Please make a copy of this document before you begin.

Fill out as much information below as you can, being as specific as possible. More is better!

Campaign Name:

Submitted By:

Campaign Goal:
[Create your own or select one from the list below]
- ☐ Product Walkthrough
- ☐ Announce New Course/Certification
- ☐ Drive Event/Training Registration
- ☐ Promotional Updates
- ☐ Other (Please Specify)

Target Audience:
[Describe the user segment this message is aimed at. Include any specific attributes or behaviors that define this segment.]

Message Content:
[Provide the exact text to be used in the in-app message. Include headline, body text, and call-to-action (CTA) including any relevant URLs.]

URL:

Visuals & Branding:
[Specify the type of modal, any images, icons, or color schemes that should be included to align with brand standards.]

Timing and Triggers:
[Detail when the message should appear (e.g., after a specific user action, at login, on a specific page or element in the product, etc.) and any conditions that must be met for the message to trigger.]

Campaign Start and End Dates:
[Specify the date when the in-app message should go live and when the in-app message should be discontinued, if applicable. If the end date is open-ended or to be determined based on performance, please specify.]

Duration and Frequency:
[Describe how frequently the message should appear to the user (e.g., every session, once a day, only once) and if there are any variations in frequency or visibility over the campaign period.]

Desired Outcome:
[Describe what successful engagement looks like (e.g., user submits feedback, registers for an event, clicks on a new feature).]

Measurement Metrics:
[List the metrics that will be used to measure the success of the campaign (e.g., number of clicks, form submissions, feature adoption rate).]

Additional Notes:
[Any other relevant information or special instructions that need to be considered while building the in-app message.]

Preview:
[Add GIF or screenshot here as a preview before pushing live.]