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Getting Started

Product Videos

How to Create a Campaign

How to Install Picreel Code in WordPress

How to Choose the Right Template

How to Set Targeting Options

How to Set Up a Mobile Campaign

How to Integrate with a CRM

How to Set Up Banners

How to Set Up Reminder Bars

Types of overlays

Types of Overlays

How to Create a Website Overlay From Scratch

Creativity knows no bounds. Express your ideas in the form of exciting pop-up overlays and convert more visitors into customers. With [Picreel](#), you can create an overlay from scratch or upload your design and modify its elements based on your needs.

Benefits of creating a new overlay from scratch:

1. **Privilege** to modify every element according to your requirement
2. **Add your flavor** to its design so that it connects well with your customers

In this article, you'll learn:

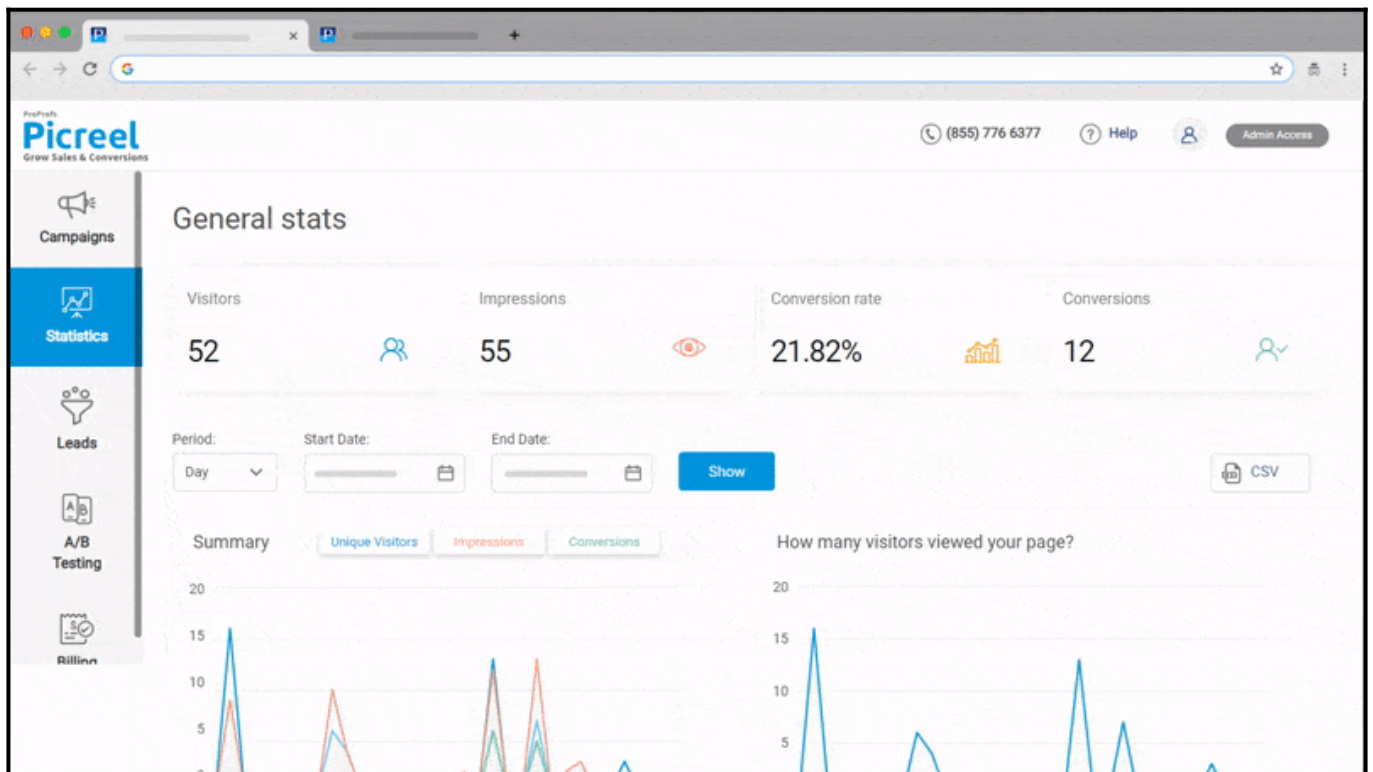
1. [How to Create a Website Overlay From Scratch](#)
2. [How to Upload Own Design to Create an Overlay](#)

How to Create a Website Overlay From Scratch

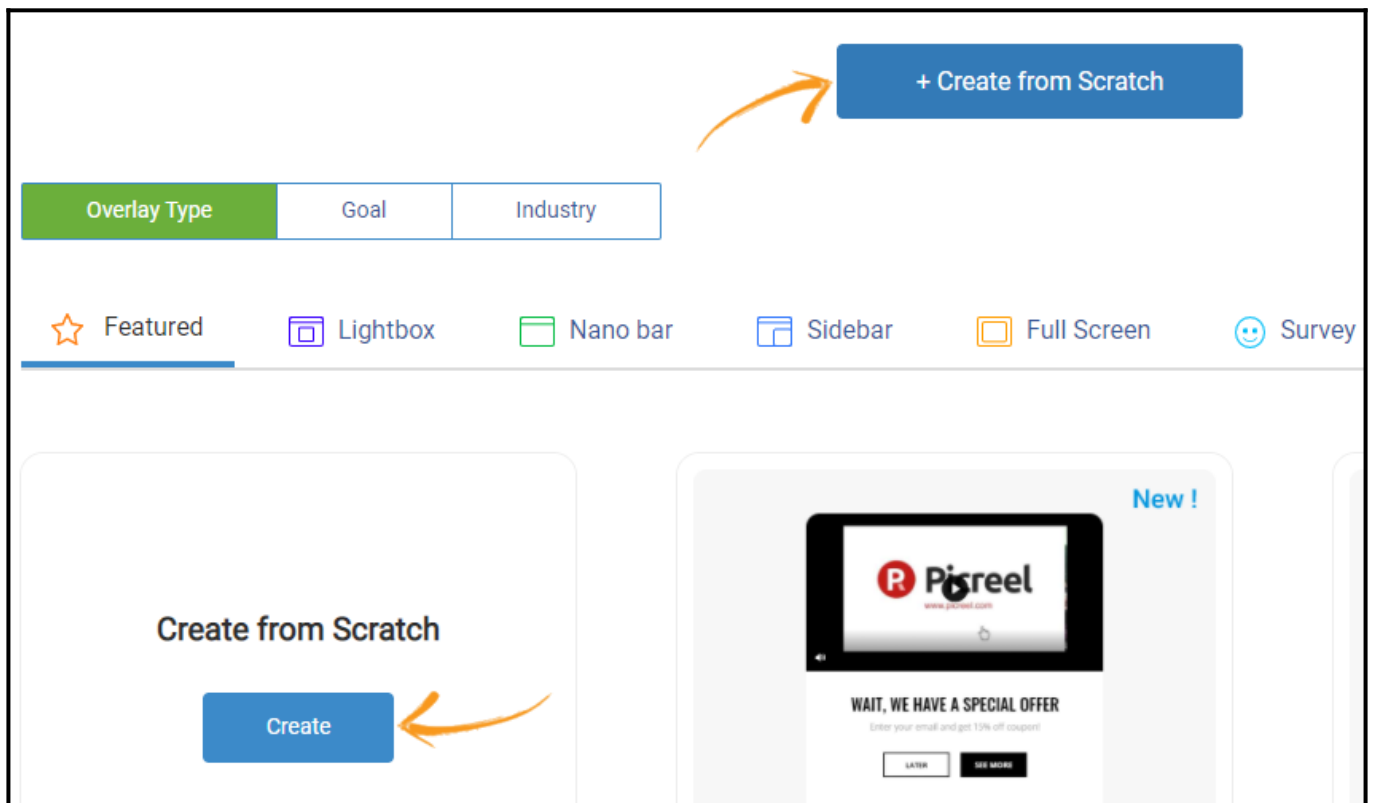
Step 1: In your Picreel account,

- Navigate to '**Campaigns**' from the dashboard.
- Click on '**+New Campaign.**'

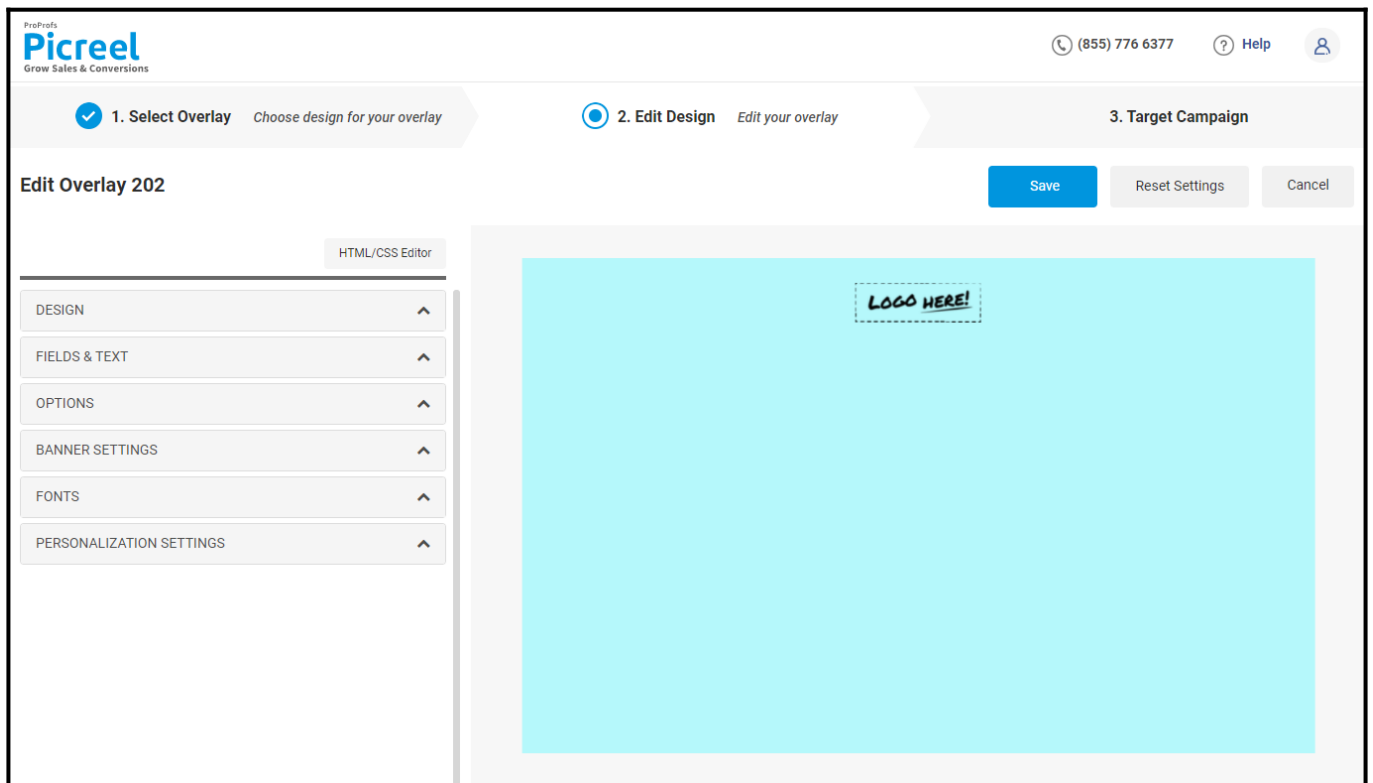
Note: You can also click on the drop-down arrow to choose to create an overlay from scratch.



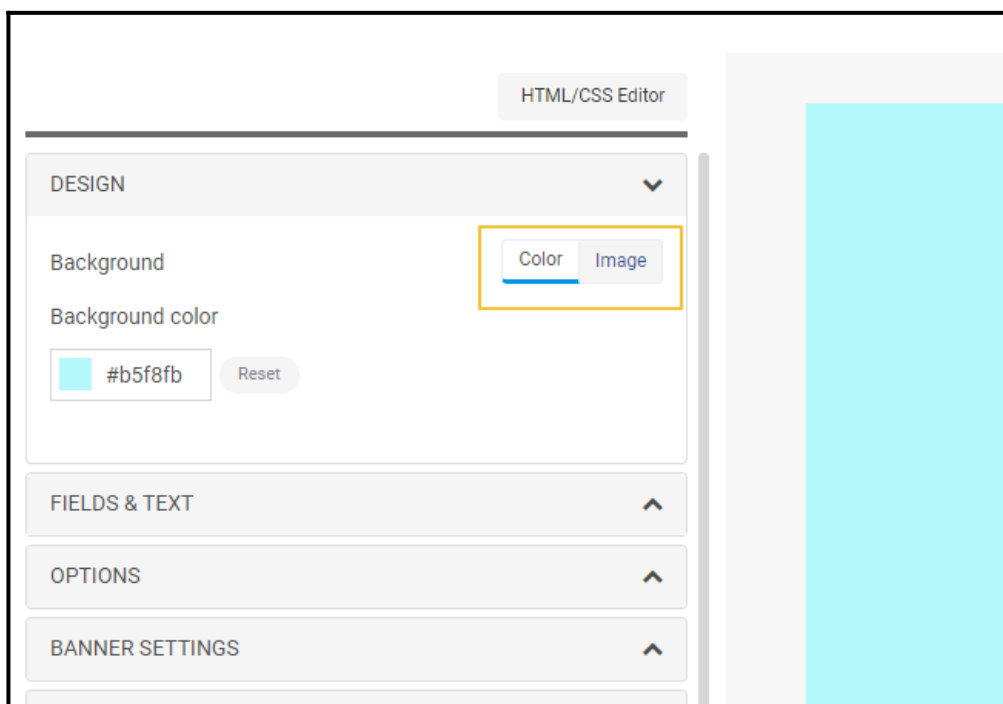
Step 2: Click on '+Create from Scratch' or 'Create' to open the editor.



Step 3: You get a **blank canvas** to design an overlay based on your needs in the editor.



1. Click 'Design' on the left panel to **change** the background color or **upload** an **image/gif** as a background.



2. Before editing other elements, you need to **create a design**. We recommend taking a **professional HTML CSS developer's** help in executing this step.
Click on 'HTML/CSS Editor' to write your **HTML codes** in the box and then switch to **CSS** to edit

and present them effectively.

Here's an example of the HTML/CSS editor view:

HTMLCSSAdd element:Text fieldEmail fieldName fieldPhone fieldSubmit buttonUrl/Redirect buttonClose button

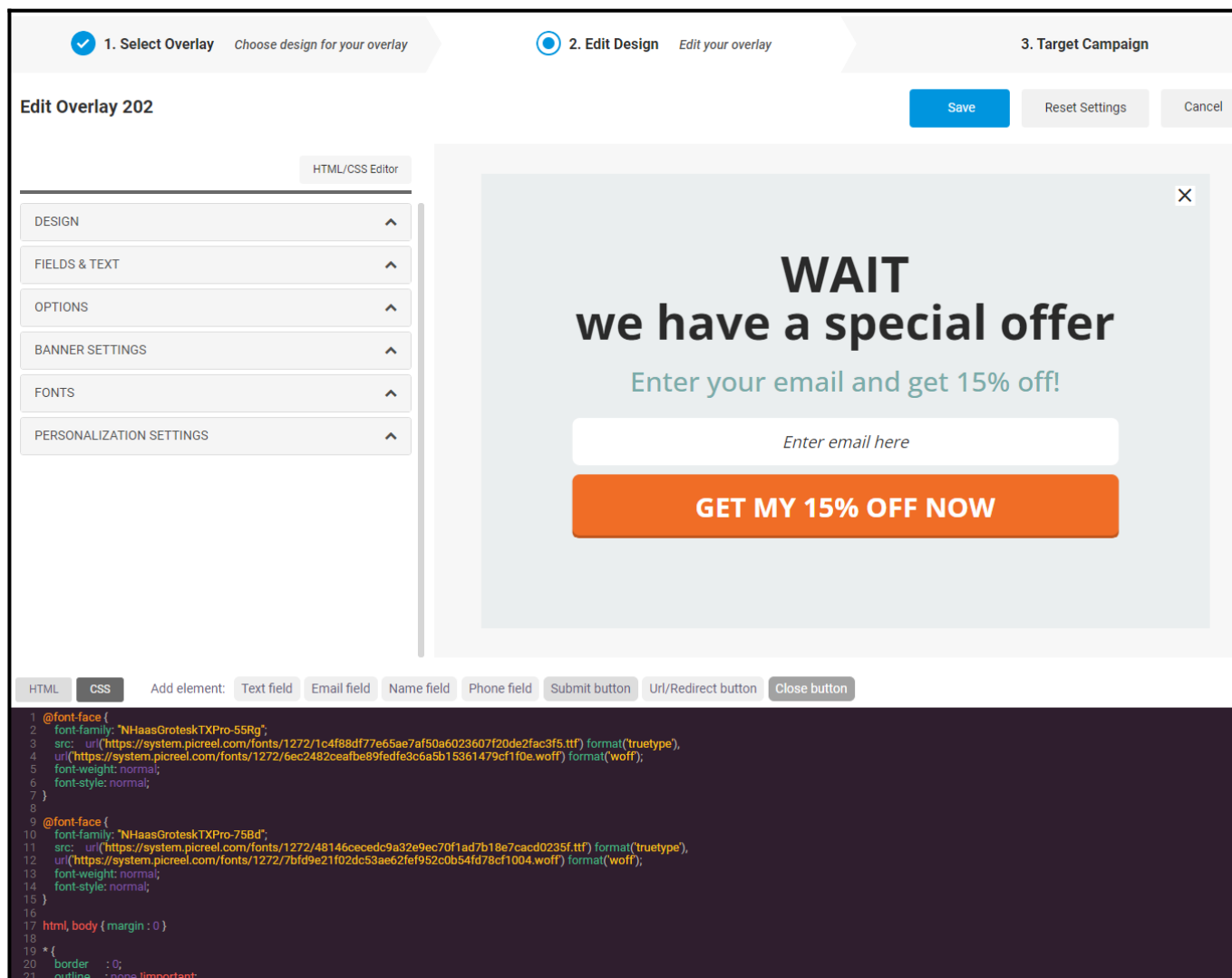
```
1 <!-- Important!!! Insert your HTML inside div ".container".
2 Please, do not delete it and such classes for elements like "submit", "redirect", "close".
3 Template will work uncorrect or not work at all. You can do it for your own risk. -->
4 <link href="//fonts.googleapis.com/css?family=Open+Sans:100italic,400,500,700" rel="stylesheet" type="text/css">
5 <div class="container" data-template-type="collect-email-12">
6 <div class="logo-container hide-logo">
7 
8 </div>
9 <div data-em="text-line-1" class="text-line-1 h1-color">WAIT</div>
10 <div data-em="text-line-2" class="text-line-2 h1-color">we have a special offer</div>
11 <div data-em="text-line-3" class="text-line-3 text-color">Enter your email and get 15% off!</div>
12 <div class="template-inputs">
13 <input name="email" type="email" class="" placeholder="Enter email here" data-required="">
14 </div>
15 <button data-em="button" type="submit" class="submit btn-bg-color" id="submit-button" target="">GET MY 15% OFF NOW</button>
16 <div data-em="modal-close-link" class="close close-full-width close-x text-color" id="close-link-x">x</div>
17 </div>
18 <input type="hidden" name="wrap_click_close" value="0">
19 <input type="hidden" name="popup_size" value="{width:'800','height':'500'}">
20 <input type="hidden" name="hide_close_frame" value="1">
```

HTMLCSSAdd element:Text fieldEmail fieldName fieldPhone fieldSubmit buttonUrl/Redirect buttonClose button

```
1 @font-face {
2 font-family: "NHaasGroteskTXPro-55Rg";
3 src: url("https://system.picreel.com/fonts/1272/1c4f88df77e65ae7af50a6023607f20de2fac3f5.ttf") format("truetype"),
4 url("https://system.picreel.com/fonts/1272/6ec2482ceafbe89fedfe3c6a5b15361479cf1f0e.woff") format("woff");
5 font-weight: normal;
6 font-style: normal;
7 }
8
9 @font-face {
10 font-family: "NHaasGroteskTXPro-75Bd";
11 src: url("https://system.picreel.com/fonts/1272/48146cecedc9a32e9ec70f1ad7b18e7cacd0235f.ttf") format("truetype"),
12 url("https://system.picreel.com/fonts/1272/7bfd9e21f02dc53ae62fef952c0b54fd78cf1004.woff") format("woff");
13 font-weight: normal;
14 font-style: normal;
15 }
16
17 html, body { margin : 0 }
18
19 * {
20 border : 0;
```

You can also **add overlay fields**, keeping your design and objective in mind.

Once you are done with coding and styling, you can see your overlay on the screen:



You can proceed to the campaign settings page by clicking **'Save.'** Otherwise, you can further [edit the elements](#) on the left panel and move forward.

Step 4: On the campaign settings page,

- Modify the **three broad sections** to set up targeting preferences for the overlay

1. **Basic settings:** Whether your timer overlay will display on the [whole site](#) or [specific pages](#)
2. **When Overlay Appears:** When will it [trigger](#), and what will be the [impression frequency](#)
3. **Other Options:** Some further options such as [device type](#), [personalization](#), and [location](#), among others

- Click **'Save'** to finalize the changes.

Campaign settings

BASIC SETTINGS

Apply campaign for whole site: ?

Or apply for some pages: ?

Add url

WHEN OVERLAY APPEARS

▼

OTHER OPTIONS

▼

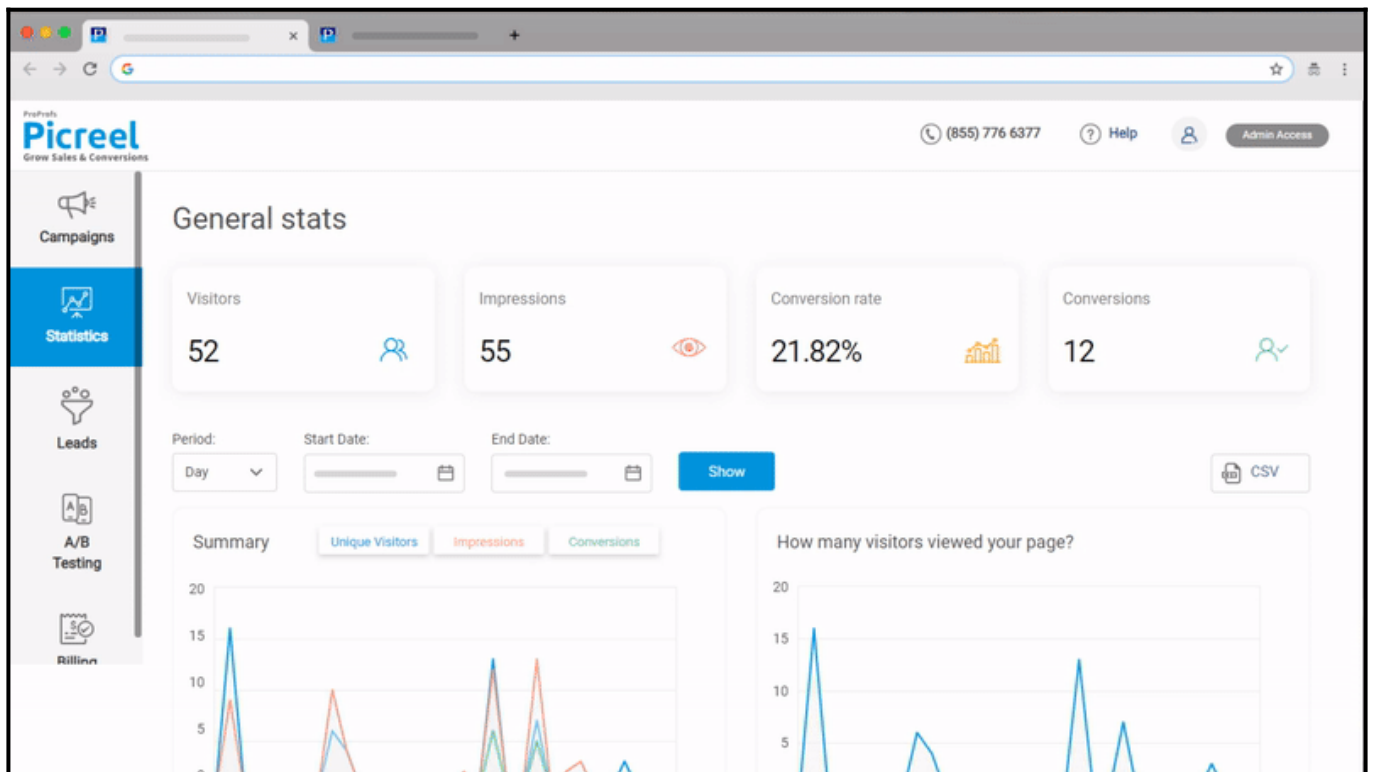
How to Upload Your Own Design to Create an Overlay

When creating a campaign from scratch, you can use a pre-existing format and modify it accordingly.

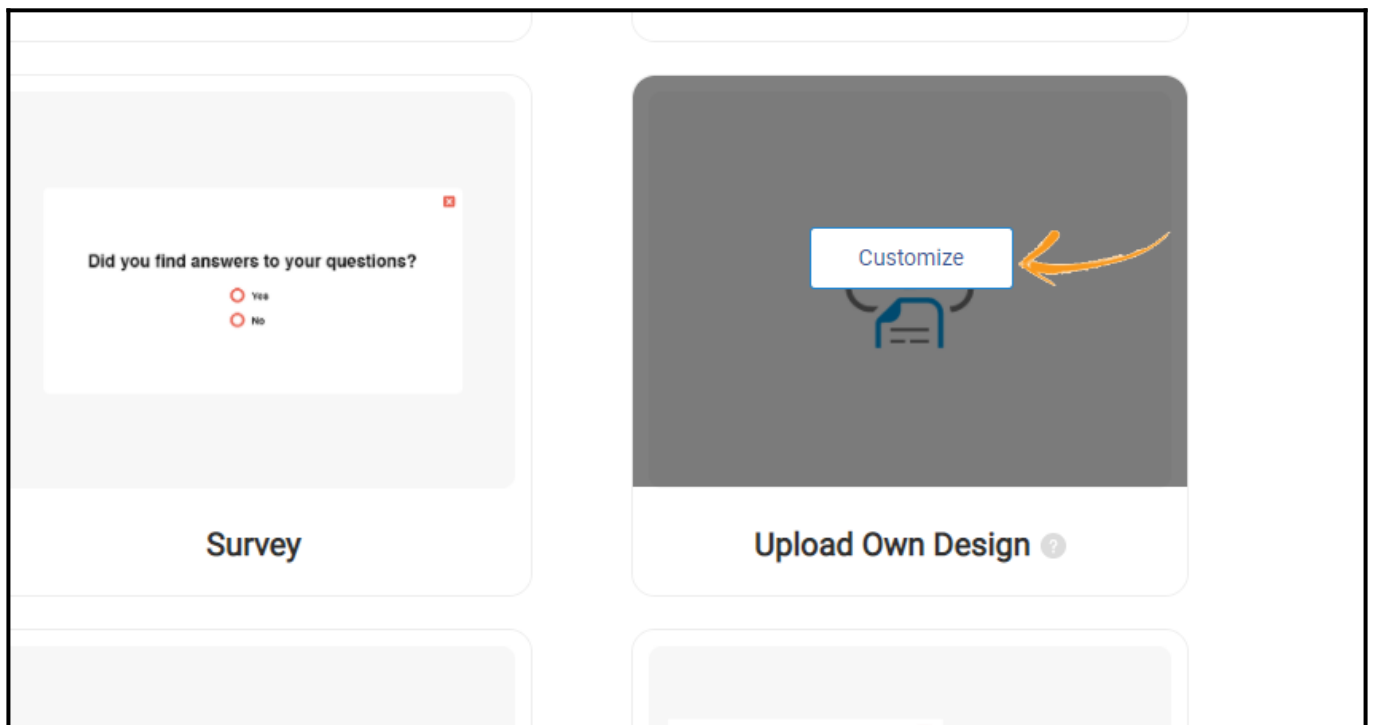
Let's see how:

Step 1: In your Picreel account,

- Navigate to '**Campaigns**' from the dashboard.
- Click on '**+New Campaign.**'



Step 2: Scroll down to select **'Upload Own Design'** under the **featured** section of **Overlay Type**. Click **'Customize.'**



Step 3: In the editor,

- Add the **name** of your campaign and choose an **overlay type**.
- Click **'Next Step'** in the top-right corner to proceed.

UPLOAD DESIGN

1 SELECT OVERLAY TYPE 2 UPLOAD YOUR IMAGE 3 SETTING UP ACTIONS

Overlay Name:

New Campaign

Select overlay type:

One button Collect Email Two Steps

- Upload an **image** from the library or select a **design** from the drop-down list
- Click '**Next Step**' to proceed further.

1 SELECT OVERLAY TYPE 2 UPLOAD YOUR IMAGE 3 SETTING UP ACTIONS

Upload Image

Available formats: PNG, JPEG. Max weight: 500 Kb. Size must be: 800x500px (auto-resize is different)

or select design:

Traffic Redirect
10% Off Orange Button
15% Off Blue
15% Off Green Button
15% Off Orange Button
50% Off
\$10 Off Dark

- Depending upon the overlay type, you will see boxes appear on your design.

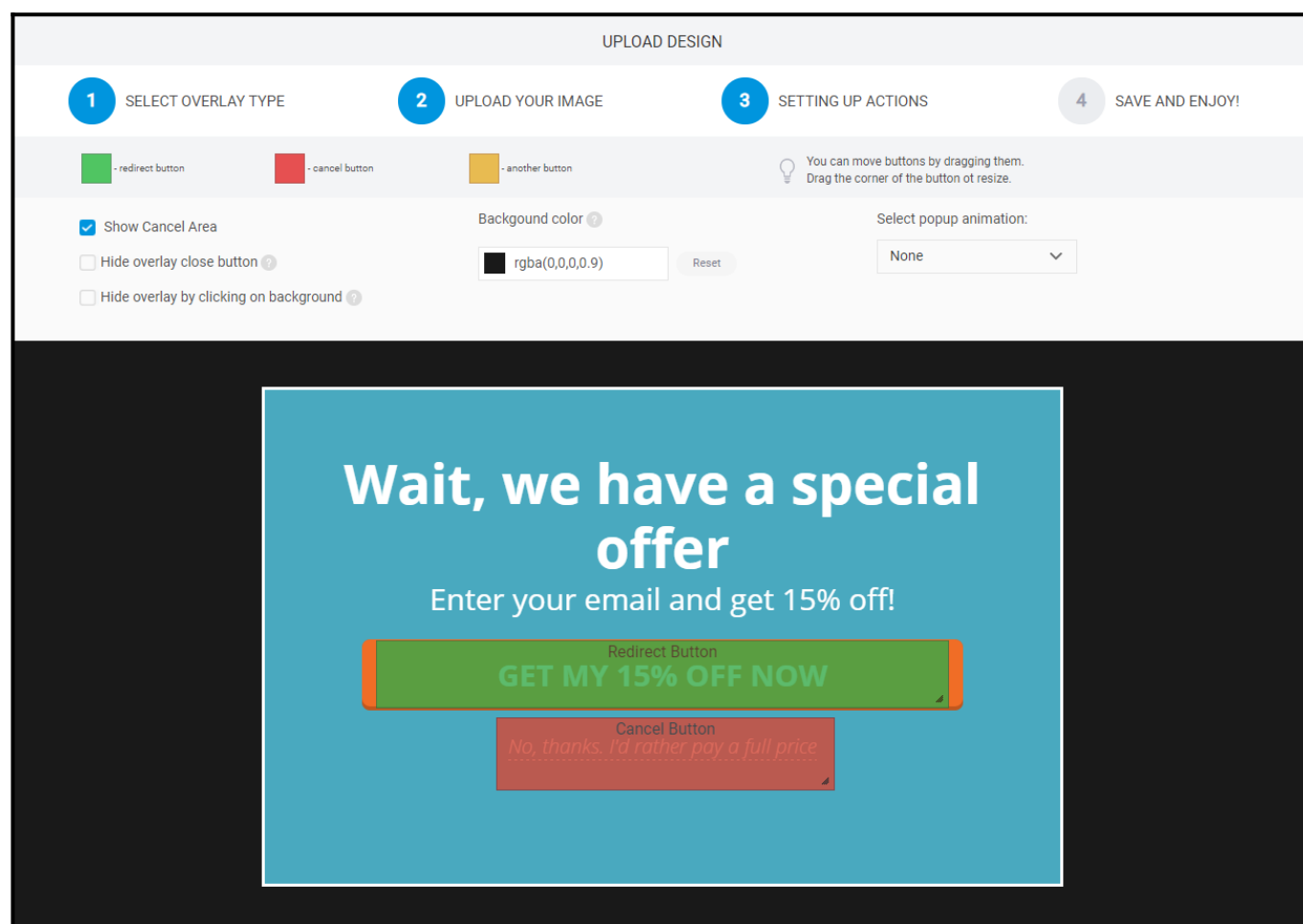
1. The **Green box (labeled Redirect Button)** represents your template's 'Submit' button, which will be the one users can click to be brought to another page or show them a custom message you can define later.

2. The **Red box (labeled Cancel Button)** represents your template's 'Cancel' button – which will close the pop-up. You can disable the Cancel area by ticking off the Show Cancel Area checkbox.

Note: If the selected overlay type has an email field, you will see a yellow box on your design.

The Yellow box (labeled Email Input) represents the area of your template where the user can enter their email address.

- Drag the **green** and **red** boxes to the template area you wish to assign as **Submit** and **Cancel** buttons. You can **resize** both the boxes using the **arrow** on its bottom-right corner. Your **screen/template** should look something like the one shown below.
- Once you're done, click '**Next Step.**'



- Now, enter the **URL** to which you wish to **redirect** users. You can choose to open the redirect URL in a **new window** by checking the **box**.
- Click '**Create**' to proceed to the campaign settings page.

Step 4: On the campaign settings page,

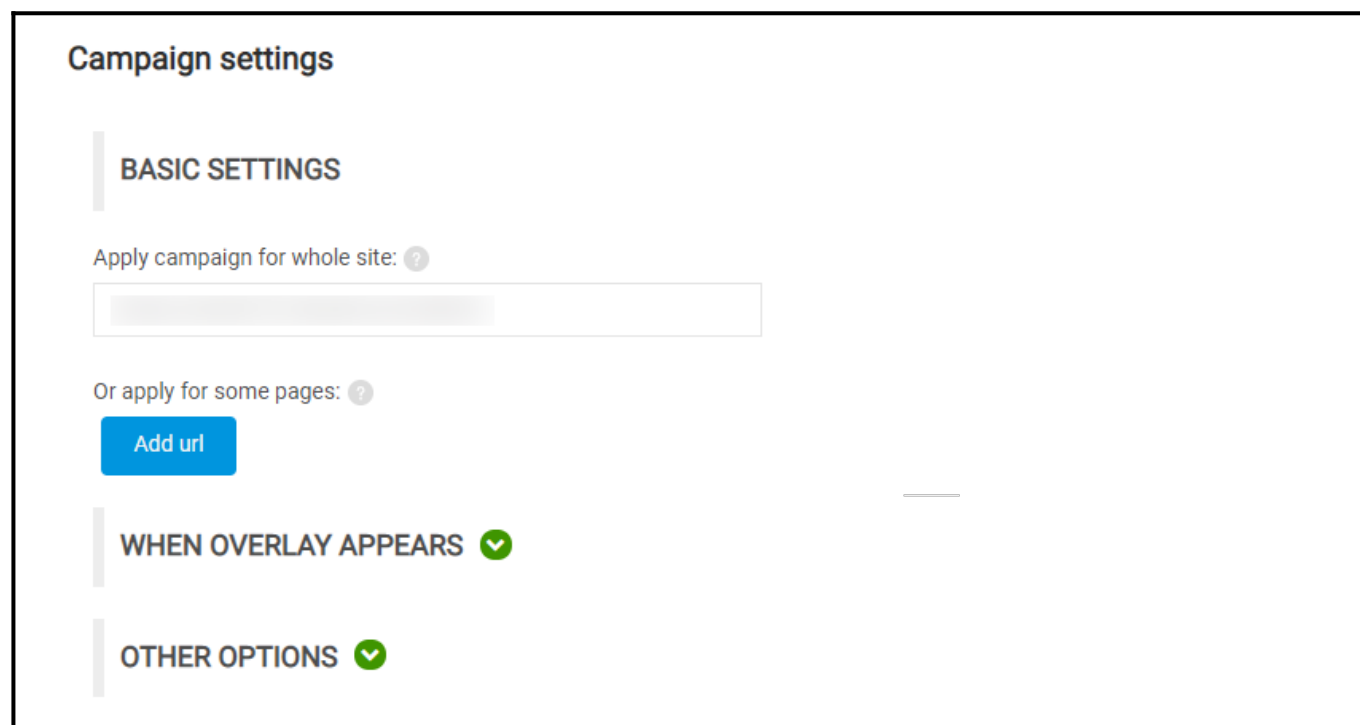
- Modify the **three broad sections** to set up targeting preferences for the overlay

1. Basic settings: Whether your timer overlay will display on the [whole site](#) or [specific pages](#)

2. When Overlay Appears: When will it [trigger](#), and what will be the [impression frequency](#)

3. Other Options: Some further options such as [device type](#), [personalization](#), and **location**, among others

- Click **'Save'** to finalize the changes.



The screenshot shows the 'Campaign settings' interface. It has a title 'Campaign settings' at the top. Below it are three sections, each with a vertical bar on the left and a dropdown arrow on the right. The first section is 'BASIC SETTINGS'. It contains two options: 'Apply campaign for whole site: ?' with a text input field below it, and 'Or apply for some pages: ?' with a blue 'Add url' button below it. The second section is 'WHEN OVERLAY APPEARS' with a green checkmark. The third section is 'OTHER OPTIONS' with a green checkmark.

That is all about creating a new website overlay from scratch or uploading your design.

Related Articles:

- [How to Customize Website Overlays](#)
- [How to Configure Campaigns for Multiple Pages](#)
- [How to Analyze Stats of Multiple Campaigns & Export to a CSV File](#)

How to Set up Goal-Specific Overlays in Picreel

Picreel [exit-intent overlays](#) enable you to achieve many objectives by creating goal-specific overlays. Picreel's customization features help you set up overlays so that you can grow conversions multi-fold.

By creating goal-specific overlays, you can:

1. **Multiply** the chances of conversion.
2. **Display** the correct overlay for the right occasion.
3. **Track** the performance of every overlay for better decision-making.

Various goals you can create a website overlay for in Picreel:

- [Promote Offers](#)
- [Collect Phone Number](#)
- [Cart Abandonment](#)
- [Free Shipping](#)
- [Promote Ebook/Case Study](#)

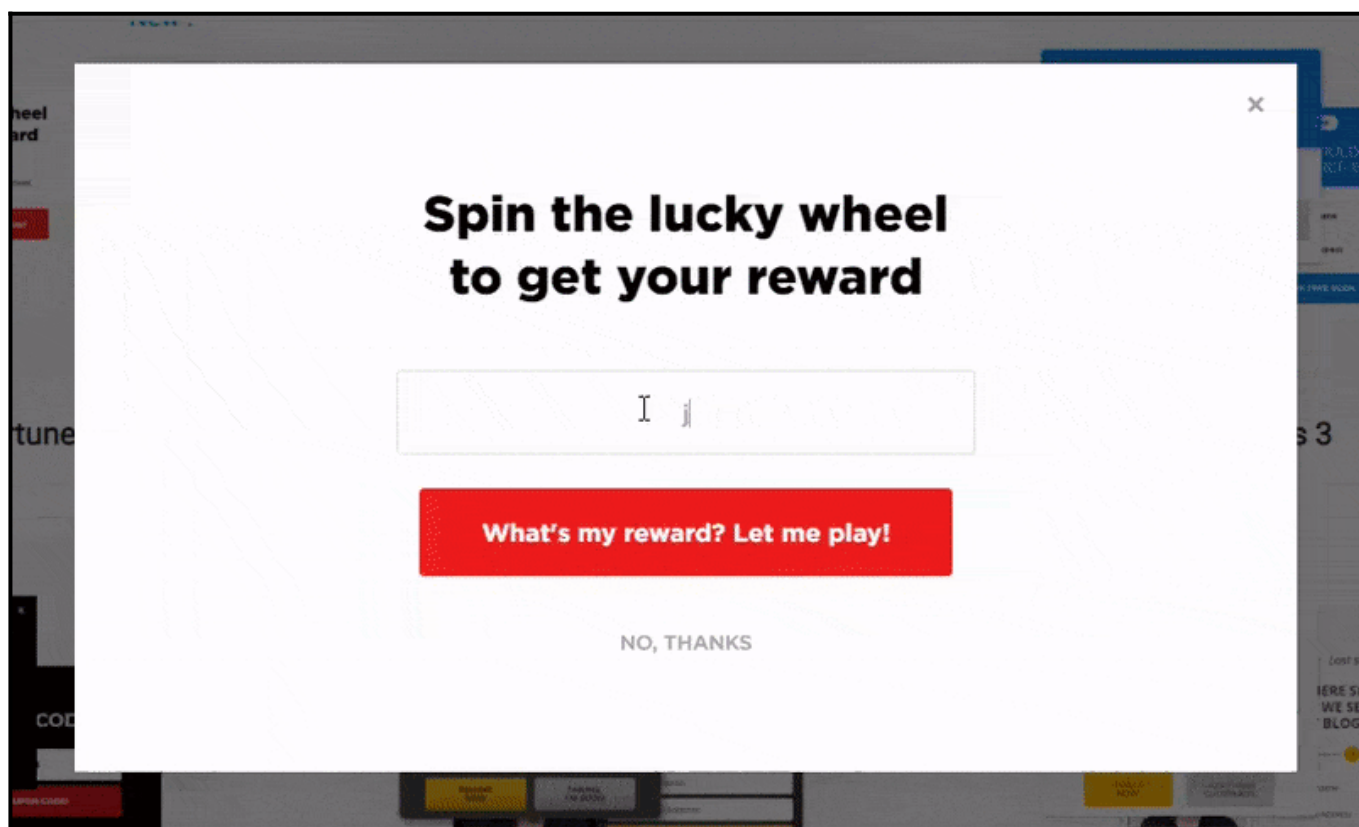
Promote Offers

In Picreel, you can be creative in your approach to promote a special offer.

Steps

- Navigate to '**Campaigns**' from the dashboard
- Click '**+New Campaign**' to create a new campaign
- Select **Goal >> Promote Offers**
- Choose a **template** to edit

Here's an example of promoting an offer creatively:



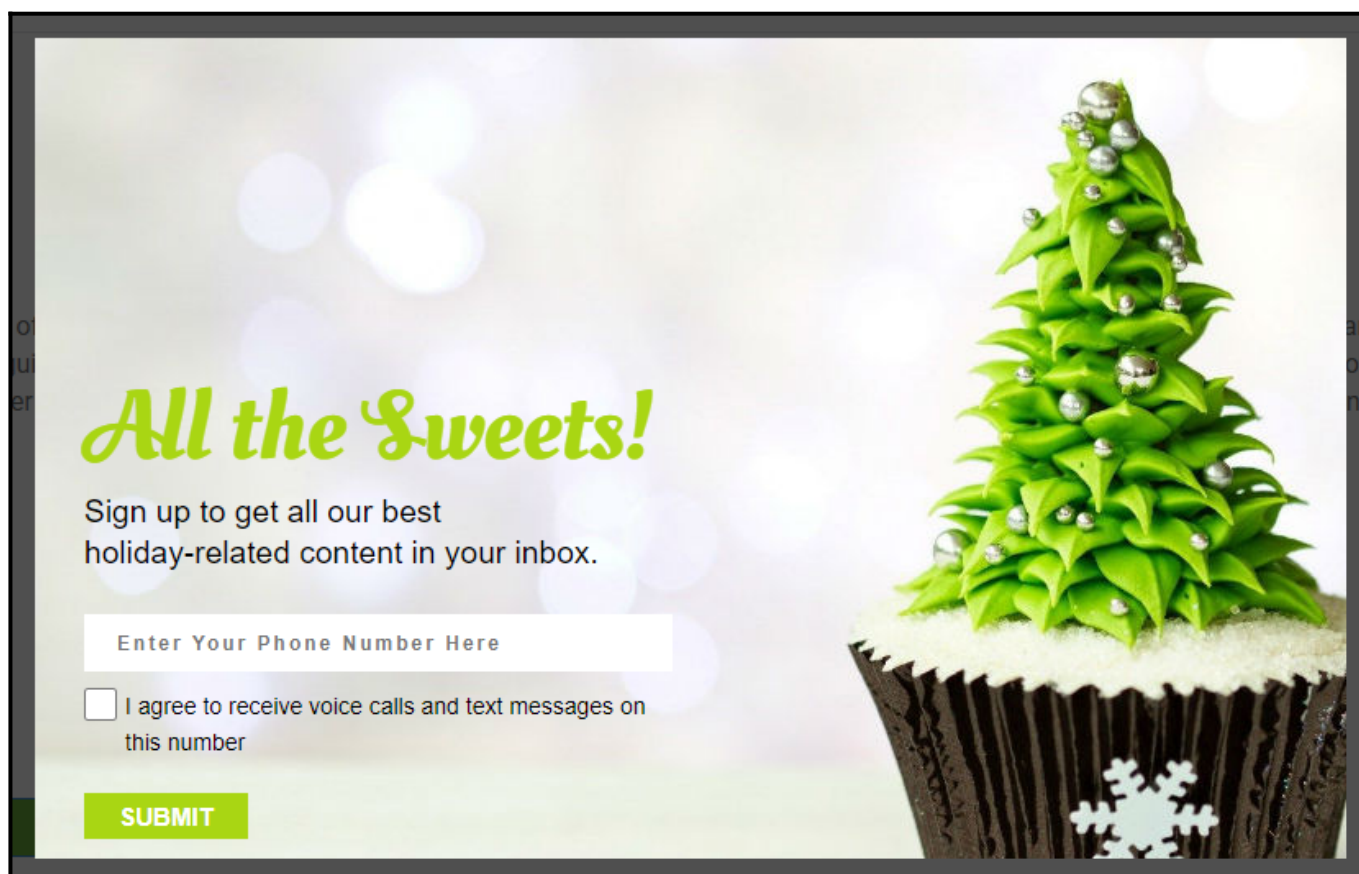
Collect Phone Number

You can create an overlay to collect the phone number of visitors.

Steps

- Navigate to '**Campaigns**' from the dashboard
- Click '**+New Campaign**' to create a new campaign
- Select **Goal >> Collect Phone**
- Choose a **template** to edit

Here's an example of an overlay to collect phone numbers:



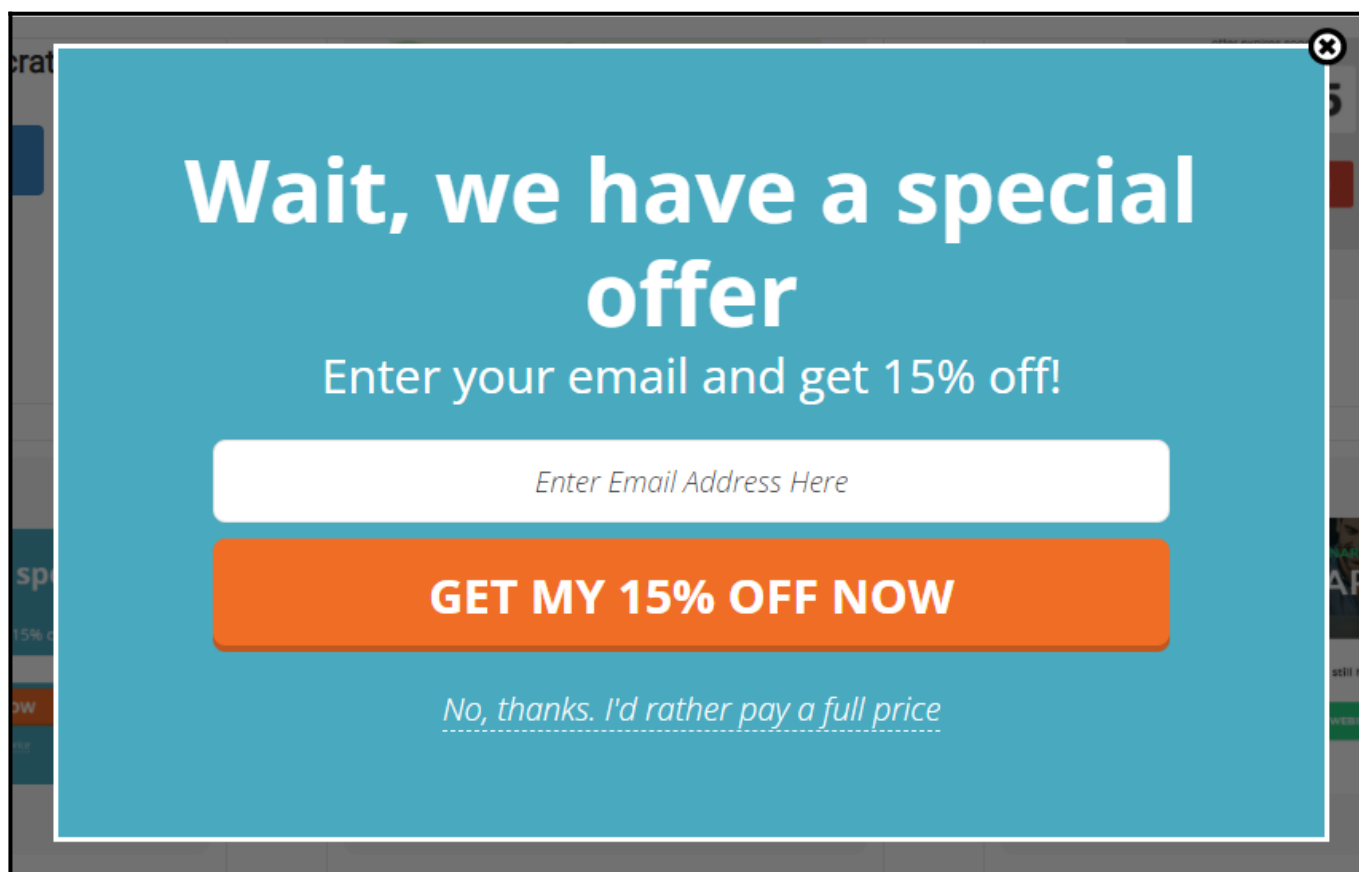
Cart Abandonment

You can reduce cart abandonment by creating overlays that encourage customers to complete their purchases.

Steps

- Navigate to '**Campaigns**' from the dashboard
- Click '**+New Campaign**' to create a new campaign
- Select **Goal >> Cart Abandonment**
- Choose a **template** to edit

Here's an example of an overlay to reduce cart abandonment:



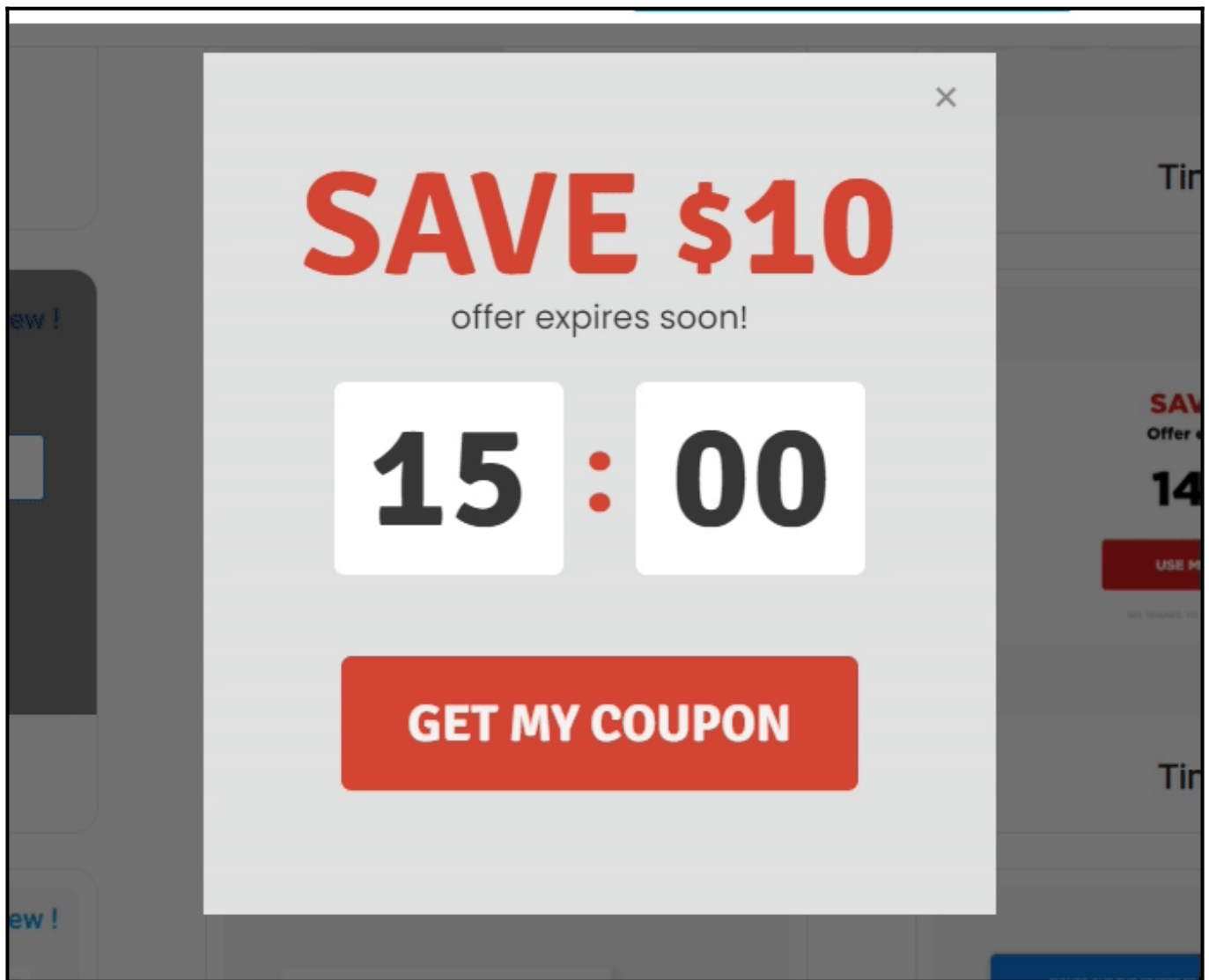
Free Shipping

You can increase your bottom line by providing customers with a free shipping offer in a creative way to complete their purchases.

Steps

- Navigate to '**Campaigns**' from the dashboard
- Click '**+New Campaign**' to create a new campaign
- Select **Goal >> Cart Abandonment**
- Choose a **template** to edit

Here's an idea for a free shipping overlay:



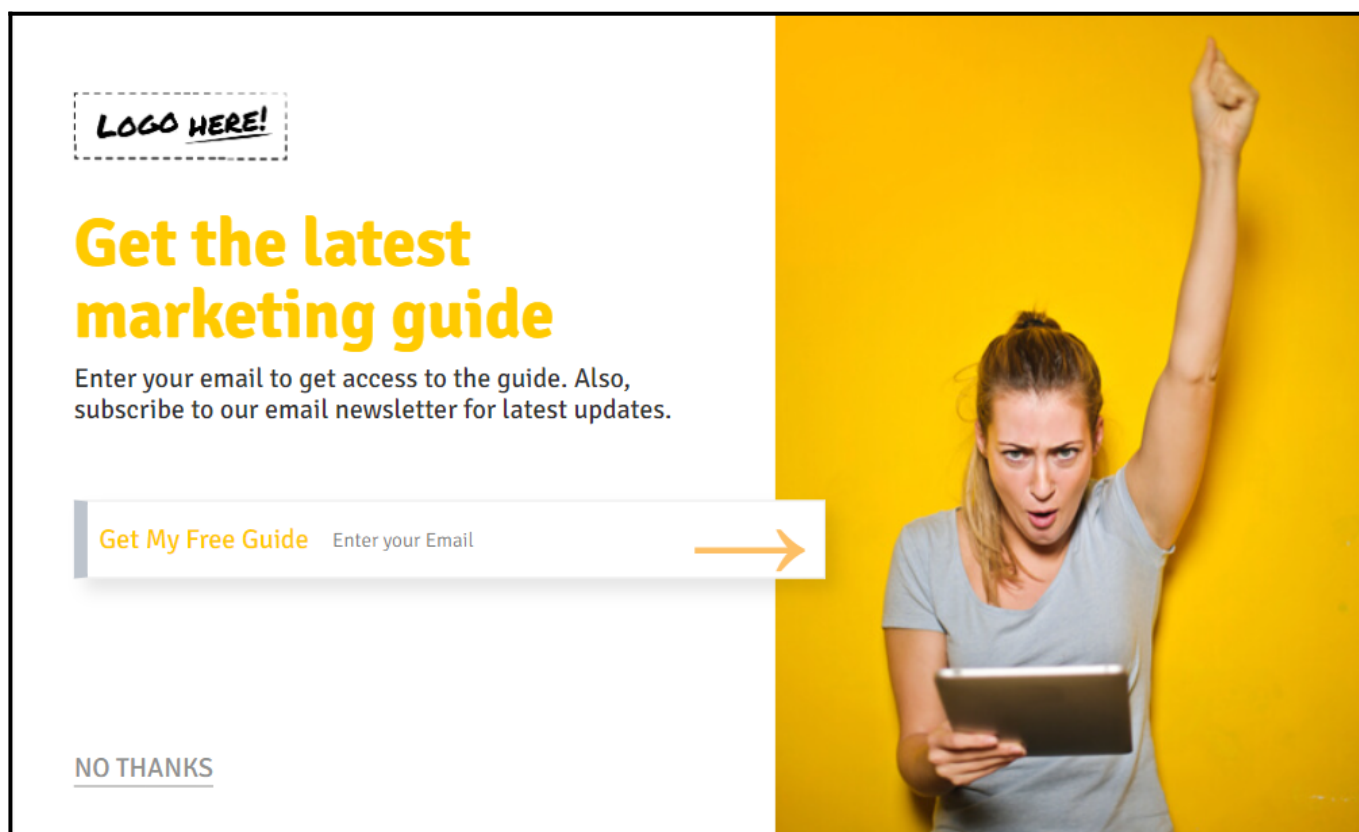
Promote Ebook/Case Study

With Picreel, you can inform users about your new guide/e-book and encourage them to download it.

Steps

- Navigate to '**Campaigns**' from the dashboard
- Click '**+New Campaign**' to create a new campaign
- Select **Goal >> Promote Ebook**
- Choose a **template** to edit

Here's what an overlay for promoting an e-book would look like:



Other goals that you can create overlays for:

1. Lead Capture
2. Collect Feedback
3. Seasonal Promotions

That is all about creating goal-specific overlays in Picreel.

Related Articles:

- [How to A/B Test Picreel's Pop-up Campaigns](#)
- [How to Add Captcha Verification to Website Overlays](#)
- [How to Redirect Existing Subscribers to Custom URLs](#)

How to Set up Industry-Specific Overlays

[Picreel](#) offers a library of beautifully designed exit-intent overlay templates specific to industries that you can use to get started quickly.

Benefits of using industry-specific overlays:

1. **Save time** in setting up an overlay
2. **Quickly** make an announcement or promote an offer
3. **Increased** conversion rates

Various industries for which you can find pre-made designs in Picreel:

- [eCommerce](#)
- [SaaS](#)
- [Food](#)
- [Education](#)
- [Other Industries](#)

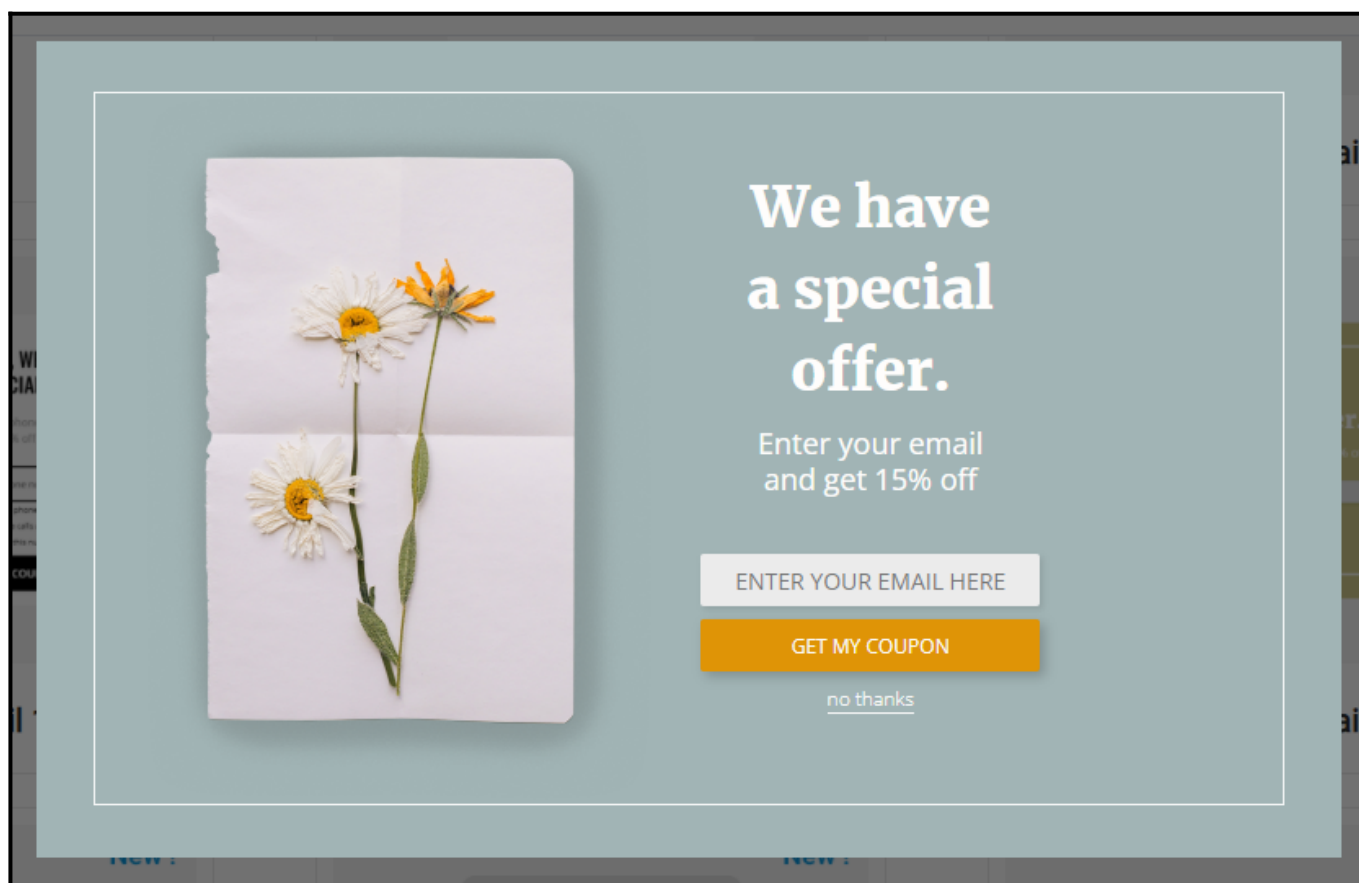
eCommerce

Promote offers, reduce cart abandonment, and provide free shipping to customers are some ideas you can use in an overlay.

Steps

- Navigate to '**Campaigns**' from the dashboard
- Click '**+New Campaign**' to create a new campaign
- Go to **Industry >> eCommerce**
- Choose a **template** to edit

Here's an example of an overlay for eCommerce websites:



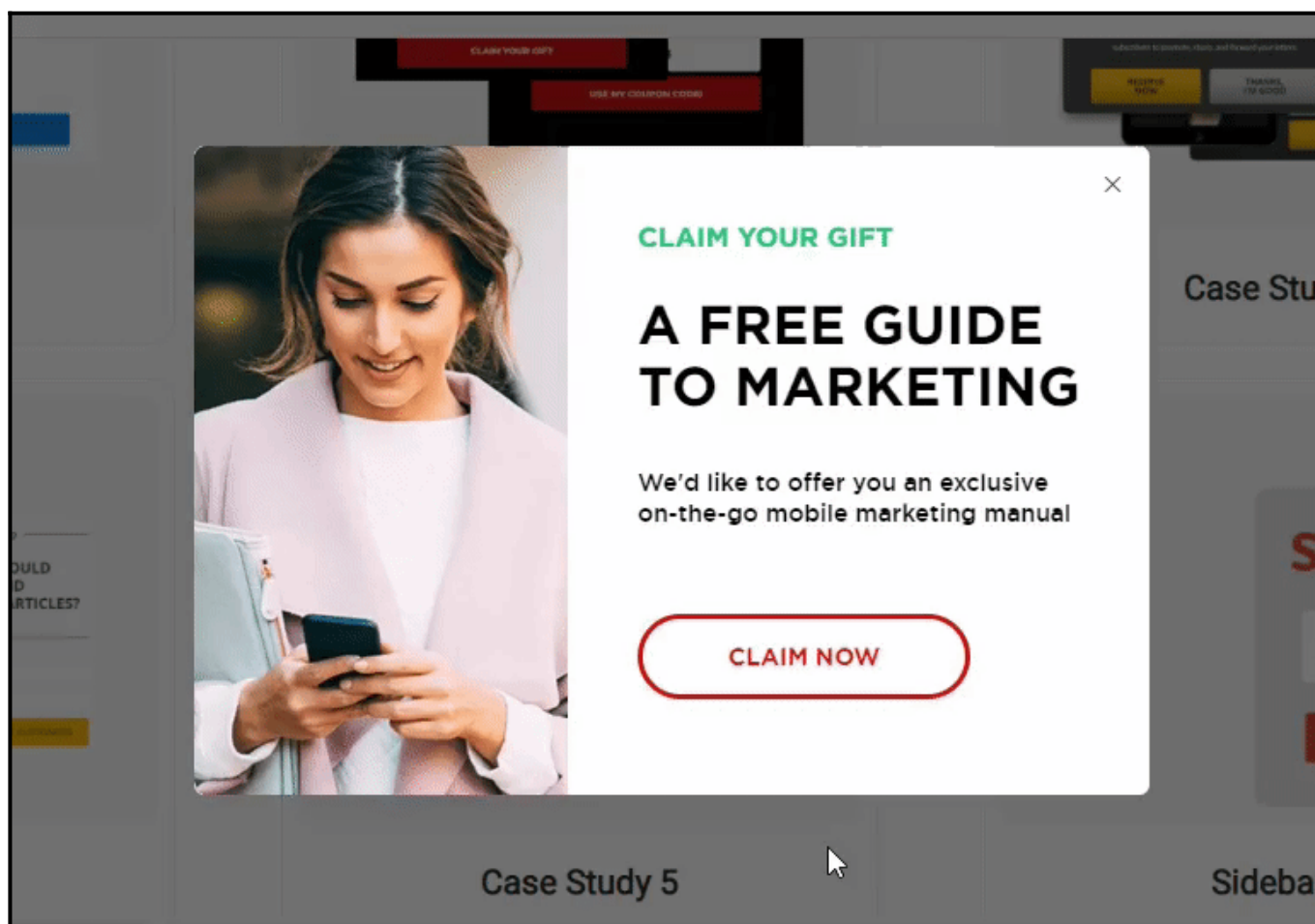
SaaS

Make announcements regarding your product/services to inform existing customers or new visitors.

Steps

- Navigate to '**Campaigns**' from the dashboard
- Click '**+New Campaign**' to create a new campaign
- Go to **Industry >> SaaS**
- Choose a **template** to edit

Here's an example of an overlay related to the SaaS industry:



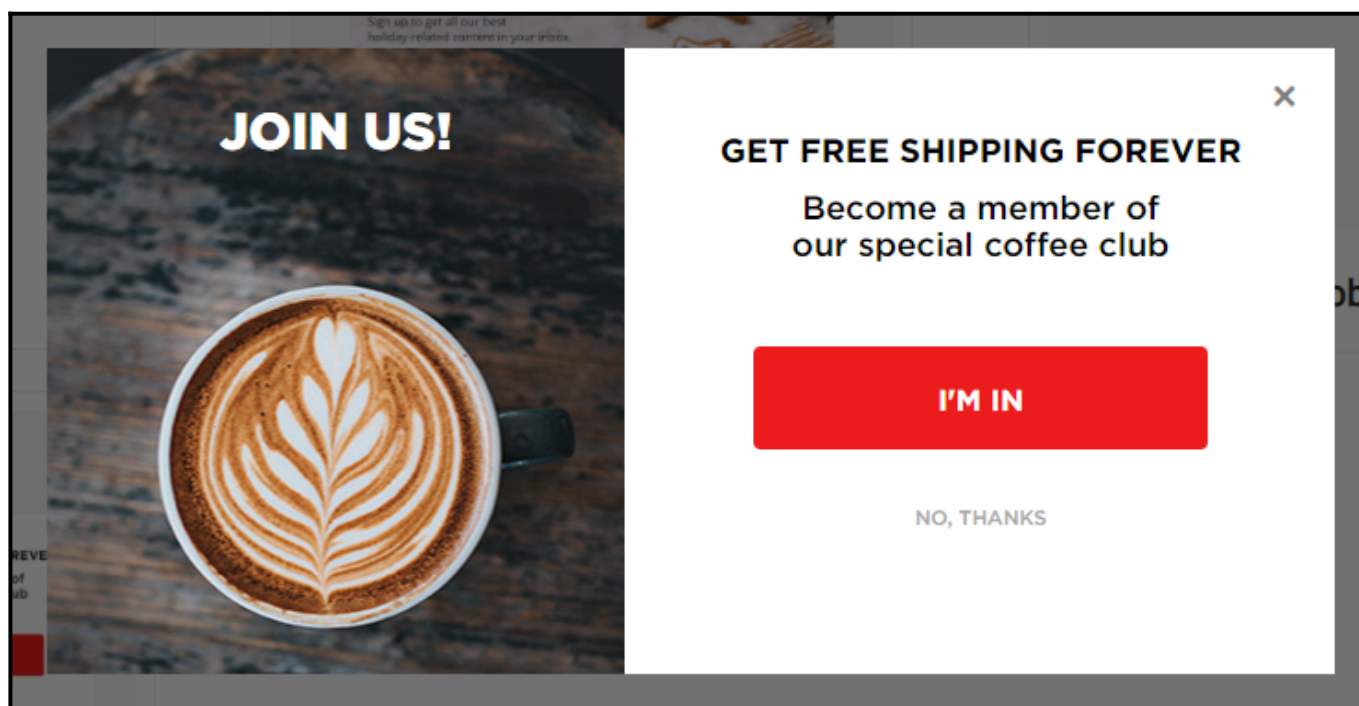
Food

Promote any special offer and collect user data in the process by using predefined templates in Picreel.

Steps

- Navigate to '**Campaigns**' from the dashboard
- Click '**+New Campaign**' to create a new campaign
- Go to **Industry >> Food**
- Choose a **template** to edit

Here's an example of overlays that can work best for the food industry:



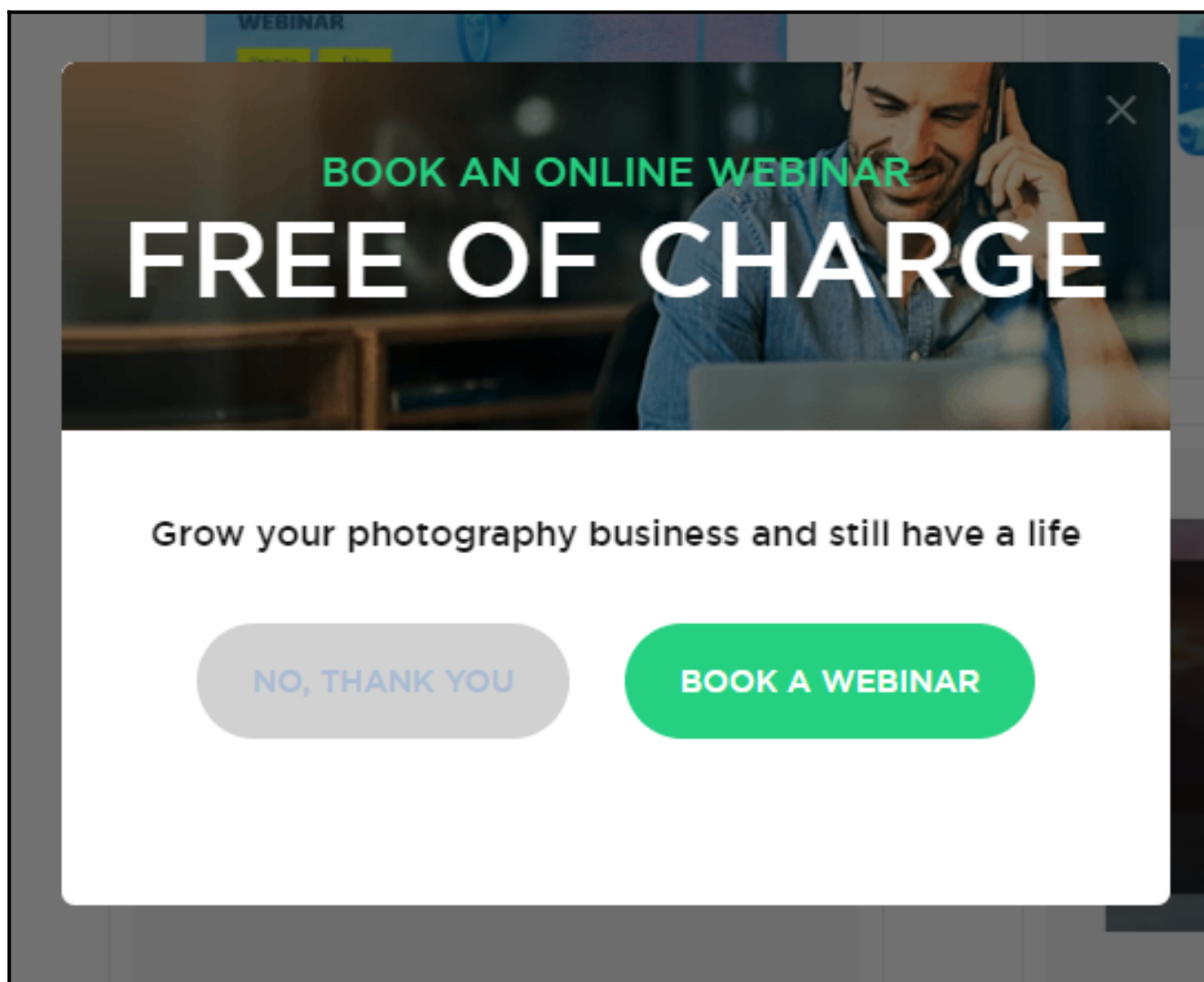
Education

Attract website visitors to your webinar or other events by creating the right website overlays.

Steps

- Navigate to '**Campaigns**' from the dashboard
- Click '**+New Campaign**' to create a new campaign
- Go to **Industry >> Education**
- Choose a **template** to edit

Here's an example of it:



Other industry-specific overlays in Picreel are:

1. Healthcare
2. Travel
3. Finance
4. HR
5. Real Estate

That is all about creating industry-specific overlays.

Related Articles:

- [How to Integrate Picreel With Shopify](#)
- [How to Send My Leads to a CSV or Excel File](#)
- [How to Redirect Existing Subscribers to Custom URLs](#)

How to Set up a Lightbox Overlay

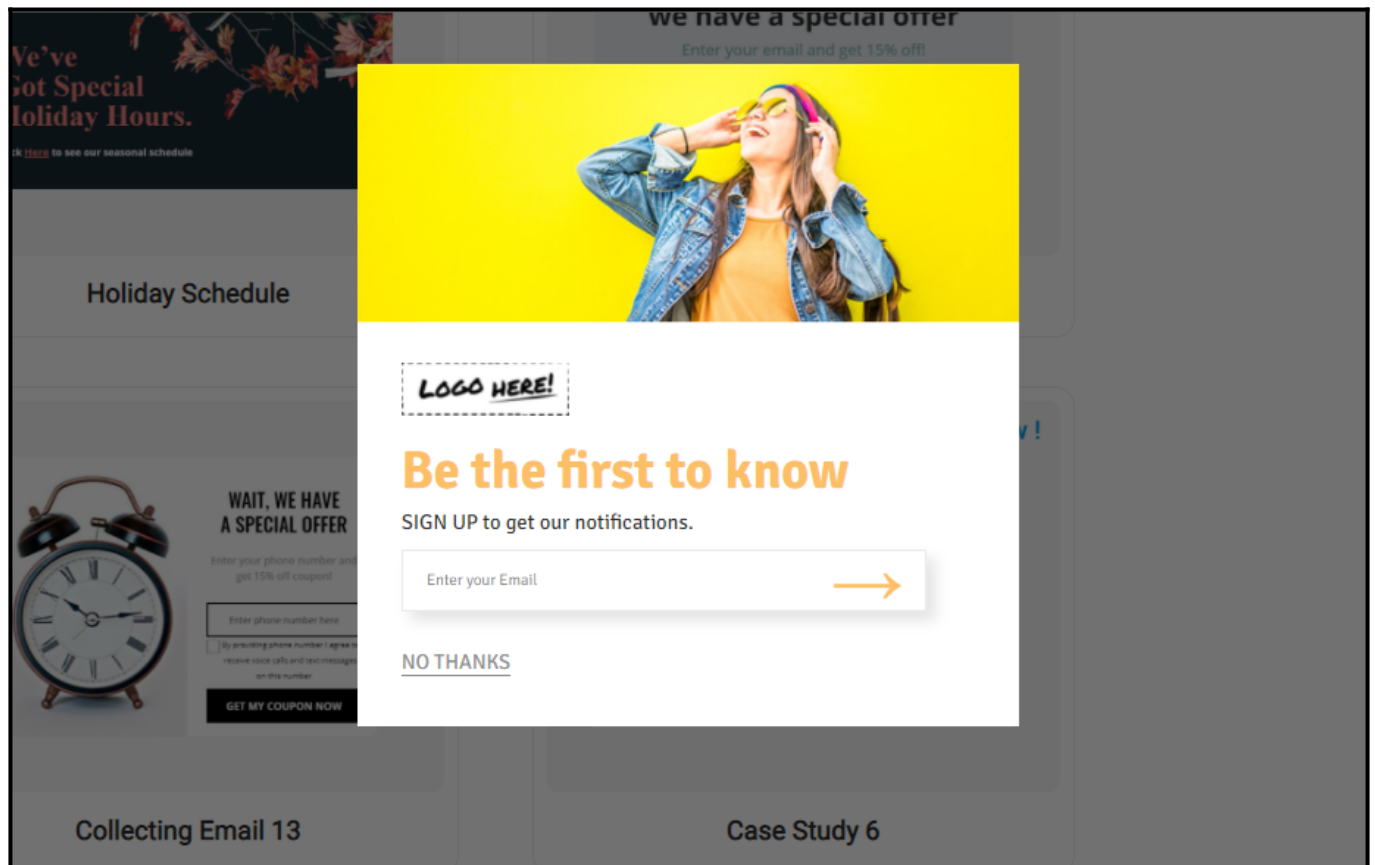
Picreel lets you [promote special offers](#) or convey your message in an obvious way through lightbox overlays.

For beginners, a lightbox overlay is an overlay that appears on top of the page's content while it dims the rest of the webpage and makes it inactive. Thus, attracting the full attention of website visitors to the overlay.

Lightbox overlay helps you unlock the following benefits:

1. **Ideal way** to make important [announcements](#) or promote special offers
2. **Effectively** convert more visitors into email subscribers

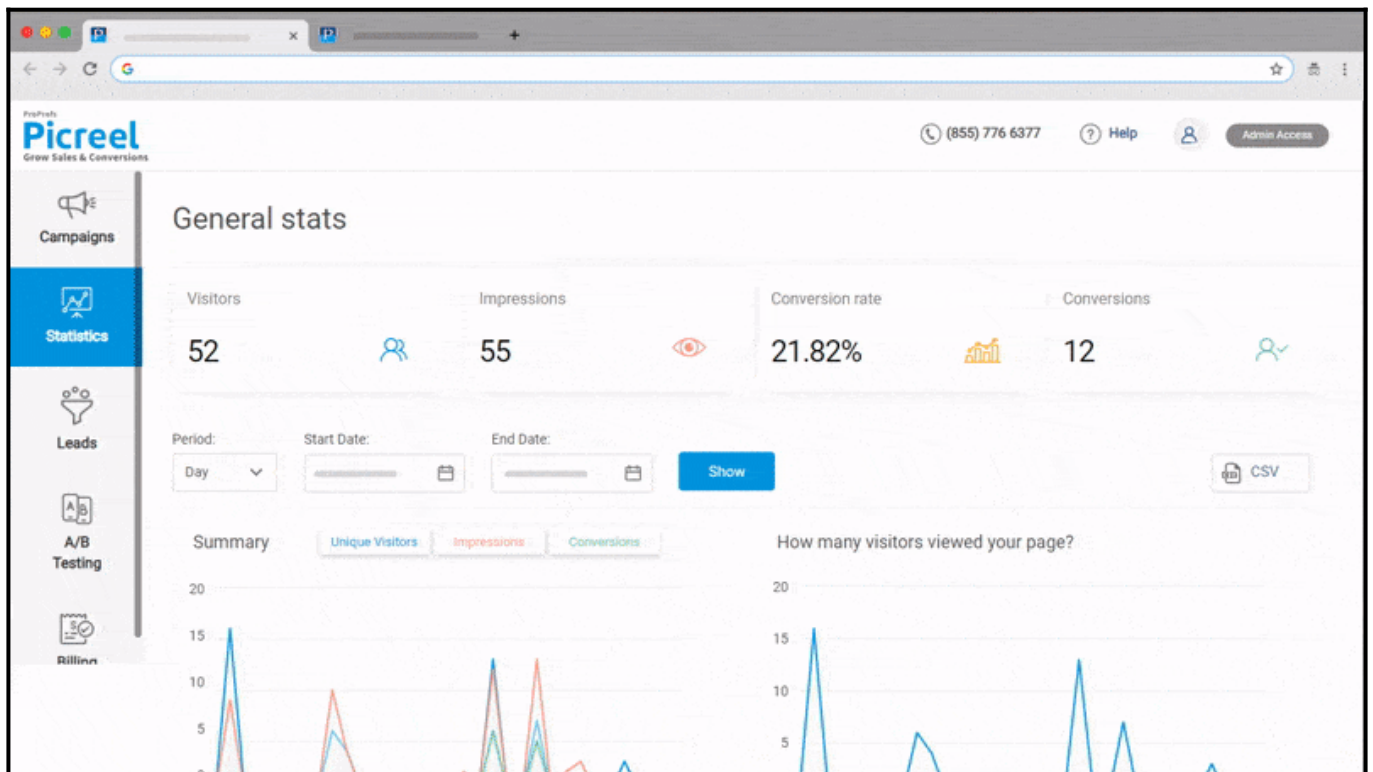
Here's an example of what a lightbox pop-up looks like:



To set up a lightbox overlay:

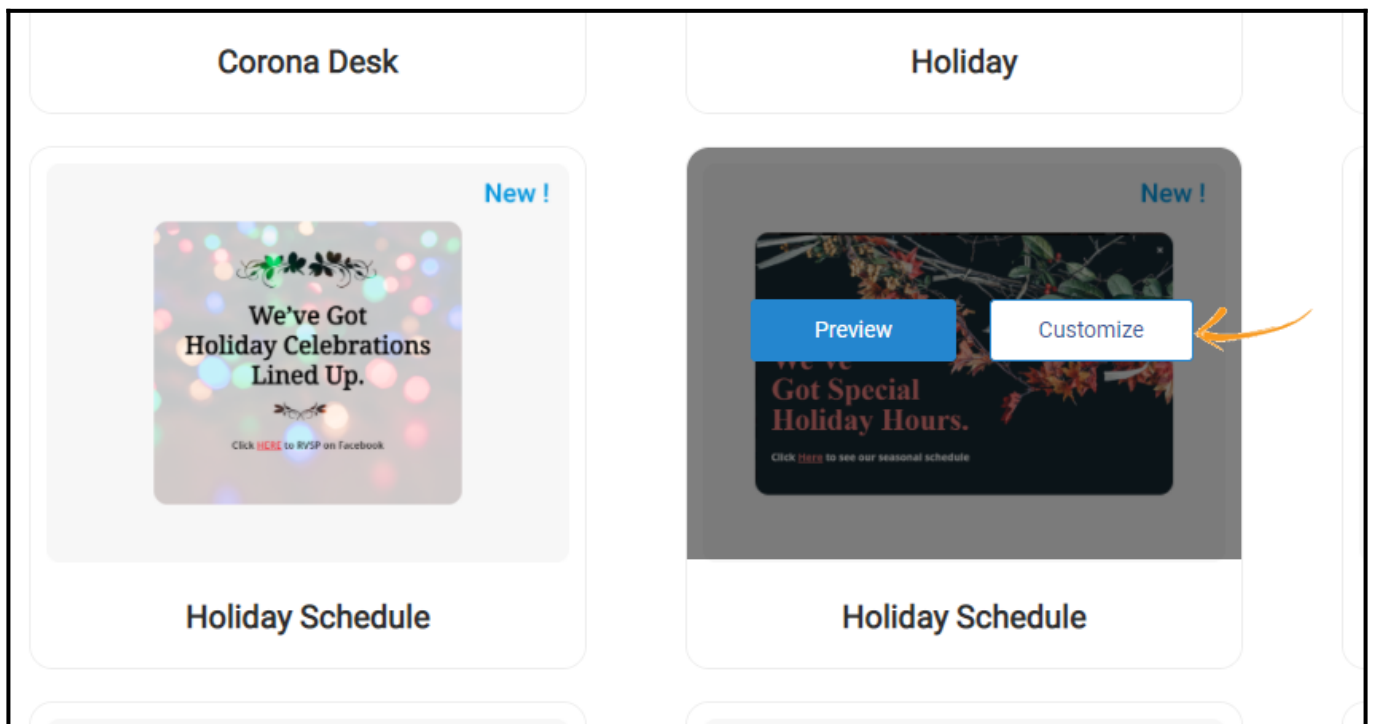
Step 1: In your Picreel account,

- Navigate to '**Campaigns**' from the dashboard.
- Click on '**+New Campaign.**'



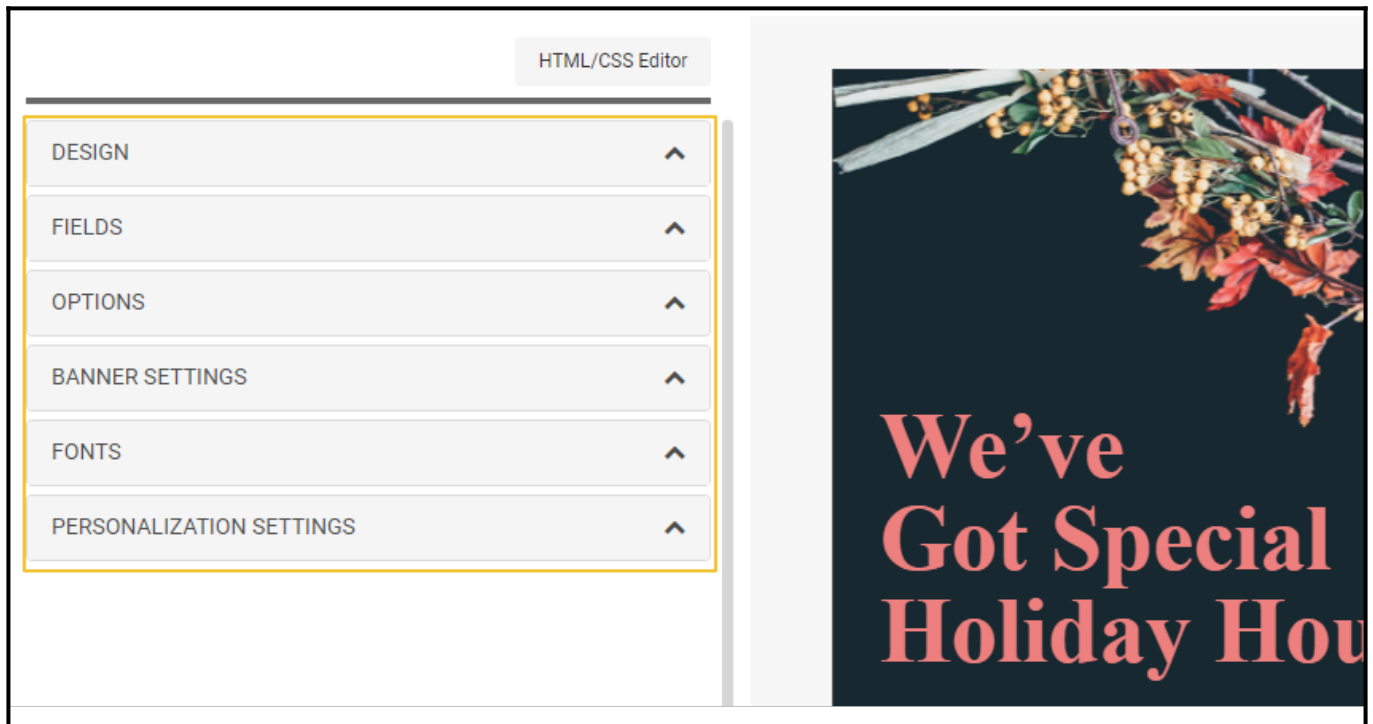
Step 2: On this page,

- Click on '**Lightbox**' to open the collection of predefined Lightbox overlay templates.
- **Hover the cursor** on any template to choose to **preview** or **customize** it.
- Click '**Customize**' to edit it as per your requirements.

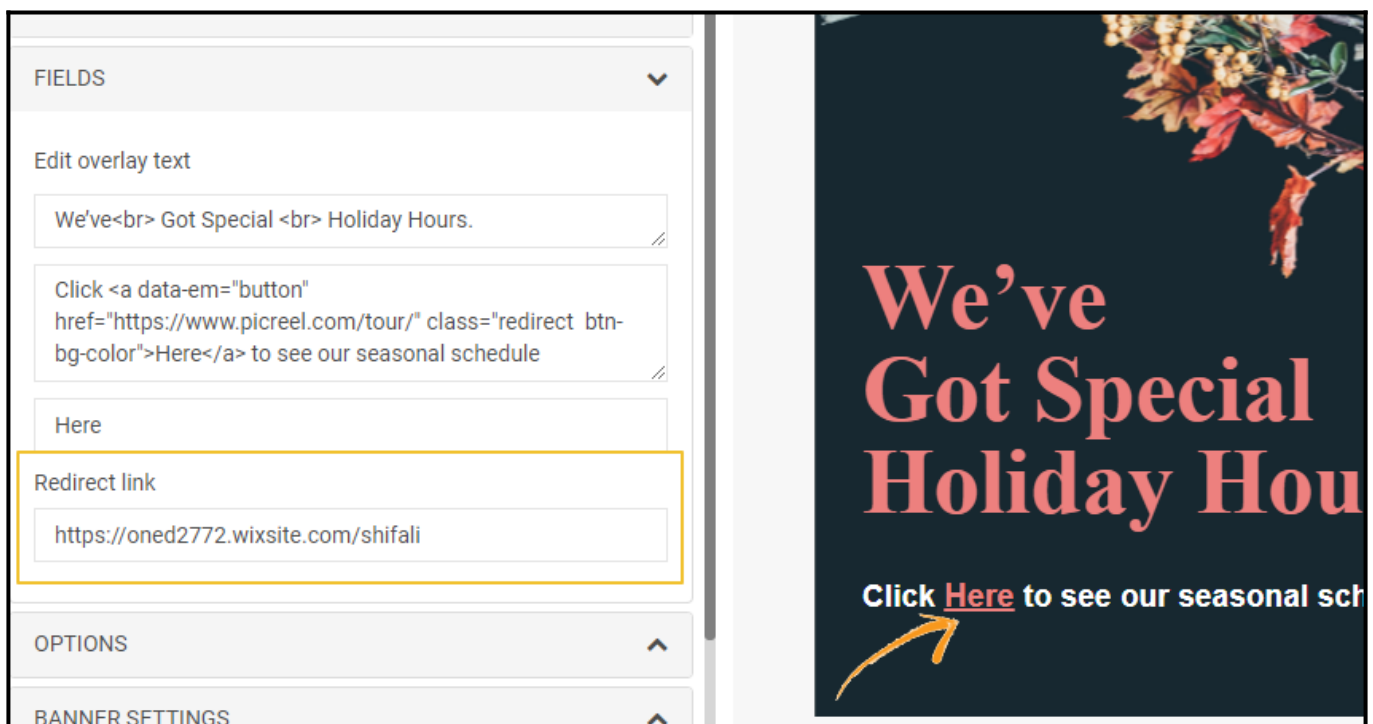


Step 3: On the editing page,

- Click on any **element** on the left panel to **customize** the lightbox overlay as per your preferences.
- Once done, click '**Save**' to proceed further.



Note: Since your overlay has a **link** to redirect users to your promotional page, make sure you enter the **redirect link** as shown below before proceeding to the targeting page.



Step 4: On the campaign settings page,

Modify the three **broad sections** to set up targeting preferences for the overlay

- **Basic settings:** Whether your timer overlay will display on the [whole site](#) or [specific pages](#)
- **When Overlay Appears:** When will it [trigger](#), and what will be the [impression frequency](#)
- **Other Options:** Some further options such as [device type](#), [personalization](#), and [location](#), among others

Campaign settings

BASIC SETTINGS

Apply campaign for whole site: ?

Or apply for some pages: ?

Add url

WHEN OVERLAY APPEARS ✓

OTHER OPTIONS ✓

Step 5: Click '**Save**' on the top-right to finalize the changes.

That is all about setting up a lightbox overlay in Picreel.

Related Articles:

- [How to Connect Picreel to Any Website](#)
- [How to Set the Exact Second When Overlay Shows Up](#)
- [How to Analyze the Campaign Statistics on Dashboard](#)

How to Use Overlays for Retargeting & Boosting Conversions

If your standard website overlay campaigns are not yielding desired results, you have the option to try some more types. Picreel lets you set up a full-screen overlay, sidebar, or nano bar pop-up campaign.

Benefits of using different types of overlays:

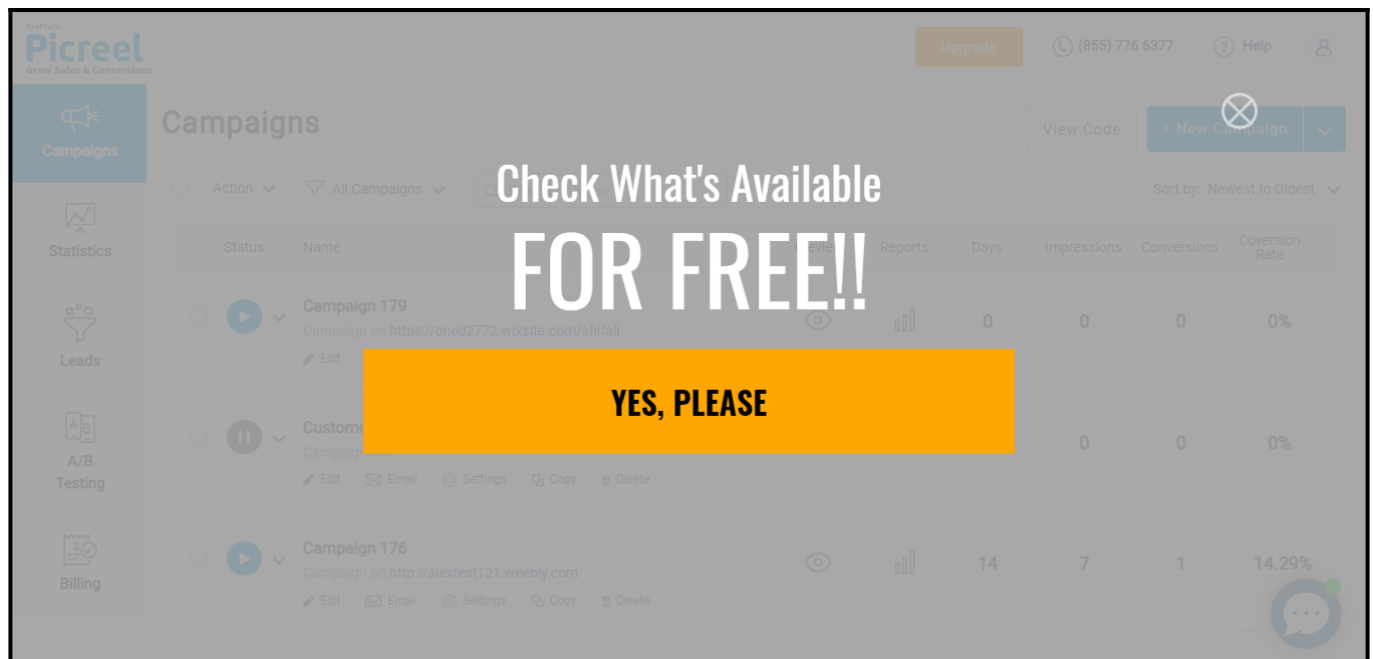
1. Give a **fresh touch** to your existing campaigns
2. **Innovate the way** you make important announcements or suggest actions for customers

In this article, you'll learn:

1. [How to Set up a Full-screen Overlay](#)
2. [How to Set up a Sidebar Pop-up](#)
3. [How to Set up a Nano bar](#)

How to Set up a Full-screen Overlay

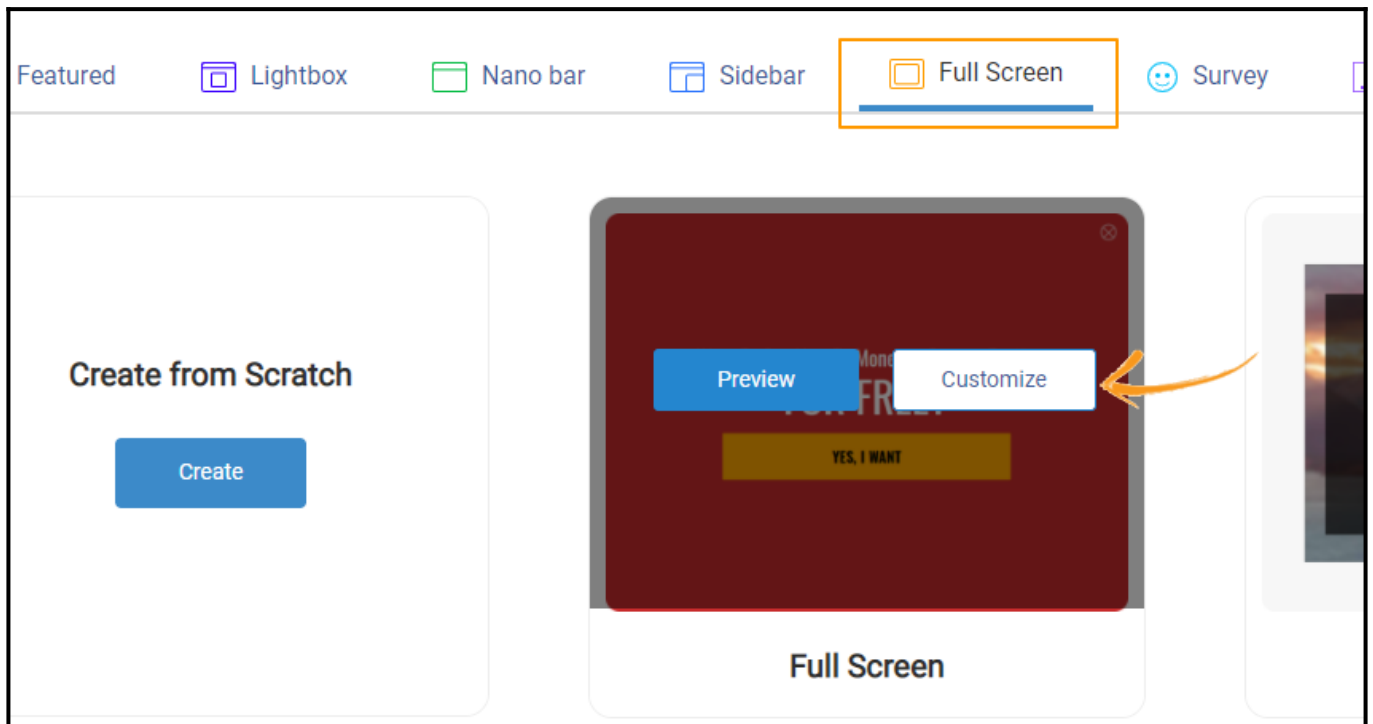
Full-screen overlays are no different than standard pop-ups except that they cover the entire screen (see an example below). Using this type of overlay ensures you attract the complete attention of visitors and see them perform desired actions.



Steps:

- Navigate to **Campaigns >> New Campaign**
- Select **Full Screen**

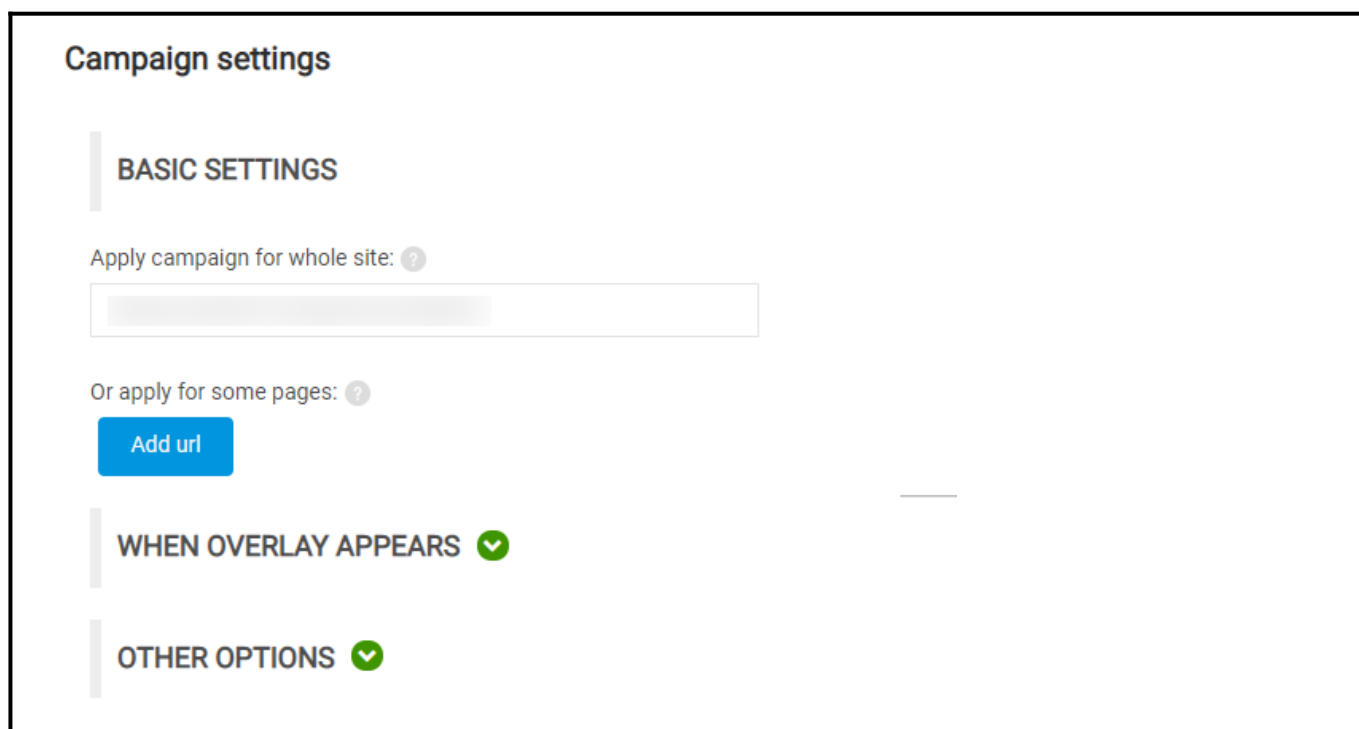
- **Hover your cursor** on an overlay to **preview** or **customize**
- Click '**Customize**' to start editing.



- Once done, click '**Save**' to proceed to campaign settings.
- On the Settings page,

You can edit the following sections:

- **Basic settings:** Whether your timer overlay will display on the [whole site](#) or [specific pages](#)
- **When Overlay Appears:** When will it [trigger](#), and what will be the [impression frequency](#)
- **Other Options:** Some further options such as [device type](#), [personalization](#), and [location](#), among others

The image shows a 'Campaign settings' interface. At the top, the title 'Campaign settings' is displayed. Below it, the 'BASIC SETTINGS' section is active, indicated by a vertical bar. It contains two options: 'Apply campaign for whole site: ?' with an empty text input field below it, and 'Or apply for some pages: ?' with a blue 'Add url' button below it. To the right of these options is a horizontal line. Below the 'BASIC SETTINGS' section are two more sections: 'WHEN OVERLAY APPEARS' and 'OTHER OPTIONS', both marked with a green checkmark icon. The 'OTHER OPTIONS' section is partially visible at the bottom.

Campaign settings

BASIC SETTINGS

Apply campaign for whole site: ?

Or apply for some pages: ?

Add url

WHEN OVERLAY APPEARS ✓

OTHER OPTIONS ✓

- Click '**Save**' to finalize your changes.

How to Set up a Sidebar Pop-up

Sidebar pop-ups are a great way to build your email list. Since they appear on the sides of a webpage, they are considered less intrusive and user-friendly.

Steps:

- Navigate to **Campaigns >> New Campaign**
- Select **Sidebar**
- **Hover your cursor** on an overlay to **preview** or **customize**
- Click '**Customize**' to start editing



- Once done, click '**Save**' to proceed to campaign settings.

Note: Don't forget to select the positioning of '**pop-up animation on screen**' under '**Options**' while editing a sidebar template.

- On the Settings page,

You can edit the following sections:

- **Basic settings:** Whether your timer overlay will display on the [whole site](#) or [specific pages](#)
- **When Overlay Appears:** When will it [trigger](#), and what will be the [impression frequency](#)
- **Other Options:** Some further options such as [device type](#), [personalization](#), and [location](#), among others

Campaign settings

BASIC SETTINGS

Apply campaign for whole site: ?


Or apply for some pages: ?


[Add url](#)

WHEN OVERLAY APPEARS


OTHER OPTIONS

- Click **'Save'** to finalize your changes.


FIELDS & TEXT 


OPTIONS 

Select action after event: ?

Close 

Select popup animation:

None 

Select popup position on the screen 

☒ Hide overlay close button ?

SPECI

dis

NO

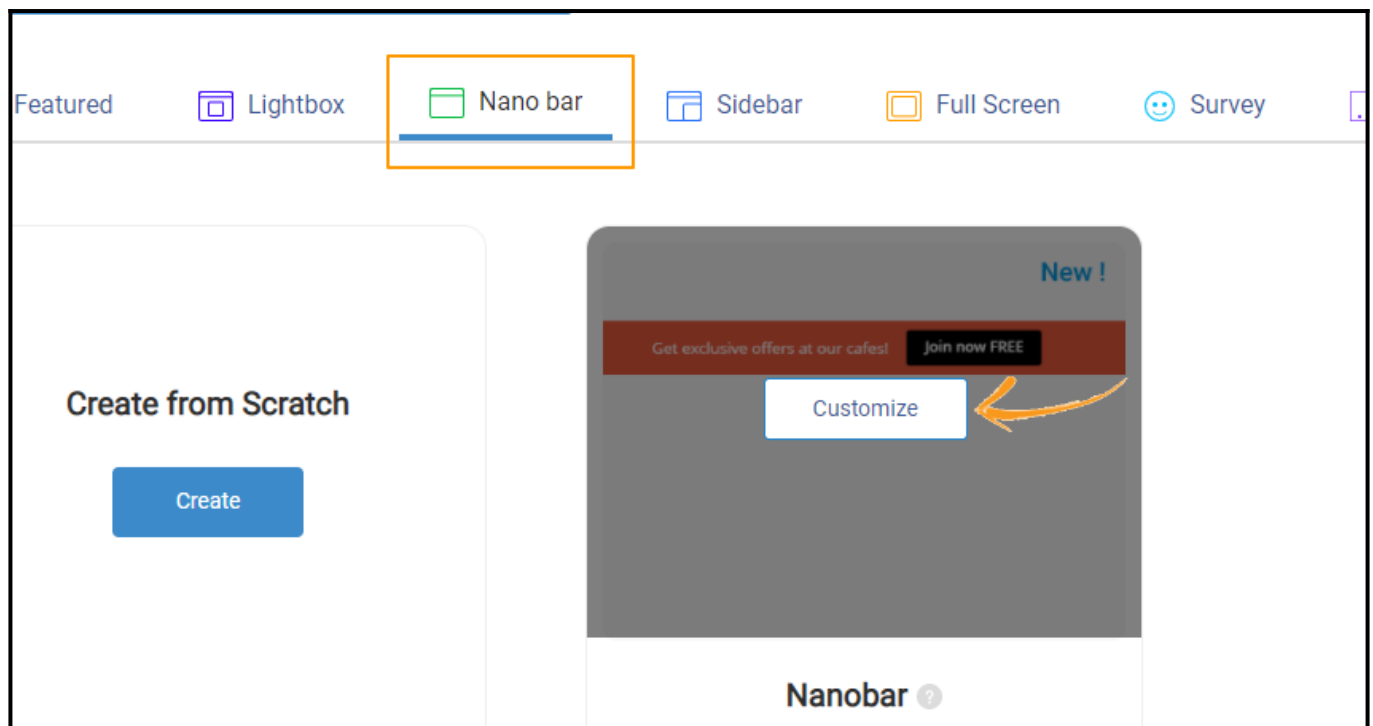
How to Set up a Nano bar

Nano bars are sticky notification bars that can appear at the top or bottom of a webpage. It sticks with users while they continue browsing your website. Being less distracting for users, it

is even more user-friendly than sidebars. You can use it to announce any updates, new deals, or cart notifications.

Steps:

- Navigate to **Campaigns >> New Campaign**
- Select **Nano bar**
- **Hover your cursor** on an overlay and click '**Customize**' to start editing



- You can choose to **redirect** users to a new link or **collect data** from users, such as **names**, **phone**, and **email**.

Edit Default Nanobar Template

[Redirect Event](#)

[Collect Emails](#)

Get exclusive offers at our cafes!

Join now FR!

DESIGN

Background Color



#eb593c

Reset

Text Color

#ffffff

Reset

Button Background Color



#000000

Reset

Close Button Color



#000000

Reset

FIELDS

- While editing, you have the following settings to customize:

OPTIONS

Nanobar size

1

Large



Nanobar position ?

2

At the top



Remain at top/bottom of window

3

Remain at top when scrolling



Push page down

4

Cover page



Show shadow

5

Show shadow at the bottom



☐ Hide close button ?

6

1. Nanobar Size: You can keep it large or small

2. **Nanobar Position:** You can choose to position it at the top or the bottom of the page
3. **Remain at the top/bottom of the window:** You can pick your nano bar to remain at the top/bottom of the window or scroll with the page
4. **Push page down:** You can either cover a part of your page with a nano bar or push the page down to make space for the nano bar automatically
5. **Show shadow:** You can show a shadow or choose not to show it
6. **Hide close button:** You can check this box to hide the close button on the top right of the overlay

- Once done, click **'Save'** to proceed to the campaign settings page.
- On the Settings page,

You can edit the following sections:

- **Basic settings:** Whether your timer overlay will display on the [whole site](#) or [specific pages](#)
- **When Overlay Appears:** When will it [trigger](#), and what will be the [impression frequency](#)
- **Other Options:** Some further options such as [device type](#), [personalization](#), and [location](#), among others

Campaign settings

BASIC SETTINGS

Apply campaign for whole site: ?

Or apply for some pages: ?

Add url

WHEN OVERLAY APPEARS

OTHER OPTIONS

- Click **'Save'** to finalize your changes.

That is all about a few more Picreel overlay types for retargeting and boosting conversions.

Related Articles:

- [How to Analyze the Campaign Statistics on Dashboard](#)
- [How to Integrate Picreel With Google Analytics](#)
- [How to Create an Overlay With Several Input Fields in the Template Editor](#)

Edit overlays

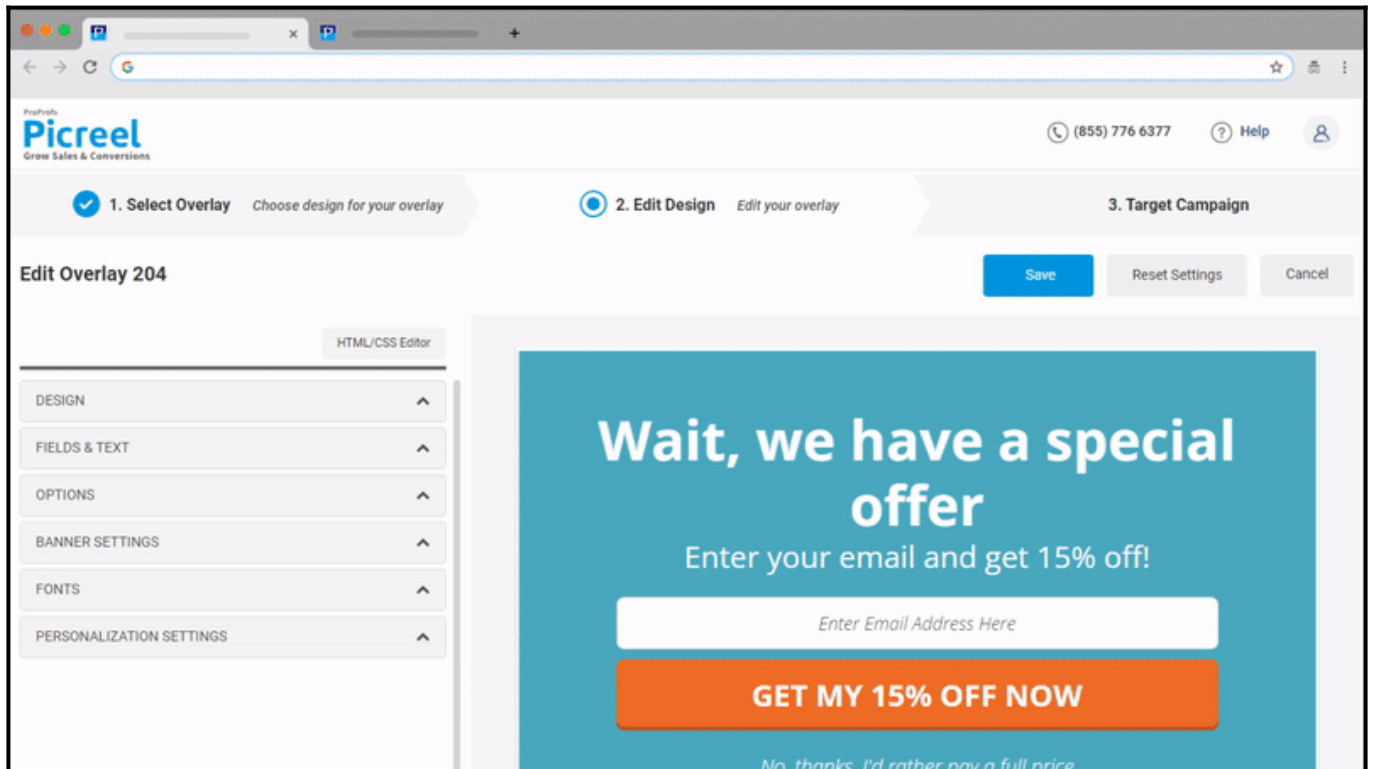
How to Customize Website Overlays

Picreel enables you to design your overlay the way you want. You can set everything from colors to logo and positioning of the overlay to match your brand guidelines.

Customizing an overlay helps you to:

1. **Resonate** your brand's theme and values
2. **Promote** offers in unique ways

Here's an overview of every element you can customize:

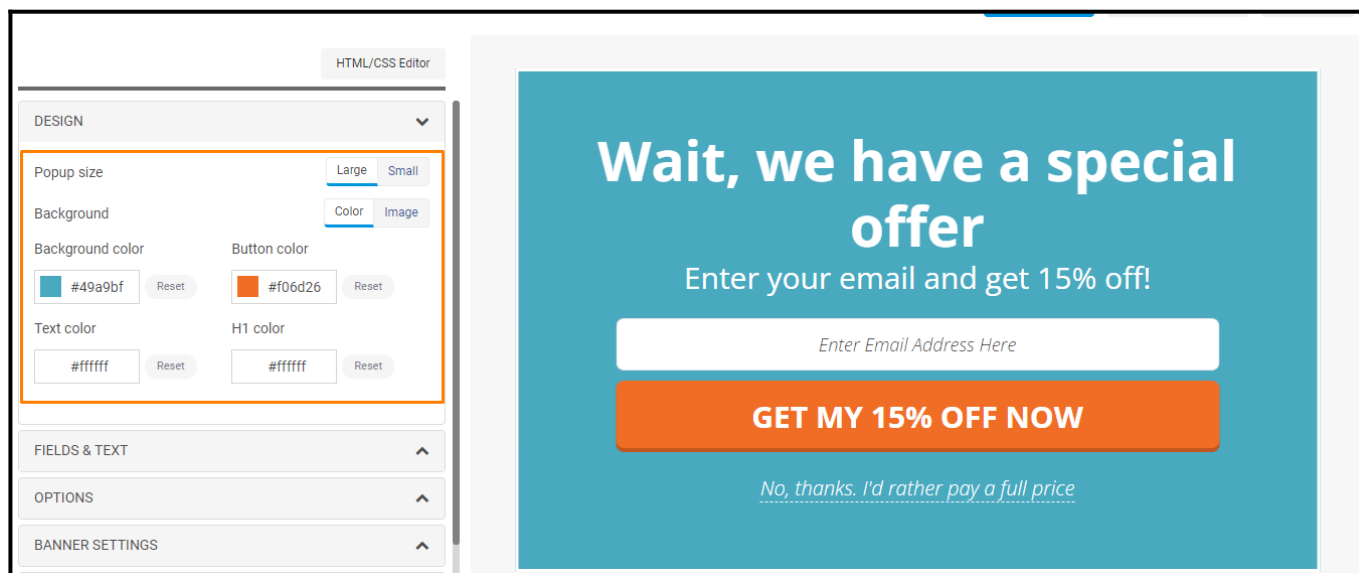


Here are the elements you can customize in the 'Edit Design' section:

Design

- Color

You can change the **background, text, button, and H1** color as per your requirements. You also get the option to set the pop-up size.



- Image / GIF

You can switch to 'Image' and upload any image or GIF as a background.

DESIGN

Popup size

Large

Small

Background

Color

Image

http://yoursite.com/image.jpg

?

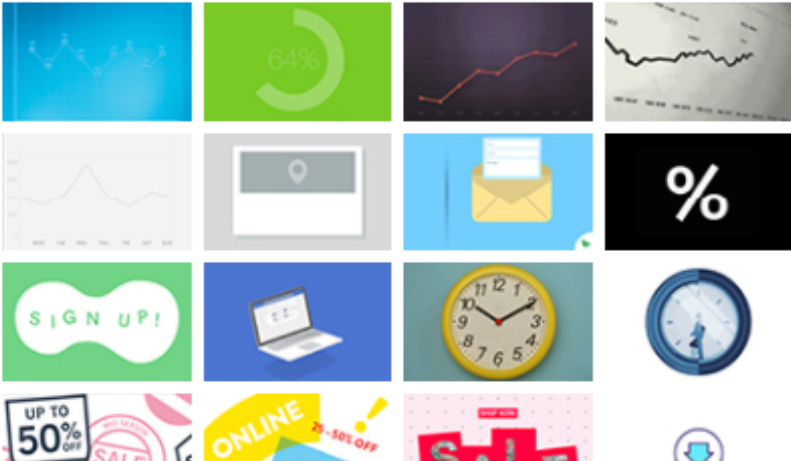
Upload

Background size

Original size

Fit to overlay

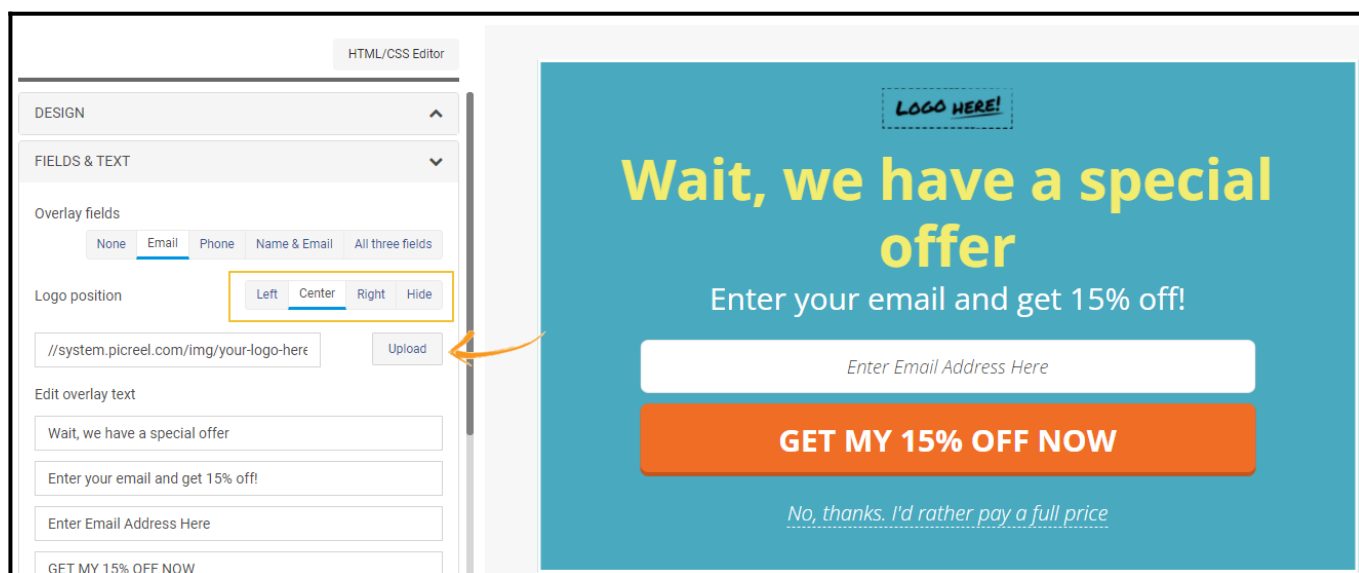
Engaging GIF backgrounds



Fields & Text

- Logo

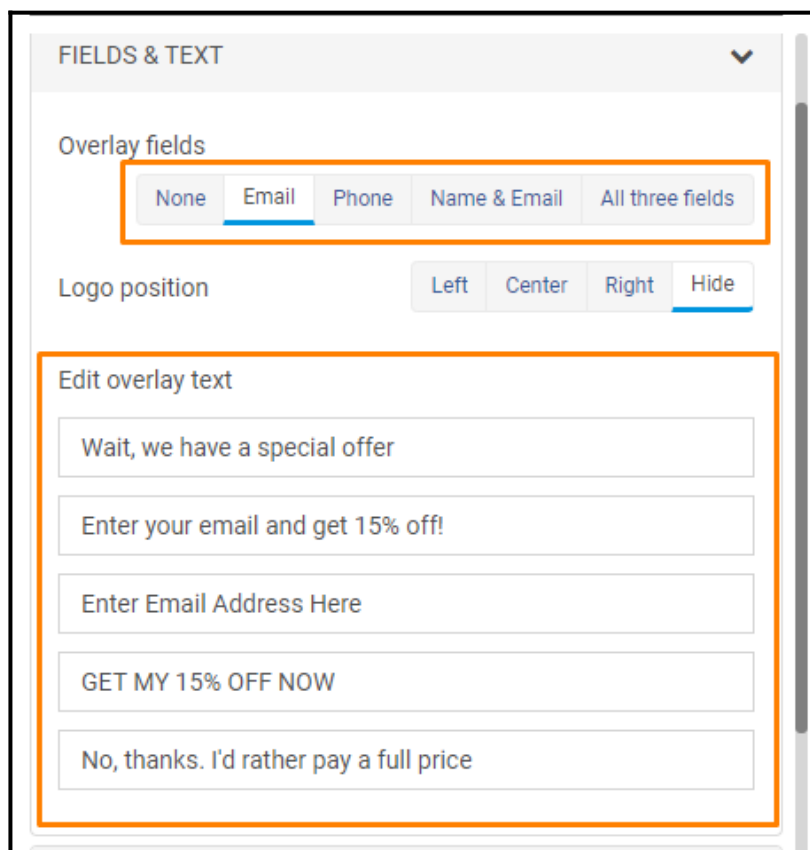
Choose the position of your logo (i.e., left, center, or right). Click '**Upload**' to add your logo. You can also choose to hide the logo if you want.



• Overlay Fields & Text

You can select overlay fields based on the data you wish to collect from visitors, such as **email**, **phone**, **name & email**, or **all three**. If you do not want any information from the visitors, choose **'None.'**

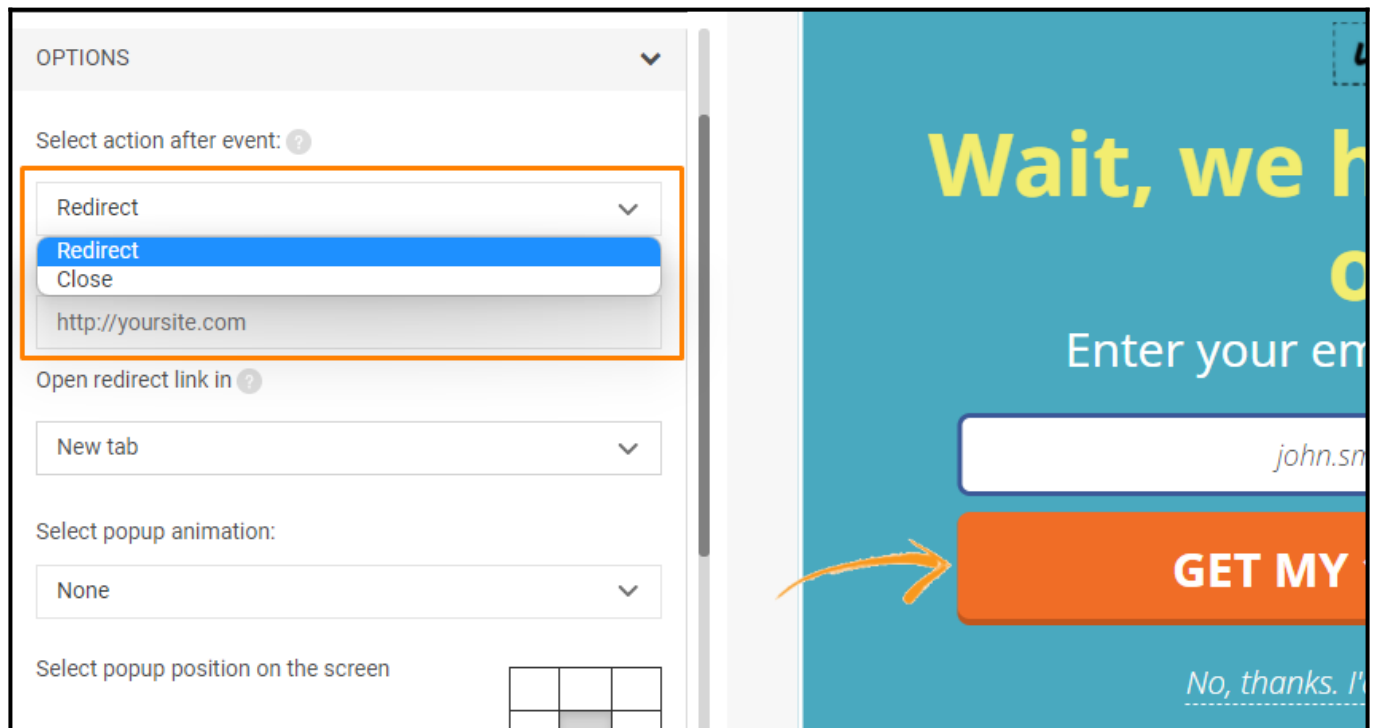
In addition, you can customize the overlay text to encourage visitors to fill in the details on seeing the overlay.



Options

- Set what happens when the button is clicked

You can set the action after visitors submit the details as required in the '**Select action after event**' field.



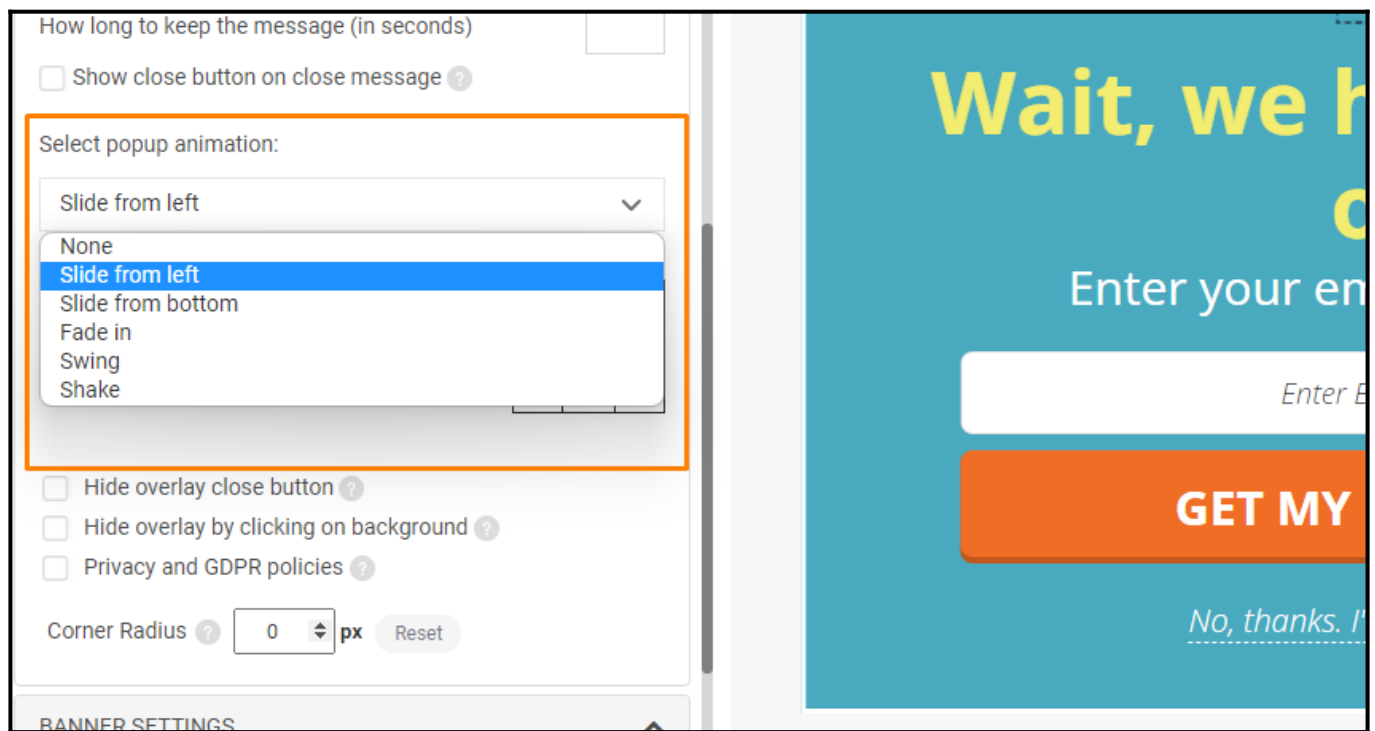
To close a pop-up and show some message once the submit button is pressed, please, select **Close** in the **Select action after event** field. **Enter your message** in the field below.

You can modify additional settings, such as the duration of the message or whether to show a '**close**' button.

Alternatively, you may choose to redirect a visitor to another page once the submit button is pressed. Please select **Redirect** in the '**Select action after event**' field to do so. And insert the **redirect link** below.

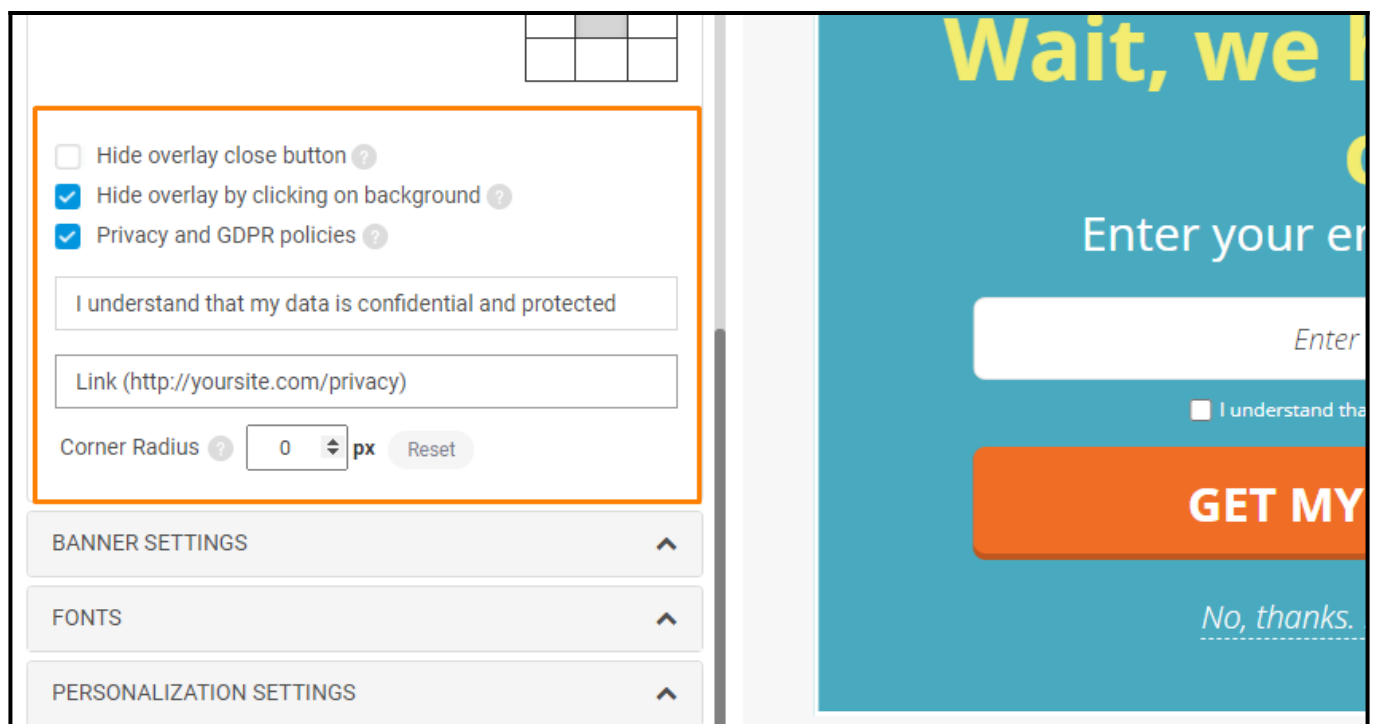
- Select pop-up animation and position it on the screen

You can select an animation from the drop-down list and see its **live preview** on the right side of your screen. After selecting an animation, you can set the positioning of the overlay on the visitor's screen.



Additional settings

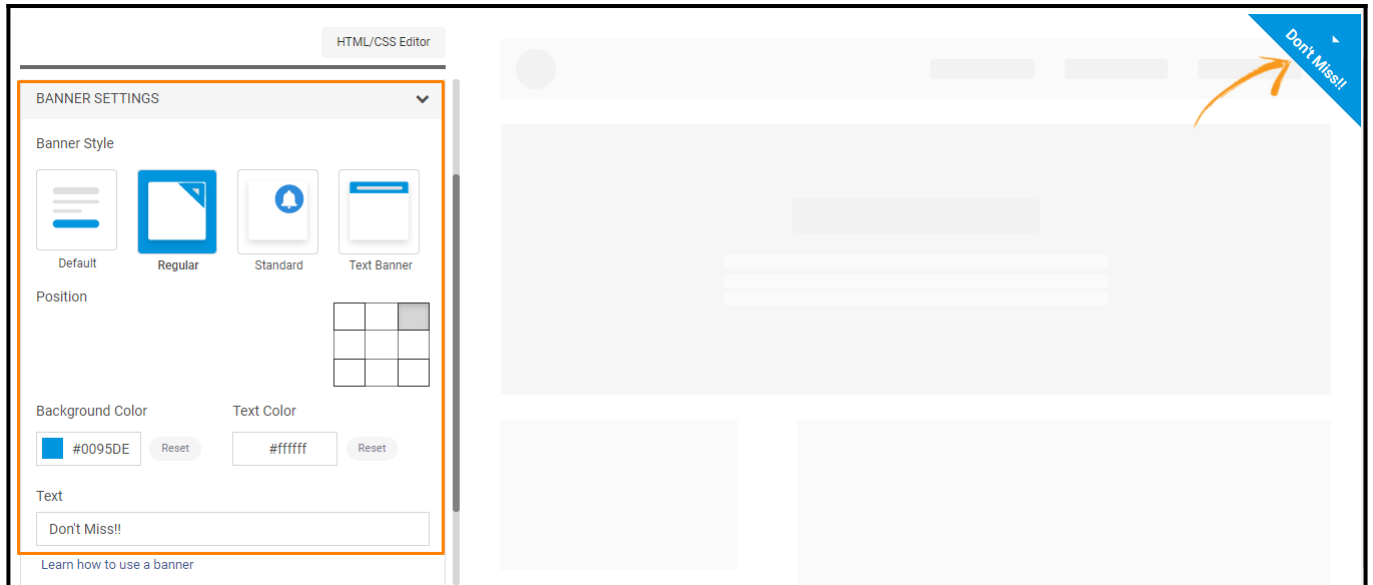
- You can choose to hide the close button on your overlay by checking the box
- You can **enable/disable** the option to hide overlay by clicking on the background
- You can add a **checkbox** to ask visitors to accept the data management rules
- You can adjust the **corner roundness** of the overlay



Banner

You can add a tiny banner (or image) that will sit in any corner of your screen. Once your visitors click on it, your popup design will appear.

You can choose a **style**, select its **positioning** on the screen based on the type, and modify its **color** and the **display text** to attract visitors' eyes. You can **preview** your modifications live on the right part of your screen.



Fonts

- Font style

You can play around with different font styles by selecting from the drop-down list.

- Font size and weight

You can adjust the font size and weight of a selected area on the overlay.

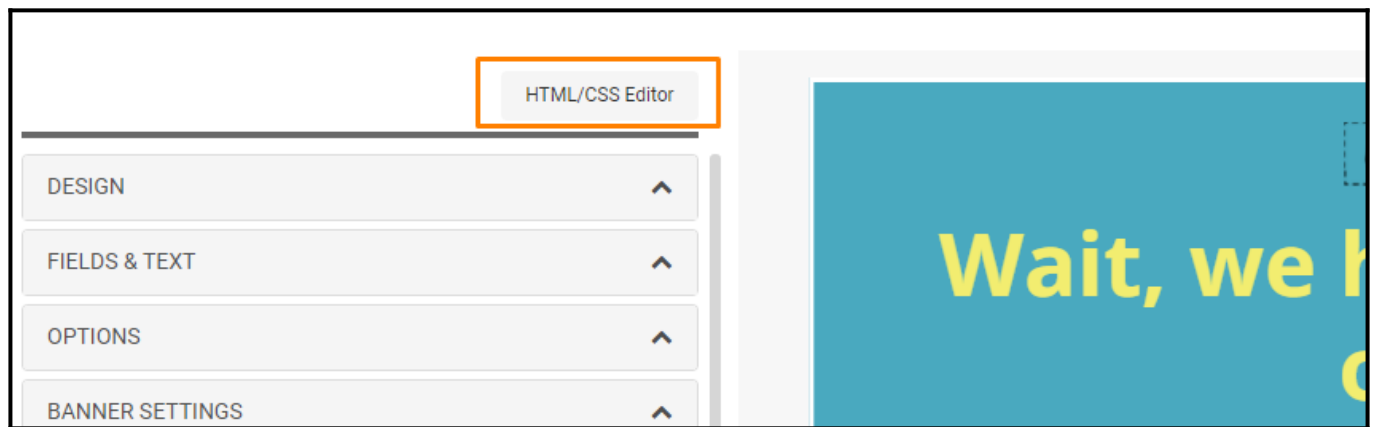
In addition to these, you can upload font files or [generate font-faces](#) by filling in the details to give a unique touch to the overlay.

Personalization

You can use customers' data to personalize your pop-up. Check out different ways of personalization [here](#).

Advanced modifications

To access advanced modifications of the offered designs, please, click on [HTML/CSS Editor](#). Here, you may add additional fields, buttons, change fonts, sizes, etc.



Don't forget to click '**Save**' at the end and proceed to configure campaign settings.

That is all about editing a campaign.

Related Articles:

- [How to Set up Banners](#)
- [How to A/B Test Picreel's Pop-up Campaigns](#)
- [How to Redirect Existing Subscribers to Custom URLs](#)

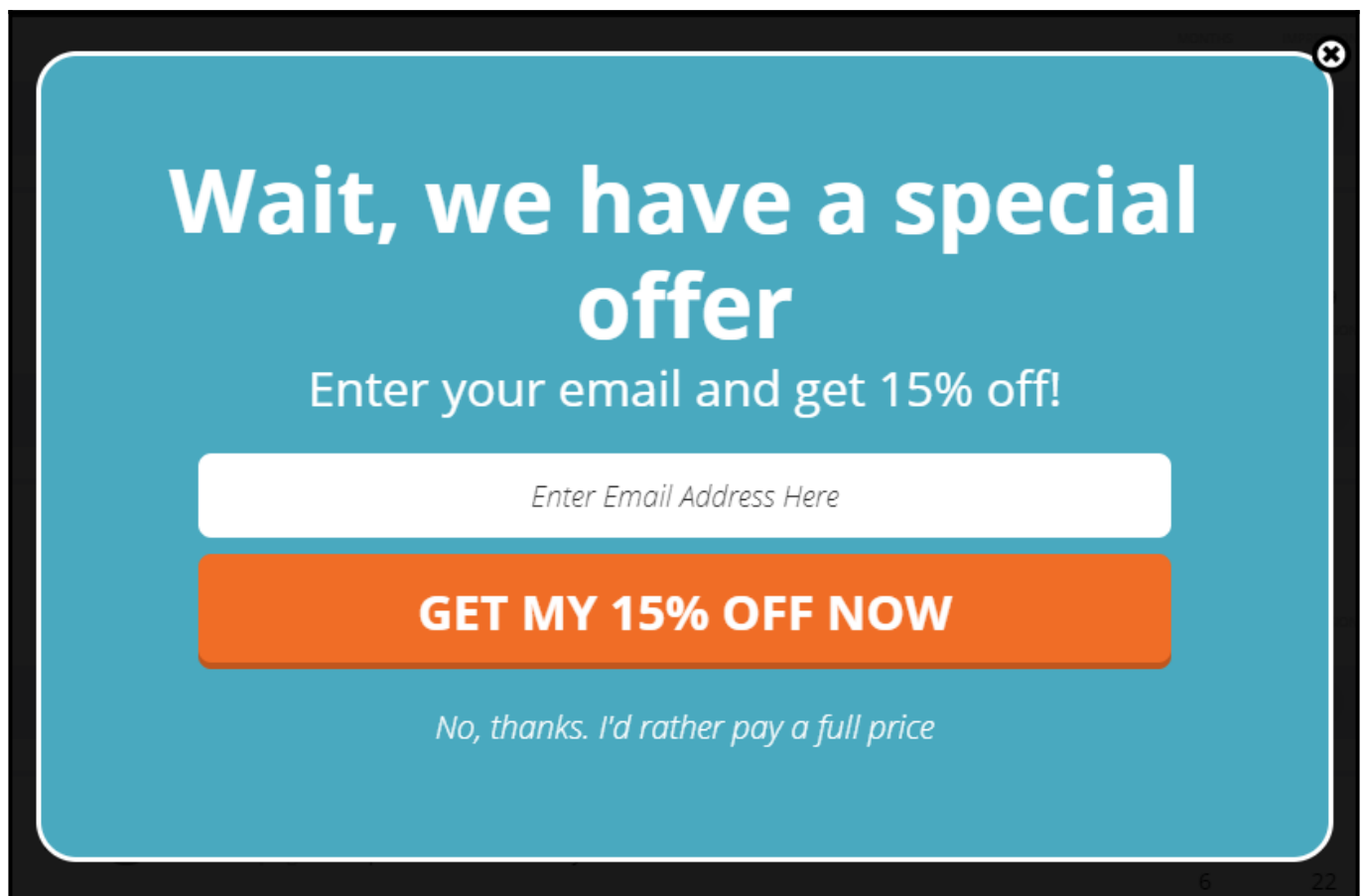
How to Adjust Corner Roundness of a Popup Campaign

[Picreel](#) is a delightful tool that lets you create and launch an ideal website popup that matches your brand's look and feel. Picreel popups can engage visitors by displaying the right message at the right moment.

With Picreel, you can:

- **Customize** every element of your popup campaign & make it appealing
- **Increase** conversions by engaging users at the right time
- **Boost** sales with exciting popups that encourage visitors to perform actions

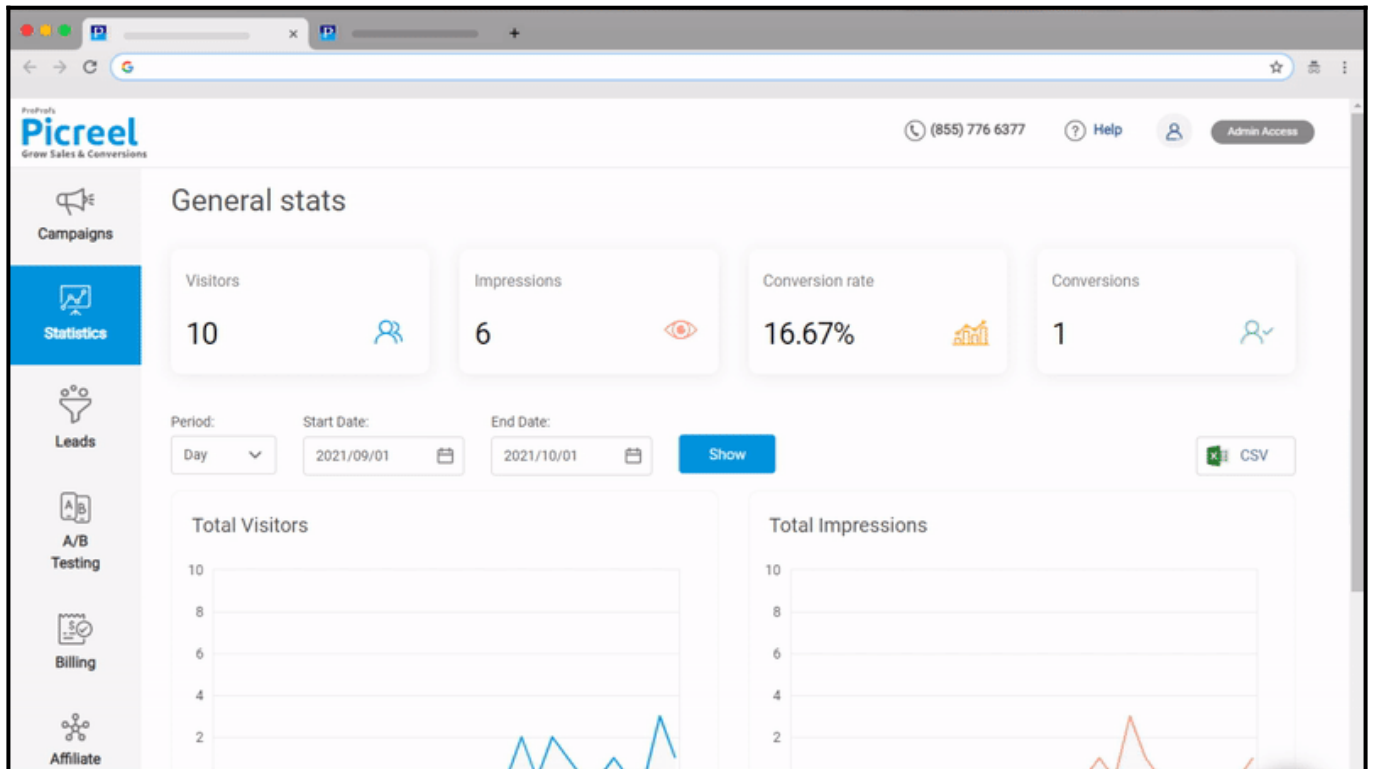
Here's how a Picreel popup with rounded corners looks like:



Step 1: In your Picreel account,

- Click '**Campaigns**' to open your campaign list.

- A new page opens with a **list** of all the popup campaigns you have created.



Step 2: Select a campaign you want to edit.

- Click the '**Edit**' button to open the editor.

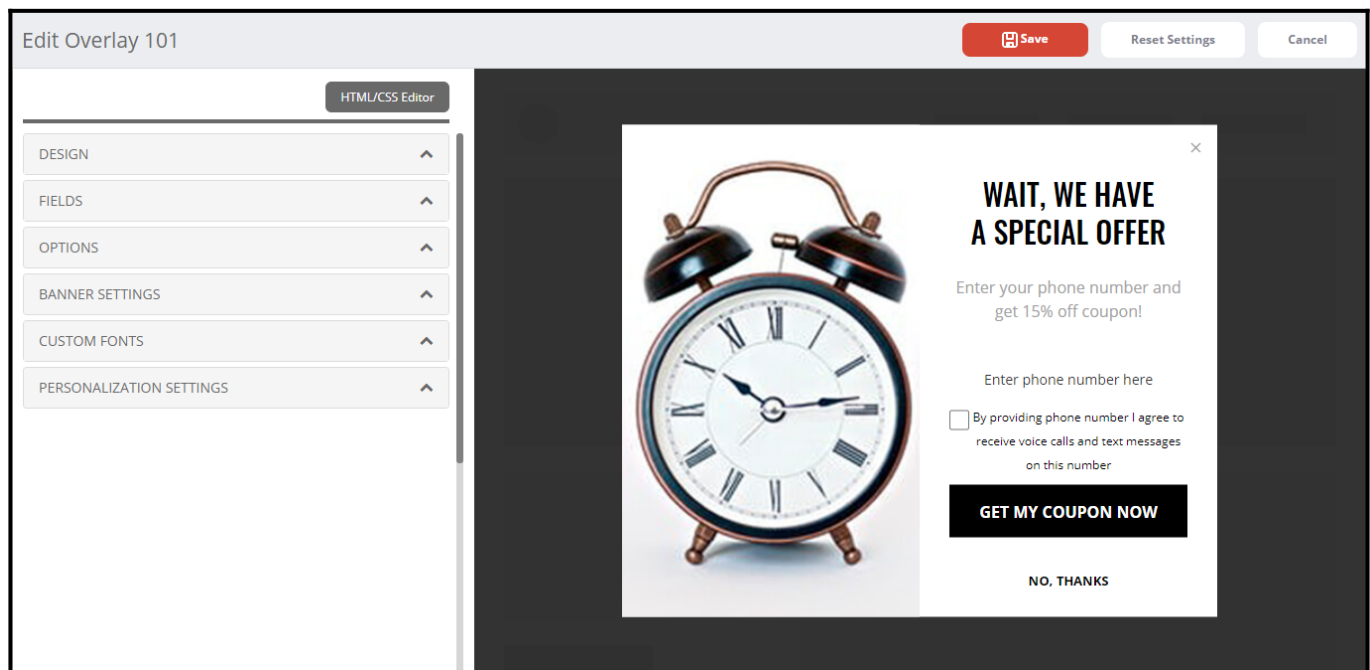
Action	All Campaigns	Search by name	Status	Name	Preview	Reports	Days
⏸	▼		⏸	Campaign 156 Campaign on http://alextest121.weebly.com	👁	📊	10
				Edit Email Settings Copy Delete			
▶	▼		▶	Campaign 155 Campaign on http://alextest121.weebly.com	👁	📊	10
				Edit Email Settings Copy Delete			
▶	▼		▶	Campaign 154 Campaign on https://oned2772.wixsite.com/shifali	👁	📊	10
				Edit Email Settings Copy Delete			

Note: You can adjust the corner roundness while launching a new campaign using the

'Add Campaign' button.

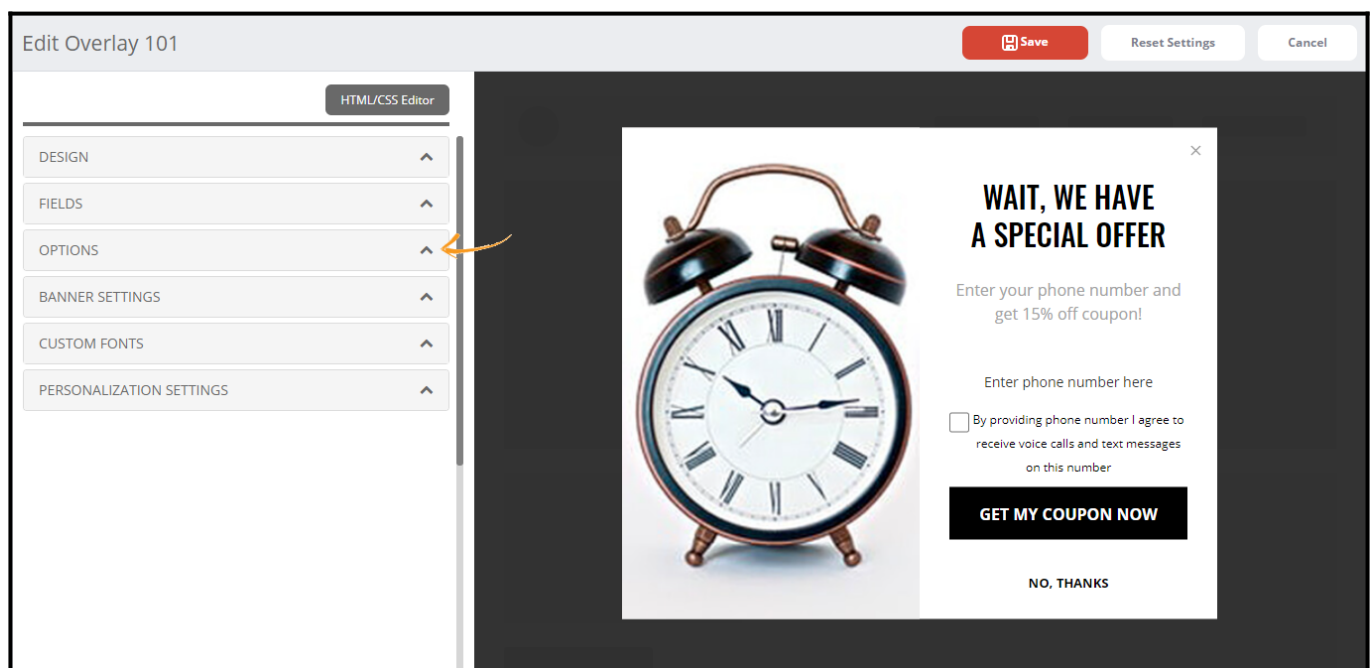
You can learn about creating a new campaign [here](#).

- Here's how the editor looks like:



Step 3: In the editor,

- Navigate to **'Options'** on the left panel



- Scroll down to 'Corner Radius.'

HTML/CSS Editor

How long to keep the message (in seconds)

☐ Show close button on close message ?

Select popup animation:

None ▼

Select popup position on the screen

☒ Hide overlay close button ?

☐ Hide overlay by clicking on background ?

☐ Privacy and GDPR policies ?

Corner Radius ? px Reset

Step 4:

Before



WAIT, WE HAVE A SPECIAL OFFER

Enter your phone number and
get 15% off coupon!

Enter phone number here

☐

By providing phone number I agree to
receive voice calls and text messages
on this number

GET MY COUPON NOW

NO, THANKS

After



WAIT, WE HAVE A SPECIAL OFFER

Enter your phone number and
get 15% off coupon!

Enter phone number here

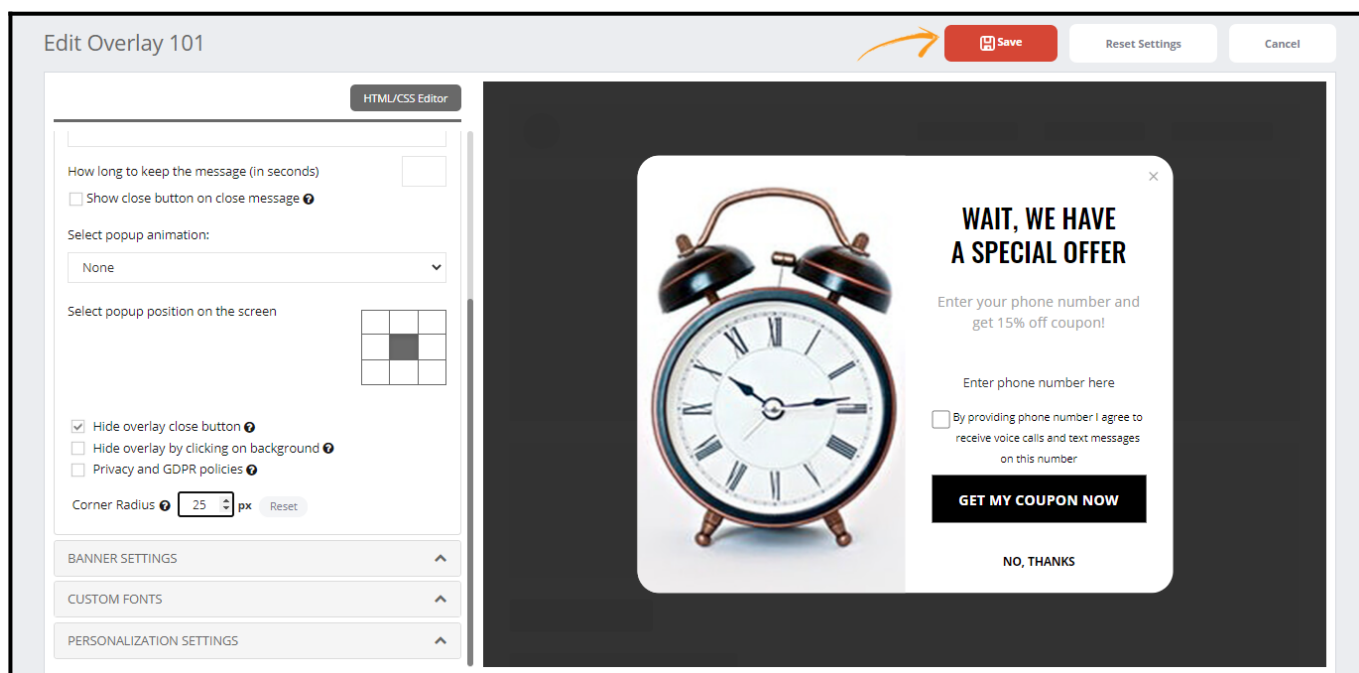
☐

By providing phone number I agree to
receive voice calls and text messages
on this number

GET MY COUPON NOW

NO, THANKS

- Click '**Save**' to save the changes.



Note:

1. You can set the radius to a maximum of 50px.
2. You can restore the default state with a single click using the 'Reset' button.

Related Articles:

- [How to Create a Banner](#)
- [How to Create Case Study Overlay](#)
- [How to Manage Your Existing Overlays](#)

Set up campaigns

A/B Testing

Statistics

Personalization

Integrations

Advanced

FAQs

Hidden Pages

Account & subscription

About Picreel