Popups in Personyze
Targeted floating divs for maximum conversion.
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.

Watch a video tutorial of basic targeting campaigns in Personyze here
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

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.
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

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

Show as a popup on the right.

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

If a visitor closes the popup don't show again for X sessions, etc.
Step 2: Display settings

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

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

- **Show under multiple scenarios**
  - 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.

- **External assets**
  - 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.
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

Website Personalization
Marketing Automation

Personyze is a comprehensive platform and marketing automation to deliver dynamic experiences that engage and convert your audience.

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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
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