

Launchers

Brief Overview

Launchers are customizable buttons you can place on your website that trigger another WalkMe action to start when they are clicked, for example to play a Smart Walk-Thru or open a WalkMe Menu.

[Launchers: Getting Started Guide](#)



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- View the [Launchers](#) overview in the *Digital Adoption Technical Fundamentals* course
- Don't have a DAI account yet? [Sign up here](#)

Use Cases

Launcher use cases include the following:

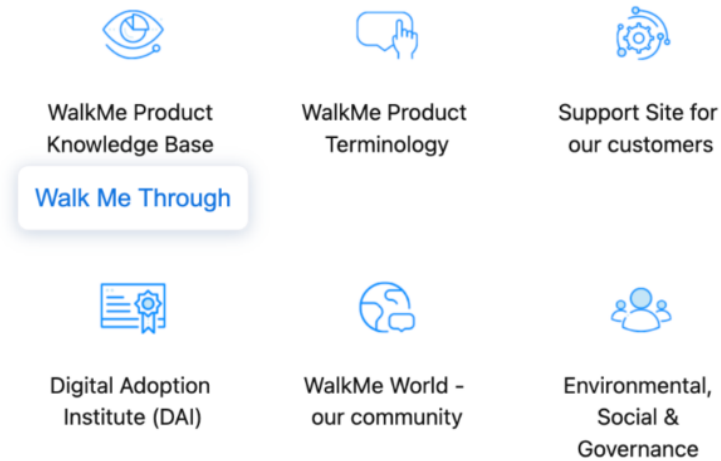
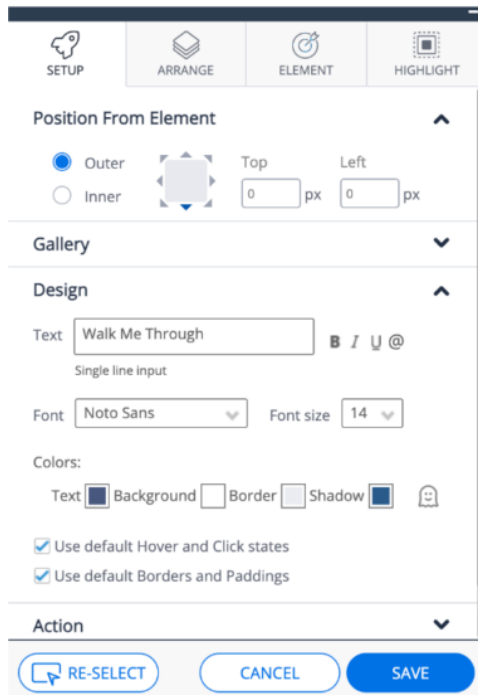
- **Play a Smart Walk-Thru:** Give users the option to start a Smart Walk-Thru immediately from an FAQ page
- **Open an article or video resource:** Provide users with multimedia assistance when they need it most
- **Activate a shuttle:** Place links to important resources or other websites at the user's fingertips
- **Launch a Survey:** Prompt users to complete a satisfaction Survey
- **Run a Validation SmartTip Set (Check My Form):** Place a Launcher that will run a field input check and indicate mistakes on a form
- **Open the Player Menu:** Remind a new employee of their remaining Onboarding tasks

How It Works

Launchers can be placed directly where users might need additional guidance. The actions that Launchers start get higher usage and have a greater impact, making Launchers highly effective at increasing user engagement and solving common interface problems.

When a page is loaded, WalkMe will first check segmentation rules and display conditions to see what items may be relevant on that page. Then it will search for the relevant element the Launcher is attached to, and display it only to your defined target audience, on specific pages, or under certain conditions.

[Building Advanced Launchers](#)



Related Resources

Launcher playing where it shouldn't? Check the **Selected Element** settings.

[Selected Element Tab](#)

Is your Launcher not appearing at all? This could be related to how WalkMe is identifying the element.

[WalkMe can't find an element on the page](#)

Launcher not appearing on the correct page? Read up on segmentation.

[Segmentation](#)

Want to learn to organize your Launchers within the WalkMe Menu? Learn how to customize it.



[Customize WalkMe Menu](#)