

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.

The screenshot shows a web browser window with the URL `blog.wishpond.com/post/97062582154/51-places-to-find-stats-and-ideas-for-your-next`. The page header includes the wishpond logo and navigation links: Products, Pricing, Resources, Partners, Login, and Sign Up. The main content area features the title "51 Places to Find Stats and Ideas for your Next Infographic" and a green banner with a red information icon. Social sharing buttons for Facebook, Twitter, and LinkedIn are visible. A green sidebar on the right contains a "Live Help ONLINE" button. A red dashed line with a mouse cursor at the start tracks the user's path from the top left, down the left sidebar, across the article title, and then down the right sidebar.

blog.wishpond.com/post/97062582154/51-places-to-find-stats-and-ideas-for-your-next

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51 Places to Find Stats and Ideas for your Next Infographic

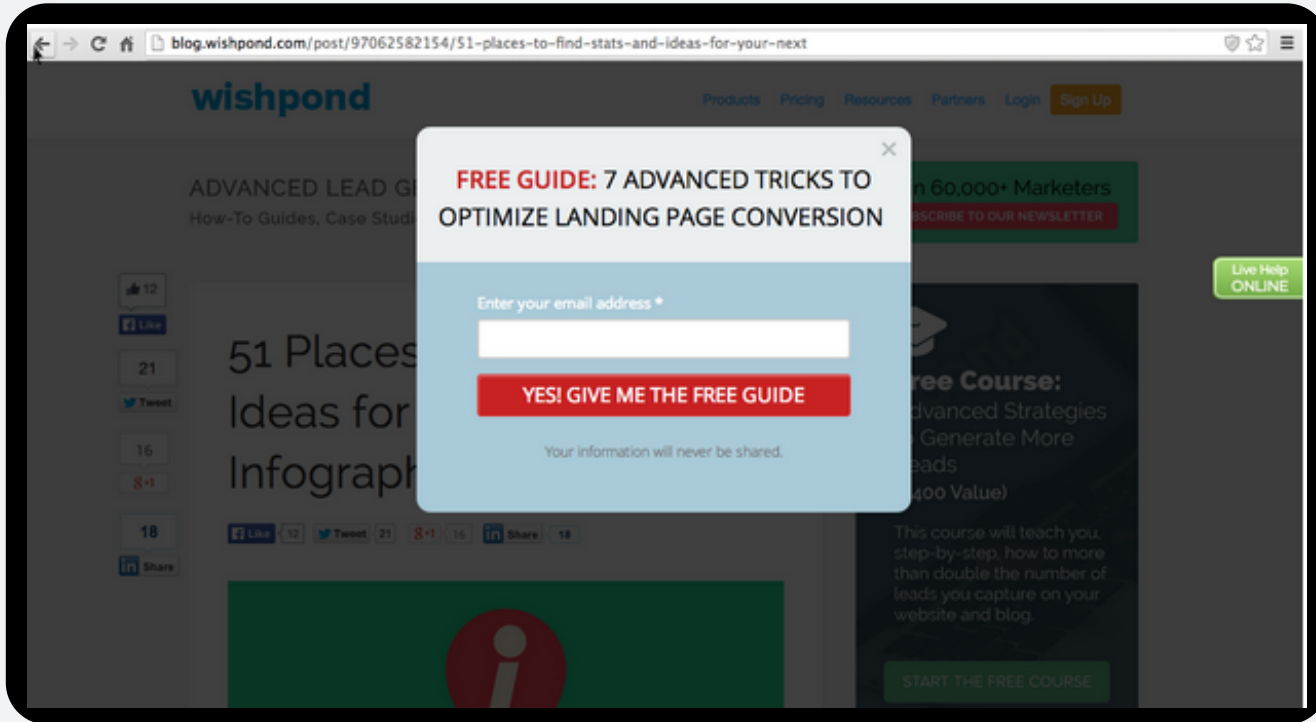
Like 12 Tweet 21 g+1 16 Share 18

Free Course:
Advanced Strategies to Generate More Leads (\$400 Value)

This course will teach you, step-by-step, how to more than double the number of leads you capture on your website and blog.

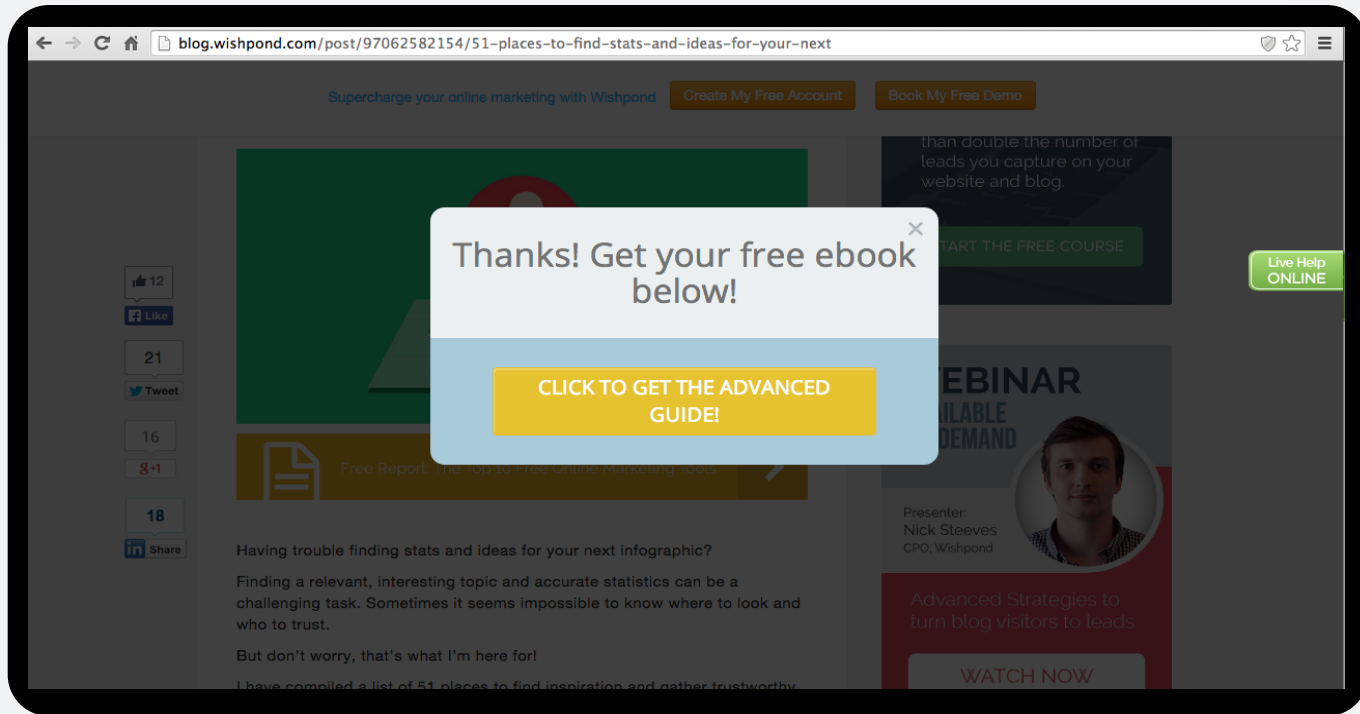
START THE FREE COURSE

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

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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.

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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!