ADVANCED
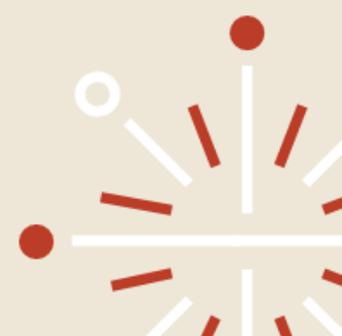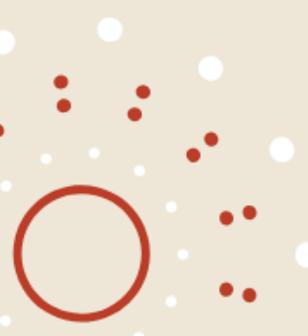# HOLIDAY
STRATEGIES

optinmonster

FIVE HAND-CURATED
ADVANCED STRATEGIES FOR
INCREASING HOLIDAY SALES

TABLE OF CONTENTS

How to Create a Popup Based on Location to Boost Your Sales

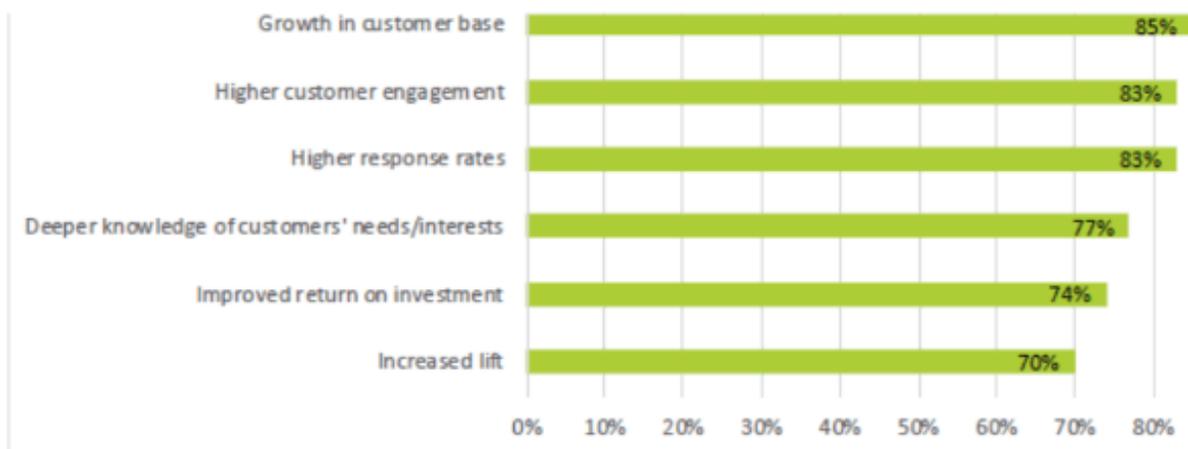optinmonster.com/how-to-create-a-popup-based-on-location/

Did you know that using a popup based on location can boost your sales and conversions, even if you aren't a local business?

Location-based marketing, or geotargeting, is wildly successful for small, local business. This type of marketing is a no-brainer for companies with physical locations like restaurants, retail shops, and service providers.

But what about eCommerce companies without a physical location? Or, larger corporations with global reach? Does marketing based on location still make sense?

Yes. In fact, a recent study of location data use by Factual found that more than 80% of marketers use location-based data to personalize the customer experience and have gotten excellent results:

Have you experienced the following benefits from using location-based marketing and/or advertising?

Benefit	Percentage
Growth in customer base	85%
Higher customer engagement	83%
Higher response rates	83%
Deeper knowledge of customers' needs/interests	77%
Improved return on investment	74%
Increased lift	70%

In this tutorial, we're going to show you how to create a popup based on location to boost sales and conversions.

Before we get into that, let's take a look at what geotargeting and geolocation marketing is, as well as the benefits.

What Is Geotargeting?

Geotargeting simply means that you're providing custom content to visitors based on their location.

This doesn't have to mean getting all the way down to the local level. Larger companies or those with an online-only presence can use it in other ways. You can use geotargeting to do regional outreach, planning and promoting virtual events, and to learn more about your customers, for starters.

The important things to remember are that you are providing **different content** that is **location specific**.

Why Use Geotargeting?

Location can tell you a lot more about a target customer than just their geographic location. If you know your audience's location you can make certain assumptions about their wants, needs, and interests.

For example, a store like REI can use geotargeting to ensure that customers in Australia don't see ads for winter coats in January.

Using geotargeting to show specific content based on location is just one, very basic example. Let's take a look at some more reasons you might want to use geotargeting.

1. Include or Exclude Locations Based on Features or Services

Lifestyle brand Sportique ships their products all over the world. In Francisco, though, they offer local delivery through UberRush.

Sportique uses geolocation targeting to show a separate popup to site visitors from San Francisco, encouraging them to choose UberRush delivery at checkout.
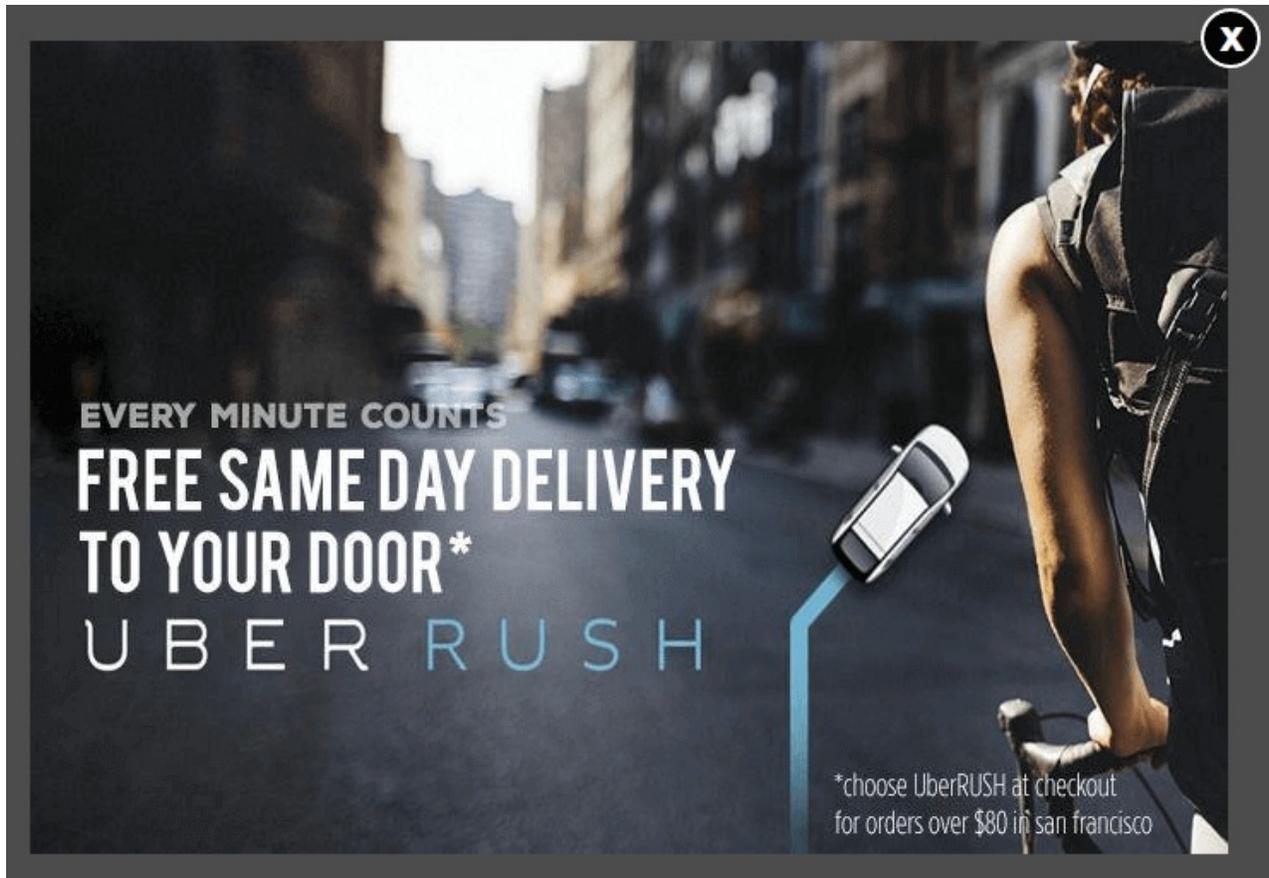
Small things like this can make a big difference when it comes to creating loyalty as a local brand when you're actually a global company.

Check out our case study of the brand to read more about their success.

2. Address Barriers to Buying

Skates.co.uk, a family-owned skate shop in the UK uses geotargeting to target a user's country, assuring visitors from other countries that their orders would still get to them quickly.

To make sure they were targeting the right companies they took a look at where visitors to their site were coming from. Then, they created targeted campaigns to reach those customers.

Here is the popup targeted to display only to visitors from France:

Shipping can be a big sticking point for eCommerce buyers. By addressing the issue directly, Skates.co.uk was able to **add £2000 revenue per day** during the holiday season and even saw bounce rates decrease after adding these optins.

3. Target Visitor's Location to Offer the Right Product

America's Professor sells insurance license classes to help guide people through the complicated process of obtaining a license. They're a national company and since every state in the US has its own requirements and exams for insurance licensing, it's important that America's Professor gets its visitors to the right class for the state they're in.

To do this, they use a popup with exit-intent that appears as the reader is about to leave the site. The popup targets readers based on their location to guide them to the location-specific materials they need.
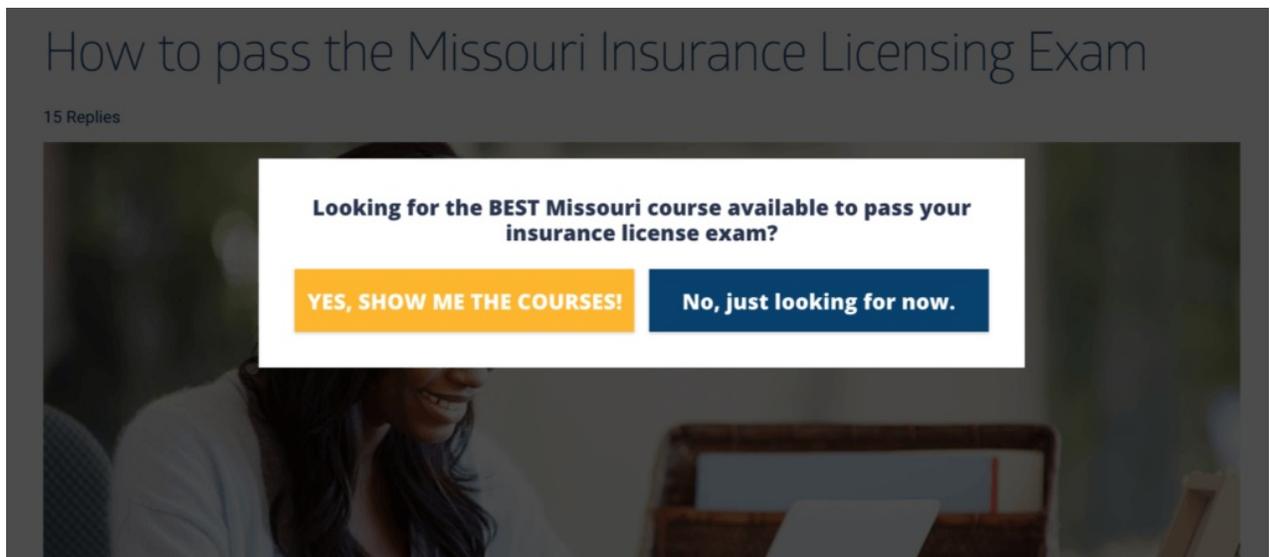
This type of geotargeting can make sure that your readers are getting to the content that they need while also furthering establishing you as an authority on the topic. For America's Professor, this turned into a **9.5% boost to revenues**.

As you can see, there are many ways to use geotargeting to connect with potential customers and you don't need a special WordPress geolocation plugin to do it.

To start using geotargeting on your own site, create a popup based on location with OptinMonster.
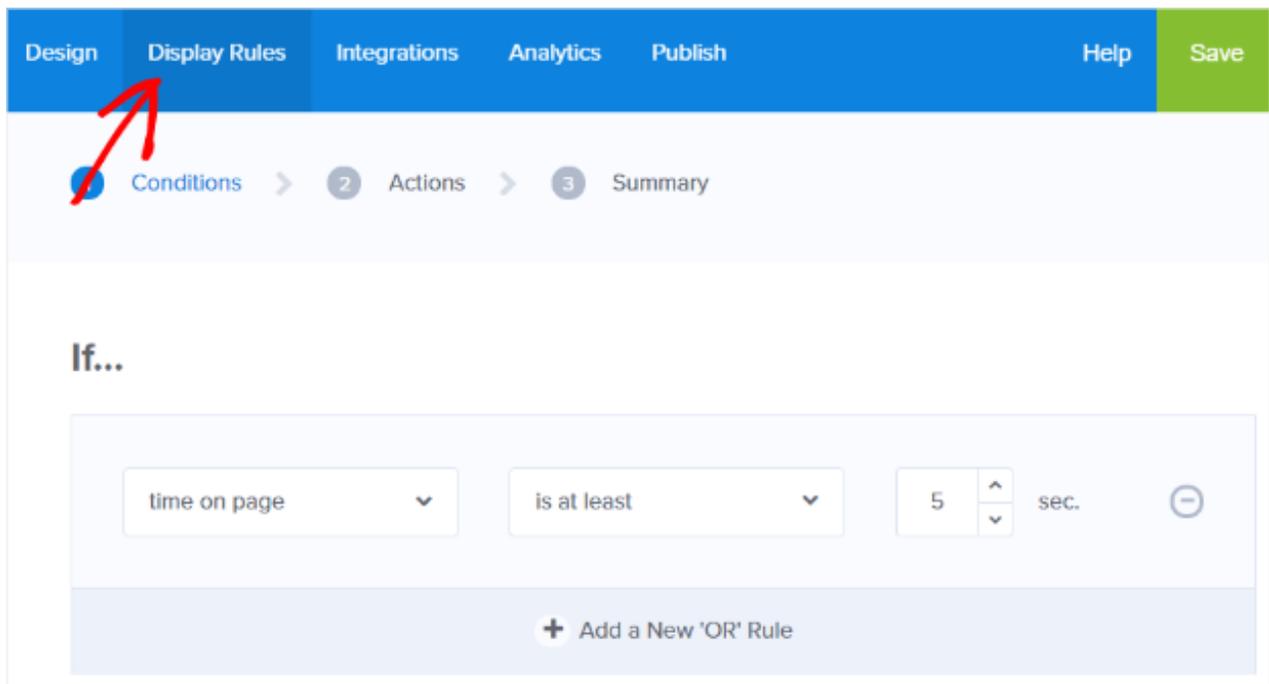
How to Create a Popup Based on Location

First, you need to have a campaign created. Our drag and drop builder makes it super easy to build your campaign exactly the way you want.
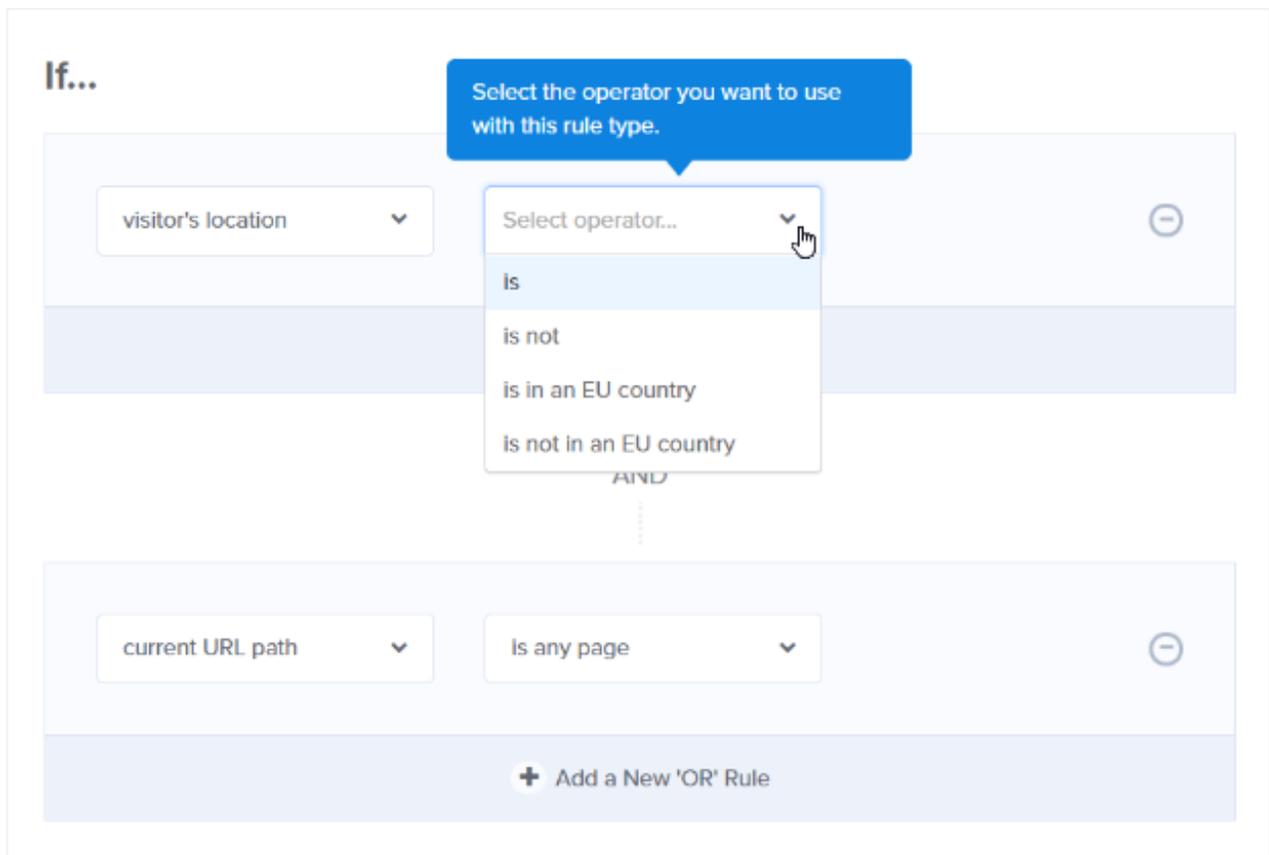

Head over to our **Getting Started** documentation for steps to create a campaign.

Once you have your campaign created, go to the **Display Rules** tab.

You can set your display rule to target visitors whose location **is/is not** a particular location, and you have the option to include or exclude visitors in an EU country.

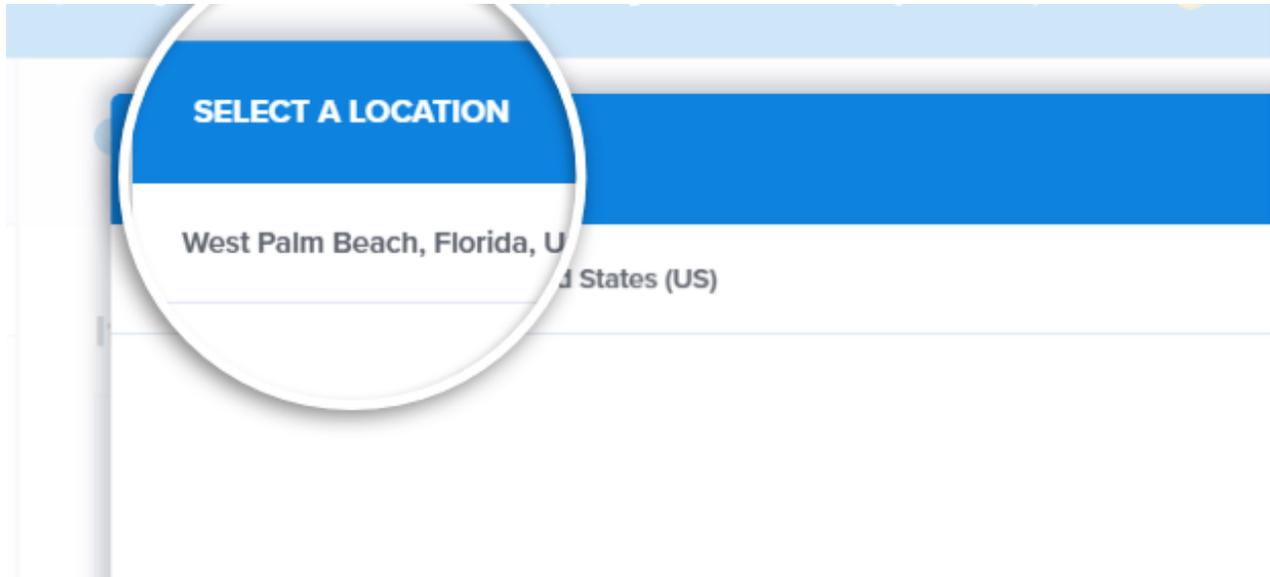We're going to set our rule to **visitor's location is West Palm Beach, FL** and then click **Validate**.

After you click Validate another screen will popup with a listing of the locations matching the location you entered. Click the location you want.

Display Rules are great tools to make your popups targeted and engaging. To learn more, check out our documentation.

For now, we're going to just leave the display rules alone and click **Next Step**.

Select the campaign view you want to show. We'll go with the **Optin View** and click **Next Step**.

The **Summary** is a perfect time to check your rules and make sure that everything is set up the way you want it. Then, click **Save**.

That's it! Now you know how to add geotargeting to your campaigns and have a few great ideas to try out on your own site.

Looking for more about geolocation marketing? Have a look at this post that helps you <u>reach the right audience and boost conversions</u>.

Published by Jacinda Santora
Jacinda Santora is a writer specializing in ecommerce and growth marketing. She prides herself on her ability to make complicated things easier. When she isn't writing you can find her coding, drinking coffee, and listening to true crime podcasts.

How to Use MonsterChains to Display Your Campaigns Based on Visitor Interaction

optinmonster.com/docs/how-to-use-monsterchains-to-display-your-campaigns-based-on-visitor-interaction/

Do you want to chain your campaigns together for responsive targeted marketing? Our MonsterChains feature lets you easily display campaigns based on the visitors' response to other campaigns. With a few steps, you can create dynamic marketing chains that display specific campaigns based on your visitors' interactions.

NOTE: This guide will show you how to effectively use the Display Rule: **Visitor has interacted with a campaign**.

- What is a MonsterChain
- How to Create a MonsterChain
  1. Review the Page Targeting Guide
  2. Display Rules
  3. Who Should See the Campaign?
  4. Configure Visitor Has Interacted With a Campaign (MonsterChain)
- Examples and Customizations
  - Follow Up With a Counter Offer
  - Target Visitors Who Leave Without Subscribing
- FAQs

REQUIREMENT: You'll need at least Pro subscription to set up MonsterChains to show successive campaigns. If you don't already have a Pro subscription, upgrade your subscription first, then come back and follow along to learn how you can target users based on their historical interactions with other campaigns.

What is a MonsterChain

MonsterChains let you link your campaigns together to show or hide campaigns based on whether a visitor has seen, closed, or converted on previous campaigns. This can be helpful for providing things like follow up campaigns that only show when a visitor declined your initial offer or target only those who are leaving without subscribing. For ideas, see examples and customizations.

How to Create a MonsterChain

IMPORTANT: Global Cookie Settings must be set to 0 in order to utilize the MonsterChain feature.

Step 1 – Review the Page Targeting Guide

If you haven't already, you'll find it helpful to first review our page targeting guide. Once you're ready, let's jump in and begin enabling interaction detection for a campaign!

Step 2 – Display Rules

Select a campaign in your account to edit, which will open the campaign Builder. Select the **Display Rules** tab.
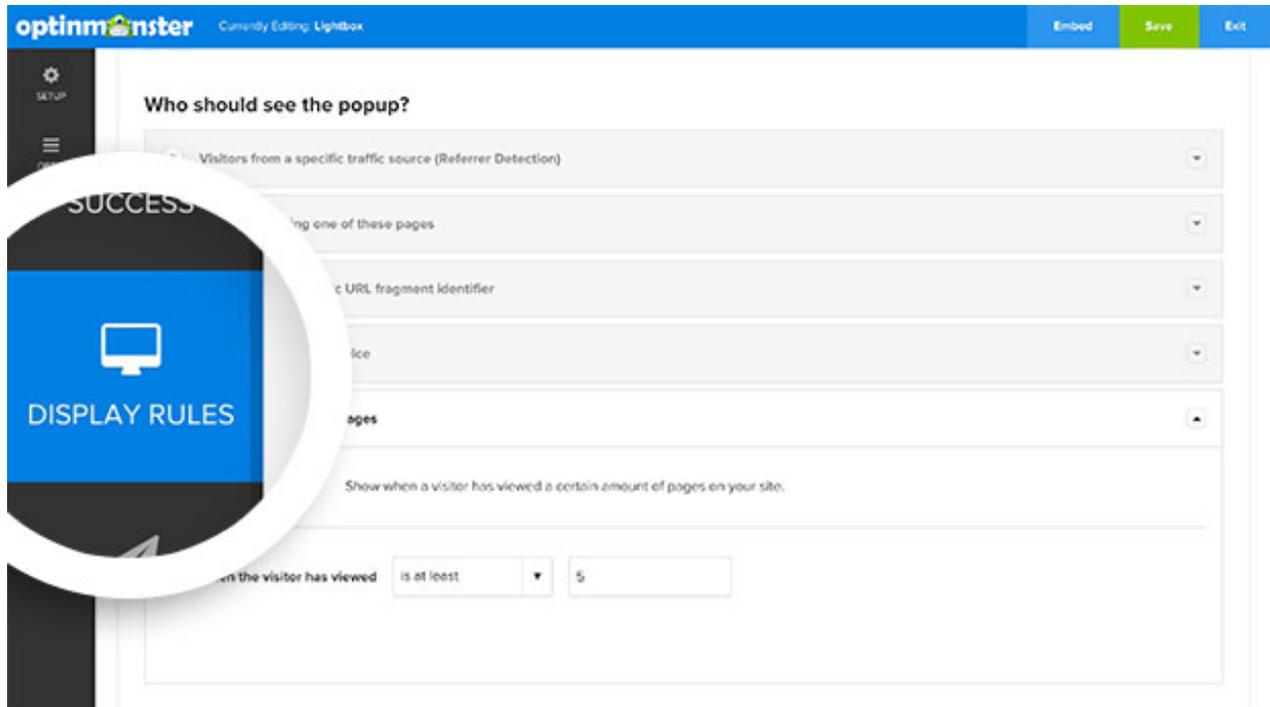
You'll then see the Display Rules panel which appears similar to the following.
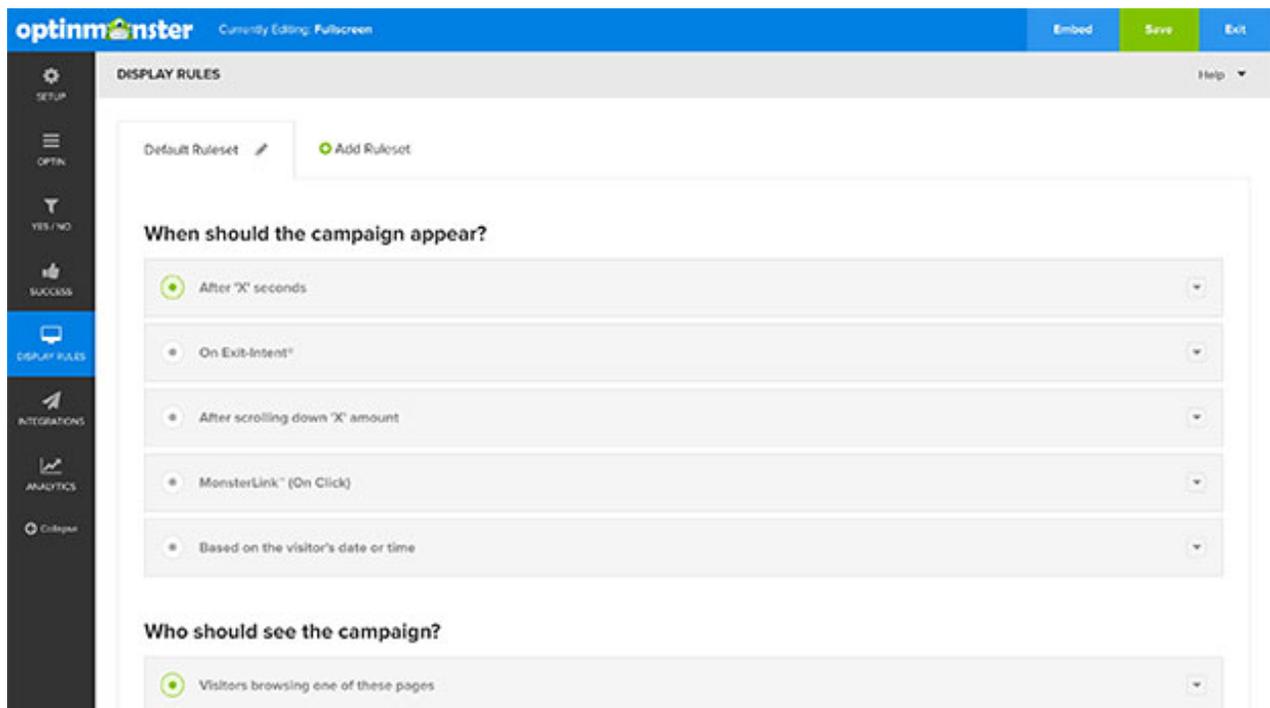

Step 3 – Who Should See the Campaign?

In the Display Rules panel, scroll down to the **Who should see the campaign?** section and you'll see the **Visitor has interacted with a campaign** option. Select this panel to expand its view.

Step 4 – Configure Visitor Has Interacted With a Campaign (MonsterChain)

Next, set the **Status** toggle to **Active** in the Interaction Detection rule for your campaign. You can then configure the specific rules you want to use to show your campaign based on how you want the MonsterChain to work and the campaigns you have.
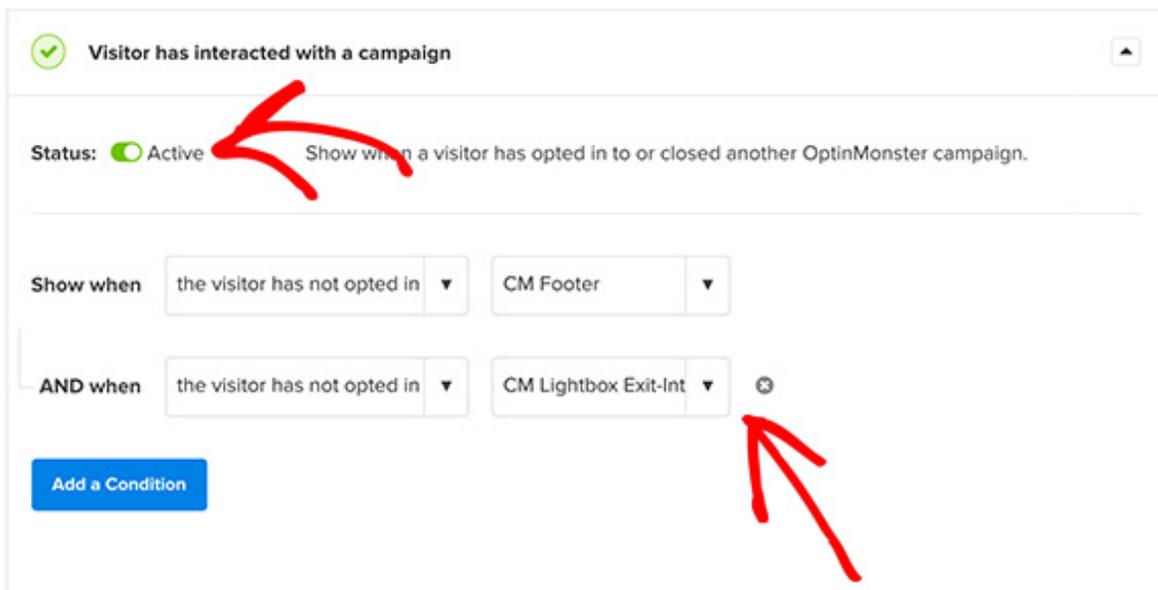
That's it, you've successfully page targeted your campaign using OptinMonster's Referral Detection technology!

Examples and Customizations

Follow Up With a Counter Offer

You can already use OptinMonster to offer your visitors a coupon code or a lead magnet to entice them to subscribe. What about those who don't subscribe? MonsterChains allow you to offer an improved, more enticing lead magnet or better coupon code to *only* those who turned down the first offer.

For example, you can create a campaign A that shows to all visitors after 10 seconds that offers a 10% coupon if they subscribe to your email list.

Then, you can create a campaign B that offers a *20%* coupon if they subscribe to your email list, but it only shows when **the visitor has not opted in to** campaign A.
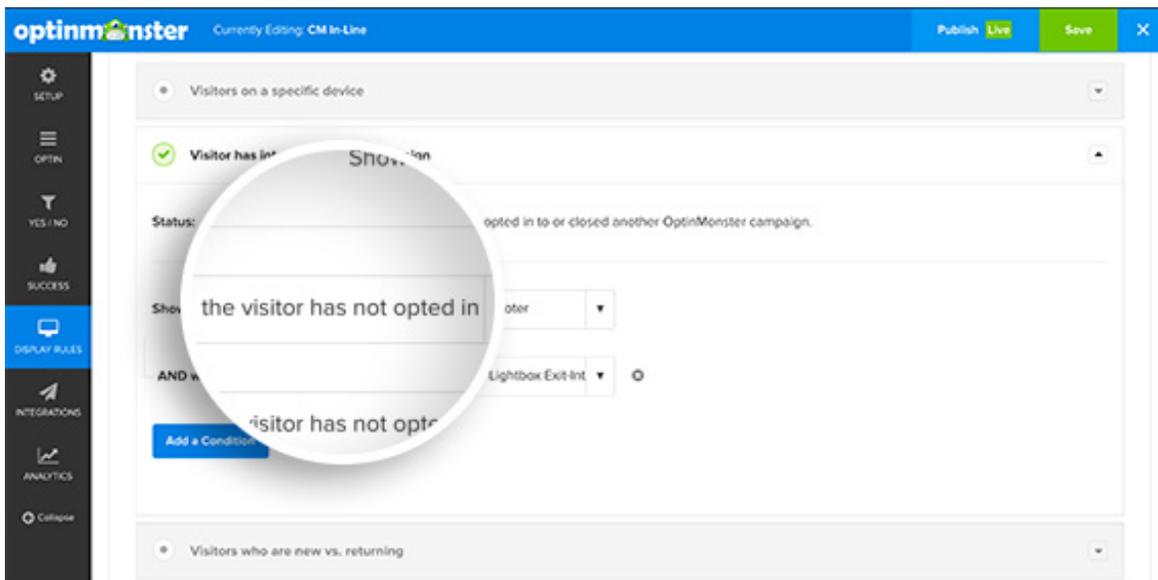

Now, you can turn more visitors into subscribers while keeping your discounts manageable.

Target Visitors Who Leave Without Subscribing

Creating Exit-Intent campaigns is a great way to increase conversions by waiting to show your campaign until the visitor is about to leave the site rather than interrupting their browsing experience.

However, if a visitor has already subscribed through another campaign on your site, such as an In-Line Campaign or a Sidebar Widget Campaign, then you don't need to ask them to subscribe again when they go to leave. Preventing them from leaving when they have already subscribed can negatively affect their viewing experience.

MonsterChains provides a solution. Using the **Visitors have interacted with a campaign** rule you can set your Exit-Intent campaign to only show when **the visitor has not opted in to** any of your other active campaigns.
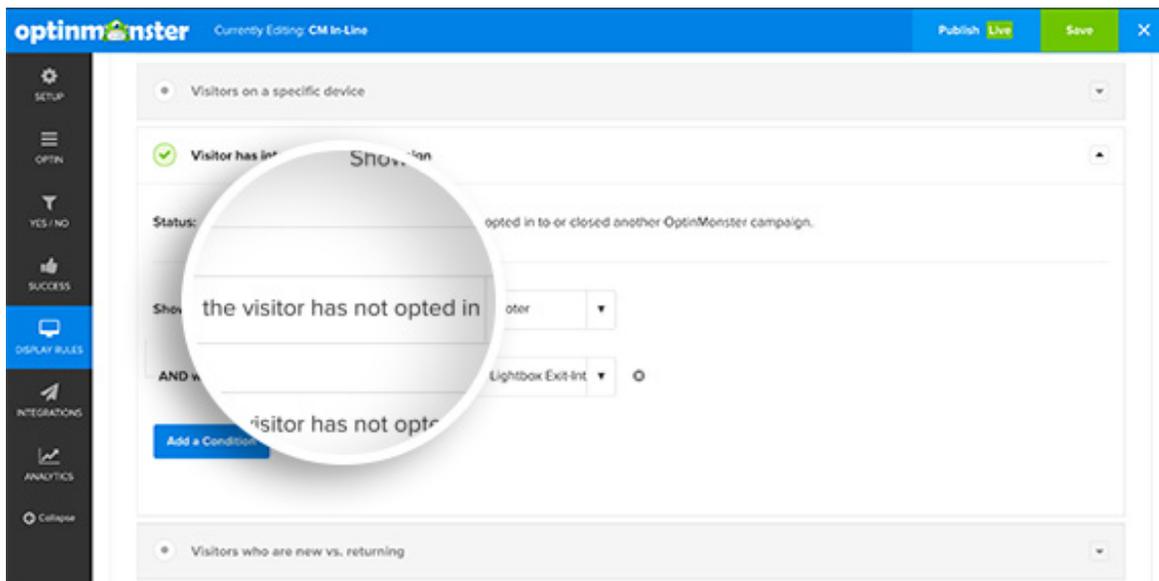
Now, your Exit-Intent campaign is only targeting those who leave without subscribing by other means.

Looking for more ways to create targeted campaigns? See our guide on how to use OptinMonster's Referral Detection for advanced lead targeting!

FAQs

Q: What is the difference between "the visitor has closed" and "the visitor has not opted into" display condition?

A: The difference between both the rules is cookie targeting. "**the visitor has closed**" rule looks for the interaction cookie which is set when a campaign is closed by the visitor.

On the other hand, "**the visitor has not opted into**" checks for both interaction cookie and no cookie at all.

So, if you want a campaign to appear only if the visitor has closed another campaign, you should use "**the visitor has closed**" rule and if you want a campaign to appear if the visitor has not seen another campaign OR has closed the other campaign, you should use "**the visitor has not opted into**" rule.

How to Boost the ROI of PPC Campaigns With Targeted Optins

Looking to boost the effectiveness of your PPC campaigns? You don't want the traffic you paid for to go to waste.

Using targeted optins is one of the most effective yet underutilized methods to boost signup rates and revenue. In this post, we'll show you how to boost the ROI of PPC campaigns by using targeted optins on your site.

Before jumping in to different tactics to boost your ROI, let's take a look at the difference between OptinMonster popups and popups that PPC networks do not allow.

Are Popups Allowed by PPC Networks?

If you've ever promoted your online store with PPC ads, probably you're wondering whether major PPC networks like Google, Bing and Facebook allow optin popups on PPC landing pages.

With OptinMonster, you don't have to worry about popup policies of various PPC networks.

According to Google AdWords and other major PPC networks, an acceptable popup is a type of graphic that appears within the landing page instead of opening it in a new browser window.

OptinMonster popups are actually overlays that appear in the same browser window. To boost conversions of your PPC campaign, you can make use of multiple optin types on your PPC landing page, including fullscreen welcome gates, lightbox popups, slide-ins, and more, all of

which are allowed by PPC networks.

How to Target Optins for Your PPC Campaigns

OptinMonster's page-level targeting allows you to display targeted optins only to your PPC visitors.

You can target optins to display only to your PPC visitors with a specific URL parameter (e.g. ? utm_campaign=my-campaign) in your URL. This bit of extra information in your link is called a "UTM code."

By adding a UTM code with campaign parameters to your URLs, you can identify the campaigns that send traffic to your site, so you can show relevant optins only to those visitors.

Here's how it's done.

Creating a UTM Code for Your Campaign

The first step to target your optins is to build a special link that you'll use in your PPC campaign. To add the URL parameter to your link, you may use the Google's campaign URL builder, or MonsterInsights URL Builder if you have a WordPress site.

In the URL builder, you can enter the website URL and campaign information such as campaign source, campaign medium, campaign name, etc.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the fu
generated for you. *Note: the generated URL is automatically updated as you make cha*

* Website URL	http://www.mywebsite.com/store
	The full website URL (e.g. `https://www.example.com`)
* Campaign Source	adwords
	The referrer: (e.g. `google`, `newsletter`)
Campaign Medium	cpc
	Marketing medium: (e.g. `cpc`, `banner`, `email`)
Campaign Name	spring_sale
	Product, promo code, or slogan (e.g. `spring_sale`)
Campaign Term	
	Identify the paid keywords
Campaign Content	
	Use to differentiate ads

- **Campaign Source (utm_source)**: This required parameter identifies the source of your traffic such as search engine, newsletter, etc.
- **Campaign Medium (utm_medium)**: This required parameter identifies the medium the link was used upon such as email, CPC, etc.
- **Campaign Name (utm_campaign)**: This required parameter identifies a specific product promotion.
- **Campaign Term (utm_term)**: This optional parameter identifies the keywords of your ads if you're using a paid search campaign.
- **Campaign Content (utm_content)**: This optional parameter is used to differentiate ads that point to the same URL. It is suggested if you're A/B testing the performance of your campaign.

Once completed, the full campaign URL will be generated for you just below the campaign URL form. You can also use this URL for tracking the campaign in Google Analytics.

Campaign Content

Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom

http://www.mywebsite.com/store/?
utm_source=adwords&utm_campaign=spring_sale&utm_medium=cpc

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

📋 Copy URL   🔗 Convert URL to Short Link

Now when you set up your PPC campaign, you'll want to be sure to use this link.

Targeting Campaign URLs In OptinMonster

Now let's take a look at the URL parameter we just built.

http://www.mywebsite.com/store/?
utm_source=adwords&utm_campaign=spring_sale&utm_medium=cpc

In this case, the URL has three query argument keys, and three matching query argument values:

- **Key**: utm_source **Value**: adwords
- **Key**: utm_medium **Value**: cpc
- **Key**: utm_campaign **Value**: spring_sale

You can target any of these query argument keys and query argument values in your optin. By doing so, that optin will only be displayed to visitors who click your specially-crafted link with the UTM code.

To create a targeted optin, log in to your OptinMonster account, select the form and go to **Display Rules** » **Visitors with a specific URL parameter.**

As we're looking to create targeted optins for PPC campaigns, let's target the query argument key "utm_source" and the query argument value "adwords."

If you want to target more query argument and query argument value, you can easily add them by selecting **Add a Condition**. Then, you can enter more query arguments and values.
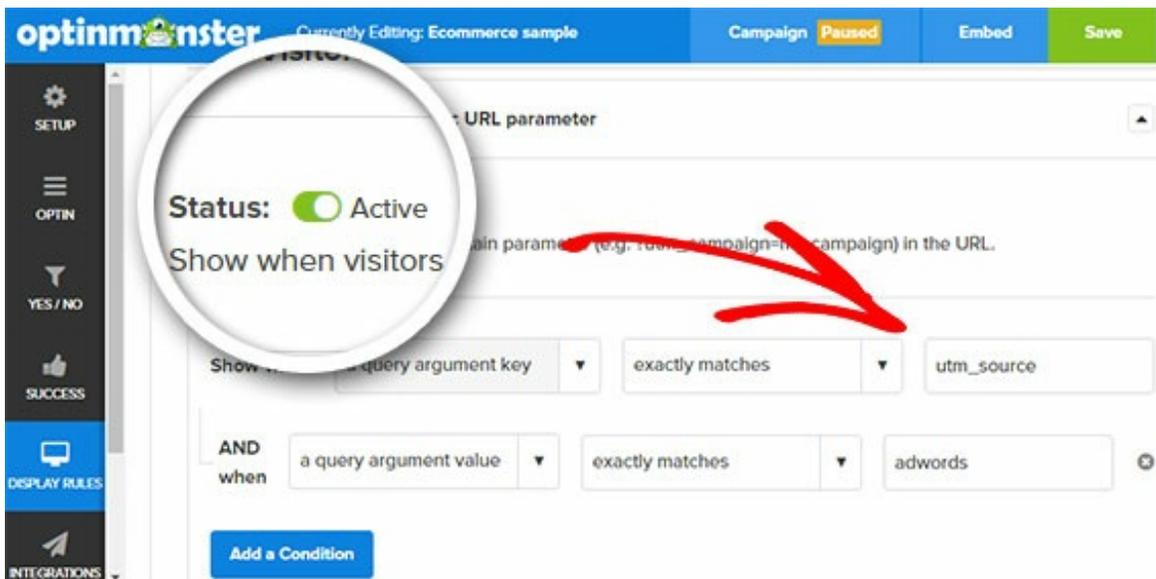
Now that we've created targeted optins for your PPC campaigns, let's take a look at how it can boost the ROI of your campaign.

Offer a special coupon code

People who land on your site after clicking an ad might be hesitant to buy until they see a coupon code. To encourage them to checkout, you can offer them a special coupon code through two different ways.

- Show the coupon code in a popup
- Collect your customers email address and send it via email.

1. Show the coupon code in a popup

The advantage to this method is there is no additional work needed on the shoppers' part to get the coupon. If they were already thinking about buying, all they need to do is to copy and paste the coupon code and checkout.

For example, Baby Age encourages visitors to make a purchase by creating a limited time coupon code in their popup. The best thing is it creates a sense of urgency, so either you get the offer or you miss out.
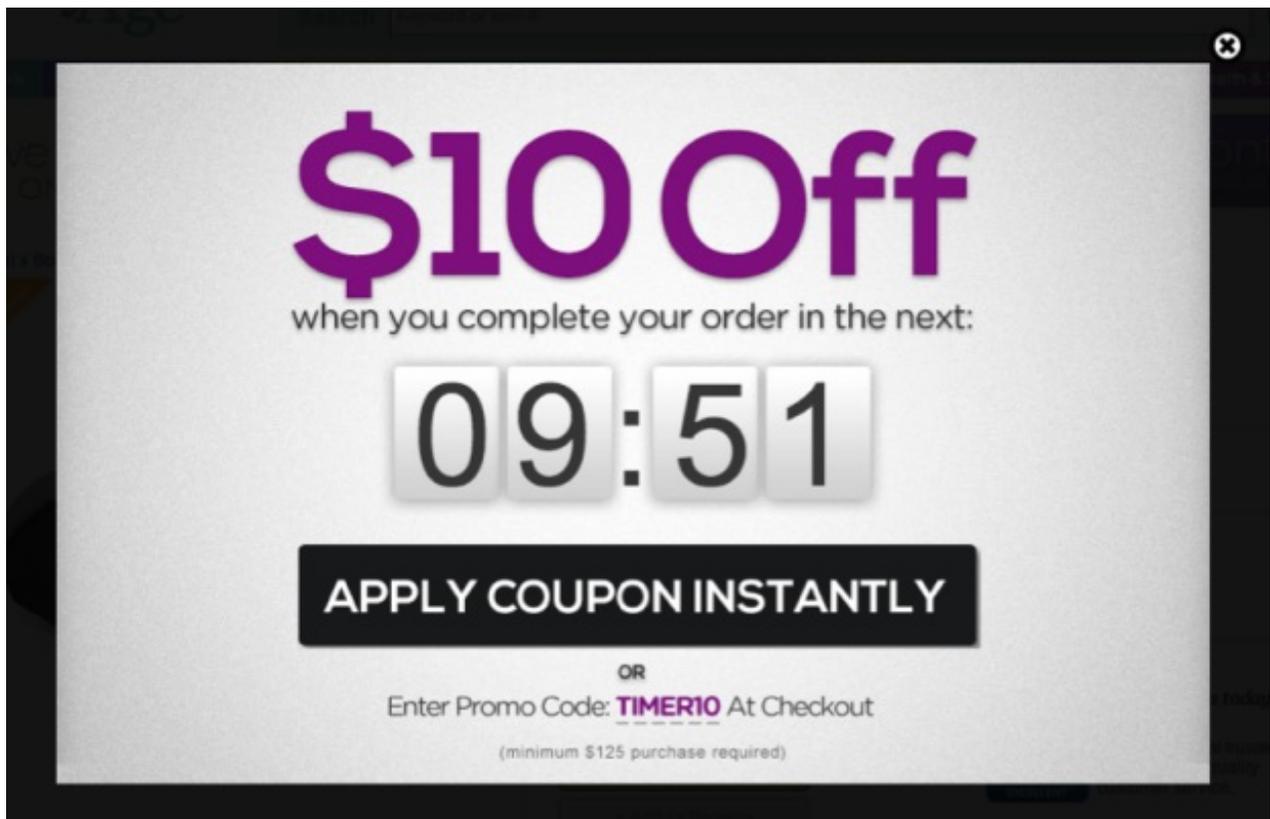
2. Send the coupon code via email

The main drawback of showing the coupon right away in a popup is that if the customer is not ready to make a purchase, you will have missed out on collecting their email address.

In fact, 95% of first-time visitors are not ready to purchase from your website right away.

Instead of showing a coupon code right away, it is always better to collect emails from your first-time visitors and send the coupon code via email.

Here's a perfect example of a **lightbox popup** that encourages newsletter sign ups to get an exclusive discount.
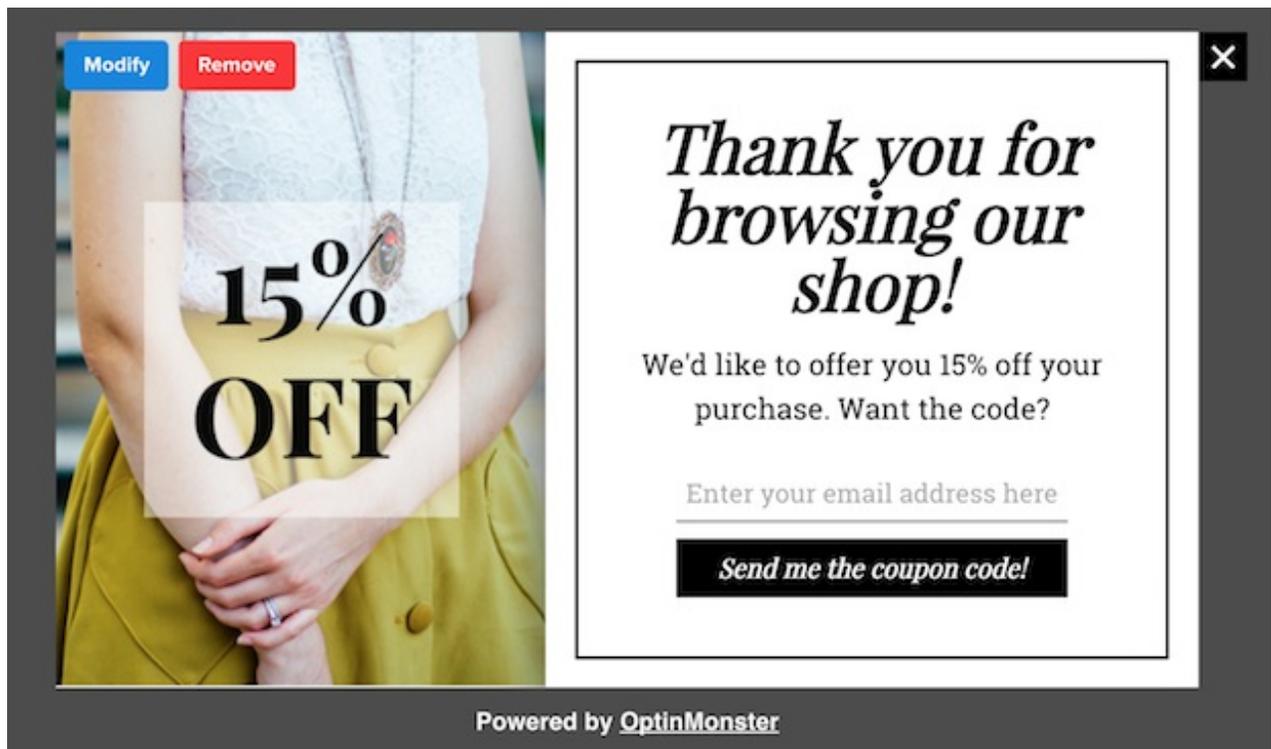
Use Exit Intent to Reduce Abandonment

When it comes to ecommerce business, shopping cart abandonment rate is one of the most important KPIs (Key Performance Indicator) to focus on. In fact, it is the single largest obstacle for ecommerce retailers to overcome.

According to a study by Baymard, the average documented online shopping cart abandonment rate is almost 70%. In other words, on average, 7 out of 10 customers abandon their cart at the last stage of their sales funnel before completing the checkout process.

If you're looking to reduce the shopping cart abandonment rate, you can use an exit popup on your site.

Exit-intent technology allows you to make one last-ditch effort to convert visitors as they are about to abandon the cart. With OptinMonster, when someone is about to navigate away, you can show a final message to your potential customer in a lightbox overlay right at that pivotal moment.

Let's take a look at our own example of how we use exit pop to convert abandoning users to customers.

We persuade our customers to complete the checkout by displaying a big yellow call-to-action button when they are about to leave the site. We also give a choice to our customers to ask any presale question by clicking on **I have a few questions first** button.

To reduce the abandonment rate of your ecommerce store, you can use the same strategy. The best thing is that aside from reducing the abandonment rate, this strategy helps you to learn why your customers are leaving your site without completing the checkout.

Boost the ROI of Your PPC Ads Today

We've discussed a few ways to boost the ROI of your PPC campaigns with targeted optins. OptinMonster gives you tons of opportunities to create targeted optins to boost your ROI.

Published by Shahzad Saeed
Shahzad Saeed is a writer specializing in conversion optimization and ecommerce. Besides OptinMonster, he regularly contributes to various Awesome Motive sites including MonsterInsights.com, WPForms.com, and IsItWP.com.

How to Analyze the Effects of OptinMonster Campaigns on User Behavior

optinmonster.com/google-analytics-segments-and-optinmonster-campaigns/
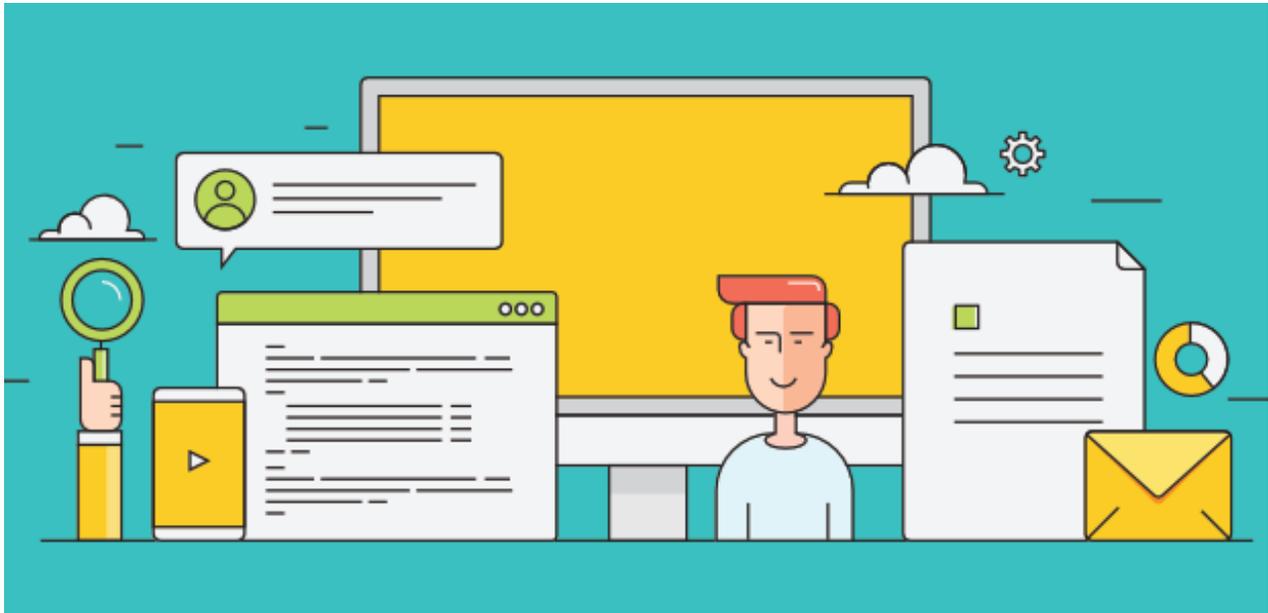

Do you know what your users do after they interact with your OptinMonster campaign?

For instance, is there a difference between the behaviors of the users who view an optin versus the users who don't? What about the behaviors of users who choose to optin instead of opting out?

You're curious now, aren't you?

In this guide, you'll learn how to create a Google Analytics segment to analyze user behavior. We'll walk you through the process step-by-step, and show you which reports are going to be your new best friends.
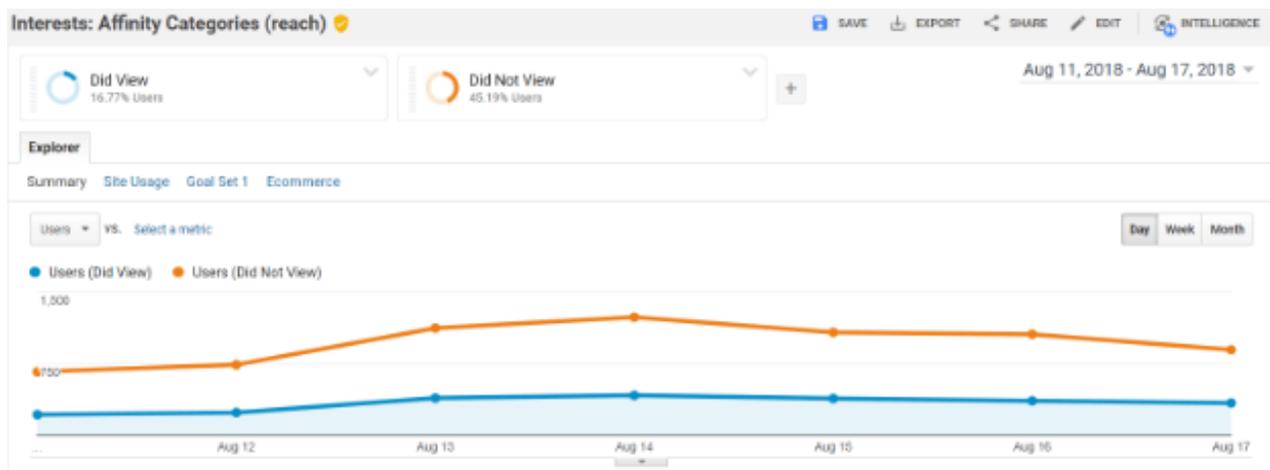
After that, we'll share some tips on how to encourage the user behaviors you actually want.

What is Behavioral Segmentation?

Behavioral segmentation is segmentation based on patterns of behavior displayed by customers as they interact with your company. Essentially, it's grouping customers by what they do, the actions they take when dealing they engage with your company and brand.

Segmenting customers by behavior offers 4 main advantages:

- **Personalization**. You can create custom offers for different groups of customers based on how those customers should be targeted.
- **Predictive**. It's easier to predict and influence future customer behaviors and outcomes when you have historical behavior data.
- **Prioritization**. You'll identify high-value customer segments and initiatives so you know where and when to invest your marketing dollars to get the greatest return on investment.
- **Performance**. You can track performance against goals over time by monitoring growth patterns and changes in key customer segments.

Segmenting by Behavior Using Google Analytics

You already track customer behavior in several ways. For example, whenever you look at any of these things you're analyzing user behavior:

- Bounce rates
- Users that visited certain pages
- Users that visited pages in a certain order
- Users who stayed on your site a certain amount of time

The list goes on and on. But what about the behaviors of users who are, due to split-testing, shown a particular optin campaign on your site versus the users who aren't? What do their behaviors tell us?
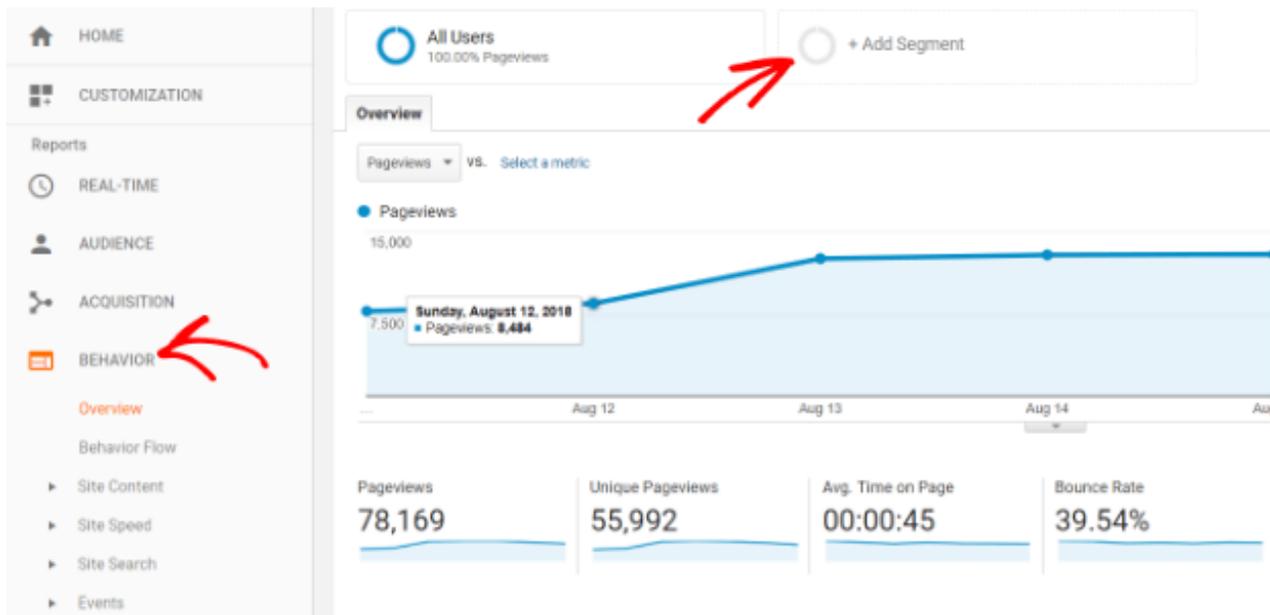
Let's find out.

Before we get started, you'll want to make sure you have your Google Analytics added to your OptinMonster campaign.

Step 1. Create a Segment

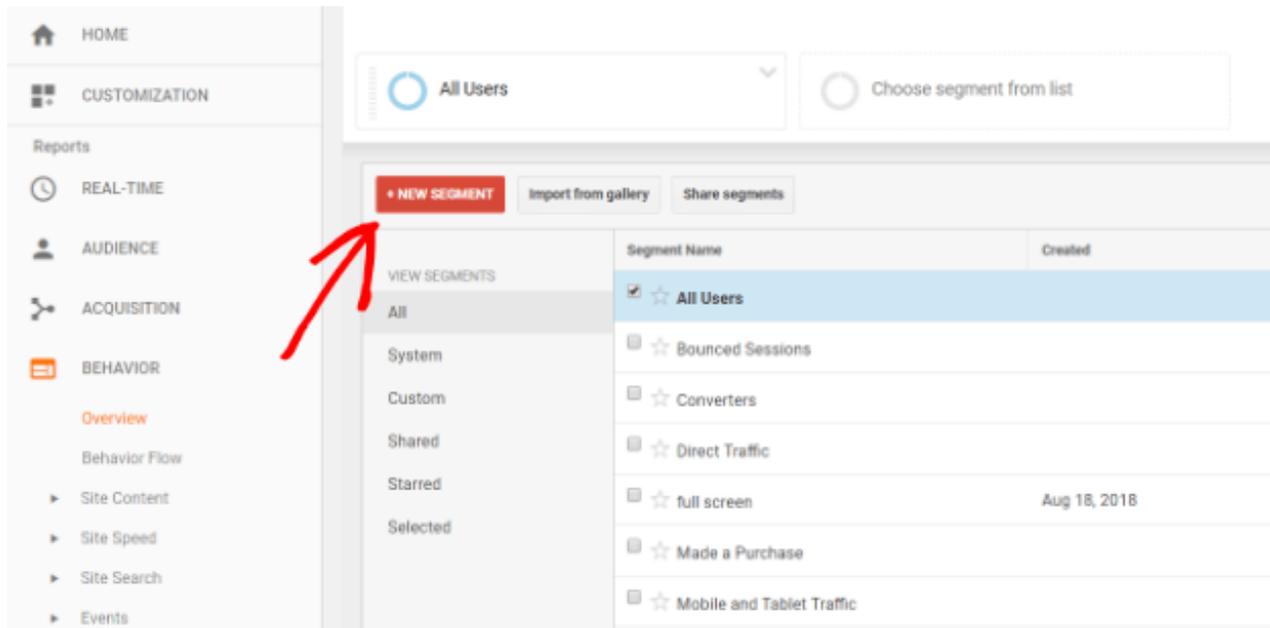Sign in to your Google Analytics account and open the **View** whose data you want to analyze.
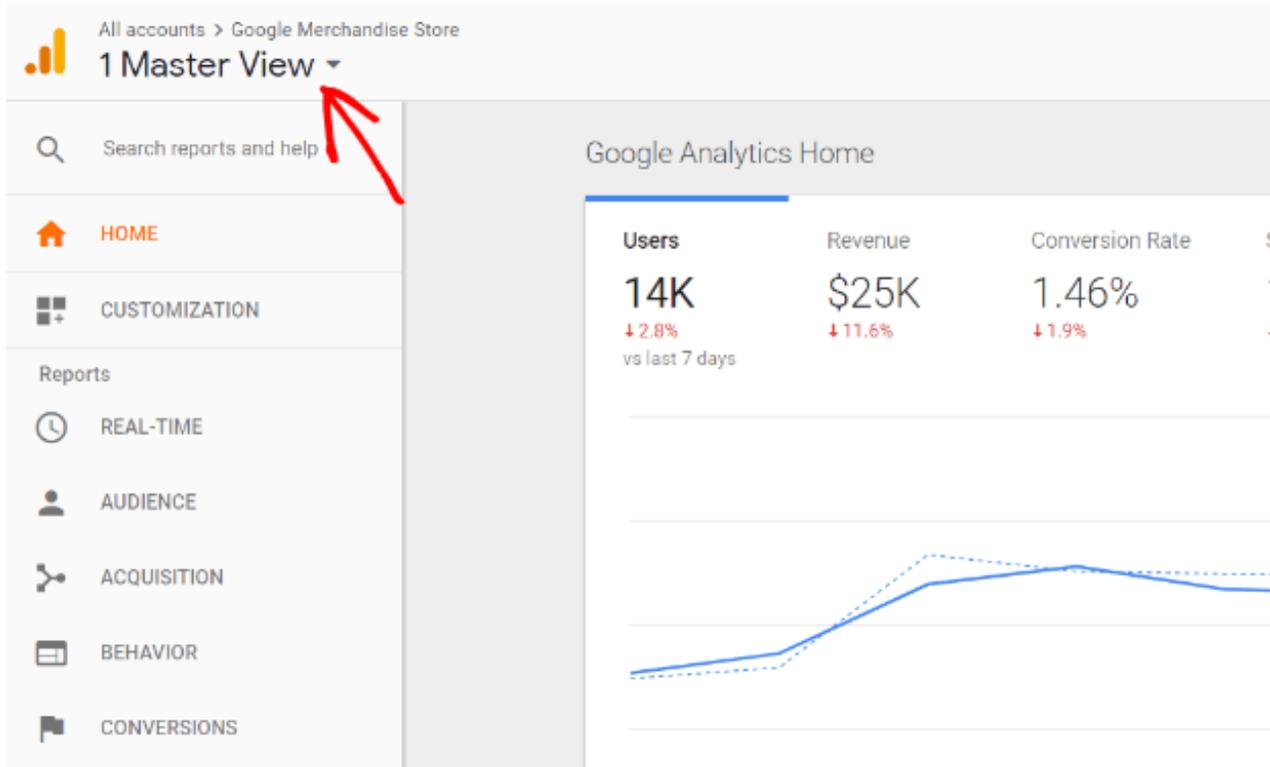
Go to **Reports** » **Behavior Overview** and click **+Add Segment**. You can select any report grouping, we just chose to go to this one.
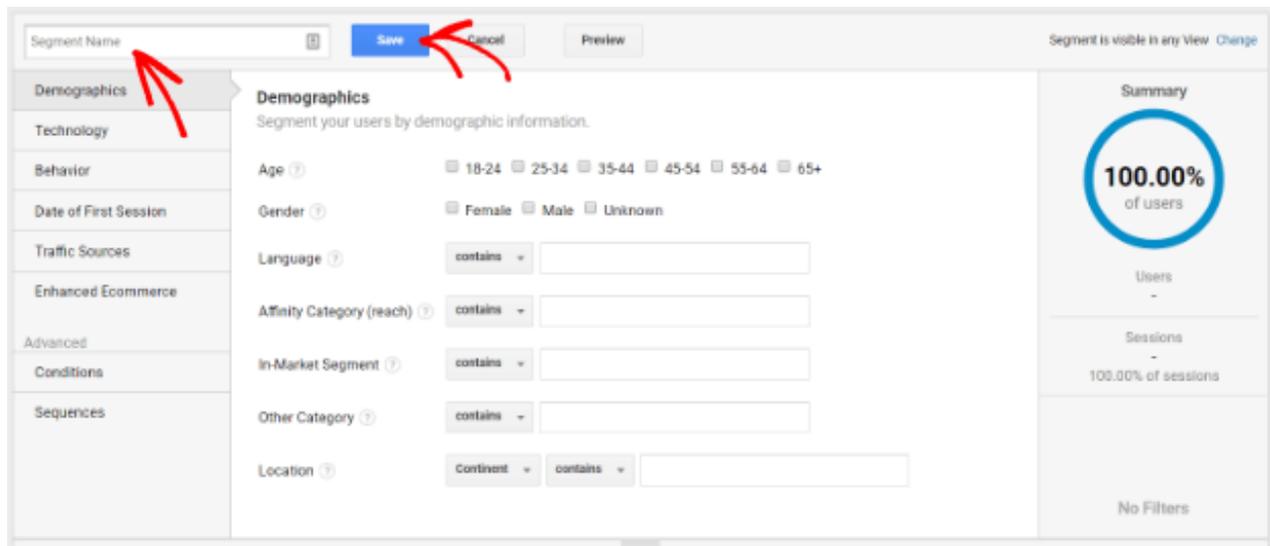

This will bring up a list of possible segments. We want to click the red **+ New Segment** button

to create a new segment.

From here, you have countless ways to segment your site visitors to fine-tune your analysis. Be sure to name your segment and **Save** it!

Step 2. Add Options and Filters

We know that we need at least one segment because we want to track the behavior of visitors who view a particular optin, so let's go ahead and add the options to build out that segment.

To do that, click on **Conditions**and select **Event Category is one of** from the dropdowns in the center. Then, start typing your campaign name in the text field and select it from the list that appears.
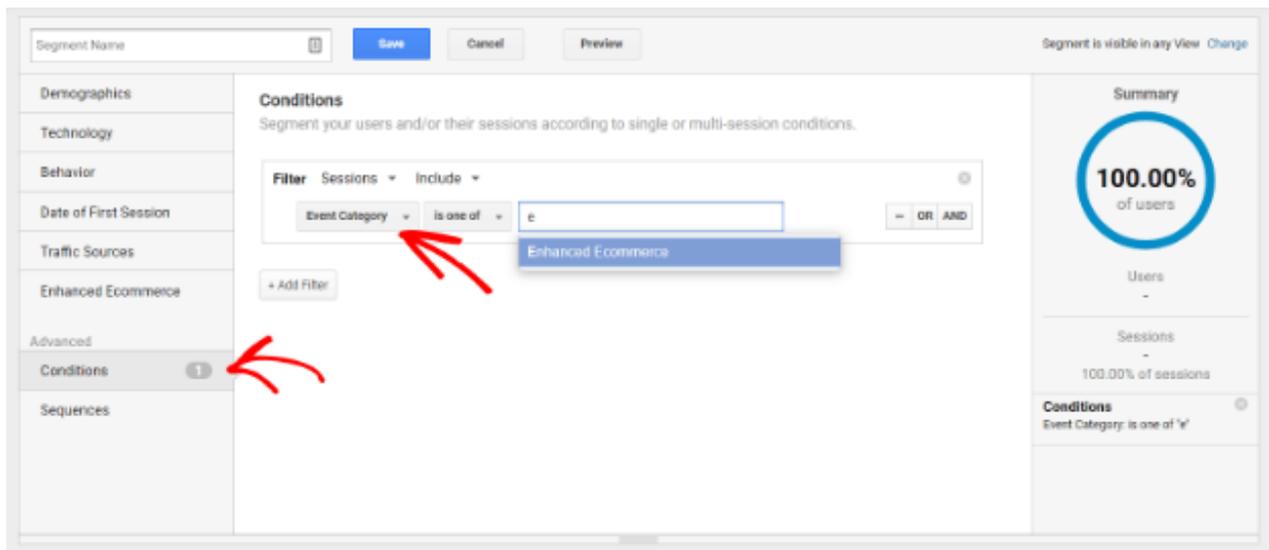
Click **Save** and you'll see the reporting for your segment which consists of visitors who have viewed your selected campaign.

Step 3. Duplicating a Segment

Now, do the same thing for visitors who haven't viewed the campaign. To do that, you can easily duplicate the segment we already created from the screen that appeared when you saved it.

Just click on the downward arrow to the right of the campaign name you want to copy and select **Copy**. Give it a new name, enter your conditions, and click save. Your report will populate with data from both segments.
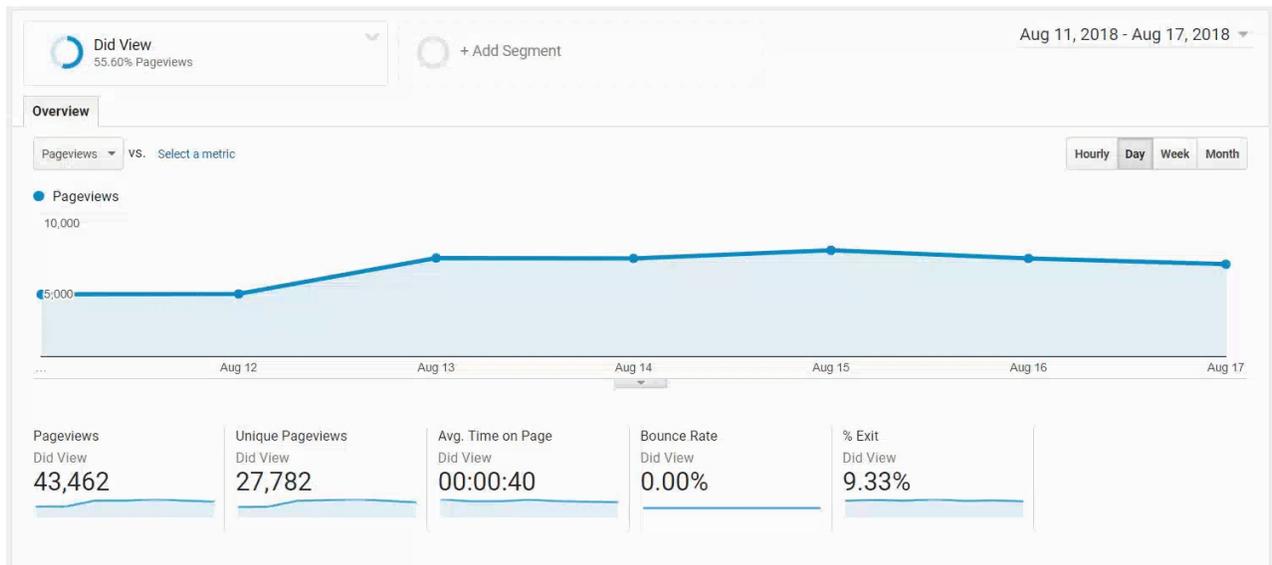

Understanding the Data

Now that you have the data at your fingertips, what do you do with it?

For starters, check out some of the **Flow** reports from Google Analytics. These literally tell you how the users flowed on your site based on how you want to view the data. You can also see where the users dropped off.
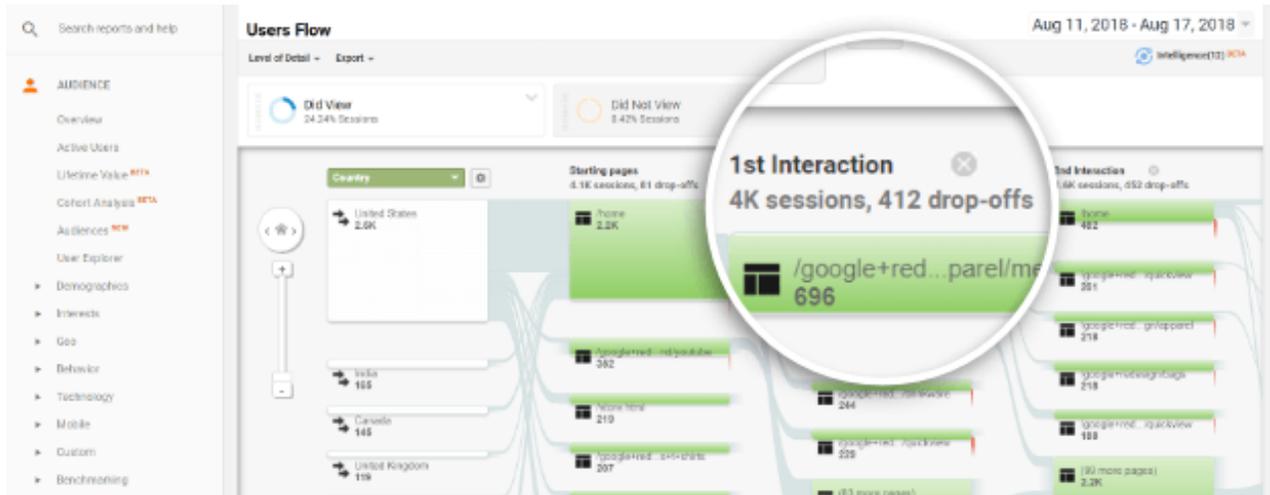
There are also other ways of looking at behavior for your segments.
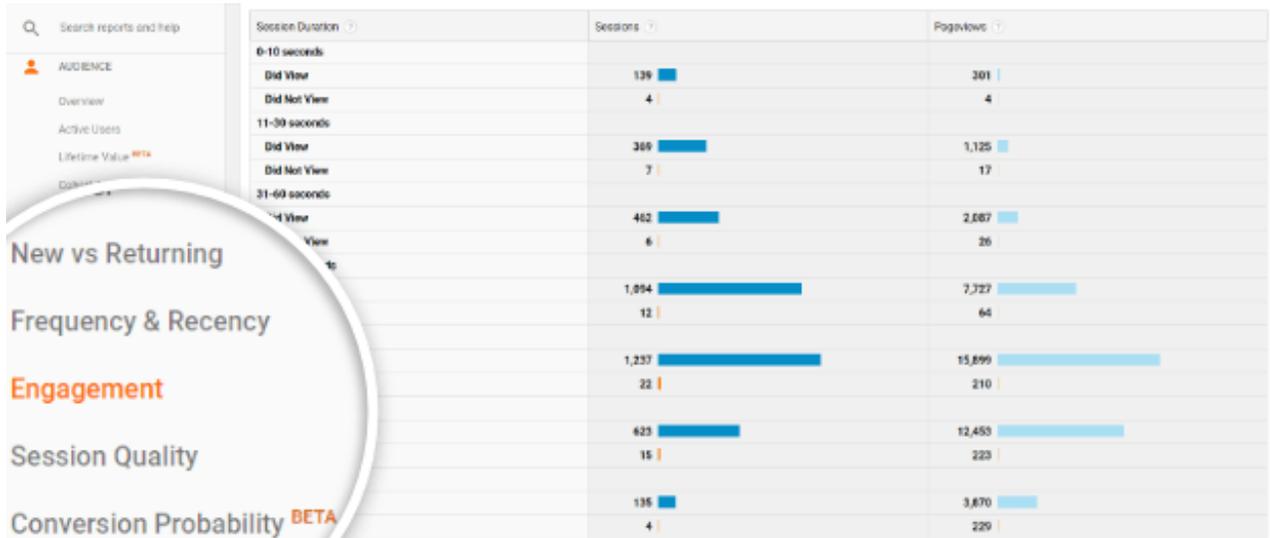
There's also this really cool thing called **Cohort Analysis** in the Audience section that lets you track by User Retention, among other measures. This analysis works well with segments and allows you to identify at what rates you lose users so you can better understand the growth rate you need for your business.

Did View 2,995 users	97.76%	3.41%	1.24%	0.85%	0.80%	0.18%	0.00%	0.00%
Aug 11, 2018 298 users	97.99%	1.34%	1.01%	0.67%	0.67%	0.34%	0.00%	0.00%
Aug 12, 2018 341 users	97.65%	3.81%	1.17%	0.29%	0.29%	0.29%	0.00%	
Aug 13, 2018 463 users	95.46%	3.67%	2.59%	1.94%	2.16%	0.00%		
Aug 14, 2018 526 users	96.77%	5.89%	1.14%	1.14%	0.00%			
Aug 15, 2018 498 users	97.59%	5.22%	1.41%	0.00%				
Aug 16, 2018 456 users	99.34%	2.41%	0.00%					
Aug 17, 2018 413 users	100.00%	0.00%						
Did Not View 8,751 users	98.57%	3.90%	1.88%	1.10%	1.02%	0.72%	0.46%	0.00%
Aug 11, 2018 957 users	98.64%	3.87%	1.46%	1.25%	0.84%	0.73%	0.63%	0.00%
Aug 12, 2018 1,074 users	98.04%	4.28%	2.14%	0.93%	1.30%	1.02%	0.00%	
Aug 13, 2018 1,352 users	98.15%	4.44%	2.14%	1.48%	1.33%	0.00%		
Aug 14, 2018 1,549 users	98.06%	4.78%	2.13%	1.16%	0.00%			
Aug 15, 2018 1,330 users	98.27%	3.76%	2.03%	0.00%				
Aug 16, 2018 1,332 users	99.02%	3.38%	0.00%					
Aug 17, 2018 1,157 users	100.00%	0.00%						

This also allows for a faster response to short-term marketing efforts like single-day email or optin campaigns and lets you track the behavior of just the users you gained from those efforts.

There you have it! Google Analytics and OptinMonster together are a wonderful and powerful thing. If you haven't started using Google Analytics to track your OptinMonster conversions, check out this step-by-step guide.

Already got that going on? Cool. Then let's talk about how you can get actionable insights with a custom Google Analytics dashboard.

If you run your site on WordPress you should definitely add MonsterInsights into the mix; you'll love being able to track your analytics without having to leave WordPress.

Published by Jacinda Santora
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40 Exit Popup Hacks That Will Grow Your Subscribers and Revenue

Are you looking for ways to convert more of your website visitors? Exit-intent popups are the secret weapon that all smart marketers use to dramatically increase their conversions. In this article, we'll show you 40 exit popup hacks that will substantially grow your subscribers, and your revenue.

Exit-intent technology allows you to make one last-ditch effort to convert visitors as they are about to leave your site. By detecting when someone is about to navigate away, it presents the visitor with one final message (in a lightbox overlay) right at that pivotal moment.

Unlike immediate popups, which interrupt your visitor as they are trying to browse your site, exit popups aren't an annoyance.

Some people are of the opinion that *any* form of popup is an annoyance. However, even if your exit popup *did* annoy the occasional visitor, you were about to lose that lead anyway. So what's the harm in trying?

The truth is, regardless of how you feel about popups in general, data shows that exit popups actually do work really well. When you implement an exit-intent popup on your site, you could recover 10-15% of lost visitors.

If you're not using exit popups yet, that's a *lot* of money left on the table.

Whether you're looking for an idea for your very first exit popup, or you're looking for new things to tweak and test, here are 40 effective ways to hack your exit popups…

1. Use Your Visitor's Name

The big reason why so many popups are aggravating to users isn't because they are advertisements: it's because they are often far too generic.

Imagine for a moment that you are walking out of a store, and you are approached by a solicitor who wants you to sign her petition. Suppose she said something that most solicitors would say to try and grab your attention, such as, *"Excuse me, sir, do you want to save the pink polka dot pandas?"* (or promoting some such cause).

What do you think your reaction would be? Most people would probably feel irritated, even if they cared about the cause.

Now suppose that a second solicitor called you by *name*. Perhaps he even mentions that he knows you love yellow-striped pandas, so he thought you'd be interested to learn about the plight of the pink polka dot pandas. What would your reaction be then?

Granted, having a complete stranger call you by name is a bit creepy, so let's imagine that you've already given him your name in an earlier interaction.

You'd probably feel a lot more receptive to talking to the second solicitor, right?

That's because the first solicitor was all about getting what they wanted: they didn't care to know anything about you or your interests; all they care about is getting as many signatures as they possibly can. The second solicitor, on the other hand, cared enough to learn your name (and possibly even a bit about you) *before* he ever asked for your signature.

Your website can do the same thing.

Before you ever ask for a sale, you could ask your visitor for their name.

Later, when your visitor is about to abandon one of your product pages, for example, you could grab their attention with an exit popup that has their own name on it:
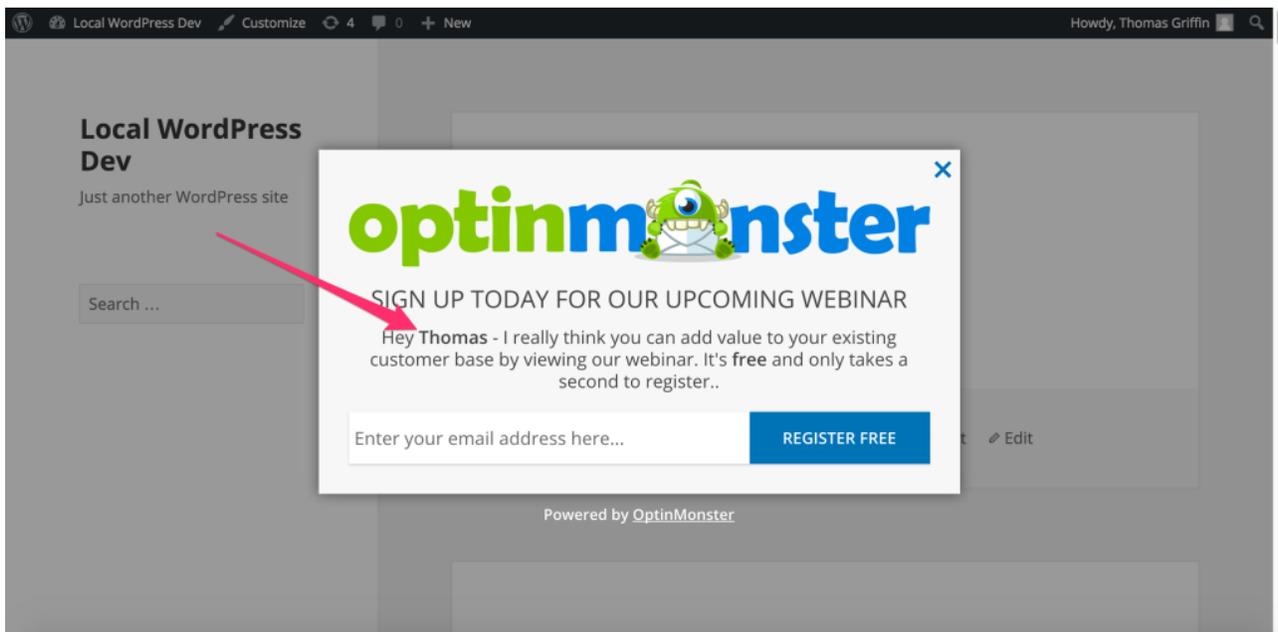
Personalize your exit popups with the visitor's name, or *any* variable you define, using [OptinMonster's Dynamic Text Replacement](#).

This can be accomplished by getting your visitor's name when they subscribe to your email list, by asking for their name in a previous popup, or by detecting the name of an existing customer.

2. Personalize by Referral Source

As we just discussed, personalization is *key* to making advertisements like exit popups feel less like an intrusion and more friendly.

One really smart and simple way to do that is by personalizing the popup based on the referral source.

For example, let's say the visitor got to your page through a [guest post you wrote](#) for a specific website. Or perhaps you got featured somewhere recently, and you want to get the most out of that traffic by personalizing your exit popups for that particular audience.

You can use [referrer detection technology](#) to detect when a visitor is coming from any specific domain, and use that information to customize your exit popups.

Here's an example from [RebootAuthentic](#):

See how the headline is personalized for Smart Blogger readers? You can personalize your exit popups for any audience you choose.

Another possibility is to personalize your popups for traffic coming from your social media channels.

For example, if the referring domain was Pinterest, your exit popup might include an invitation to view some of your most pinned posts.

If the referring domain was Facebook, you could invite visitors to join the conversation over on your Facebook page or private Facebook group.

Think like a detective: what information can you deduce about your visitors from the referring domain? How can you use that knowledge to personalize your exit popup?

3. Offer a Content Upgrade

How about presenting your abandoning visitor with an upgrade to the content they were just reading?

By offering content upgrades, <u>RazorSocial increased their conversions by a whopping 520%</u>!
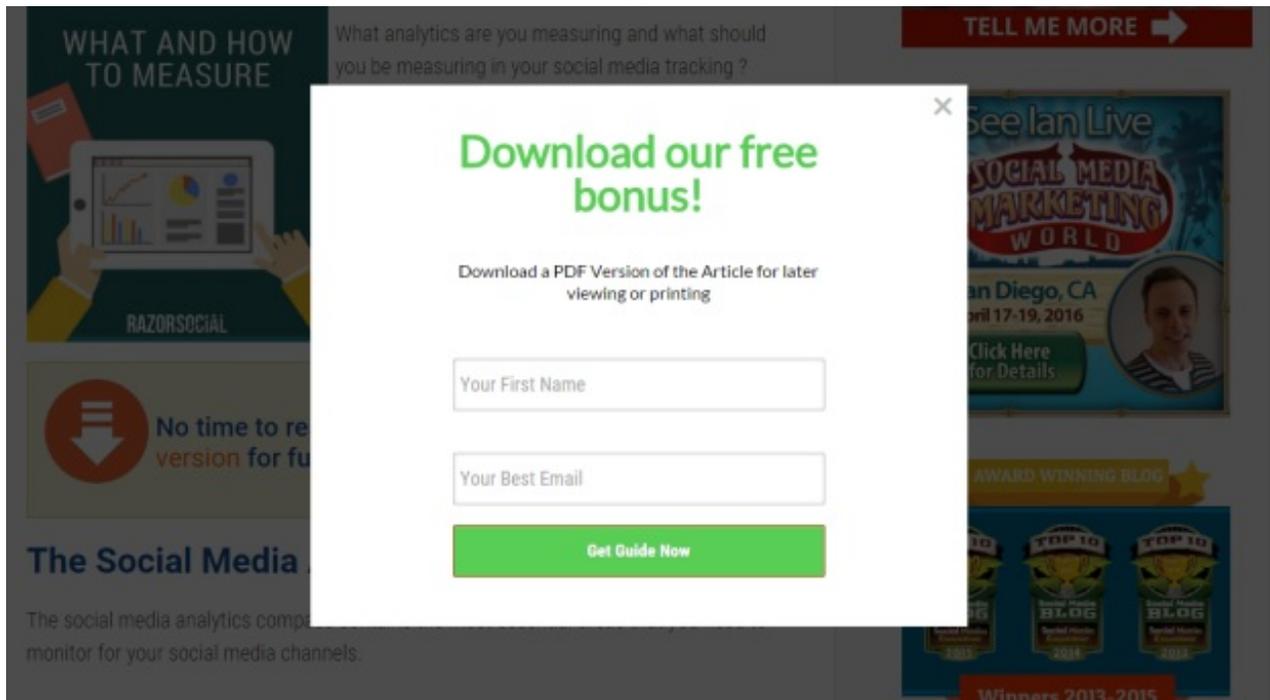
A <u>content upgrade</u> is simply a more in-depth or a higher-value version of a particular blog post. So for example, let's say your blog post is about how to cook the most delicious duck *à l'orange*. A visitor might read your post, decide to cook it, but then close out their browser as they are about to go shop for the ingredients.

At that moment, present them with a free download of a printable shopping list with the exact ingredients they need for your recipe. Think of how pleased they will be that you've gone the extra mile and saved them from having to make their own shopping list!

If you need some help creating your content upgrades, check out these <u>10 Tools to Help You Create Quality Content Upgrades</u>.

4. Suggest Related Posts

Your website is your online storefront: the longer someone stays in your "store", the better.

So, sometimes your main objective is simply to reduce your bounce rate and have your visitors to spend more time on your site.

A really great way to do that is by using an exit-intent popup to suggest blog posts that are related to the one they were just reading.

RELATED POSTS

Best cookie recipe in the world?

Holiday time and I have to bake a lot

What I made my kid for his birthday

Remember, there are a number of different reasons why someone might be about to click away from your site, and it doesn't always mean that they aren't enjoying your content. Perhaps they simply got distracted by something, such as a new email or social media notification.

So remind them of why they visited your site in the first place: to get specific information from your content.

The key to the related posts technique is making sure that your headlines are highly clickable. Also, use enticing images that draw the eye and relate specifically to the post topic. If your related posts are appealing, you'll likely re-engage distracted visitors and persuade them to stick around for a while longer.

5. Give Them a Few Choices

The problem with so many exit popups is that they don't offer something that the visitor really wants. This happens because many businesses have several different buyer personas, and each persona is going to respond to their offers differently.

Sure, your popup might be offering the greatest eBook known to man about how to juggle 6 balls in the air, but if a segment of your visitors has already mastered that technique, and now wants to learn how to spin a ball on their nose, then your offer is completely useless for capturing those visitors.

A simple way to get around this problem and present the perfect offer to each visitor is by allowing them to choose what they are the most interested in.

You can do it like this: first, present an exit-popup with 2-3 options for them to choose from.

Once they select an option, then present them with the opt-in form to receive a lead magnet specifically tailored to the interest they selected.

6. Add a Progress Bar

There is a psychological phenomenon which causes people to fell uncomfortable leaving things incomplete. It's known as the *Zeigarnik Effect*, a term coined by the 20th-century Russian psychologist, Bluma Zeigarnik.

Zeigarnik observed that waiters were able to remember long food orders and match the correct meal to each customer. However, they promptly forgot these orders just as soon as the food was delivered. She wondered why, and so she conducted a series of experiments to figure it out.

Her theory was that the pending order created a state of "incompleteness" in the waiter's mind, which made him or her unable to let go of the information until that state of mind was resolved through delivery of the meal. Through her experiments, she discovered that unfinished tasks are remembered approximately twice as well as completed ones, and that we as humans have a child-like impatience to gratify this need for closure.

You can take advantage of the Zeigarnik Effect to coax your visitors into action by showing them that they have yet to complete a task. By pointing out the "incompleteness", they will seek to get closure by completing the task.

LinkedIn does this by showing you your progress as you fill out your profile. By showing you your "profile completeness", you get the urge to enter all the information that they want until your profile appears as "100% complete".

This can work for exit popups as well. All you have to do is display a progress bar at the top. Here's an example from CoSchedule:


7. Include a Picture of the Bribe

Images can make a *huge* difference in any online marketing campaign, and exit popups are no exception.

For instance, in eCommerce, 67% of consumers say that the quality of the product image is "very important" in selecting and purchasing the product... even more important than product-specific information, a long description, or even ratings and reviews!

Infographic via **MDG Advertising**
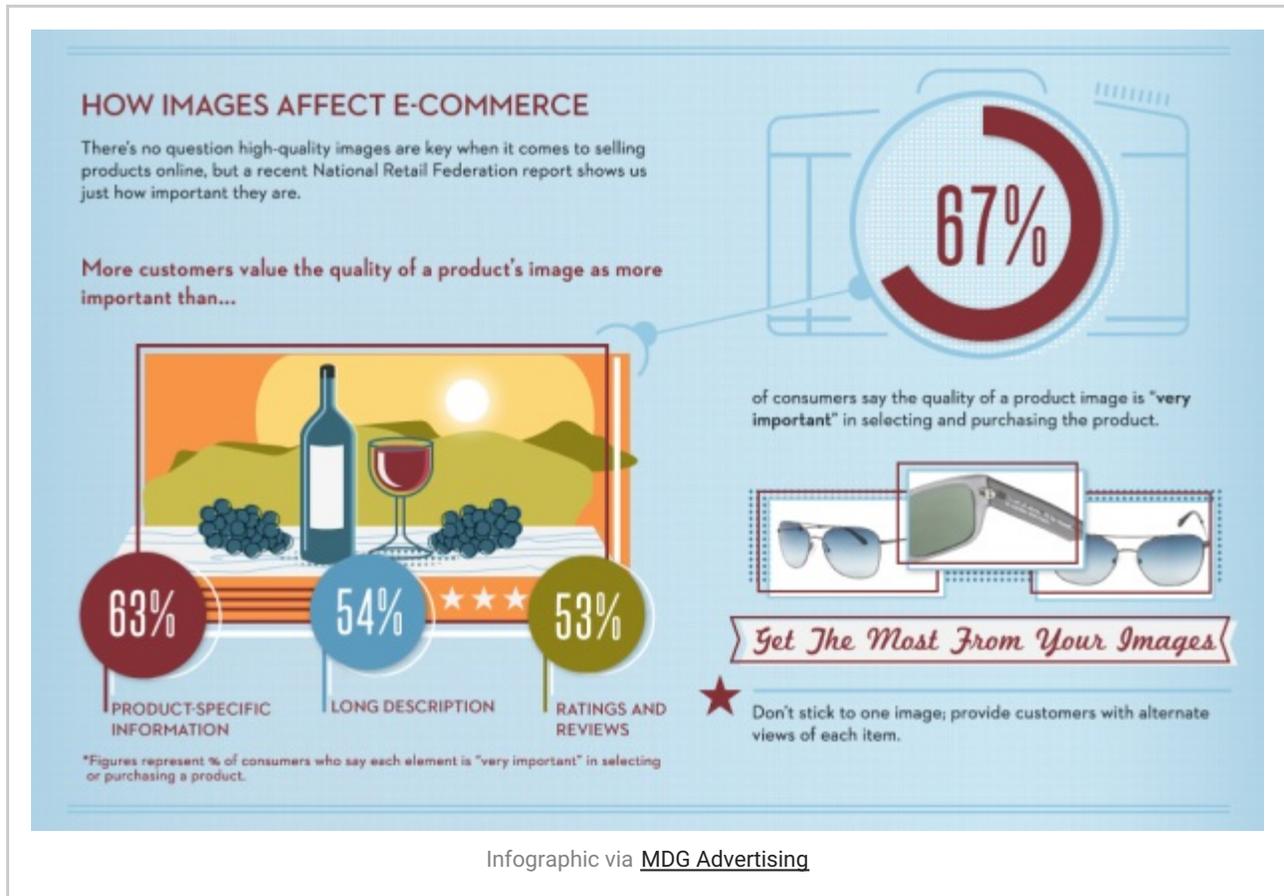
If images are that important to shoppers when deciding whether to purchase a product, imagine how you could use images to get people to do something smaller, such as entering their email address for your free eBook.

Matthew Barby includes an appealing mockup of his Growth Hacking eBook in his popup:
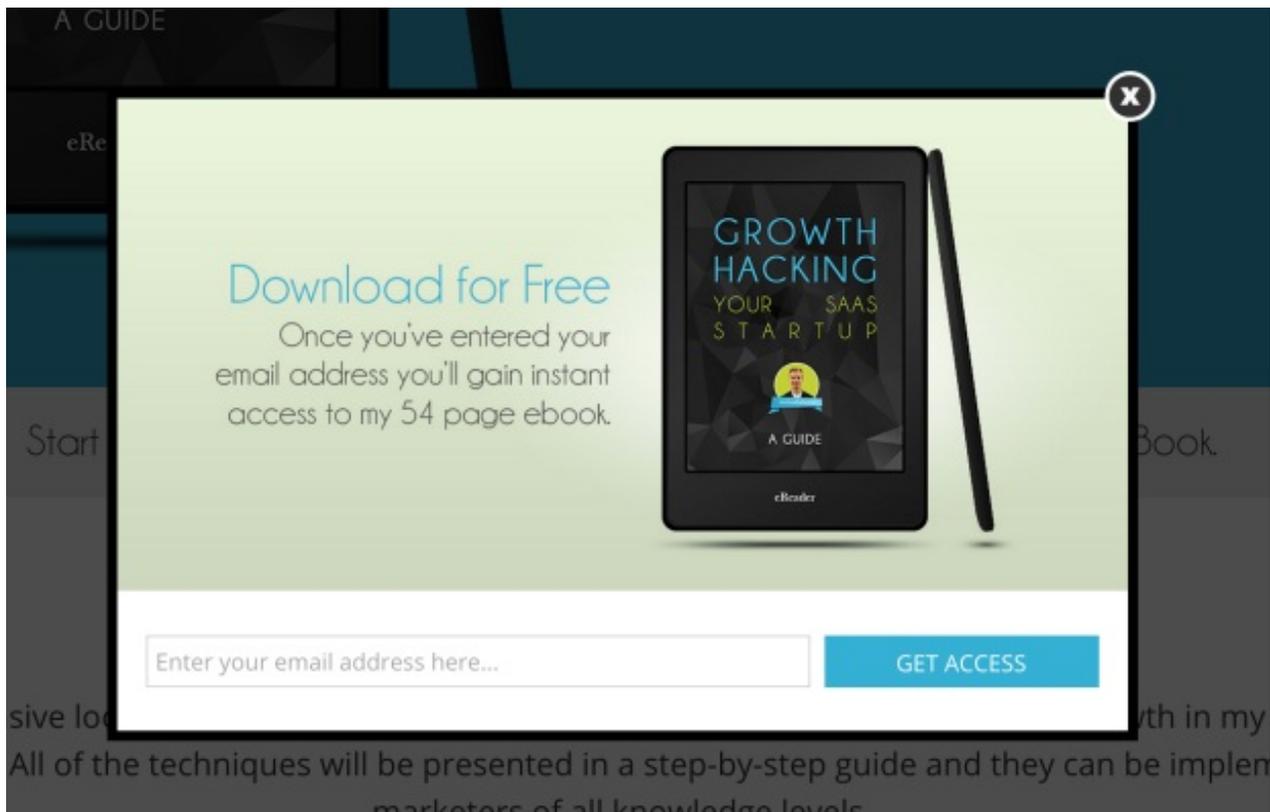
Since he's using an image of the "product", which includes its title, he doesn't even need that much copy in order to get the point across. In fact, the only description he offers is that the book you'll get is 54 pages long.

If Barby removed the image, it'd be a whole lot less appealing, wouldn't it?

8. Overcome Objections

This hack is perfect for eCommerce product pages and checkout pages.

What if your potential customer is on the fence about purchasing your product because of just one small objection, and if you could overcome that objection it would be the last nudge they need to make the purchase?

One of the biggest objections that shoppers have is the worry that they will buy your product and later regret it. Thankfully, this is also one of the easiest objections to overcome when you provide some sort of money back guarantee.

Neil Patel overcomes this objection by including a 30-day money back guarantee on his exit popup for Quick Sprout.

But don't stop at a money back guarantee. Take inventory of all the likely objections that your shoppers may have, and check that you have thoroughly covered them all, either on your product or checkout page, or on your exit popup.

Here are the **10 common objections** that online shoppers have, and ideas for how you can overcome those objections in your exit popup:

1. **I need to think about it.** – people make purchase decisions based on emotion, so if you appeal to them deeply enough on an emotional level, you'll likely overcome this objection.
2. **I need to talk to my wife/husband/partner.** – give them a reason why their significant other will be grateful that they got this product.
3. **I can find it cheaper somewhere else.** – Demonstrate that you're the best value or the best price around.
4. **I'm happy with what I already have.** – Show them how their life will be better with your product.
5. **I don't have the budget.** – Offer a payment plan. Or, calculate how your product will actually save them money, or make them money in the long-run.
6. **I'm not sure if it will work for me.** – Offer a trial.
7. **How do I know my credit card information will be safe?** – Display a security badge.
8. **I don't have time right now.** – Throw in a limited-time bonus.
9. **Why should I choose you instead of the other guy?** – Show what makes you better than your competitors.
10. **I'm not sure it has all the features I need.** – Highlight your most amazing features in a bulleted list.

9. Give a Reminder

When a shopper is about to abandon their cart, do you use an exit-intent popup to recover them?

As in exit popup hack #6, you can use the Zeigarnik effect to prevent shopping cart abandonment.

Simply remind them that they still have un-purchased items left in their cart, and it will create a strong—sometimes irresistible—urge to get closure by completing the purchase.

Your copy could say something along the lines of, *"Wait! You still have these items in your cart…"* or *"Wait! Don't leave without your…"* and then show images of the items they are about to leave behind.

Sometimes, however, shoppers just aren't ready to buy, even though they are still interested. Offer to save their basket, and collect their email in the process. Then it will be super easy for them to come back to your site and pick up where they left off, and you can even start sending them emails. (See our list of abandoned cart email examples for inspiration.)
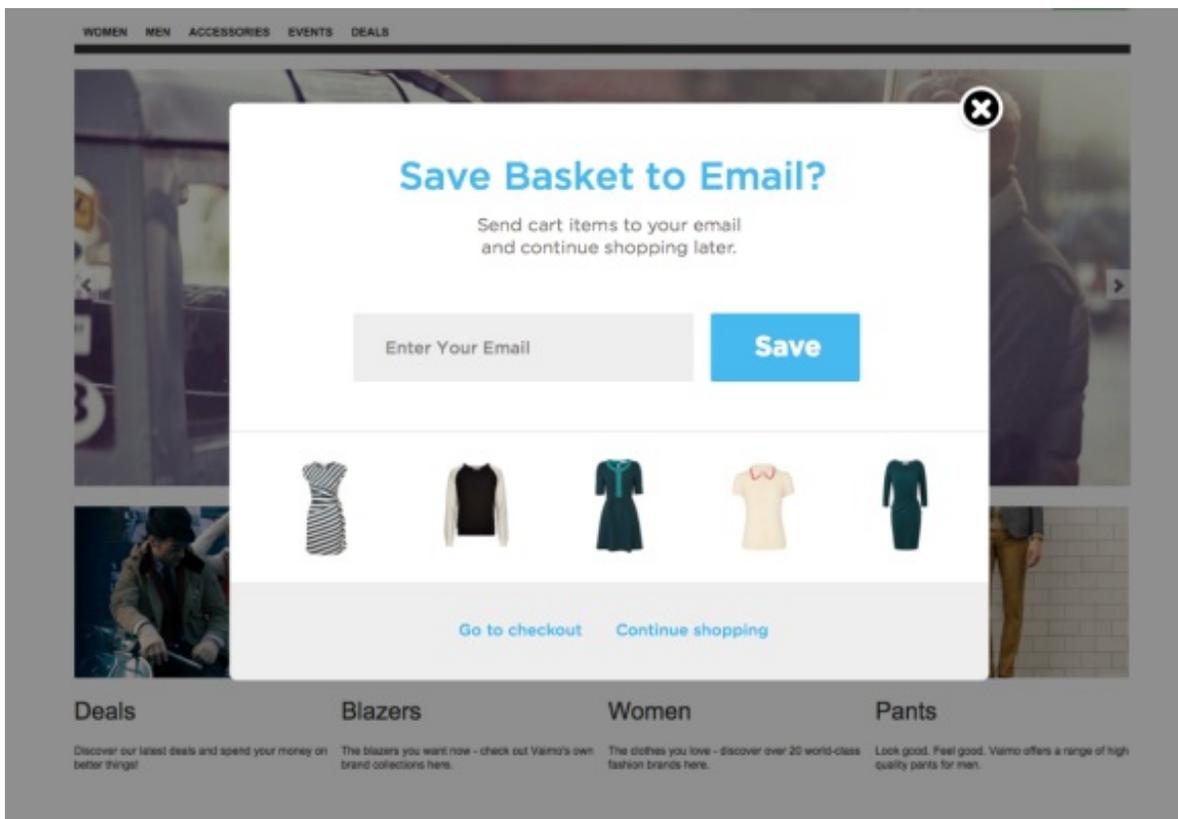
10. Offer a Discount

The great thing about offering a discount in an exit popup, in exchange for the visitor's email address, is that it accomplishes two things at once…

#1. Offering a discount encourages shoppers to go through with a purchase they were on the fence about.

#2. Even if they don't buy today, offering a coupon rarely fails to at least collect their email address, so you can market to them in the future.

Here's an example:
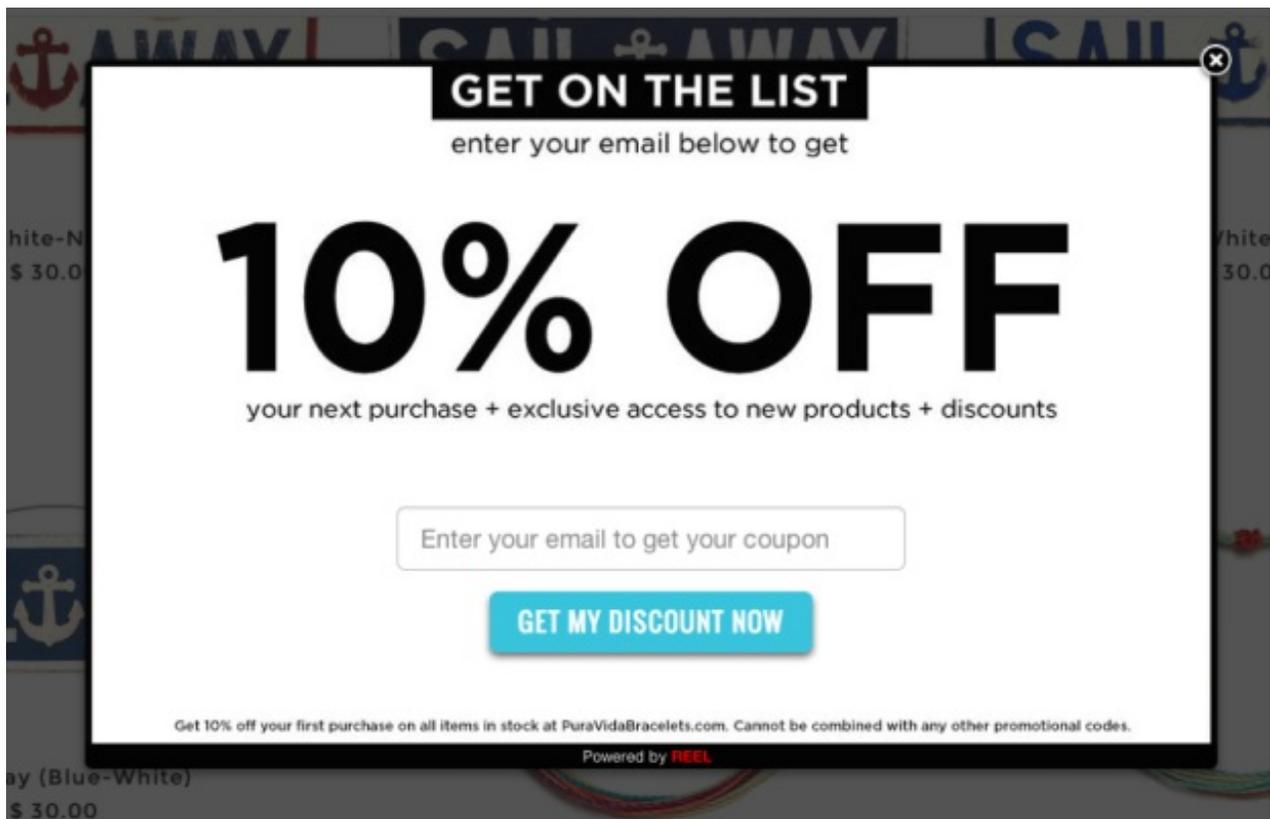
What's really great about this example is that they also point out that getting on the email list gives you exclusive access to new products and discounts, so even more reason to opt-in. And instead of a generic "Subscribe" button, they've used the much more compelling copy: "Get My Discount Now".

If you are looking for a surefire way to "save" visitors who are about to abandon your eCommerce site, coupon exit popups are the way to do it. After all, if someone is interested in buying your products, why *wouldn't* they accept an easy discount?

Tip: Make sure to include any fine print about the offer somewhere at the bottom of your exit popup.

11. Offer Free Shipping

Did you know that shipping costs are the #1 reason for shopping cart abandonment? Offer free shipping in your exit popup, and you stand to recover *44% of shoppers about to abandon their carts*.

So, free shipping exit popups are a no-brainer. However, there are two different ways you can approach them…

The first way is to give the free shipping coupon code right inside the exit popup, as shown below:

FREE SHIPPING

FREE SHIPPING
On US orders over $50!

Easter weekend — April 4 & 5, 2015

USE COUPON CODE:
YGH5420

▼

Domestic shipments only.
Coupon must be applied at checkout to get free shipping.
Starts @ 12 AM on 04/04/15 and ends @ 12 AM on 04/06/15 PST.

To make the purchase easier, you might even include a link back to the product they were viewing, or a link back to the shopping cart, similar to what Baby Age does below with their "Apply Coupon Instantly" button.

$10 Off
when you complete your order in the next:

09:51

APPLY COUPON INSTANTLY

OR

Enter Promo Code: **TIMER10** At Checkout

(minimum $125 purchase required)

The advantage to this method is that there is no additional work needed on the shopper's part in order to complete their purchase. If they were already thinking about buying, but shipping was an issue, all they need to do is copy and paste the coupon code and checkout.

The only *disadvantage* to this method is that, if they don't buy now, you will have missed out on collecting their email address.

My suggestion is to give the free shipping code directly on your shopping cart pages: this will help to prevent shopping cart abandonment. On product pages, you might try offering the free shipping in exchange for an email address.

As with anything, you'll need to test it out to see what creates the best results for you.

12. Create Scarcity

It's a well-known fact that scarcity (having *less* of something) increases the urge to buy. Nobody wants to miss out on getting something they want, and it doesn't feel good when someone else gets it and you don't.

Zulily does an amazing job creating scarcity. When you add an item to your cart, they include the number of items left (e.g. "HURRY– only 6 left!") in big red letters on the shopping cart page.

Now imagine how effective this could be as an exit popup which appears when someone is about to abandon their cart.

Booking.com uses a popup during the reservation process to show how many other people are looking at the same hotel. Better act now before someone else gets your room!
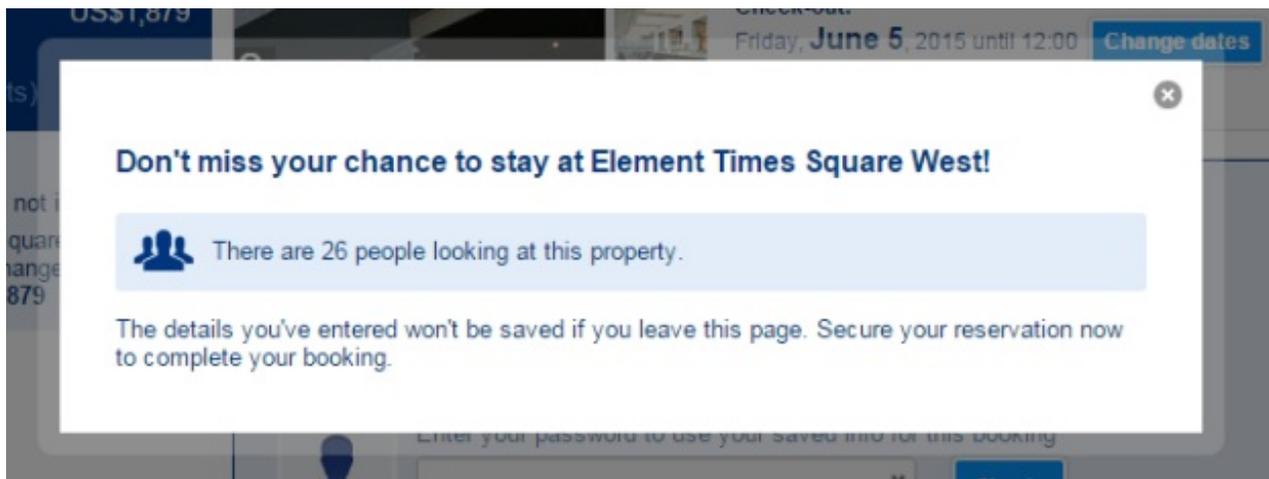
13. Add Urgency

It is human nature to procrastinate. Whether it's deciding to entering an email address or make a large purchase, people tend to avoid making difficult decisions.

Urgency gets the ball rolling by defining a definite deadline: either you get the offer before this time, or you miss out.

OptinMonster's exit popup highlights the limited time discount with yellow and a red arrow so you are sure to notice it.

Diamond Candles uses a countdown timer to just a few minutes, so you have to checkout right now or you'll miss out on the free shipping.

14. Offer a Free Trial

It takes approximately 7 touches to make a sale. So if you're trying to sell anything to a first-time visitor, good luck.

Offering a free trial gives you the opportunity to get your foot in the door and warm up your leads with multiple touches.

Snack Nation understands this well. All you have to do to get a free sample box delivered to you is cover the $9.95 shipping and handling.

Web Designer Depot offers 7 days of free downloads. What's great about this popup is they bring to your attention how valuable these 7 days are, with over 250,000 graphics, icons, vectors and more.
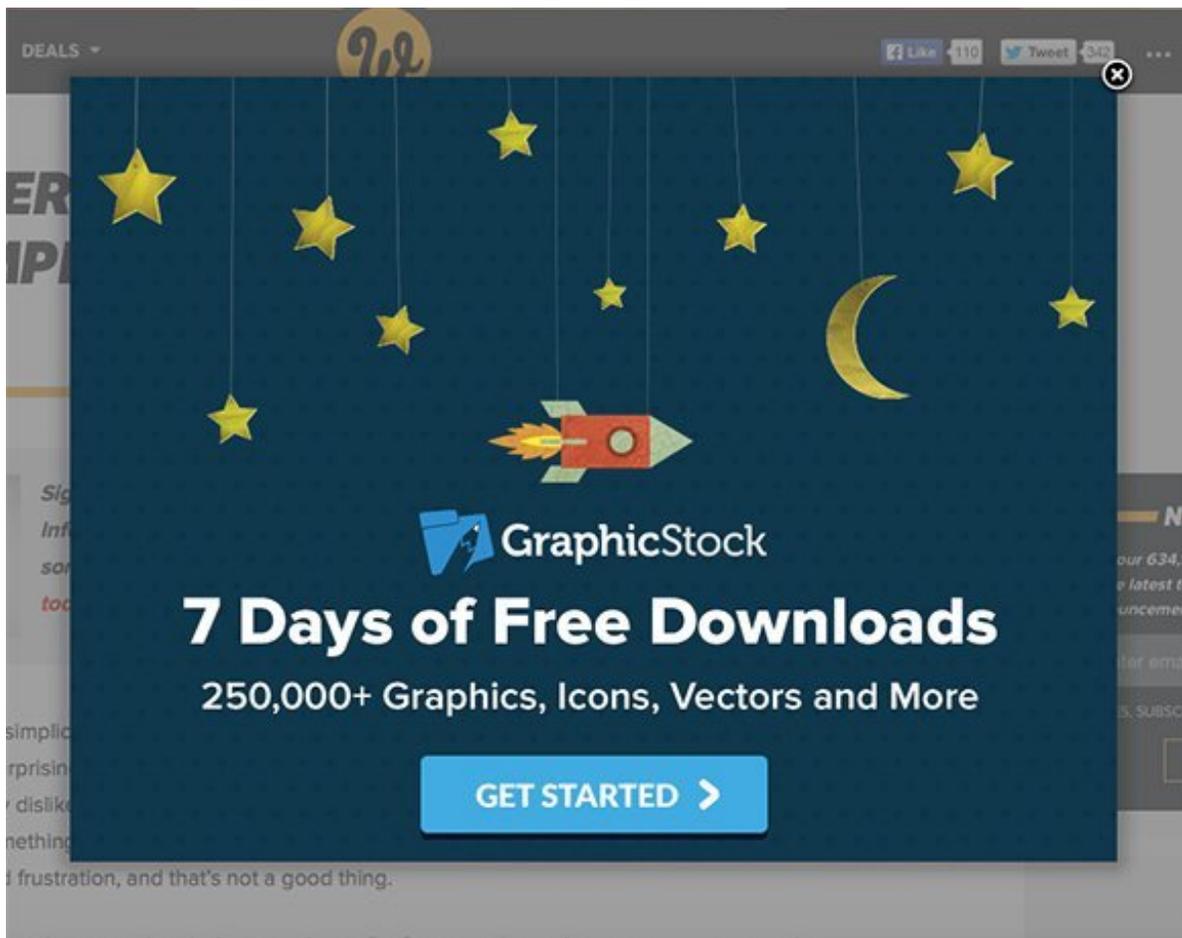
15. Suggest Related Products

Similar to suggesting related posts in an exit popup on a blog post page (as in #4), you can also suggest related products on product pages.

Especially if you have a wide range of products (such as clothing or shoes), it is extremely helpful to recommend other similar products related to the one that the shopper is viewing. The product that they are looking at might not be the right fit, but a similar product might be just what they need.

16. Suggest Popular Products

Throw some social proof into the mix and suggest your most popular items in an exit popup.

Not only does this help keep shoppers on your eCommerce site for longer, but it reminds them that other shoppers love your products too!

Muubbaa uses the headline, "Most Wanted" to reinforce the desirability of their clothing.

17. Offer More Value

Some customers might be leaving because the product you offered wasn't quite robust enough for them. If you think that might be the case, offer them an upgraded version of your product (or an up sell).

Norwegian Cruise Line adds value by offering to add additional amenities to your reservation, free of charge.

Don't hold anything back that you can offer or give away as a bonus. Your exit popup is your last chance to capture those leads, so make it *good!*

18. Present a Survey

Surveys are a great way to learn more about your visitors and how you can make your website better. However, many sites use them at the wrong times, which makes for a terrible user experience.

Imagine landing on a website for the first time and then being hit with a survey about how your experience has been on the website. Or imagine being right in the middle of completing a purchase, and getting interrupted by a popup survey. That would be pretty annoying, right?

The good thing about exit popups is that they don't interrupt you in the middle of doing something on the page. So exit popups are great for surveys. Just make sure that you don't include a survey on your homepage, or on any other page that wouldn't make sense for someone to be filling out your survey.

Also, be respectful of your visitor's time and don't expect them to fill out a survey for nothing. Give them something in exchange. Here's an example of a quick 15 second survey with a free gift:

15 SECONDS = FREE GIFT

1. Were you able to find everything you were looking for today?

○ Yes   ○ No

2. What can we do better to improve our user experience?

Thanks for your help - Click to get your FREE GIFT!

Powered by OptinMonster

19. Give a Quiz

Quizzes are one of the most irresistible lead magnets because they provide personalized information based on how the user responds. Personality type quizzes are especially popular.

Why? Robert Simmermon, Ph.D., a media psychologist, says, "I think [online quizzes] are fun, but I think it also does touch something about our own sense of our unfolding story."

Quizzes satisfy our natural desire to make sense of our lives by organizing events into stories to create our own "biographies" (according to narrative psychology). They also offer the opportunity to reaffirm judgements we've already made about ourselves, so they allow us to be the heroes of our own story.

VisualDNA uses quizzes to gather insights into audiences. People voluntarily take their quizzes to uncover who they are on the basis of psychological theory, and they get to amass an enormous amount of audience data. It's brilliant!
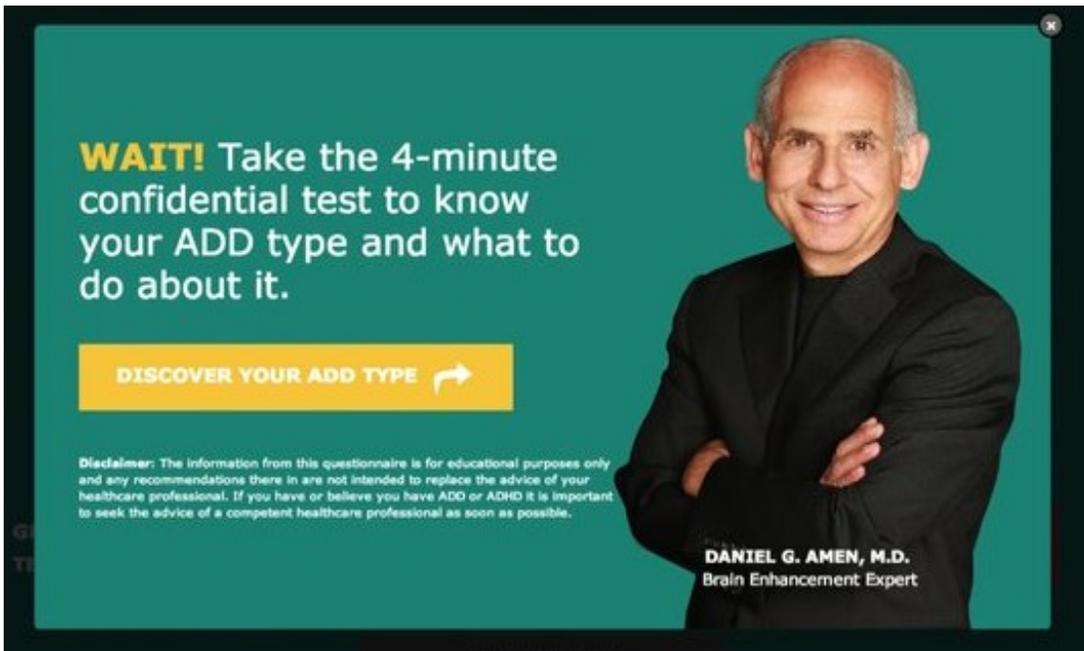
But quizzes aren't just limited to personality types. You can use quizzes to re-engage your abandoning visitors on just about *any* topic.

Here's an example of an exit popup quiz from Healing ADD on finding your ADD type:

20. Offer a Done-for-You

Sometimes your visitor is enjoying your content, but they're too busy to implement your advice on their own. Solve that problem for your visitors by offering a done-for-you solution.

For example, Betty Means Business offers 3 essential done-for-you scripts to attract more clients.
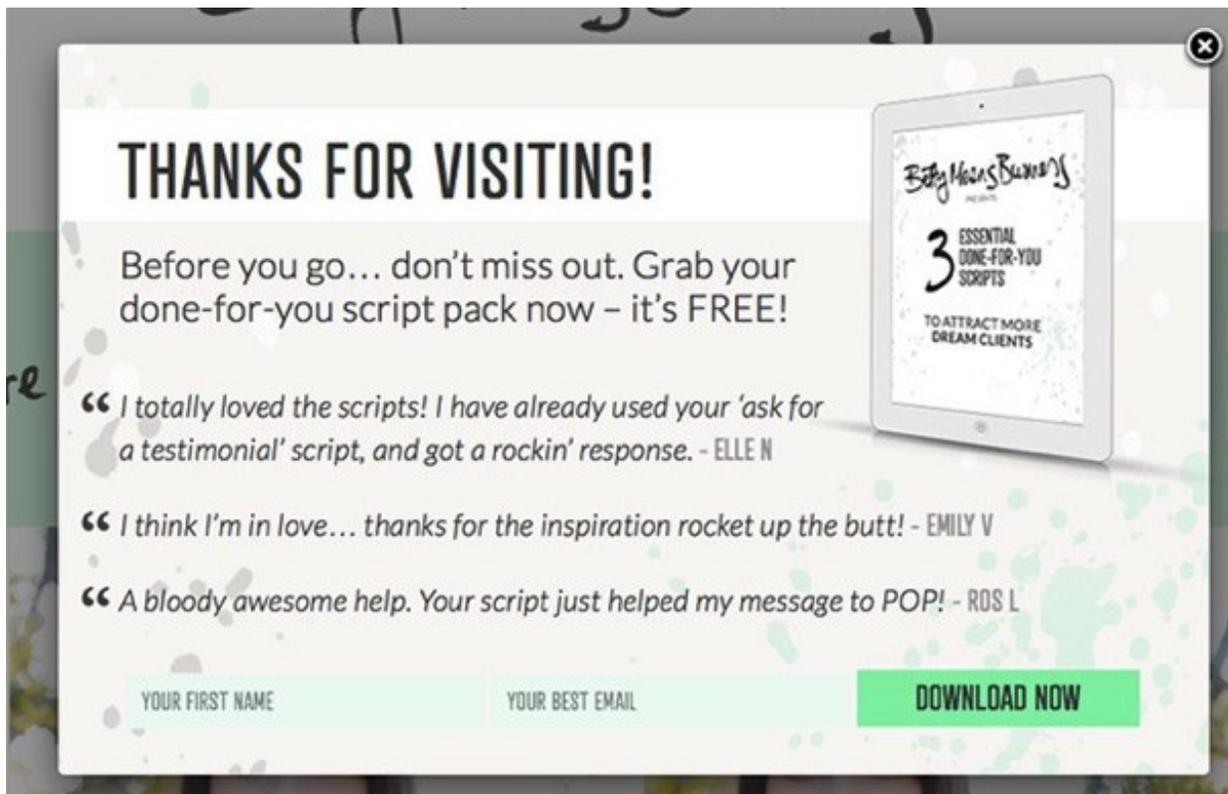
You could offer something similar with a fill-in-the-blank PDF template, an Excel spreadsheet, a Photoshop file, a Word Document, or even audio clips.

On product pages, you could implement an exit popup with an offer to configure the product for the customer. Or, if the product requires any work on the customer's part, offer a complete done-for-you service.

Put yourself in your visitor's shoes and think, *"What can I do to make their life easier?"* . If you can save them from a lot of time or frustration, you'll have the perfect "hook" for your exit popup.

21. Use the Word, "Wait"

Stop your visitors in their tracks with the powerful word, "wait".

Perhaps it is due to our need for closure, but there is something almost irresistible about the word "wait" that makes us curious to know what it is that we should be waiting for.

Green Mountain Mustard knows that you were thinking about buying mustard since you were browsing their site, so their exit popup gives you a friendly reminder.
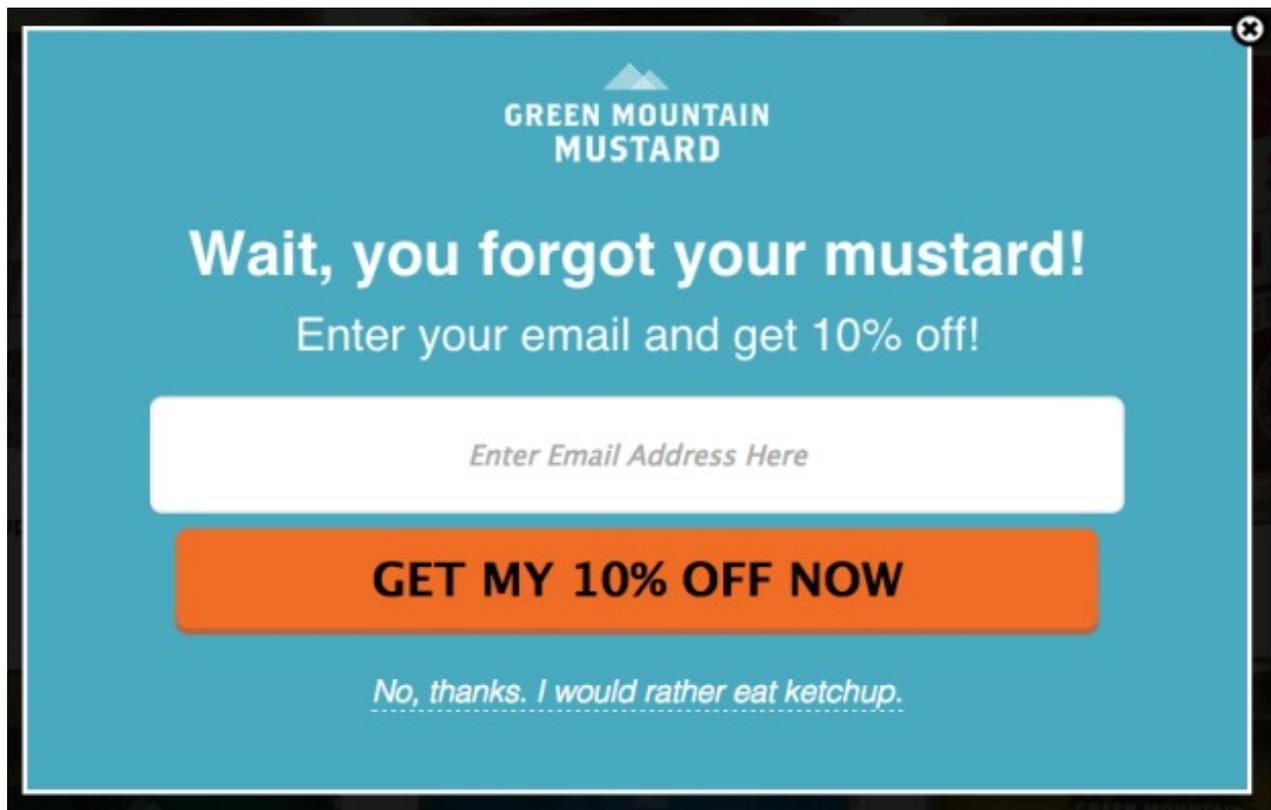
You could do the same thing on a landing page or a product page: remind them of what they'll miss out on if they click away now.

22. Make them Laugh

Another reason for visitors bailing on your site is that they're simply bored. But if you can make them smile or even laugh, it will be hard for them not to take you up on your parting offer.

KlientBoost uses the "pile of poo" emoji–that's right, cute, smiling piles of *poop*–to lighten the mood.

Here's another example of a humorous exit popup… how can you resist those big, brown puppy eyes?

Please don't go...

Use the code below at checkout for 10% OFF your order.

TAKE10OFF

Image via [StoreYa](#)

[GQ Magazine](#) gets real in-your-face with this humorous exit popup:

GQDaily

Not to Point Fingers...

...but you could use a style upgrade.

Style advice, fit guides, and insider tips, delivered straight to your inbox every day.

| Enter Your Email | SIGN UP |

Will be used in accordance with our Privacy Policy.

Especially if humor fits with your brand, this is not the time to hold it in... let it loose in your exit popup!

23. Offer to Chat

You've probably been on a sales page before where you saw a chat box pop up, like this one from Xchop:
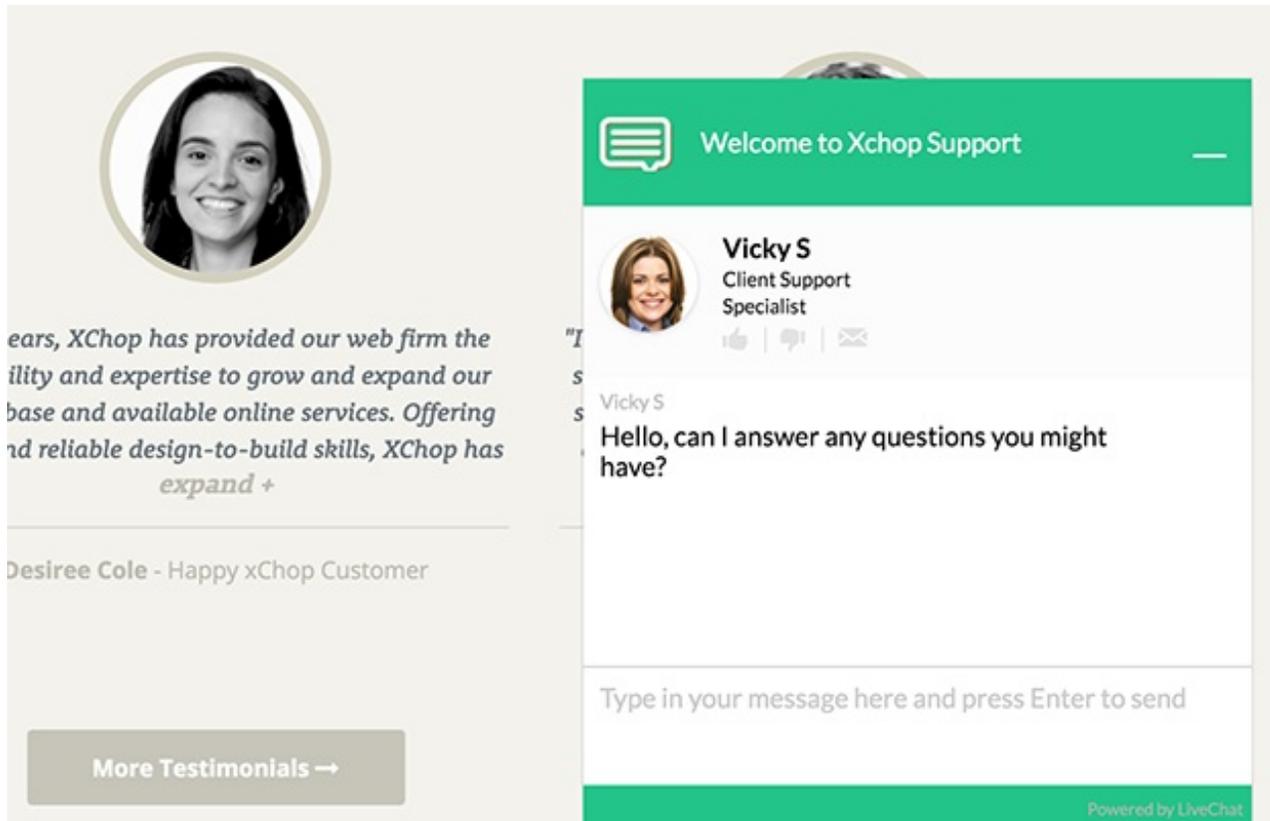

This of course allows you to give your potential customers answers to any questions they may have about purchasing your product or service.

However, you don't have to offer 24-hour live chat in order to support your website visitors.

Use your exit-intent popup to schedule a time to chat at a later date. Neil Patel asks for the visitor's name, email and website URL to reserve a confidential discussion:
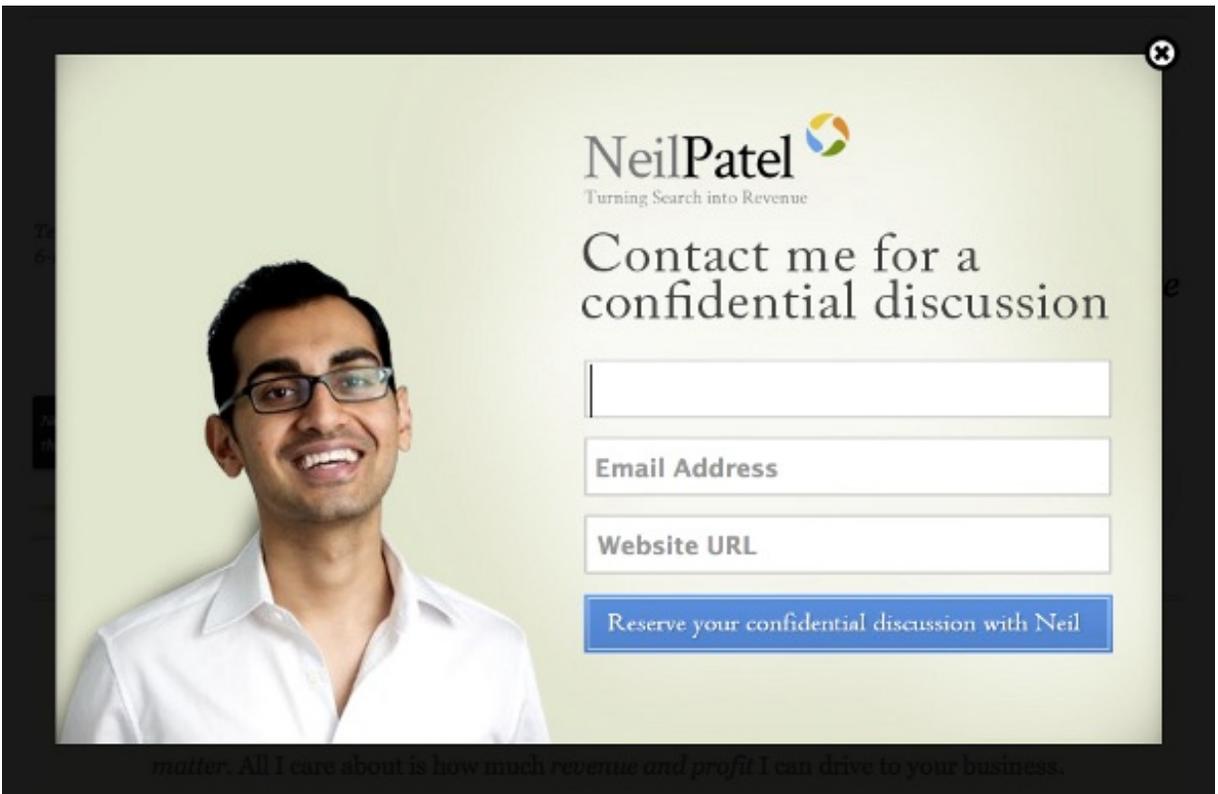
And here's another example where the popup asks for the best contact information, giving the choice of either email or phone:

Image via **Timesulin**
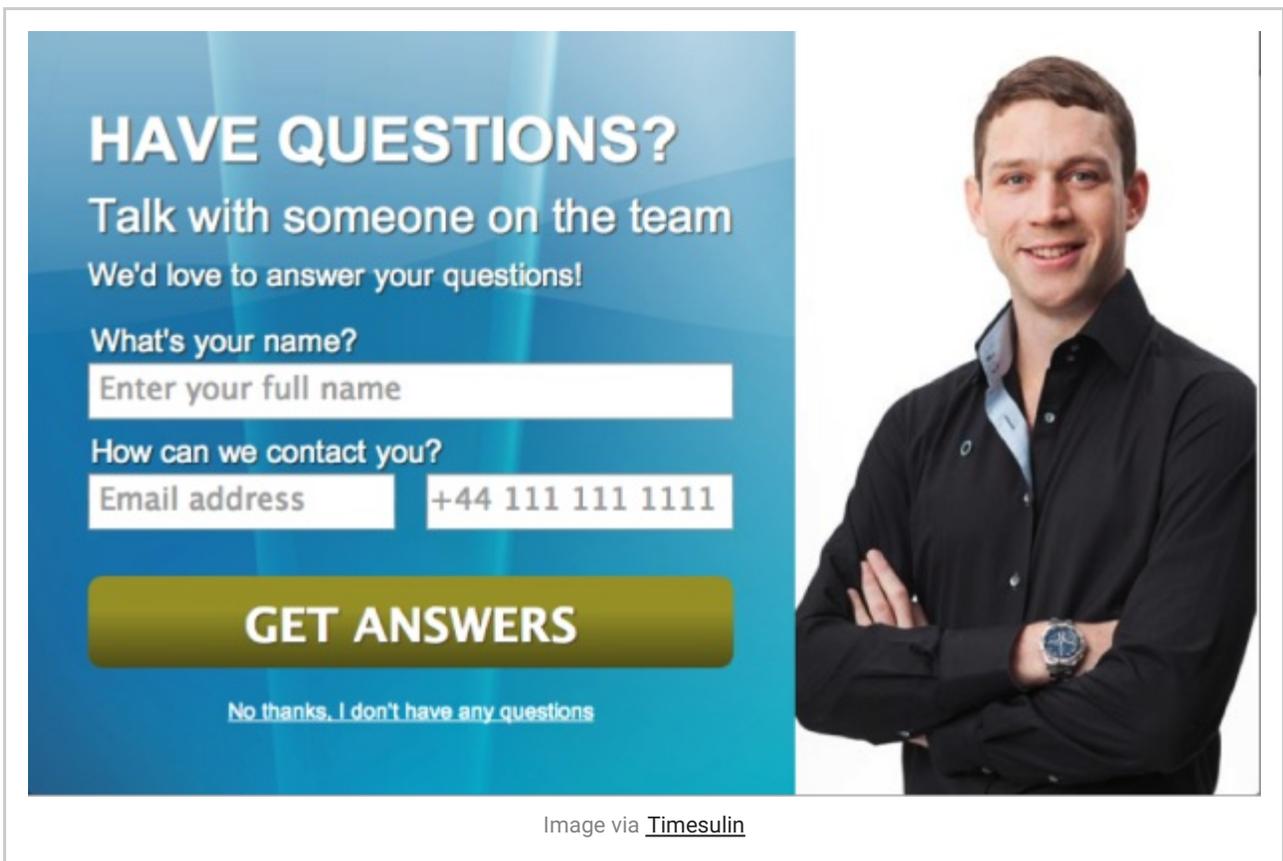
24. Use a Two-Step Opt-In

Psychologists have discovered that we all have a strong urge to be consistent . Once we make

a decision or perform an action, we have the tendency to stick by that decision in all our future actions. This is known as a "decision heuristic": a mental shortcut for making decisions.

Asking your visitors to take the first step is always the hardest. But if they just take that one step, all the next steps will become much easier. That's because they are building up mental momentum.

Making that first step really, *really* easy for prospects to take gets the ball rolling. Then, you can get them to take a more difficult action. Kind of like a domino effect: you have to apply a bit of force to knock down the first domino, but after that all the other dominos fall down effortlessly.

Smart marketers understand this principle and put it to use in their opt-in forms by asking for an easy action first (press a button) *before* asking for a more difficult action (submitting their email address). This is called a two-step opt-in.

How can you use a two-step opt-in with your exit popups? Simple. Place a button on the exit popup which they'll have to click before they can see the opt-in form. Use a call-to-action that would be a no-brainer for your target subscriber, or something they simply can't resist.
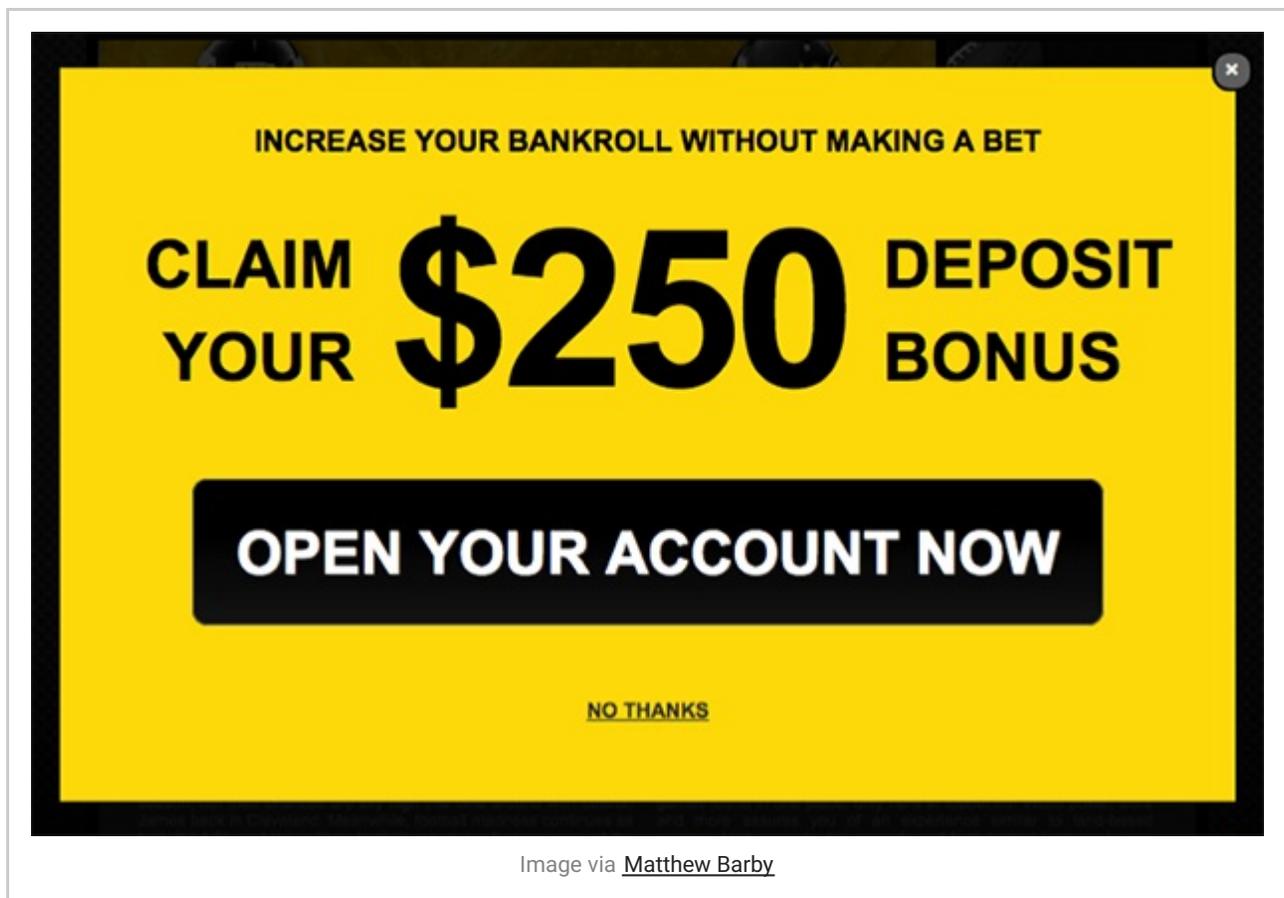

Image via Matthew Barby

For example, QuickSprout once used the headline, *"Are You Doing Your SEO Wrong?"* If this headline had been on a two-step exit popup, they could have had a button below it saying, *"Click Here to Find Out"*. Then after the click, they could have displayed the opt-in form.

Treehouse uses the headline, *"Change your Career. Change your Life."* If they put that headline

on a two-step exit popup, they could display a button below it saying, *"Claim Your Free Trial"*. Then and only then would they reveal the form to enter your name and email.

See how that works? A simple button looks a lot more harmless than a form asking for information. They won't see the harm in taking that first action, but then they'll feel "committed" to following through.

25. Give a Yes/No Choice

Another version of the two-step opt-in is a "yes/no" choice. But instead of just one call to action button, you offer *two*: a "right" choice and a "wrong" choice.

Here's an example from Social Triggers:
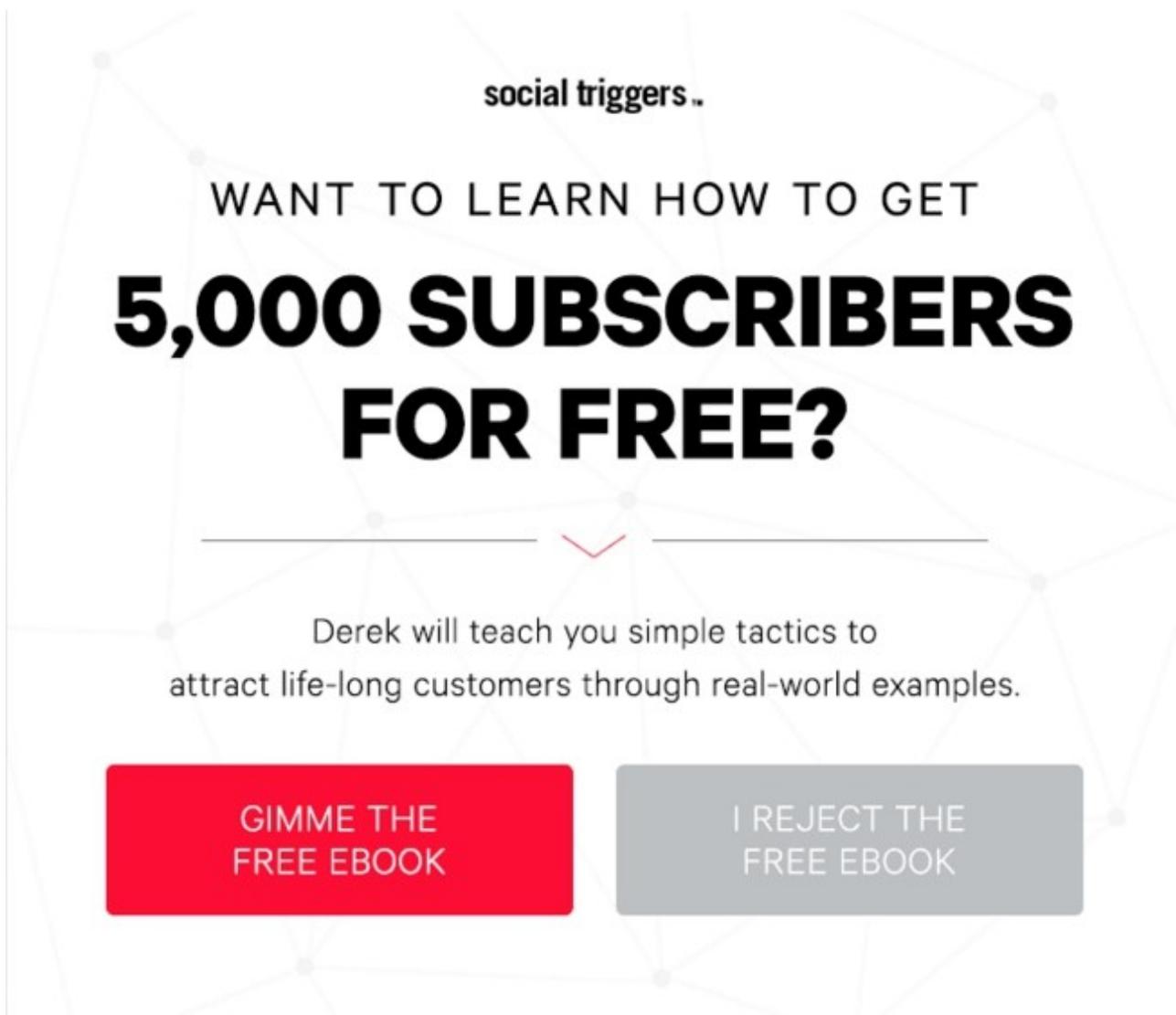
Learn how easy it is to create a "yes/no" exit popup with OptinMonster.
This works to increase conversions because of the psychology of choice: when given a *choice* of doing something, people are more likely to want to do that very thing.

You see, choices make us feel more in control, more powerful. When we feel powerful, we tend to act more impulsively when it comes to making decisions.

In order for this to work for your exit popup, you need to make the "right" choice *really* obvious to the visitor. So obvious, in fact, that they don't even have to think. (Remember, the minute they have to think about the choice, you've already lost them.)

So, the color of your call to action buttons is really important for this type of exit popup. We have been conditioned to associate bold colors with action, and dull colors with inaction. So by making one button pop with a bright red color, and making the other button grayed out, the visitor gets the psychological message that they are supposed to click on the red button and not the gray one.

Your button copy is important too. Make them feel that they actually have a choice—don't cajole them into choosing a particular option—while still making it a no-brainer decision. This is something of an art, and many marketers tend to go over the line by writing copy that sounds too pushy or condescending.
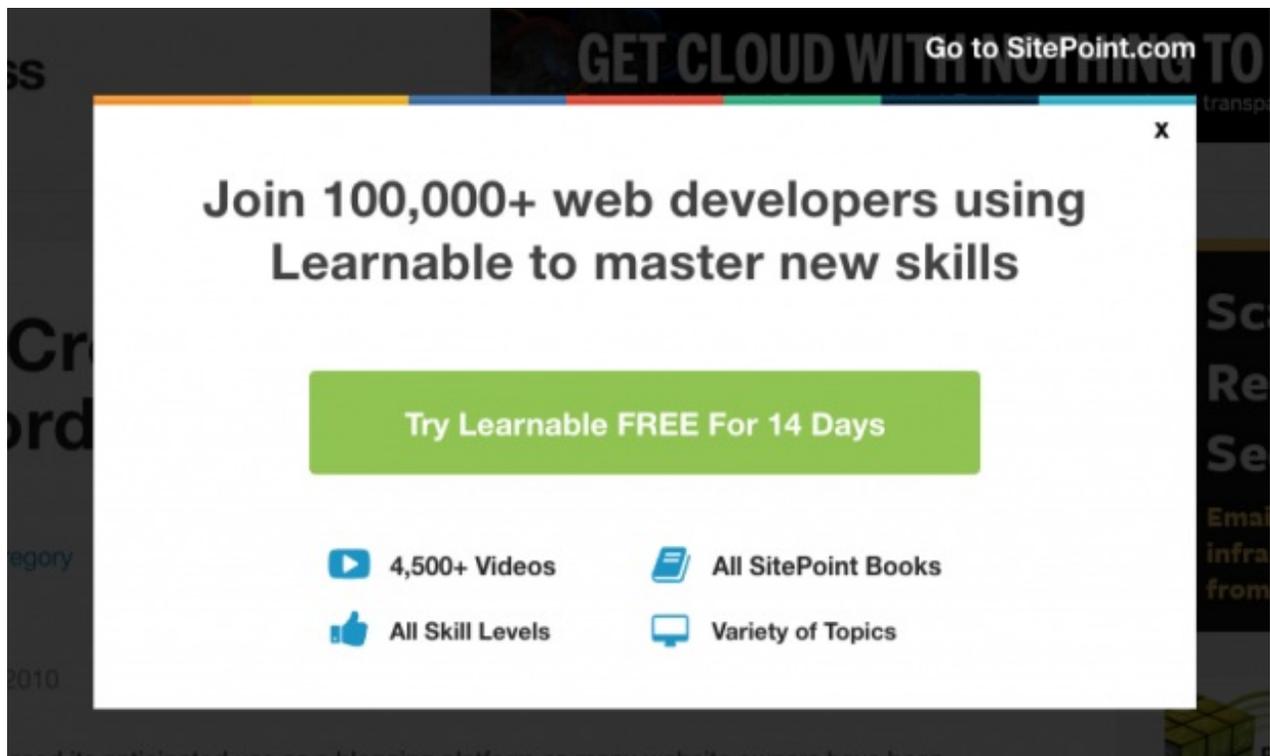
The Social Triggers example above is a great example because the negative option uses the word, "reject". This is an excellent word to use because it's empowering: being able to "reject" something gives me that feeling of being in control of the situation. At the same time, why would I want to reject something that's being offered for free, especially if it delivers on the big promise in the headline ("Want to learn how to get 5,000 subscribers for free?").

Naturally, I'm going to go with the free eBook.

26. Use Social Proof

Social proof works because we tend to look to others in order to decide the "right" thing to do.

Over 100,000 web developers can't be wrong, right?

Or how about 310,000+ dog lovers? In fact, if you're a dog lover you might be asking yourself, "Why didn't I join this community sooner? If that many others have joined, they must know something I don't."
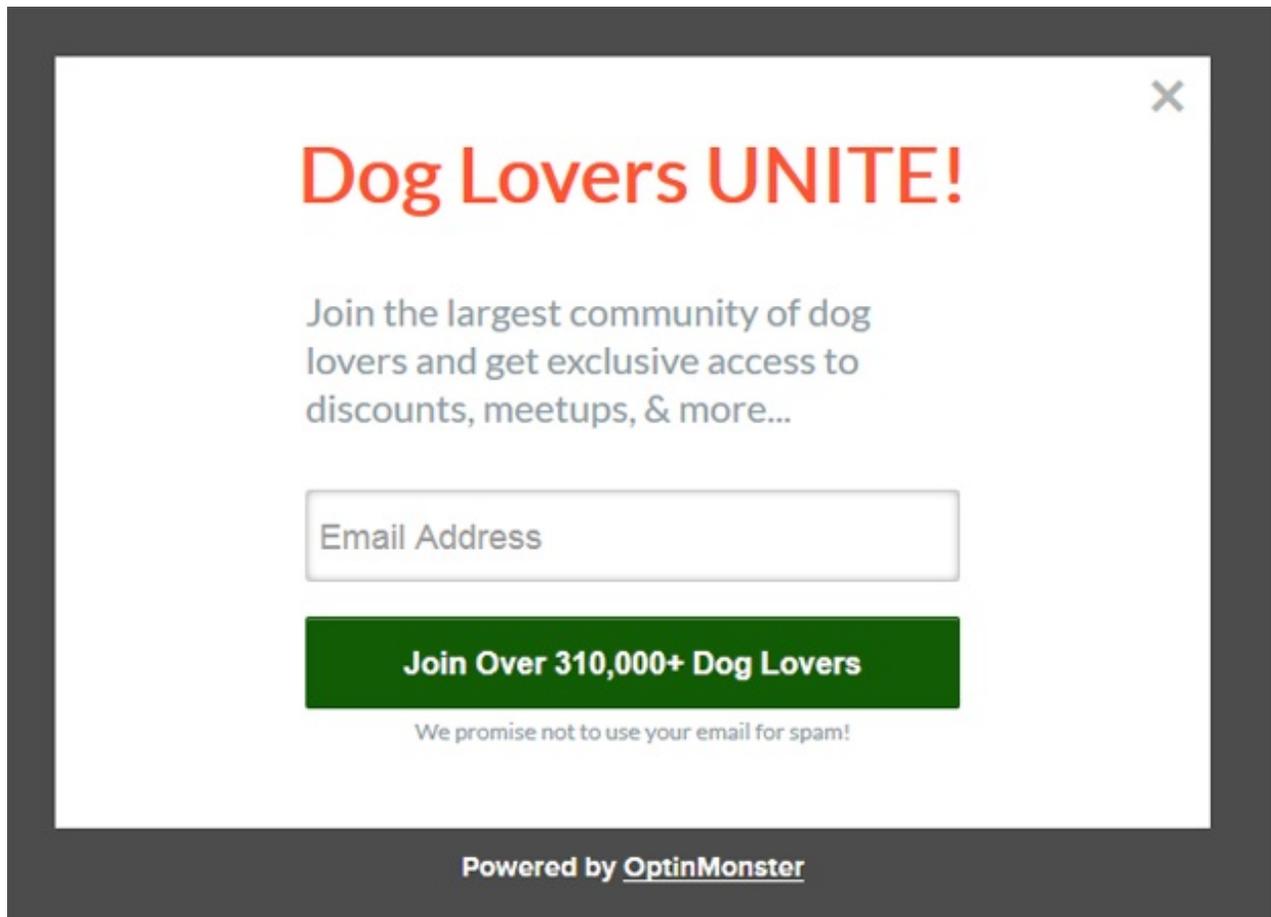
These are some pretty impressive examples, but you don't necessarily need huge numbers in order to leverage social proof in your marketing. In fact, you don't need your own numbers at all. You could simply use someone *else's* numbers or results as an example. Simply point out what others have done, and how your prospect can follow their lead.

27. Use Your Credentials

Authority is a powerful tool that you can use to increase conversions on your exit popups.

Do you have any special certifications or qualifications that can give visitors greater confidence in your authority and expertise? Show that off on your exit popup!

Timothy Sykes displays his "Top Trader" badge right on his exit popup:

Have you written any guest posts for popular blogs? Have you been featured in any magazines? Display all of those logos at the bottom of your popup like PreneurCast does:

Remember, people have a natural tendency to follow authority figures. Position yourself as the expert, and it will be so much easier to get visitors to take the action you're asking of them.

28. Use Numbers

Numbers can be used in a variety of different ways to increase conversions on your exit popups.

For starters, numbers are great attention-grabbers. There is just something about seeing a number–especially a very specific, odd number, such as 1,837–that causes us to stop and take notice.

We also know that people have a tendency to infer larger sizes, or "more" of something, from larger numbers. So 660 minutes sounds larger than 11 hours, even though they are the exact same amount. Use this to your advantage in your popup copy by using smaller units when you want to give the impression of bigger amounts.

Of course, if you *have* big amounts to show off, like Syed Balkhi, then by all means, do it!
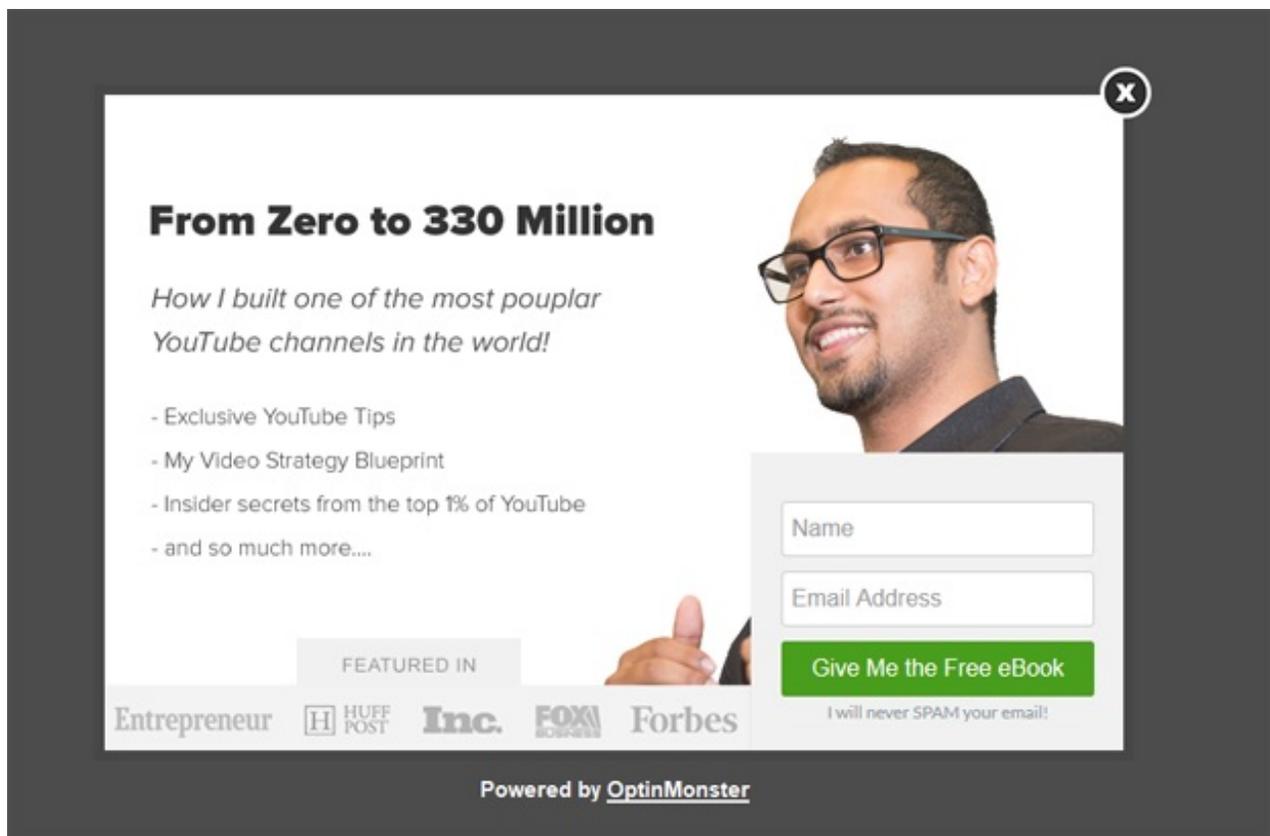
29. Use Arrows

Just like great copy, great popup design can also increase conversions on your exit popups by drawing the eye where it needs to go.

Our eyes have the ability to take in so much visual information that it's more than our brains can consciously process. So, we are hardwired to focus on only the most compelling information–the information we believe to be the most important–and skim over the rest.

This is called selective attention. The consequence of selective attention is that people naturally look for visual information to tell them what's important and what's not. Because of this, we can actually direct where the eye will look by guiding the viewer's eye along a specific path using visual cues, such as arrows.

Arrows actually help the viewer to comprehend information better than written directions alone. They point the way, direct the viewer's focus, and help the viewer to filter out unimportant information. Use arrows on your exit popups to direct attention towards your call to action.

Here's an example from Kindlepreneur:

30. Use Animation

Another way to guide the eye towards your call to action is with movement.

An animation, like the one below, is nearly impossible for the eye *not* to follow. In fact, this particular animation points at the call to action button, combining a directional visual cue with movement. The result is an extremely powerful exit popup.
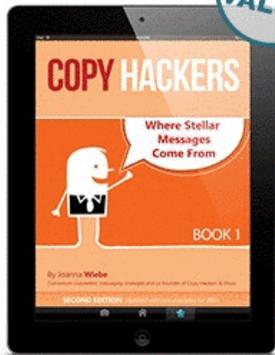
Learn how to add animation to your exit popups with a single click.
(It's hard to look away, isn't it?)

31. Ask to Follow You on Social

Asking for an email address can be tough: due to information overload, people tend to closely guard their email addresses these days.

Asking someone to follow you on social media, however, is a lot easier. Especially if your social media channels have a significant following (social proof), it should be relatively simple to get an abandoning visitor to click the "Like" or the "Follow" button.

32. Assume the Close

A particularly gutsy move is to stop asking whether a visitor wants to take action, and just assume that they do.

For example, on his webinar registration page, Neil Patel's exit popup is a simple registration form.
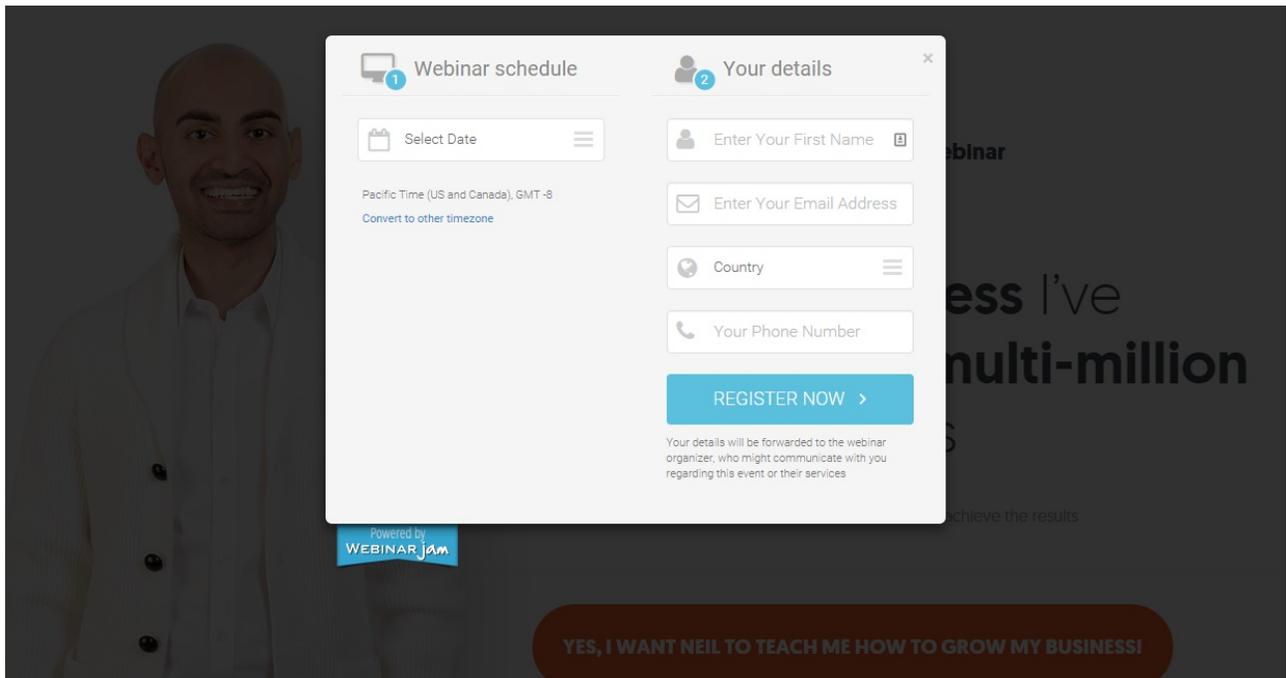
Notice he doesn't try to sell you on the webinar at all. There's no headline, or any details about what the webinar is about. He simply *assumes* that you wish to register.

CrazyEgg assumes that you want to buy one of their plans. Rather than trying to sell you on their plans, they simply ask, which one will you choose?

33. Include Testimonials

We all know how important testimonials are on sales pages, but what about exit popups? The fact is, your exit popup is a mini sales page. You may be giving something away for "free", but you are still asking for something in return, whether that's an email address or a small action, like following you on Twitter.

Convince visitor's to take action by using recommendations from your customers and subscribers. If you can include a photo of their faces, all the better.

Kevin Duncan of Be a Better Blogger uses a subscriber testimonial on his popup to drive home the value of becoming a regular reader and subscribing for updates.

34. Use Compelling Button Copy

Is your call to action button copy generic, such as *"Subscribe"*, *"Download"*, or *"Sign Up"*?

Scratch that. If you want your button to be compelling, you'll need to ditch the generic copy.

Instead, use copy that focuses on the big *benefit* that they will get from your offer.

For example, Shoe Money offers free case studies as their lead magnet. Rather than a generic, *"Download Now"* button, their button copy reads, *"I Want Millions of Dollars Now"*.

You can also make your button copy more compelling simply by getting more specific on what they're getting, or the action that they're taking.

For instance, if you are giving away a coupon, you could use a specific dollar amount right on the button (e.g. *"Get My $10 Off"*):
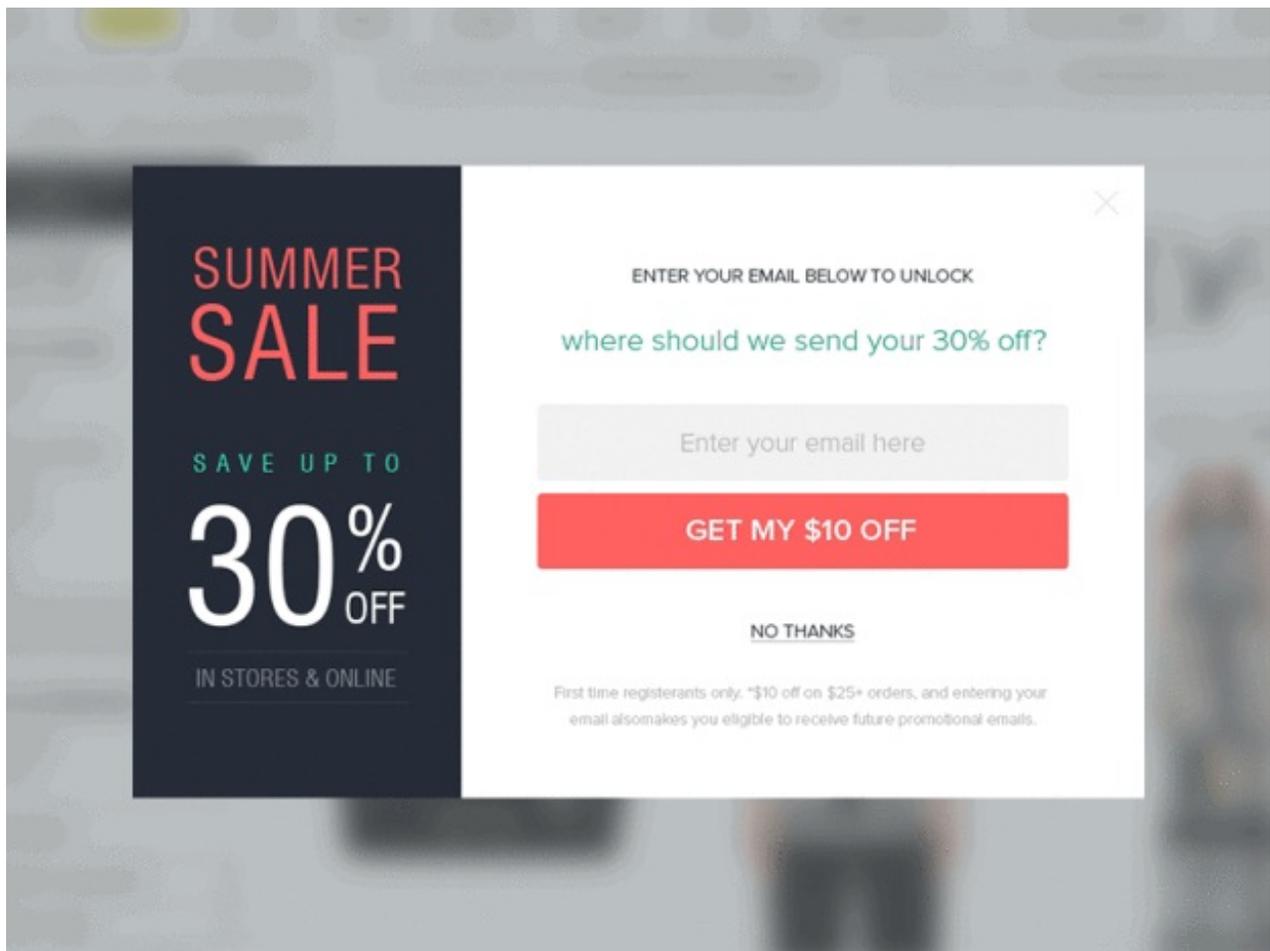
To give you some inspiration, here are even more great examples of call to action button copy…

- "Start writing" – <u>Medium</u>
- "Give Basecamp a try – it's free for 60 days" – <u>Basecamp</u>
- "Find your gym & get membership" – <u>Anonymous case study</u>
- "Show Me My Heatmap" – <u>CrazyEgg</u>
- "Build a Manpack" – <u>Manpacks</u>
- "Send a GiftRocket" – <u>GiftRocket</u>
- "Talk to us" – <u>Contently</u>
- "Let's Do It!" – <u>Less Accounting</u>

35. Give Them a Chance to Win

Sometimes visitors need a little extra incentive to take action. Free digital downloads are increasingly common, however *physical* items tend to have a higher perceived value. So why not give away something physical?

You don't need to give *everyone* a physical gift. Just give them a chance to win the gift when they sign up for your newsletter.

For example, <u>Invision</u> gives you an entry into their free t-shirt drawing when you sign up with your email address.
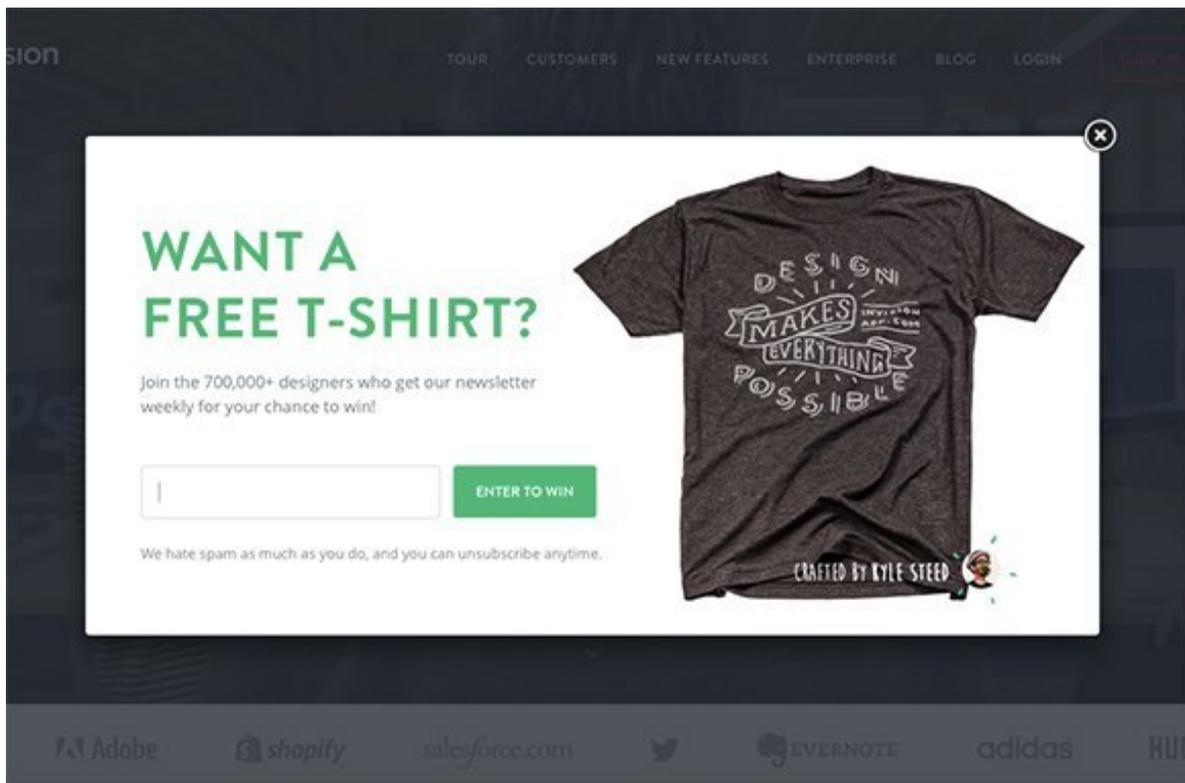
[Yorkdale](#) offers an entry into their monthly drawing for a $150 Yorkdale gift card.
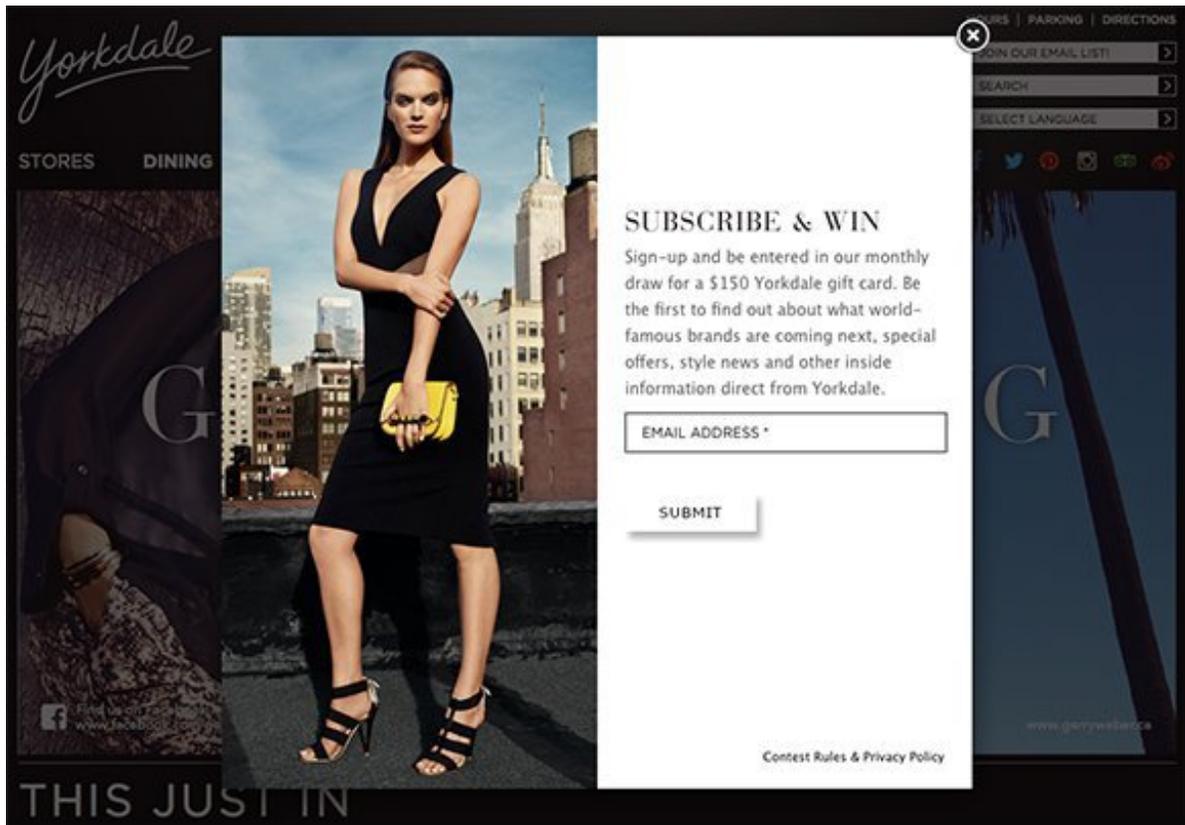

You could also offer additional entries for other actions, such as sharing on social media, or referring a friend via email. Giveaways are a powerful means of driving traffic to your website, so put them to good use in your exit popup.

36. Use a Striking Image

Sometimes all you need to grab your visitor's attention is a striking image.

For example, Made uses this unusual image of a model with chairs stacked on top of each other to grab your attention:
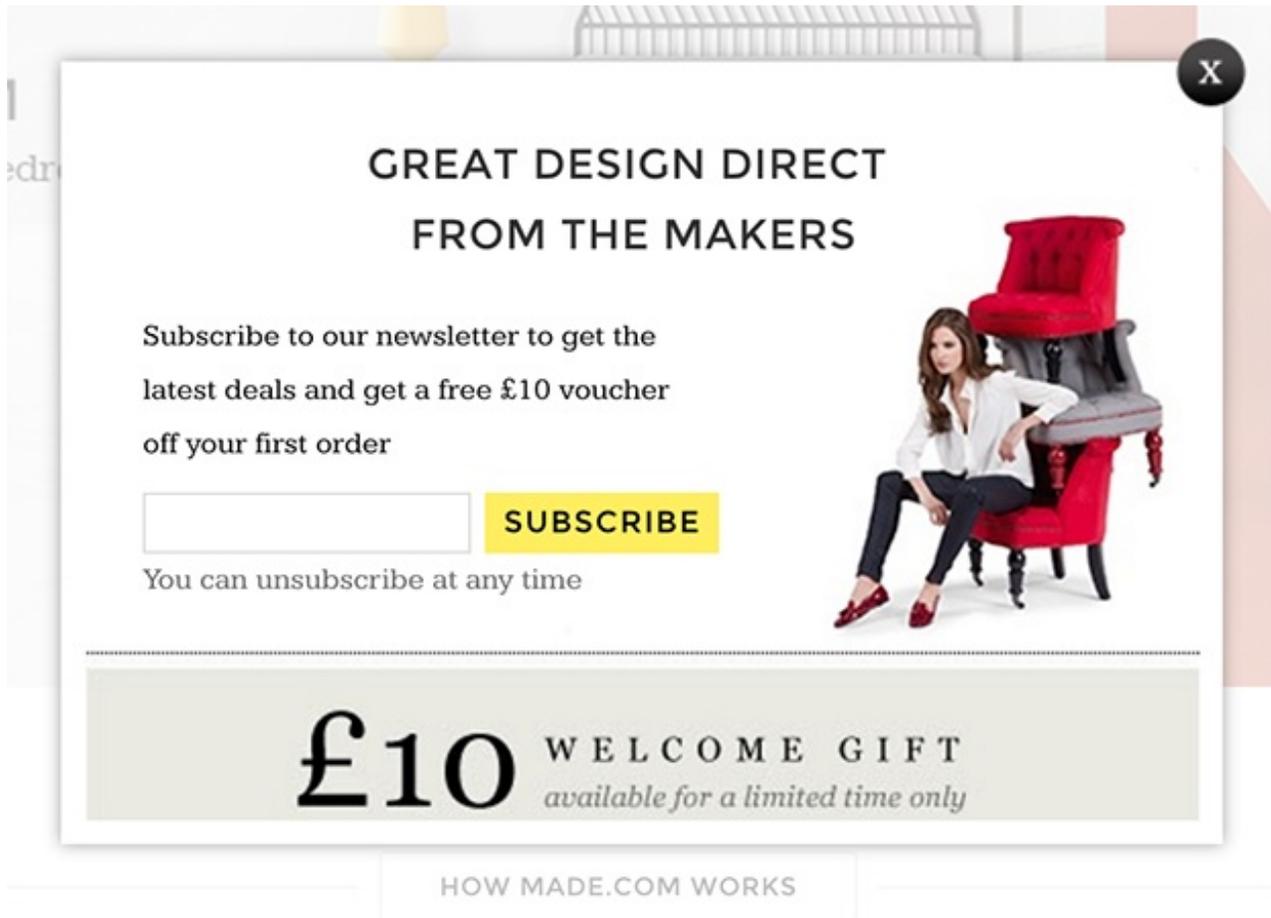
Fedex uses a map of the globe to illustrate their point in a fun, unexpected way:

Solarwinds uses animals with a dash of humor to spice up their ad campaigns:

Even something as boring as a Band-Aid can be made interesting with an eye-catching image:

Use a dramatic or unexpected image in your exit popup and you'll stop your visitor's right in their tracks.

37. Use Color to Direct the Eye

Remember how we mentioned that our eyes can take in way more information than our brains can actually process? Therefore, people look for visual cues to tell them what's important and what they can ignore?

Color is one of those important visual clues. The specific color you use is less important, but how you utilize *contrast* in color is essential to directing the eye where you want it to go.

Studies show that the eye naturally skims a website from top to bottom, taking forays into the middle from left to right, forming an "F" shape.
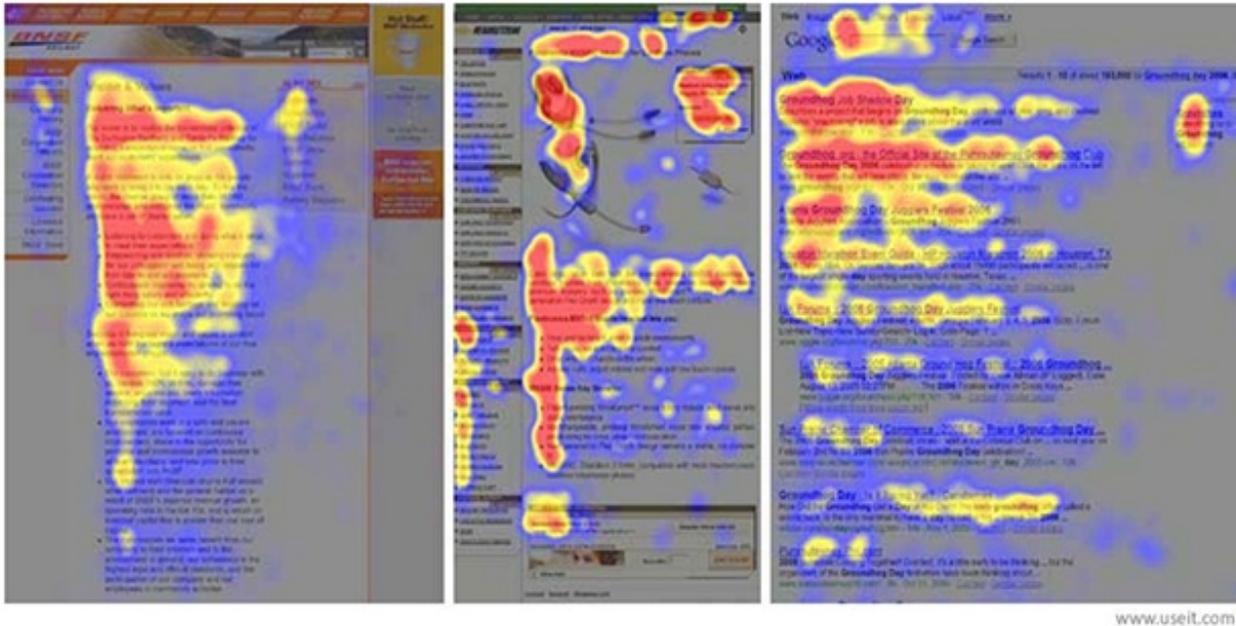
Once you understand this, you can place important elements along that natural F-shaped path, and use color to place greater visual weight on some of those elements.

Take a look at this exit popup from Marie Forleo:
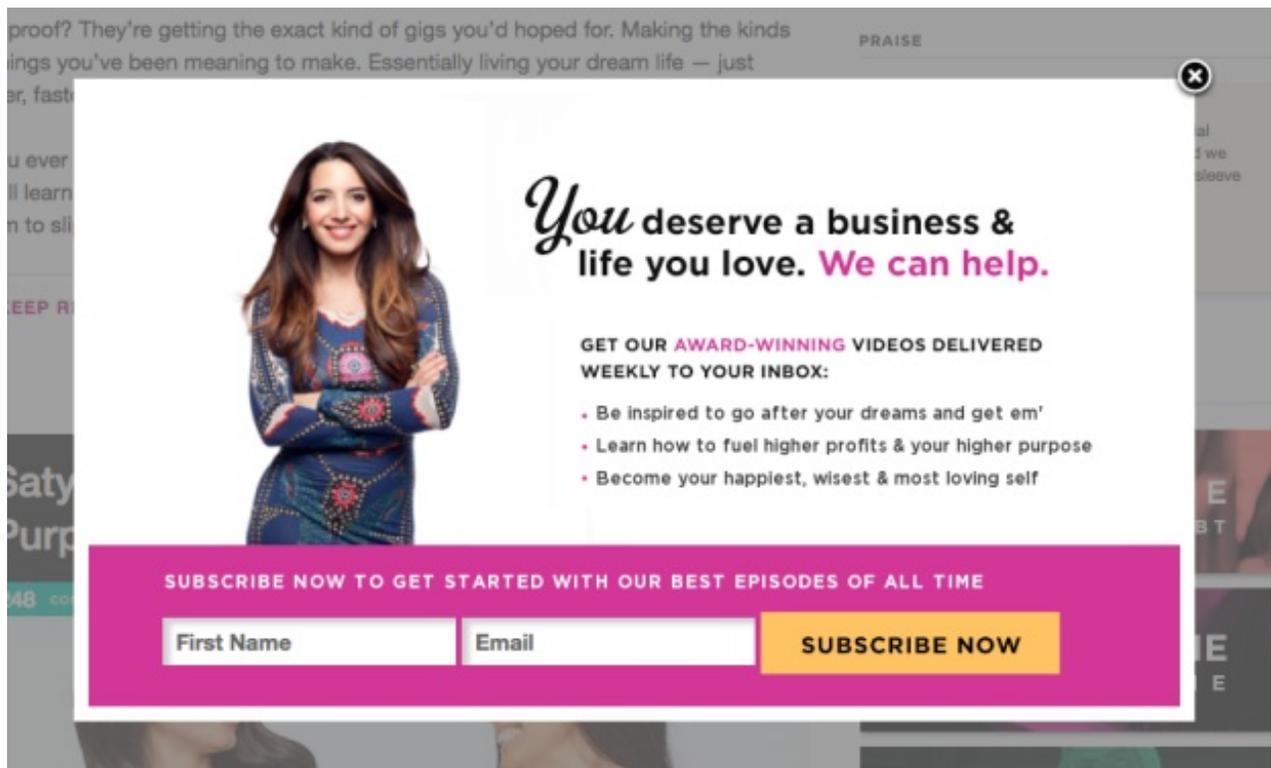
Do you see how the color pink was used to place emphasis on certain words? "We can help" and "award-winning" both pop right out at you, just before your eyes land squarely on the opt-in box at the bottom.

Because the "Subscribe Now" button is yellow (in contrast to the pink background), and it's the only element of that color, it stands out even more than any other element on the popup.

38. Incite Curiosity

The information gap theory of curiosity says that we get curious when we feel that there is a gap between what we know and what we don't know. It's like a mental itch… we simply have to scratch it!

So if you want a surefire way of making your visitors stick around longer, use an information gap to incite curiosity. Once they've got the "curiosity itch", they'll *have* to stick around in order to satisfy it.

In this popup, the headline promises to reveal the strategy that Gary Vaynerchuk used to get 832,241 YouTube views:
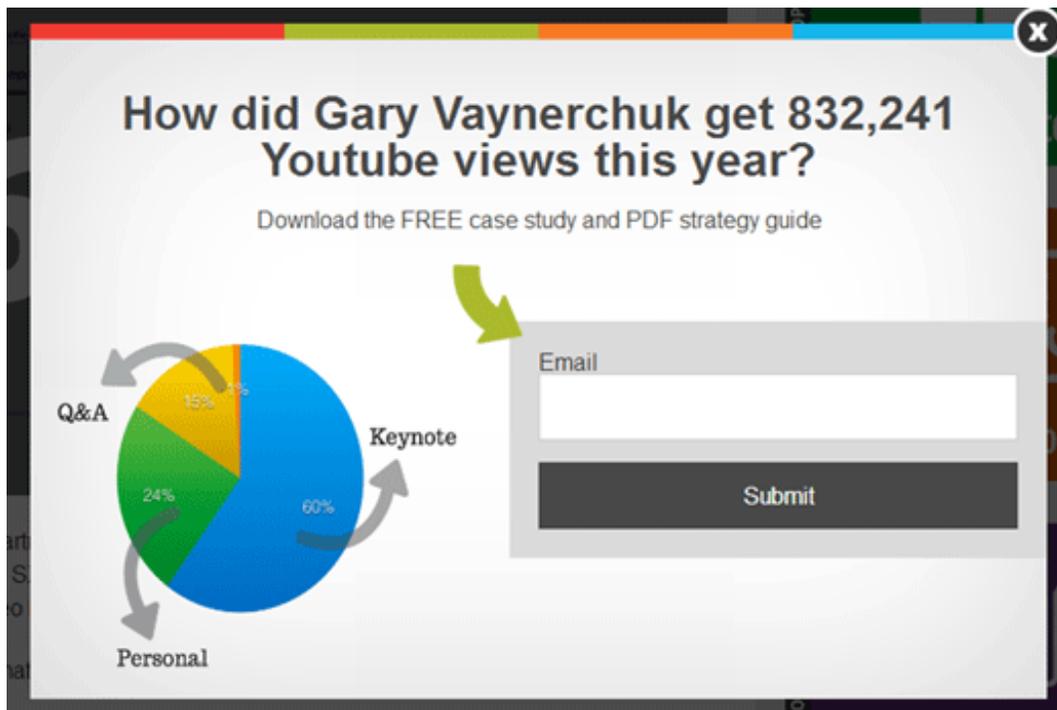
Because there is a perceived information gap, visitors will be driven to enter their email out of curiosity.

Derek Halpern offers five templates for crafting headlines that incite curiosity. These are perfect headlines for your exit popups…

- How'd you like to learn about [new remarkable thing] that [desirable outcome]?
- Ever wonder how you can earn [desirable outcome] with [new remarkable thing]?
- There's a way for you to [desirable outcome] with this [new remarkable thing].
- If you heard about a [new remarkable thing] that could [desirable outcome], would you be interested in learning more about it?
- The key to a [desirable outcome] is to make sure you use [new remarkable thing].

39. Get Inside Your Visitor's Head

By far the best way to get big results from your exit popups is by putting yourself in your visitor's shoes, and offering them *exactly* what they are needing and wanting in that moment.

Ask yourself, what are all the possible reasons for a visitor to leave this particular page on my website? Out of those, which are the most likely reasons?

CountryLiving knows that their visitors would love to have one of their mouth-watering meal ideas for dinner tonight. However, the main thing holding them back is time: most people feel that they simply don't have the time to cook an elaborate meal. So, they swoop in and save the day with "26 Easy Dinners that Can be Made in 30 Minutes or Less"!
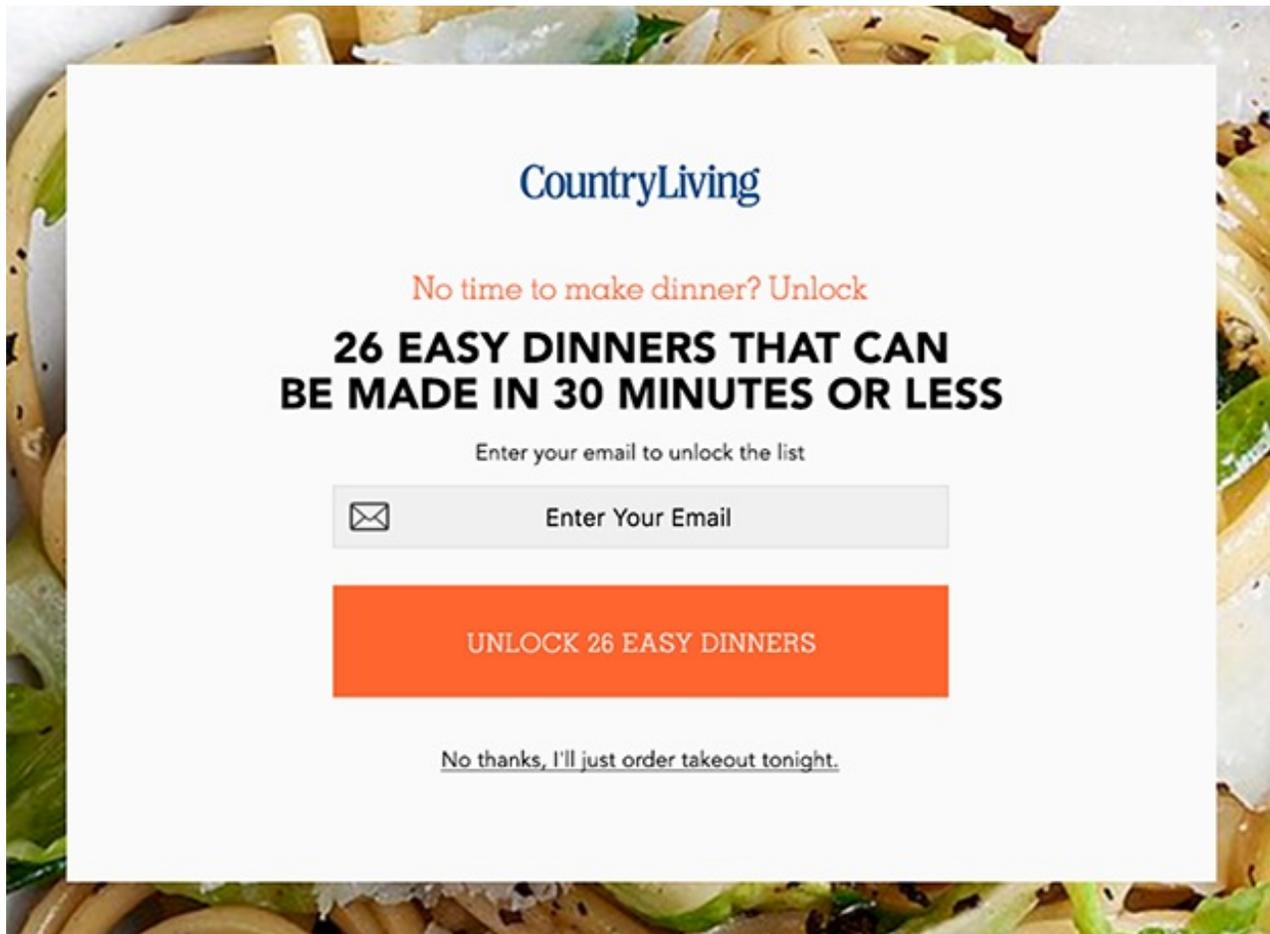
If you don't want the easy dinners, well, you'll just be ordering takeout then.

This is exit popups at their best: get inside your visitor's head, solve their reason for leaving, and become their hero.

40. Hide Popups from Existing Subscribers

If someone has already taken the action you wanted them to take, such as subscribing to your email list, don't show that exit popup to them again! Besides wasting a good popup, it can annoy your visitors and make them even more keen on leaving.

Do, however, display a different popup to those visitors. See the display rules that allow follow up campaigns, onsite retargeting, and more.

Maybe there is another action you'd like them to take to move them further along your sales funnel. Or maybe you want to take advantage of the fact that these visitors are "warmer" than the others, and ask for something bigger this time around. You could also offer a different lead magnet than you did before: that way, you can build on that relationship by offering even more value.

We hope this article has given you tons of new ideas to hack your exit popups. Take one of these and run with it, and don't forget to run a split test so you can measure your results.

Published by Mary Fernandez

Mary Fernandez is a professional blogger. When she's not at her desk, you can usually find Mary exploring sunny San Diego, CA with her laptop, husband, and three kids in tow.