

Popups in Personyze

Targeted floating divs for
maximum conversion.



Why use Personyze popups?

[Watch a video tutorial of basic targeting campaigns in Personyze here](#)

SHOW ANY TARGETED CONTENT

Adding popups to your site is already powerful, but by making those popups targeted or segmented, you're increasing their relevance to the visitor. The design can be anything you want, it's just HTML.

MANY POPUP SETTINGS

Personyze popups aren't just targeted, they're smart. They have multiple triggers based on exit intent, scrolling, timer, etc. and can be limited to avoid annoyance.

BEYOND STANDARD POPUPS

Personyze popups don't have to just be a basic image with button, they can include forms, recommendations, timers, sliders, and other content types.

Popup setup process

Note: Personyze must first be activated on your site. Installing Personyze involves a 5-minute or less copy/paste of our tag to your tag manager, and requires no dev work. [Read how to do so here.](#)

STEP 1

Targeting rules and design

STEP 2

Display settings

STEP 3

QA and performance

Target

Content

QA

Performance

Visit Type

✓ New visitors

+ Returning visitors

No. of sessions

Past sessions

Time since last visit

Page Views

Device Type

Date and Time

Time on Site

Limit Audience

Countries/Cities

+ Add

- Country United States

Pages

+ Add

Session Attributes

+ Add

User CRM/ABM/Profile data

+ Add

CHANGES NOT SAVED YET:

Create audience


YOUR CAMPAIGN IS TARGETING

New visitors and Include: United States and

PRESENTING NO ACTIONS

FORECASTED RESULTS ⓘ ↺

Filters



In last 90 min we have 488 sessions.

100 (20%) matching View and test rules.

388 (80%) not matching View and test rules.

654 (24%) pages matching.

0 sessions from my IP address

Step 1: Targeting rules

A targeting campaign can be thought of as an if/then statement.

The "if" part of the statement is the targeting rules. Over 70 rules are available for targeting, with and/or operators between. A preview will be shown on the right of how many of your site's visitors will likely match.

Box

Text 1

Text 1 style

Background color

Text color

Text

Box

Other

Source

Text 1 line 1

Get your free quote today!

Use HTML editor

Text 1 style

Font size

28

px

Text color

Padding

60

60

30

60

px

Top

Right

Bottom

Left

Boldness

bold

Text

Box

Other

Source

Text 1 line 2

A preview of a banner design for a quote service. The banner features a dark, starry night sky background with silhouettes of two people looking at the stars. The main text reads "Get your free quote today!" in white. Below it, a smaller line of text says "Yes, please provide me with a quote". There are two buttons: a yellow "GET QUOTE NOW" button and a white "Not now" button. The banner is displayed on a checkered background, indicating it's a preview. At the top, there's a "Preview as on:" section with "Phone" and "Tablet" options. At the bottom, there's a toggle switch for "Enable content variations (conditional variables)." with an information icon.

Step 1: Design

Next, you'll be directed to select a Personyze design template or insert your own HTML, and then customize it.

Every aspect of the template is customizable, and you can even use split cases to have multiple variations of the content. You can also directly edit the HTML.

[Read more about split cases here](#)

Step 2: Display settings

New action: Social proof

> 1 Recommendation type > 2 What to present > 3 Choose placement

Select area on the site where to show the widget.

Use a place holder if you want to embed the widget into the page for example below the product info

Display settings

Where to show content. You can choose popup or placeholder.

BANNER

Show in placeholder

POP UP

Show in popup Bottom Right

Show as a popup on the right

Animation and look

Additional display settings such as "wait 15 seconds before showing" and "auto close after 30 seconds"

Animation: Fade

With glass panel (modal dialog)

Scroll together with document

Add close button

Animation effects

Display scenario

Show the popup when:

HELLO

On page enter

Idle (no activity) for 0 seconds

After scrolling to % of page 0

If resrolled to top

When text copied

On predicted site leave intent

Show timer: 15 seconds

Autoclose timer 30 seconds

LINK

Minimizeable popup, or popup trigger

When event takes place (advanced)

Don't show if...

If a visitor closes the popup don't show again for X sessions, etc

...was closed.

...was clicked.

...was shown.

Stop showing.

...another action was/wasn't shown.

...after another action shown.

Show only on these pages: No pagegroup change

Action name

Add to templates

Cancel

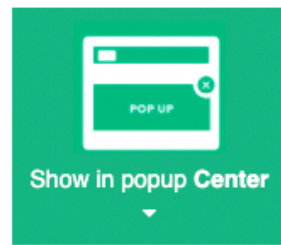
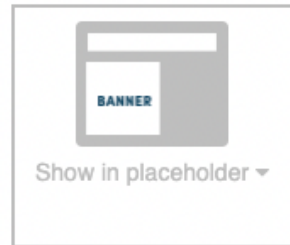
Done editing (to save changes, save the Campaign)

Step 2: Display settings

> 1 What to present > 2 Choose placement

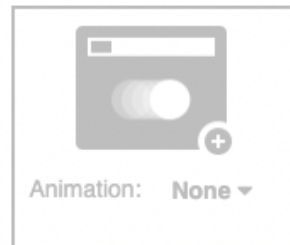
Display settings ^

Where to show content. You can choose popup or placeholder.



Show the popup in the center, in the case of an exit popup, to get their attention before they leave.

Animation and look ^

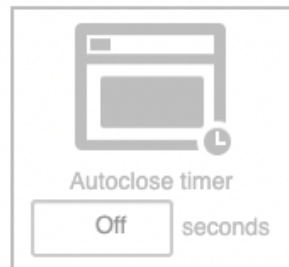
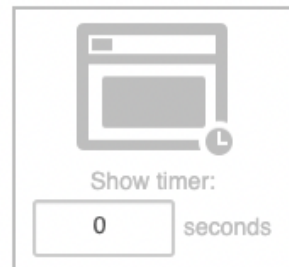
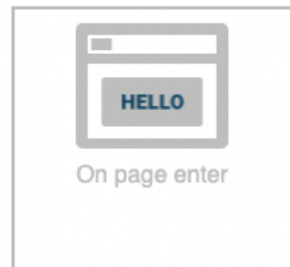


Put a glass panel behind the popup, to darken the rest of the site, to make it even more obvious.

Show the popup under multiple scenarios, if the user is idle for X seconds, or if they show exit intent, by moving the cursor to the URL bar or exit button.

Display scenario ^

Show the popup when:

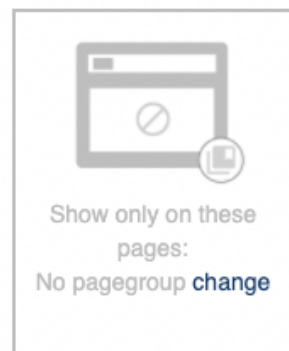
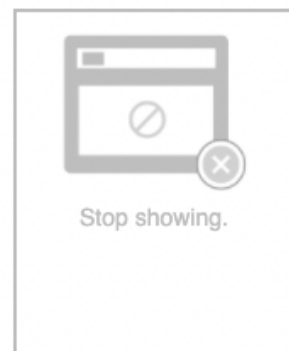
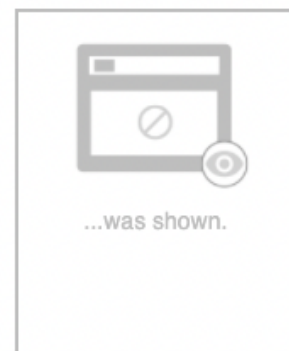
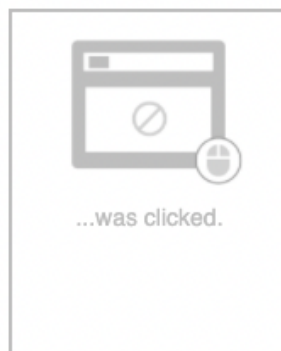
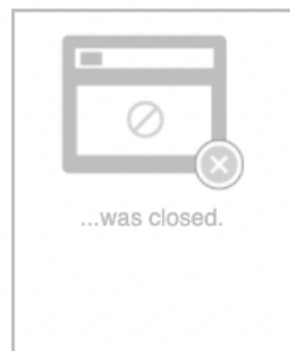


External assets ▾

When event takes place (advanced) ▾

Here you can set various events to take place if the visitor interacts with the popup, such as trigger an event to Google Analytics, execute another action, javascript, etc.


Don't show if... ^



Review and QA Campaign

Before publishing your campaign, you can QA by saving in testing mode so that only your IP address will see it live on the site.

Campaign Summary

 **Your campaign is targeting**
New visitors and Include: United States and

 **Presenting**
1 actions

Campaign preview options



Open site in preview mode using simulator

The Simulator allows you to replace any given parameter within the platform and simulate as if rules and conditions were met, therefore, triggering the execution of Actions. For example, you could simulate visits from different countries or at a different time, and see how the tested page would look under these circumstances.

URL of a page on your site:



www.yoursite.com

Open

☒ Auto  ☐ Proxy mode  ☐ Seamless mode 

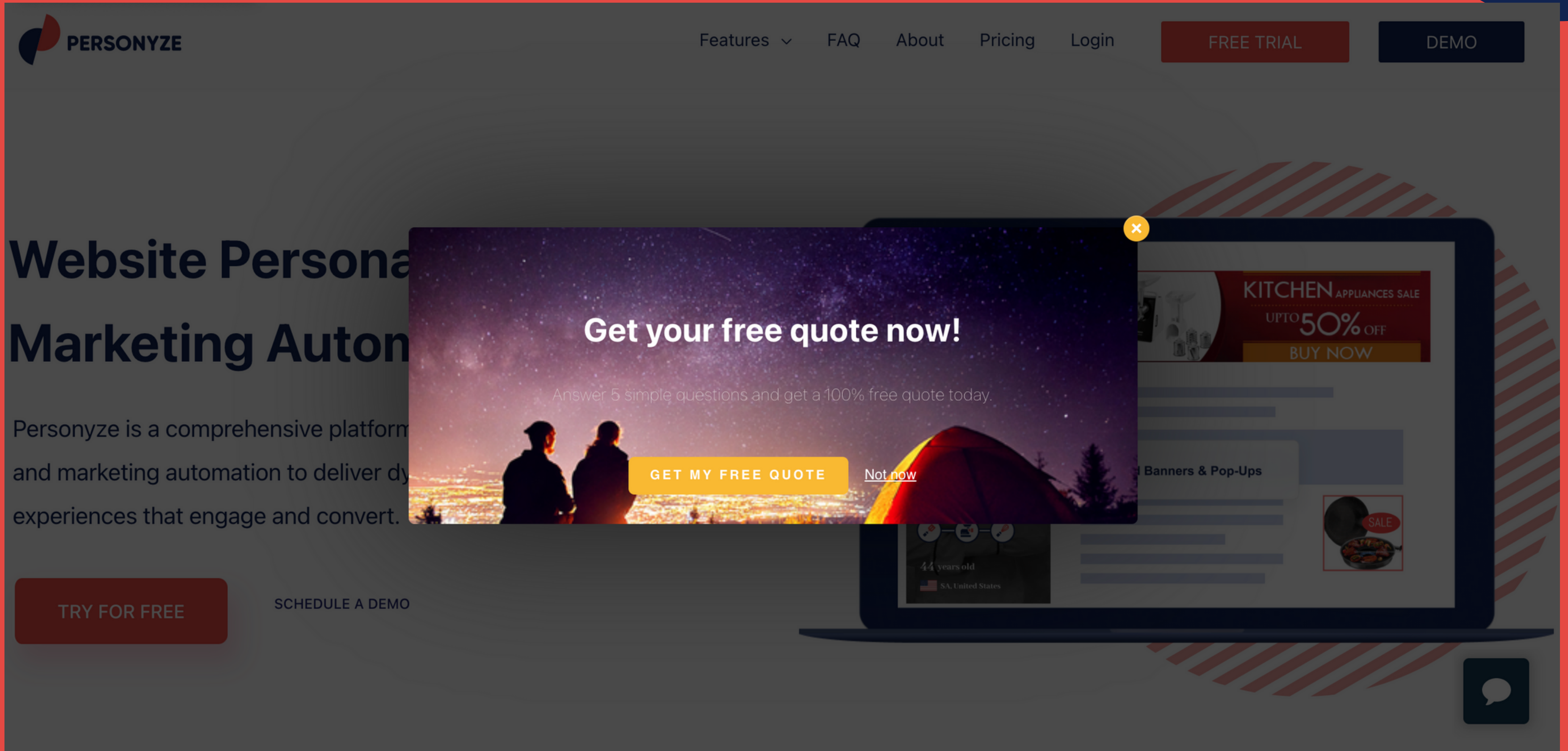
Step 3: QA

There are 3 ways to QA:

- 1: Save in testing mode, it will be live on the site only for your IP address.
2. Testing link: once saved in testing mode, you'll also have a link to send to colleagues, it will be live for anyone with the link.
3. Simulator: Open in simulator mode, and Personyze will show you what's going on under the hood.

See the popup live on your site

Such as this exit popup, which shows when the cursor goes to exit



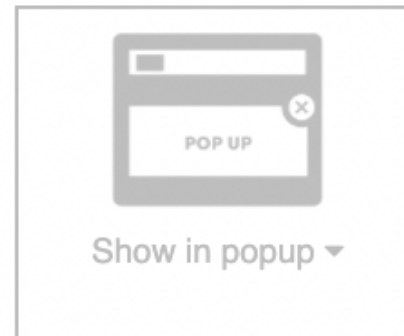
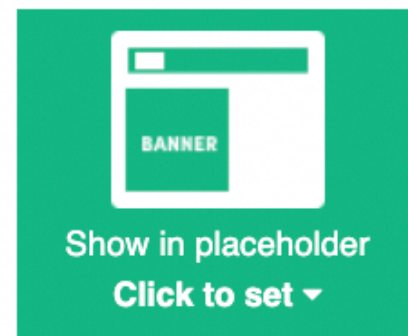
👍 New action: Product recommendation

> 1 Recommendation type > 2 What to present > 3 Choose placement

Select area on the site where to show the widget.

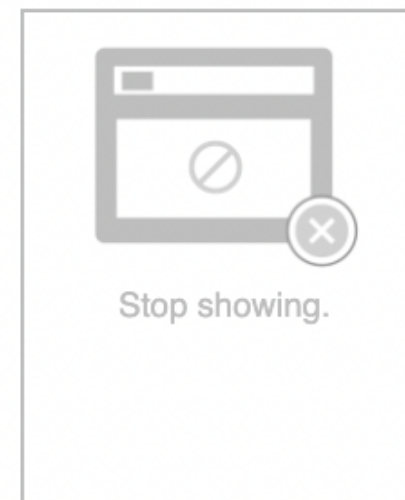
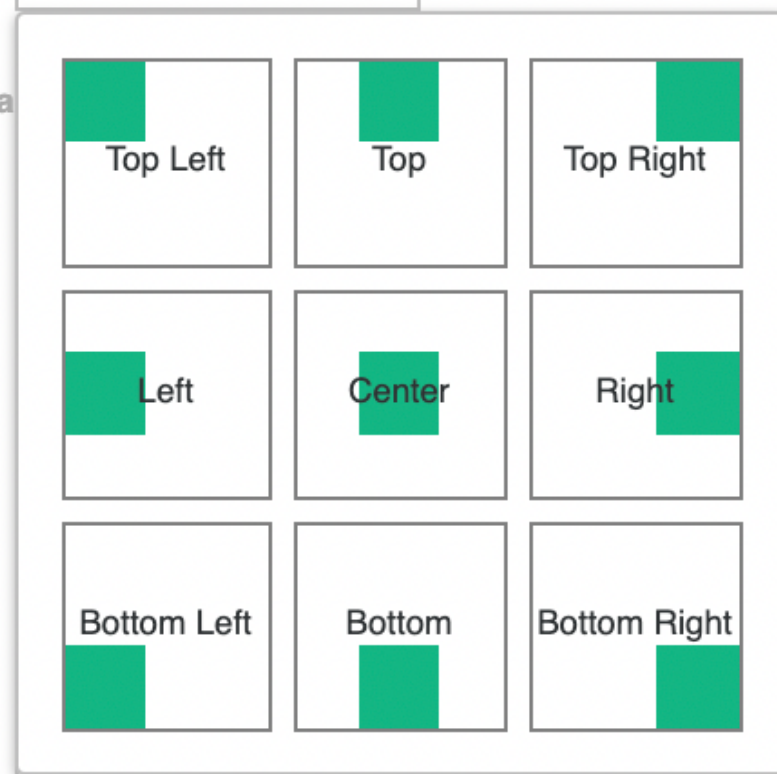
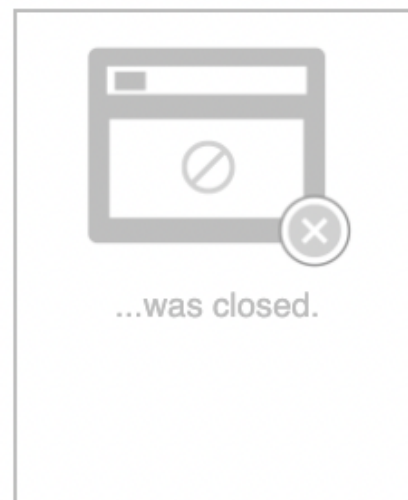
🖥 Display settings ^

Where to show content. You can choose popup or placeholder.



⚡ When event takes place (a

⚙ Don't show if... ^



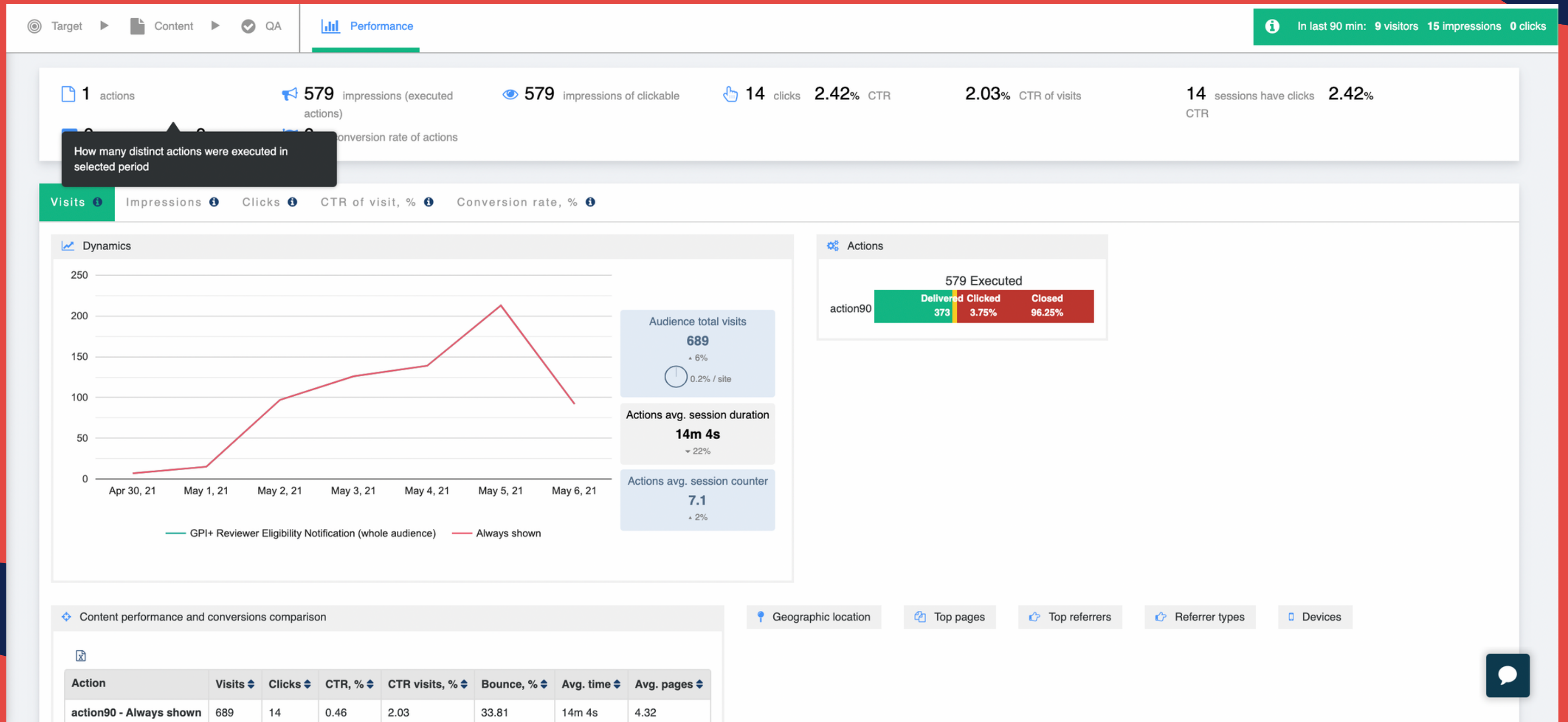
Other types of popups:

If you want to show other types of content as popups, such as a recommendation or a form, you can just use the appropriate action widget for each type in your targeting campaign, and choose popup from the display settings.

For instance, when you create a recommendation, rather than embedding it in the page with a placeholder, you would select popup as the display.

Review Performance

Once your popup is live



[Read more about Personyze analytics here](#)



PERSONYZE

**It's as simple
as that!**

**IF YOU'D LIKE HELP WITH
YOUR TARGETED POPUPS,
LET YOUR ACCOUNT
MANAGER KNOW.**

OR SIMPLY EMAIL:
SUPPORT@PERSONYZE.COM

**THANKS FOR VIEWING
OUR PRESENTATION**