

wishpond HOW-TO

How To Create an Exit Popup with Wishpond

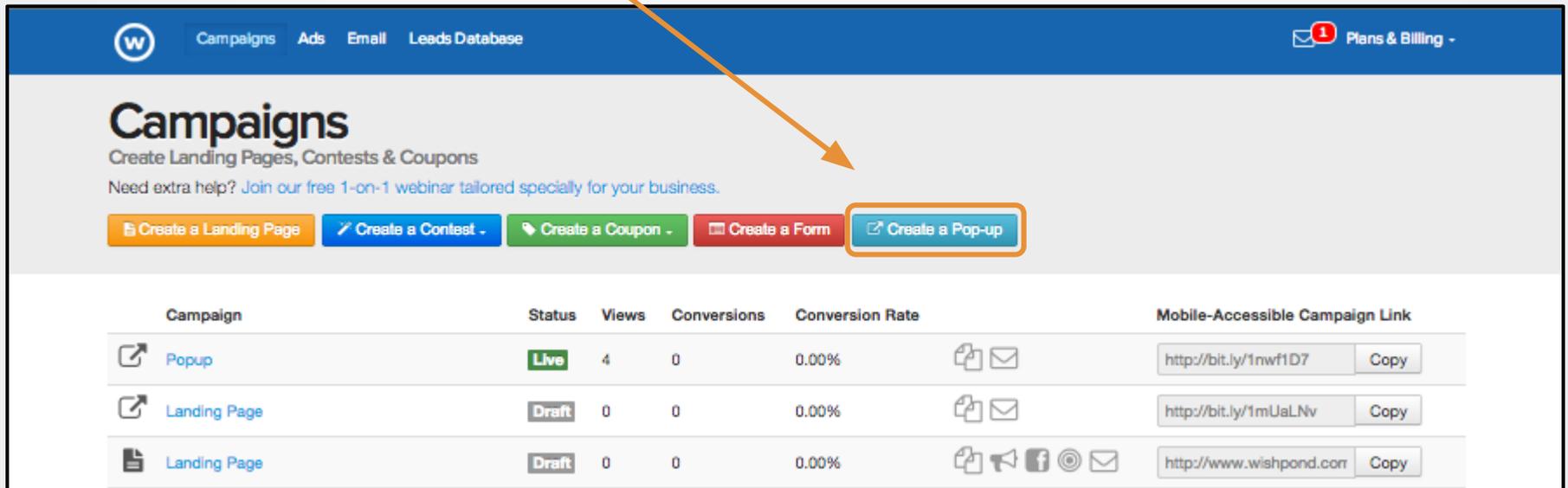


wishpond.com

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When you sign in to Wishpond you are directed to the Campaigns dashboard. From here you can choose to create a landing page, contest, coupon, form or pop-up.

Select "Create a Pop-up."



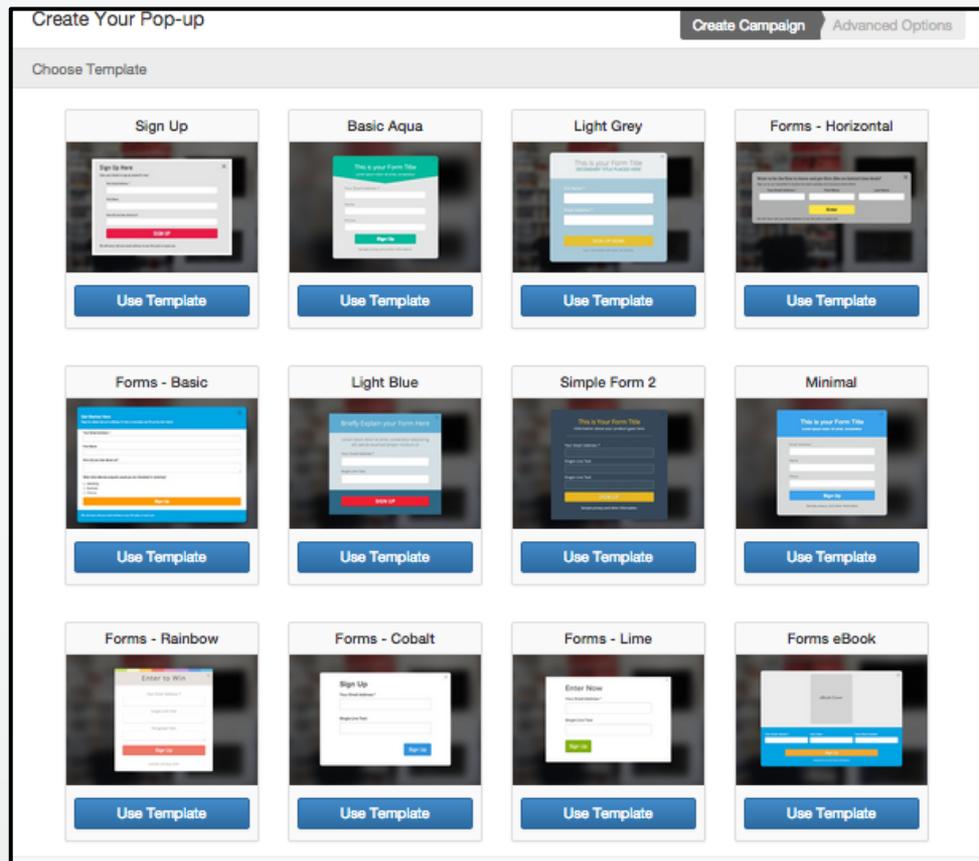
The screenshot shows the Wishpond Campaigns dashboard. The top navigation bar includes 'Campaigns', 'Ads', 'Email', and 'Leads Database'. The main heading is 'Campaigns' with the subtext 'Create Landing Pages, Contests & Coupons'. Below this, there are five buttons: 'Create a Landing Page', 'Create a Contest', 'Create a Coupon', 'Create a Form', and 'Create a Pop-up'. The 'Create a Pop-up' button is highlighted with an orange box and an arrow points to it from the text above. Below the buttons is a table with the following data:

Campaign	Status	Views	Conversions	Conversion Rate	Mobile-Accessible Campaign Link
Pop-up	Live	4	0	0.00%	http://bit.ly/1nwf1D7 <input type="button" value="Copy"/>
Landing Page	Draft	0	0	0.00%	http://bit.ly/1mUaLNv <input type="button" value="Copy"/>
Landing Page	Draft	0	0	0.00%	http://www.wishpond.com <input type="button" value="Copy"/>

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You will then be directed to the “Pop-up Template Gallery.”

Choose the template you want to use from our library of more than a dozen designs.



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Once you've selected your template it's time to design.

Click the different text areas to edit the headline and popup copy.

The screenshot displays the 'Edit Your Pop-up' interface. At the top, there are tabs for 'Create Campaign' and 'Advanced Options'. Below these are buttons for 'Templates', 'Create an A/B Split Test', 'Edit Background, CSS, and JS', 'Pre-Entry', and 'Post-Entry'. The main area shows a preview of a pop-up over a blurred background of a shopping cart. The pop-up has a blue header with the text 'Leaving So Soon?' and a large white box with the headline 'GET 25% OFF YOUR ORDER IF YOU BUY NOW!'. Below the headline is a smaller white box with the text: 'Enter your email below to get your limited time coupon code (valid for 48 hours). We offer FREE returns on all Slopestyle purchases.' There are 'Save' and 'Cancel' buttons at the bottom of this white box. Below the white box is a dark blue background with a white input field and a blue button that says 'GET MY COUPON NOW!'. At the bottom of the interface, there are 'Next >' and 'Cancel' buttons.

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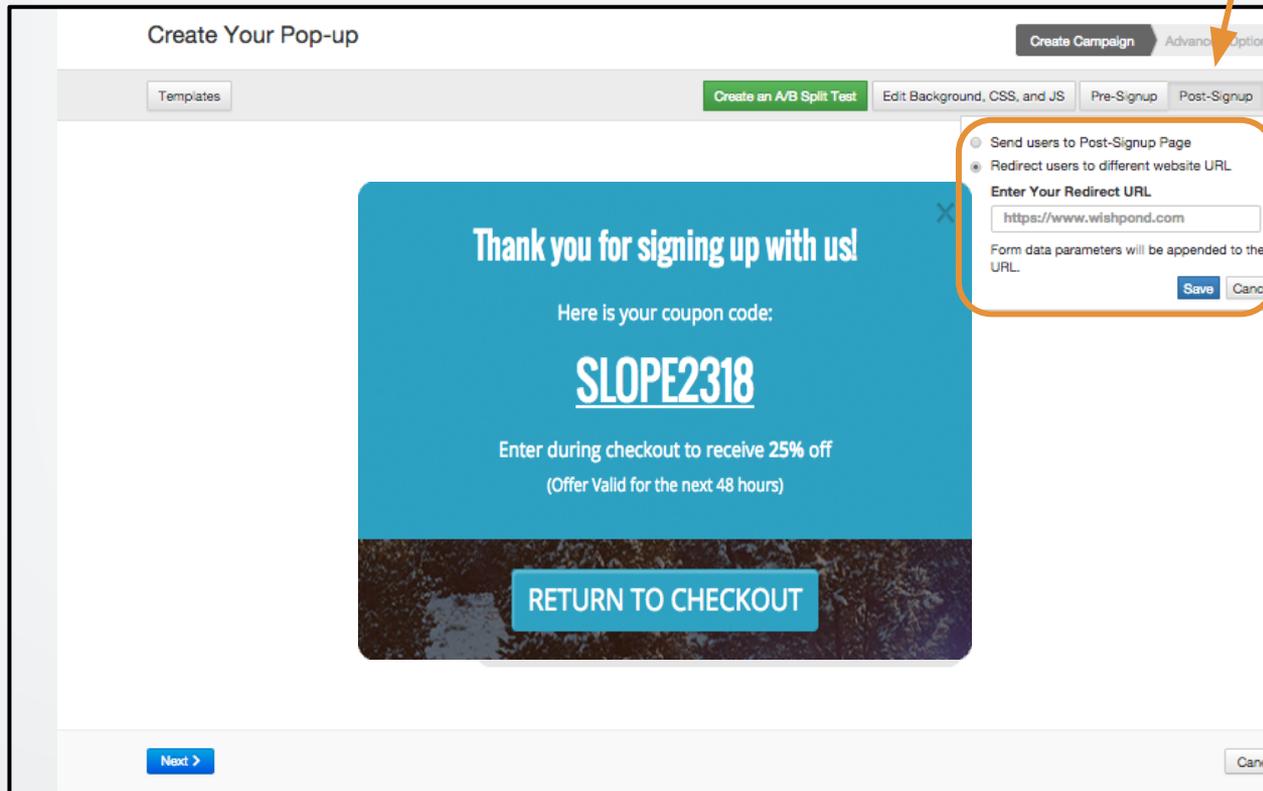
Click on the form field area to choose from a variety of field options and alter the corresponding text for each one.

The screenshot displays the 'Edit Your Pop-up' interface. At the top, there are navigation tabs: 'Create Campaign' (active), 'Advanced Options', 'Templates', 'Create an A/B Split Test', 'Edit Background, CSS, and JS', 'Pre-Entry', and 'Post-Entry'. The main content area shows a preview of a pop-up with the text: 'Leaving So Soon? GET 25% OFF YOUR ORDER IF YOU BUY NOW! Enter your email below to get your limited time coupon code (valid for 48 hours). We offer FREE returns on all Slopestyle purchases.' Below the preview is a configuration panel with tabs: 'Add Field', 'Field Settings', 'Form Settings', and 'Pre-fill Fields'. The 'Add Field' tab is active, showing a grid of field options: Single Line Text, Paragraph Text, Multiple Choice, File Upload, Email, Checkbox, Multiple Checkboxes, Dropdown, Horizontal Line, and Hidden Field. To the right of the grid is a preview of the selected field, 'Your Email Address *', with a text input box and a 'GET MY COUPON NOW!' button. At the bottom right of the configuration panel are 'Save' and 'Cancel' buttons. At the bottom of the entire interface are 'Next >' and 'Cancel' buttons.

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Once you're done, you can choose to send leads through to a post-signup page or redirect them to a page on your website by entering the URL.

I chose to send leads through to this post-signup page.



The screenshot displays the 'Create Your Pop-up' interface. At the top, there are navigation buttons: 'Create Campaign', 'Advanced Options', 'Templates', 'Create an A/B Split Test', 'Edit Background, CSS, and JS', 'Pre-Signup', and 'Post-Signup'. The 'Post-Signup' tab is active. The main content area shows a preview of a blue pop-up with the following text: 'Thank you for signing up with us!', 'Here is your coupon code: **SLOPE2318**', 'Enter during checkout to receive 25% off (Offer Valid for the next 48 hours)', and a 'RETURN TO CHECKOUT' button. On the right side, a configuration panel is open, showing two radio button options: 'Send users to Post-Signup Page' (selected) and 'Redirect users to different website URL'. Below these options is a text input field labeled 'Enter Your Redirect URL' containing the text 'https://www.wishpond.com'. A note below the input field states 'Form data parameters will be appended to the URL.' At the bottom of the configuration panel are 'Save' and 'Cancel' buttons. An orange arrow points from the text above to the 'Advanced Options' button in the interface.

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The next page you will arrive at is “Advanced Options.”

On this page you can:

1. Name your pop-up
2. Select “Exit Pop-up” as your pop-up type

The screenshot shows the 'Create Your Pop-up' interface with the 'Advanced Options' tab selected. The form is divided into several sections:

- Name your pop-up:** A text input field with the placeholder 'Enter the name of your pop-up'. This field is highlighted with an orange circle and the number '1'.
- Pop-up Type:** A dropdown menu with options: Click pop-up, Scroll pop-up, Timed pop-up, Exit pop-up (selected with a checkmark), and Entry Pop-up. This dropdown is highlighted with an orange circle and the number '2'.
- Choose which page to add the Pop-up to:** A dropdown menu with the placeholder 'Choose destination'.
- How often should each user see the pop-up?:** Radio buttons for 'No limit' (selected) and 'Limit to' followed by a text input '1' and a dropdown 'impression(s) per day'.
- Entry Method:** A checkbox for 'Require users to solve a CAPTCHA'.
- Export leads:** A checkbox for 'Export leads to Mailchimp, Aweber, GoToWebinar & VerticalResponse'.

At the bottom of the form, there are navigation buttons: '< Back', 'Next >', and 'Cancel'.

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1. By selecting "**Exit Pop-up**" you will be asked what page you would like to add the pop-up to. For an Ecommerce site select "A page on my website or blog."

The screenshot shows the 'Create Your Pop-up' interface. At the top right, there are buttons for 'Create Campaign' and 'Advanced Options'. The main form is divided into several sections:

- Name your pop-up:** A text input field with the placeholder 'Enter the name of your pop-up'.
- Choose Pop-up Type:** A dropdown menu currently set to 'Exit pop-up'.
- Choose destination:** A dropdown menu with two options: 'A Wishpond campaign page' and 'A page on my website or blog'. The second option is selected and highlighted with a blue bar and a red circle labeled '1'.
- Choose which URL(s) to add the Pop-up to:** A text input field containing 'http://slopestyle-ski-board.shopify.' and a 'Basic Match' dropdown. This section is highlighted with a red box and a red circle labeled '2'.
- How often should each user see the pop-up?:** Radio buttons for 'No limit' and 'Limit to 1 impression(s) per day to each unique user'.
- Copy and paste this code into every page on your website:** A code block containing:

```
<script type='text/javascript' src='https://www.wishpond.com/wp_script/292249.js' defer></script>
```

2. Then enter the URL into the corresponding field on the right.

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Next, select how often (impressions) you want to show each unique viewer your popup (we select no more than once per day).

Create Your Pop-up

Create Campaign **Advanced Options**

Name your pop-up
Enter the name of your pop-up

Choose Pop-up Type
Exit pop-up

Choose which page to add the Pop-up to
A page on my website or blog

How often should each user see the pop-up?

No limit

Limit to impression(s) to each unique user

Choose which URL(s) to add the Pop-up to
 Basic Match

Show pop-up on this URL, no matter what parameters it has.

Copy and paste this code into every page on your website

```
<script type='text/javascript' src='https://www.wishpond.com/w_p_script/292249.js' defer></script>
```

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Lastly, copy and paste the pop-up script code into the page on your website (in this case your ecommerce shopping cart).

Choose Pop-up Type
Exit pop-up

Choose which URL(s) to add the Pop-up to
http://slopestyle-ski-board.shopify.com Basic Match

Choose which page to add the Pop-up to
A page on my website or blog

How often should each user see the pop-up?
 No limit
 Limit to 1 impression(s) per day to each unique user

Copy and paste this code into every page on your website

```
<script type='text/javascript' src='https://www.wishpond.com/wp_script/292249.js' defer></script>
```

Shopify Cart Liquid

```
<div class="checkout-buttons clearfix">
  <label for="note">Add special instructions for your order...</label>
  <textarea id="note" name="note" rows="8" cols="70">{{ cart.note }}</textarea>
</div>
-->
{% endcomment %}
</div>

<div class="span6 cart-buttons inner-right inner-left">
  <div class="buttons clearfix">
    <input type="submit" id="checkout" class="btn" name="checkout" value="Check out" />
    <input type="submit" id="update-cart" class="btn secondary" name="update" value="Update" />
  </div>
  {% if additional_checkout_buttons %}
    <div class="extra-checkout-buttons">
      {{ content_for_additional_checkout_buttons }}
    </div>
  {% endif %}
</div>

</form>
</div>
</div>
{% endif %}

<script type='text/javascript' src='https://www.wishpond.com/wp_script/292249.js' defer></script>

<!-- End cart -->
```

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If you have any questions, feel free to send an email to support@wishpond.com. We have a fantastic support team that truly loves helping our readers.

Or, book [a one-on-one conversation](#) with one of our marketing success leads and they can help you out.

Thanks for reading!