# Mobile: What Is the Campaign Wizard Editor and How Is It Used?

IMPORTANT

There are currently two versions of the WYSIWYG editor: **The legacy WYSIWYG**, which only applies for end-users with a version of your app containing the **WalkMe Mobile SDK v1.13.0 and below**, and **the new WYSIWYG**, which is applicable if you have app-users who have upgraded to an app version containing the **WalkMe Mobile SDK v1.13.1+**.

We feel the functionality of the new WYSIWYG is far superior to the Legacy WYSIWYG, so we strongly recommend you urging your app-users to upgrade to a version of your app containing the new SDK as soon as possible.

## Brief Overview

**The Campaign Wizard** is the content creation and editing tool for your WalkMe Mobile solution.

Located in the MY CAMPAIGNS tab in the **Mobile Console**, the Campaign Wizard is where you create your **Launchers**, **ShoutOuts**, and **Surveys**, either using one of several out-of-the-box templates, or from scratch.

You can also customize, edit, and preview your Launchers, ShoutOuts, Surveys, and **Walk-Thrus**; because effective Walk-Thru design depends on each app's structure, Walk-Thrus are not created in the Campaign Wizard; instead, create Walk-Thrus are created in your app itself using WalkMe Mobile's [Power Mode](#).

## Use Cases

**The Campaign Wizard's use cases include the following:**

- Create, customize and edit campaigns;
- Set triggers and impressions limits for your campaigns per your use cases;
- Set which end-users will be exposed to which campaigns and when.

Ready to create a campaign? [Get started with How To Use the New Visual Editor (Mobile SDK v1.13.1+ Only).](#)