wishpond HOW-TO

What is an Exit Popup?

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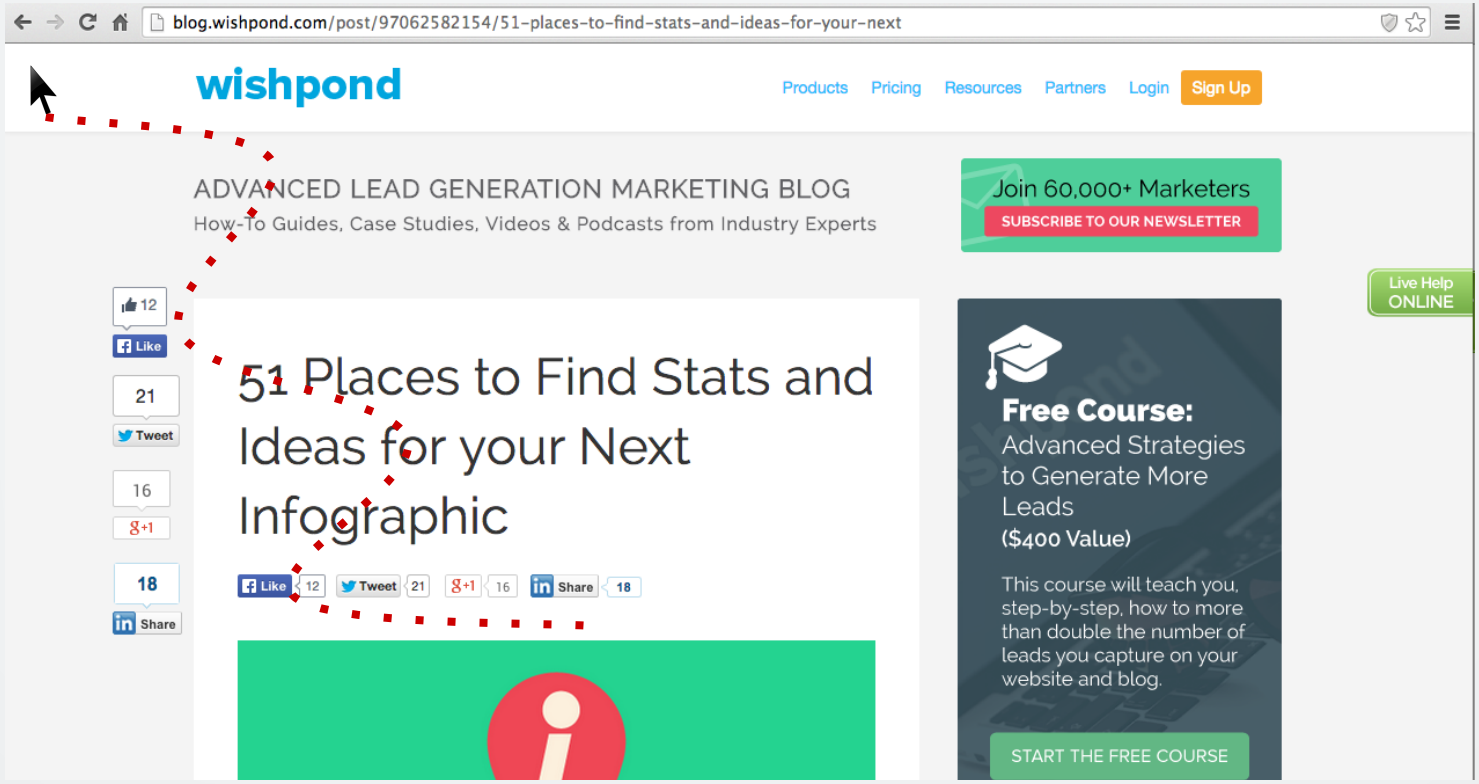
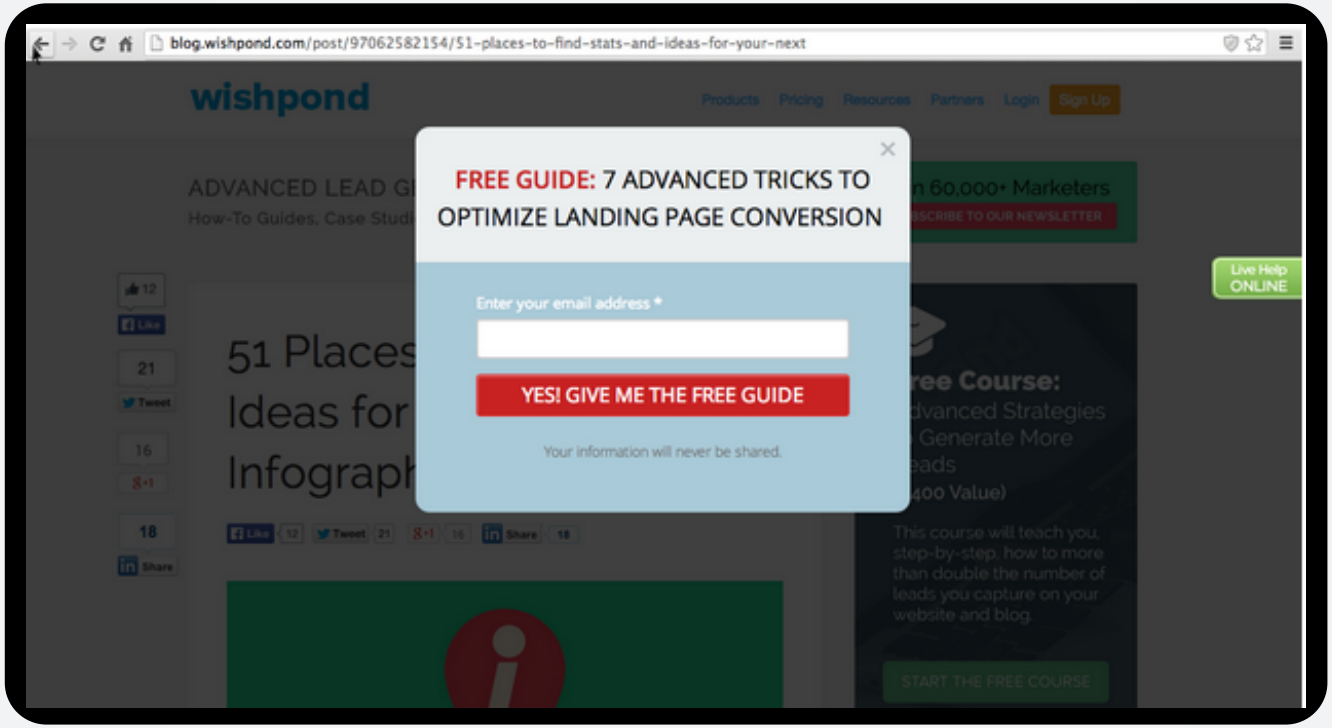
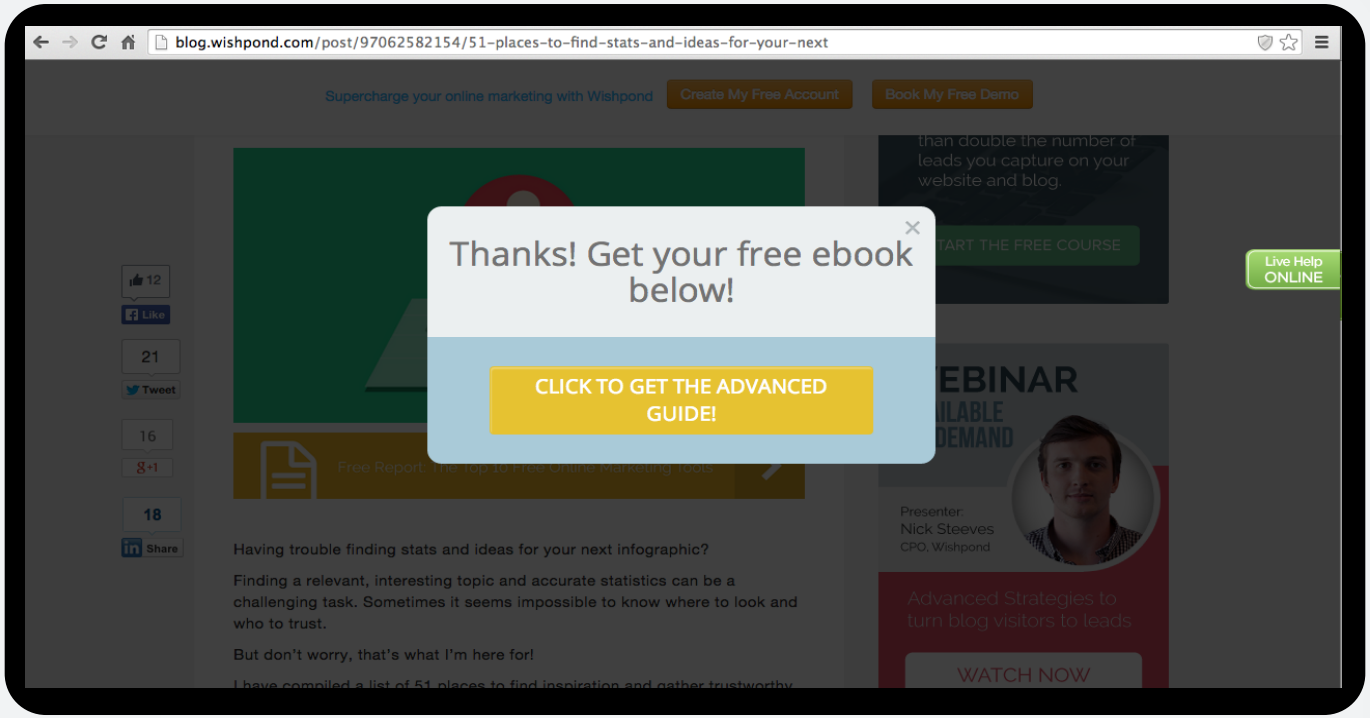
Using mouse-tracking technology, exit popups detect when a visitor is about to leave your website.





When a user's mouse leaves the page, a popup appears with an enticing new offer, stopping visitors in their tracks.



Once your visitor completes your popup form, a post-sign up (or thank you) page appears.

This page thanks them for their conversion and gives them a link to the offer they opted-in for.

Exit Popup Best Practices

1. Use a single form field to increase the chance of conversion.

2. Use a yes or no question like “Do you want…?” People feel more inclined to respond to questions.

3. Use directional cues (arrows, lines, a model’s eye direction) to create an unconscious draw to your CTA button.

4. Have a visible exit navigation in the top-corner of your popup to keep your visitor from feeling trapped.

5. Offer content relevant to the page your popup is on increases the chance of a conversion.

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!