

FALL 2026 RELEASE KIT

What's new in Digioh: Fall 2026

Everything we shipped this season, and how to start using it.

This release at a glance

Build campaigns faster

Create any campaign with AI

Beta · Rolling out

AI Smart Rules: pop-ups that find the right moment

Beta · Rolling out

Know what's working

Ask the Digioh Agent about your data

Available · Every account

Build Meta Ads audiences by asking

Available · Every account

A new, easier-to-read Identification dashboard

Klaviyo, Iterable, Ometria, Braze, and Dotdigital accounts

Identify more shoppers

Passport Recover and Grow

Recover live, Grow in beta · On request

Other improvements

New games, quiz updates, coupons, and more

Available · Every account

A new look for Digioh

Early access · On request

Digioh AI

Create campaigns from a prompt, get answers from all your data, build Meta audiences by asking, and let your pop-ups find the right moment.

Why Digioh AI is different

It builds, not just advises

Most AI tools tell you what to do. Digioh AI finds the opportunity and builds the campaign to capture it.

It works from your real revenue data

Answers come from your Digioh, GA4, Shopify, Klaviyo, and Meta Ads data together, not generic advice.

It knows what works in ecommerce

Built on playbooks from more than 3,000 brands, so suggestions start from what's proven.

It's included in your plan

Digioh AI comes with every Digioh plan at no extra cost.

Nothing goes live until you approve it. Your data is never used to train models or shared.

Create any campaign by describing it

OVERVIEW · BETA

Describe the campaign you want and the Digioh Agent builds it on-brand. Edit anything yourself or with another prompt, and approve it before it goes live.

HOW TO GET ACCESS

Ask your CSM, contact support@digioh.com, or email beta@digioh.com and we'll turn it on. Then click Create with AI, or click the green icon in the lower left and tell the Agent what to build.

[Learn more about Digioh AI](#)

Key benefits

- Start from a prompt, your site, a Figma link, or a screenshot
- Edit in plain English, or click any element
- Fully responsive and faster loading, with no iframe
- Undo any change in one click

Key use cases

Any campaign you can describe, including:

Pop-ups

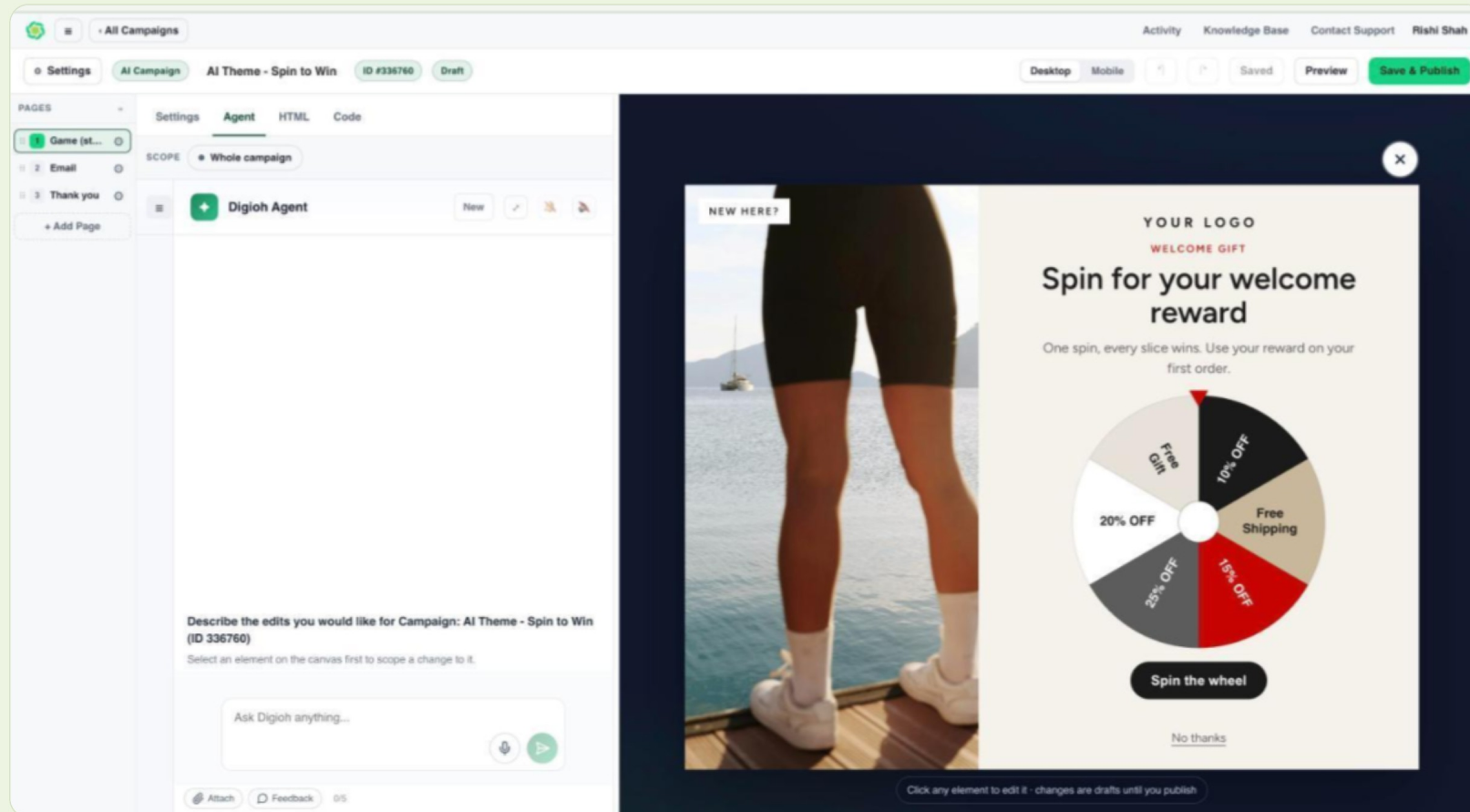
Product quizzes

Games

Bundle builders

Seasonal promos

See it: the Digioh Agent built into the editor

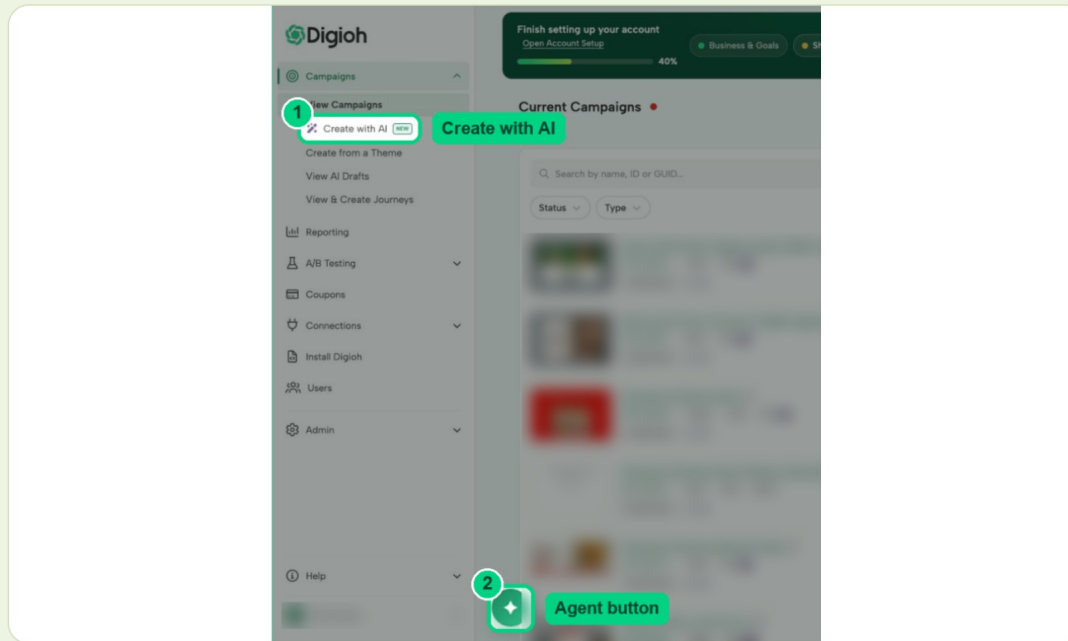


Chat with the Agent next to your campaign, or click any element to change it.

How to build a campaign with the Digioh Agent

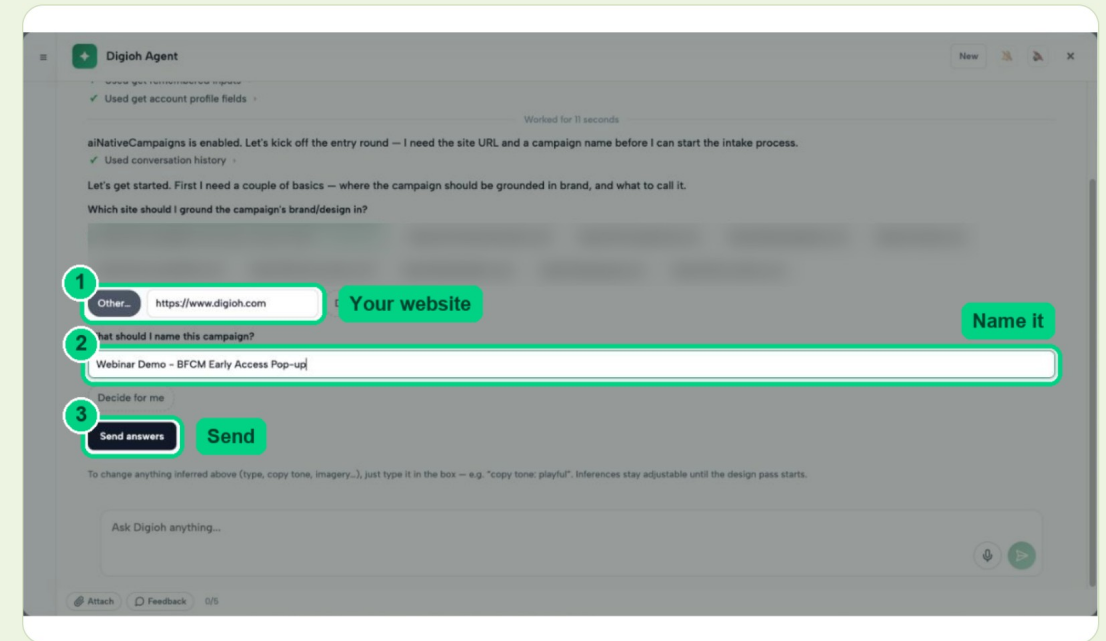
STEP 1

Click Create with AI or the Agent button



STEP 2

Give it your site and goal



How to build a campaign with the Digioh Agent

STEP 3

Choose the type, placement, and offer

The screenshot shows the Digioh Agent interface with three numbered steps for configuring a campaign:

- What to build**
 - 1. What kind of campaign is this?
 - Email capture (RECOMMENDED)
 - Two-step: email then SMS
 - SMS capture
 - Multi-field form
 - Survey
 - Age gate
 - Spin-to-win wheel
 - Scratch-off reveal
 - Countdown offer
 - Short quiz (zero-party data)
 - Product-recommendation quiz
 - Announcement with CTA
 - Redirect CTA
 - Product upsell
 - Other... Decide for me
- Where it shows**
 - 2. Where should it appear on the page?
 - Popup — interrupts the visit (RECOMMENDED)
 - Sidebar — slides in beside the page
 - Banner — a bar across the top or bottom
 - Inline — sits inside the page itself
 - Other... Decide for me
- The offer**
 - 3. What's the incentive for early access?
 - A coupon/discount code — e.g. "15% off early access" (RECOMMENDED)
 - Free shipping during early access
 - A free gift with early-access signup
 - No discount — early access itself is the incentive
 - Other... Decide for me

Buttons: Pick your answers, Keep defaults

To change anything inferred above (type, copy tone, imagery...), just type it in the box — e.g. "copy tone: playful". Inferences stay adjustable until the design pass starts.

Ask Digioh anything...

Attach Feedback 0/5

STEP 4

Compare three on-brand designs

The screenshot shows the Digioh Agent interface displaying three on-brand design options for a 15% off early access campaign. The designs are presented in a grid format, each with a preview and a description.

Webinar Demo - BFCM Early Access Pop-up — AI Campaign Drafts

Preview: Visuals, motion & layout are real production renders; fonts may fall back; forms are inactive until the design is wired.

1. Direction-1: ACTIVE

Direction-2: ACTIVE

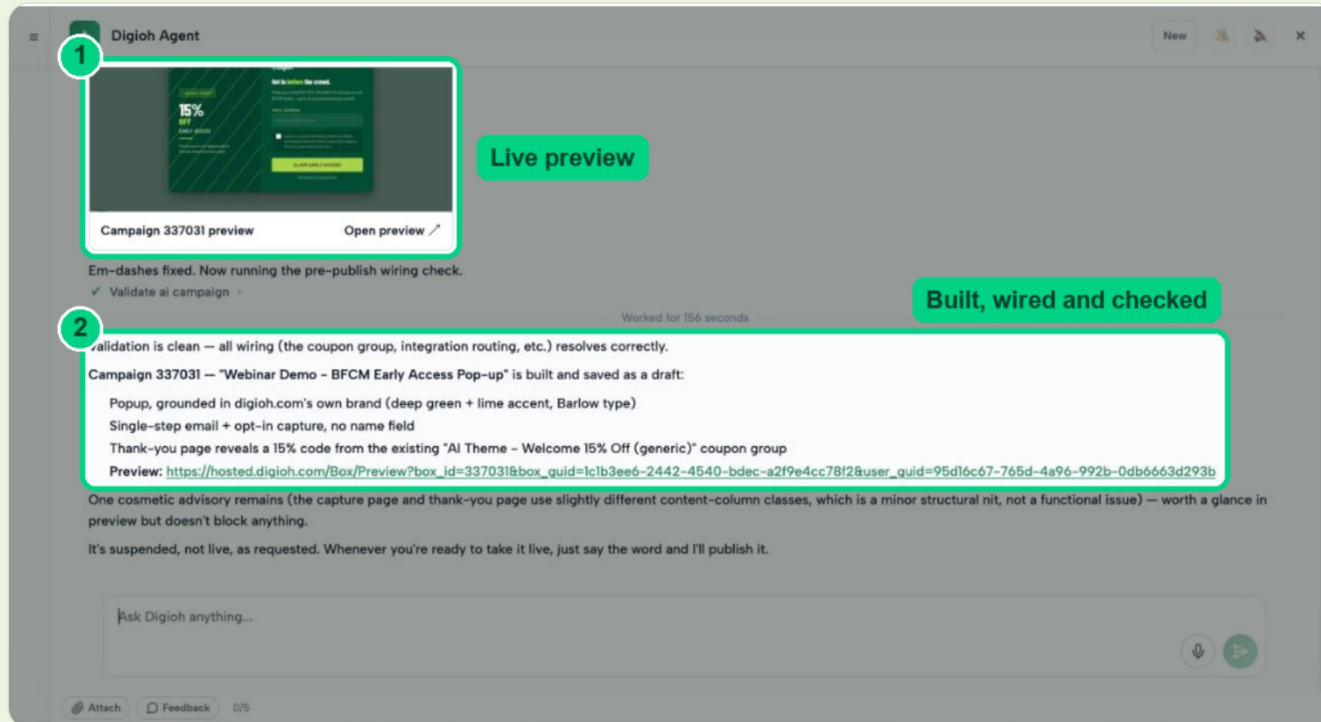
Direction-3: ACTIVE

3 on-brand designs

How to build a campaign with the Digioh Agent

STEP 5

Pick one and it builds a draft



The screenshot shows the Digioh Agent interface. At the top, there's a header with a menu icon, the text "Digioh Agent", and buttons for "New", a trash icon, and a close icon. Below the header, there's a section labeled "1" with a green border. It contains a preview of a campaign titled "Campaign 337031 preview" with a "Live preview" button and an "Open preview" link. Below this, there's a status message: "Em-dashes fixed. Now running the pre-publish wiring check." and a "Validate ai campaign" button. Below that, there's a section labeled "2" with a green border. It contains a status message: "validation is clean — all wiring (the coupon group, integration routing, etc.) resolves correctly." and a message: "Campaign 337031 — 'Webinar Demo - BFCM Early Access Pop-up' is built and saved as a draft:". Below this, there's a list of items: "Popup, grounded in digioh.com's own brand (deep green + lime accent, Barlow type)", "Single-step email + opt-in capture, no name field", and "Thank-you page reveals a 15% code from the existing 'AI Theme - Welcome 15% Off (generic)' coupon group". Below the list, there's a "Preview" link: https://hosted.digioh.com/Box/Preview?box_id=337031&box_guid=lc1b3ee6-2442-4540-bdec-a2f9e4cc78f2&user_guid=95d16c67-765d-4a96-992b-0db6663d293b. Below the link, there's a message: "One cosmetic advisory remains (the capture page and thank-you page use slightly different content-column classes, which is a minor structural nit, not a functional issue) — worth a glance in preview but doesn't block anything." and another message: "It's suspended, not live, as requested. Whenever you're ready to take it live, just say the word and I'll publish it." At the bottom, there's a text input field with the placeholder "Ask Digioh anything..." and buttons for "Attach", "Feedback", and a "0/5" counter.

1

Live preview

Campaign 337031 preview

Open preview

Em-dashes fixed. Now running the pre-publish wiring check.

✓ Validate ai campaign

2

Built, wired and checked

validation is clean — all wiring (the coupon group, integration routing, etc.) resolves correctly.

Campaign 337031 — "Webinar Demo - BFCM Early Access Pop-up" is built and saved as a draft:

- Popup, grounded in digioh.com's own brand (deep green + lime accent, Barlow type)
- Single-step email + opt-in capture, no name field
- Thank-you page reveals a 15% code from the existing "AI Theme - Welcome 15% Off (generic)" coupon group

Preview: https://hosted.digioh.com/Box/Preview?box_id=337031&box_guid=lc1b3ee6-2442-4540-bdec-a2f9e4cc78f2&user_guid=95d16c67-765d-4a96-992b-0db6663d293b

One cosmetic advisory remains (the capture page and thank-you page use slightly different content-column classes, which is a minor structural nit, not a functional issue) — worth a glance in preview but doesn't block anything.

It's suspended, not live, as requested. Whenever you're ready to take it live, just say the word and I'll publish it.

Ask Digioh anything...

Attach Feedback 0/5

It wires the form and coupon, runs its checks, and saves a draft. Nothing goes live until you publish.

Ask the Digioh Agent anything

OVERVIEW

Every account can now ask the Agent questions and run reports, using your Digioh, GA4, Shopify, and Klaviyo data. Building campaigns is the on-request part.

HOW IT WORKS

Click the green icon in the lower left of Digioh. Start a chat or run a pre-built report.

[Read the Digioh Agent guide](#)

Key benefits

- One answer across all your store data
- Ready-made reports, like a ranking of your live pop-ups
- Fix issues without waiting on support

Key use cases

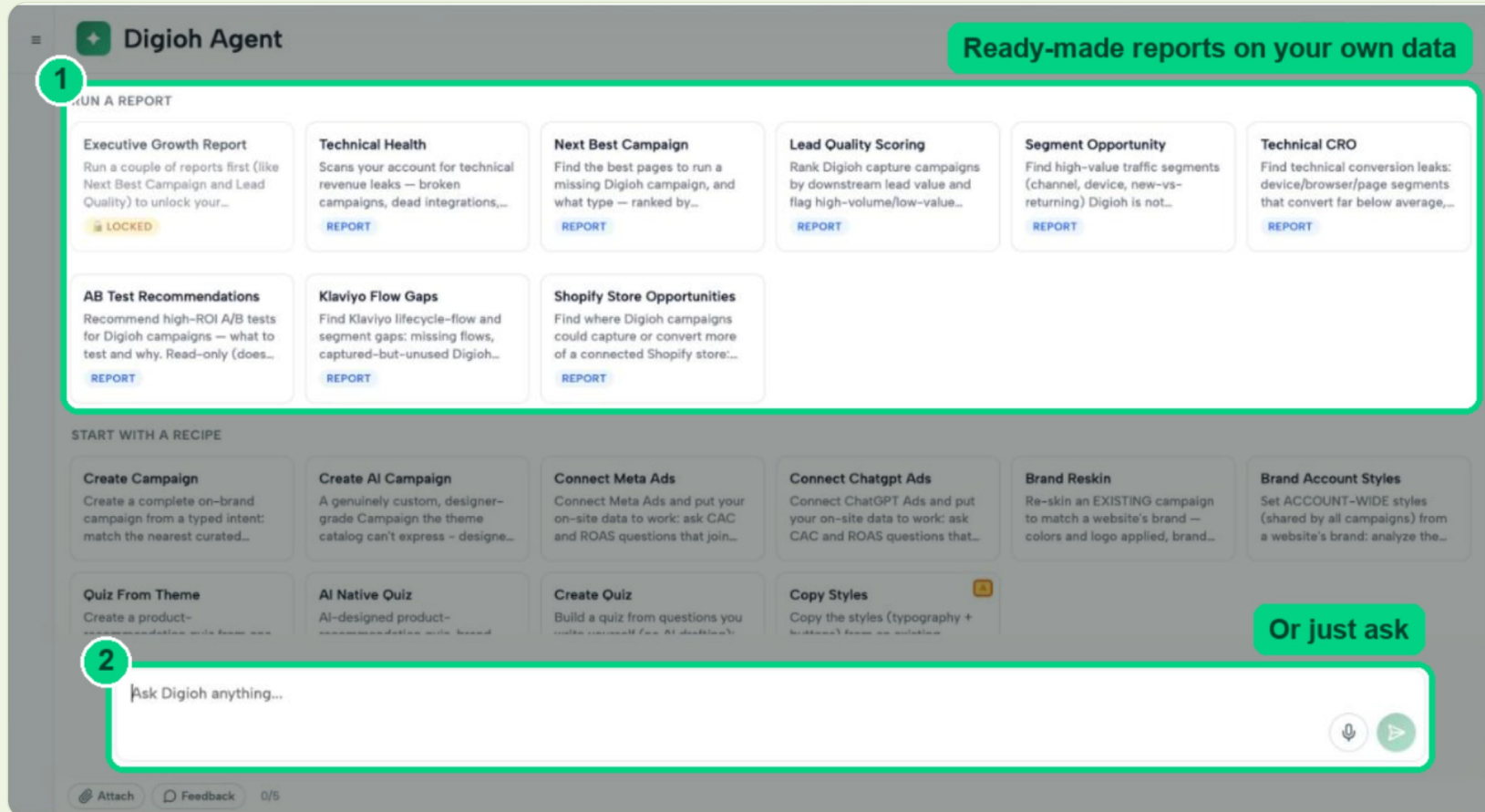
Any reporting question

Revenue opportunities

Troubleshooting

How-to questions

See it: ready-made reports, or just ask



Run a ready-made report on your own data, or type any question.

Use Digioh from your own AI assistant

OVERVIEW • BETA

The Digioh MCP connects your AI assistant to your Digioh account, so you can review campaigns, Display Rules, quizzes, integrations, and analytics, and troubleshoot, without leaving the tool you already use.

HOW TO GET ACCESS

Email support@digioh.com for an API key, then follow the setup guide. Access is read-only by default. To build campaigns from your assistant, ask support to turn on build access.

[Read the Digioh MCP setup guide](#)

Key benefits

- Work with Digioh alongside your other tools and data
- Ask questions and troubleshoot in plain language
- No shopper PII is shared through the MCP

Key use cases

Cross-tool analysis

Campaign reviews

Troubleshooting

Build Meta Ads audiences by asking the Agent

OVERVIEW

Connect Meta Ads and the Agent reads your campaign performance, including CAC and ROAS, and builds Custom and Lookalike Audiences from contacts your Digioh campaigns collected.

HOW IT WORKS

Ask the Agent to "connect me with Meta Ads," log in to Meta, and pick your ad account. You'll need admin rights on a Meta Business portfolio.

[Read the Meta Ads setup guide](#)

Key benefits

- Turn your first-party data into paid audiences without exports
- See Meta results next to onsite results
- Set it up in a conversation

Key use cases

Retargeting

Lookalike prospecting

Paid social reporting

Get more sign-ups with AI Smart Rules

OVERVIEW • BETA

When a shopper closes your pop-up without signing up, Smart Rules brings it back once, at a natural pause on a later page when they're engaged. Your original trigger stays untouched.

HOW TO GET ACCESS

Rolling out now. Ask your CSM or email beta@digioh.com. Results show in each campaign's Display Rules editor once there's enough data.

Key benefits

- More sign-ups from the traffic you already have
- Respectful by design: never after a sign-up, and a 7-day pause if closed again
- Honest results: 10% of visitors keep your original rules as a control

Key use cases

Email capture

SMS capture

Welcome offers

Passport

Identify more of your shoppers and see what that's worth.

Passport: three ways to recognize more shoppers

You pay to bring shoppers to your site. When they stay anonymous, your flows can't reach them and your site can't personalize for them.

Recognize

Keeps returning shoppers known using data you already own: past visits, form fills, email clicks, and logins.

Live · Klaviyo, Iterable, Ometria, Braze, Dotdigital

Recover

Re-identifies the shoppers your own data lost, through Digioh's Identity Network.

Live · Klaviyo, Iterable

Grow

Adds real, high-intent visitors as new contacts, ones a form fill would never have captured.

Beta · Klaviyo

Passport Recover and Grow: reach the shoppers you're missing

OVERVIEW

Recover (live) identifies shoppers your own data can't, including unsubscribed contacts you can still reach onsite. Grow (beta) adds high-intent visitors as new contacts.

One Digioh customer is already seeing a 6.6% incremental revenue lift from Recover.

HOW TO GET ACCESS

Ask your CSM or contact support@digioh.com to turn on Recover. Email beta@digioh.com to join the Grow beta.

Key benefits

- Recovered shoppers re-enter your abandonment flows
- Personalize onsite for known shoppers, even when email isn't an option
- Unsubscribed stays unsubscribed

Key use cases

Onsite personalization

Abandonment flows

Win-back

List growth

See the revenue Passport brings in

OVERVIEW

The new Identification dashboard shows revenue from identified shoppers, how many visitors Recognize and Recover identified, and how identified vs. anonymous visitors trend each day.

HOW IT WORKS

Open Reporting in Digioh, then select Identification.

[Read the dashboard guide](#)

Key benefits

- Show what identification is worth in revenue
- See how many visitors you identify, and how
- Track identified vs. anonymous visitors over time

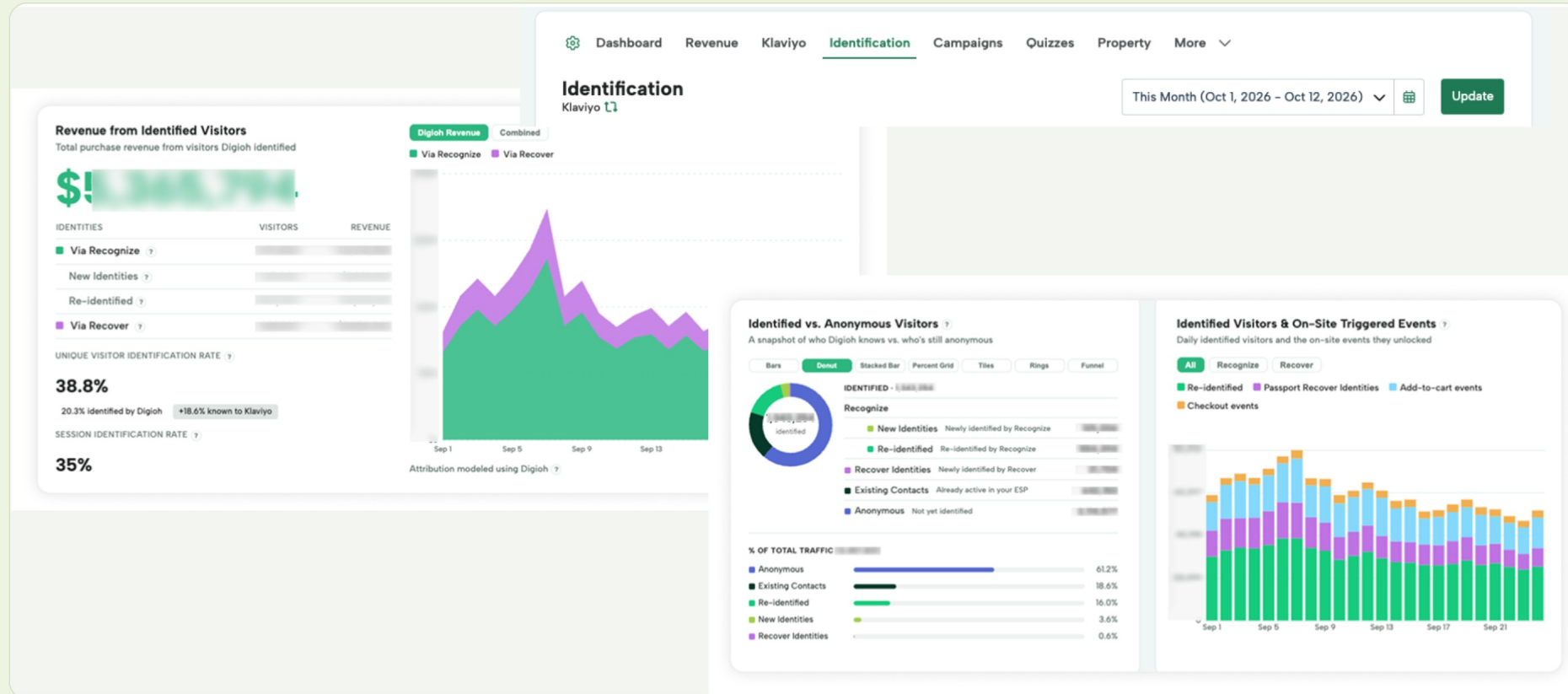
Key use cases

Business reviews

Reporting to leadership

Measuring Passport

See it: the new Identification dashboard



Revenue from identified shoppers, identified vs. anonymous visitors, and daily trends in one view.

More updates

New campaign features, smaller improvements, a new look for Digioh, and how to get started.

New ways to capture and convert shoppers

Scratch to Win

Shoppers scratch to reveal a discount, a mystery gift, or early access. Includes a Halloween theme.

Spin to Win upgrades

Labels on every slice, a guaranteed-win wheel, coupons on reveal, and more styling options.

Quiz drop-off follow-up

When a shopper leaves mid-quiz, capture their email and the step they stopped on for your follow-up flows.

Subscriptions in quiz results

Recommend Shopify subscription products right in your quiz results.

HubSpot integration

Leads from your Digioh campaigns arrive in HubSpot as real form submissions.

Smaller updates that save you time

Reusable coupon codes

Use one code for everyone, great for sitewide sales and influencer codes. Find it under Coupons in Digioh.

Bot protection for any campaign

Block bot sign-ups on the campaigns you choose. Ask support to enable it, then use the campaign's menu. [Guide](#)

See if your integrations are working

The Pipelines dashboard shows which data syncs to your ESP or CRM are working, have errors, or went quiet. [Guide](#)

Get answers in Slack

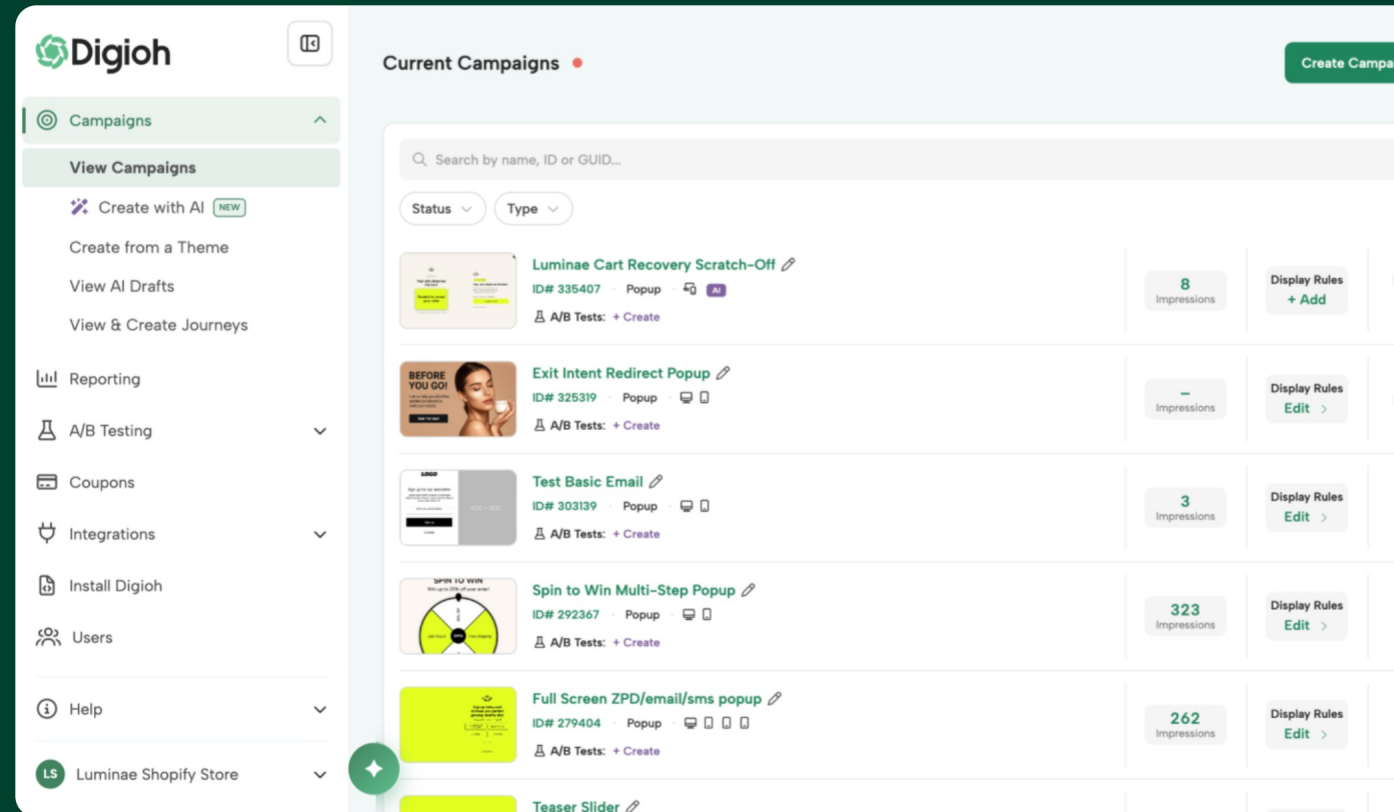
Have a shared Slack channel with us? Tag @Digioh Help for how-to answers or to open a support ticket. [Guide](#)

EARLY ACCESS

Try the new look for Digioh, and tell us what you think

We've refreshed the Digioh interface and are rolling it out to a small group first. Your feedback shapes what everyone gets.

To join, ask your CSM or email beta@digioh.com.



Get started in four steps

1

Connect your data

Connect GA4, Shopify, Klaviyo, and Meta Ads so the Agent can see your whole stack.

2

Ask a question

Ask the Agent which campaign drove the most revenue last month.

3

Build a campaign

Request Create with AI, then describe your next promo and review the draft.

4

Join a beta

Talk to your CSM or email beta@digioh.com to hear about new betas and join them.

Thanks for building with Digioh