured in this campaign

Add Product

Bongos (CV172)

Delete

Cymbals (CV173)

Delete

Starter Acoustic Guitar (CV174)

Delete

Metal Kazoo (CV178)

Delete

Tuned Handbell Set (CV175)

Delete

Foolsap Document Wallets, 32mm Capacity, 50 Box (CV312)

Delete

Avery L7162 Laser Address Labels, 16/Sheet (CV298)

Delete

Kingston DataTraveller USB Flash Drive 128GB (CV401)

Delete

Black Foldback Clips, 25mmW, 12 Pack (CV287)

Delete

Faber-Castell Highlighters, Chisel Point, 10 Pack (CV270)

Delete

2. Next, add the **Campaign Slider widget** to the page and configure it.

- Navigate to the page template you require; in our example we're using the Home Page.
- Click **Add Widget** in the appropriate zone.
- Select the **Campaign Slider** and click **Add**.
- Be sure to configure these particular fields as follows:
  - Campaign** - select your product campaign from the dropdown.
  - List Title** - enter a heading to be displayed above this set of products.
  - Max Number Of Products** - enter the number of products to be displayed in this group. In our example we entered 5, so this widget will display the first 5 products.
  - Is Split Campaign** - tick this to enable the splitting functionality.

Campaign Slider - Split campaign - Music

General Options

Common Options

General Options

Description

Split campaign - Music

Layer \*

All Pages

Campaign \*

Featured Products

List Title

Get Musical!

Title Icon

Show Display Count With Title?

☐

Max Number Of Products \*

5

Use Zoned Product Layout?

☒

Show As List?

☒

Show Products As List?

☐

Show Next Previous Buttons?

☐

Track Campaign?

☒

Hide Footer Zone?

☐

Is Split Campaign?

☒

Cancel

Save

- Configure the other options as required.

- Click **Save**.

3. Repeat steps 2 - 6 for your next group of products from this campaign.

Campaign Slider - Split Campaign - Office

General Options

Common Options

Description: Split Campaign - Office

Layer: All Pages

Campaign: Featured Products

List Title: Get Organised!

Title Icon: [empty]

Show Display Count With Title?: ☐

Max Number Of Products: 5

Use Zoned Product Layout?: ☒

Show As List?: ☒

Show Products As List?: ☐

Show Next Previous Buttons?: ☐

Track Campaign?: ☒

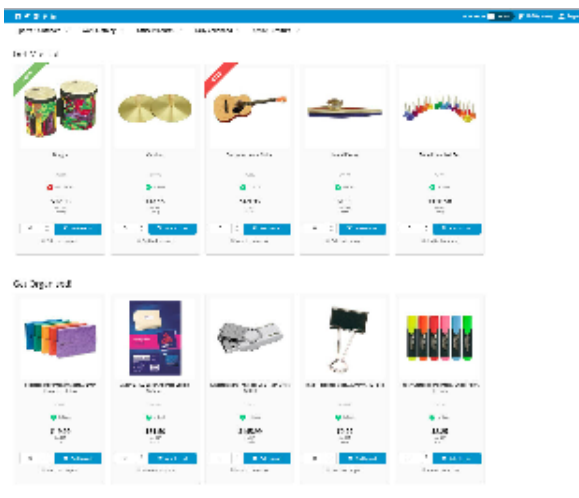
Hide Footer Zone?: ☐

Is Split Campaign?: ☒

Cancel Save

4. You can add as many widgets as you have products for!

In another browser/incognito tab, load your website and check the display of your campaign. Looks great, right?



And that's it! Your split campaign is all set up and ready to captivate your customers.



#### Warning

Please note that disabling one of your split Campaign Slider widgets will cause it to 'lose' the sequence relationship with the other split campaign widgets. You will need to re-add each widget again individually if you wish to re-enable a previously disabled widget.

## Related help

- [Campaigns](#)
- [Promotions & Marketing](#)
- [Campaign Slider Widget](#)
- [Import Campaign Products](#)
- [Product Campaigns](#)

