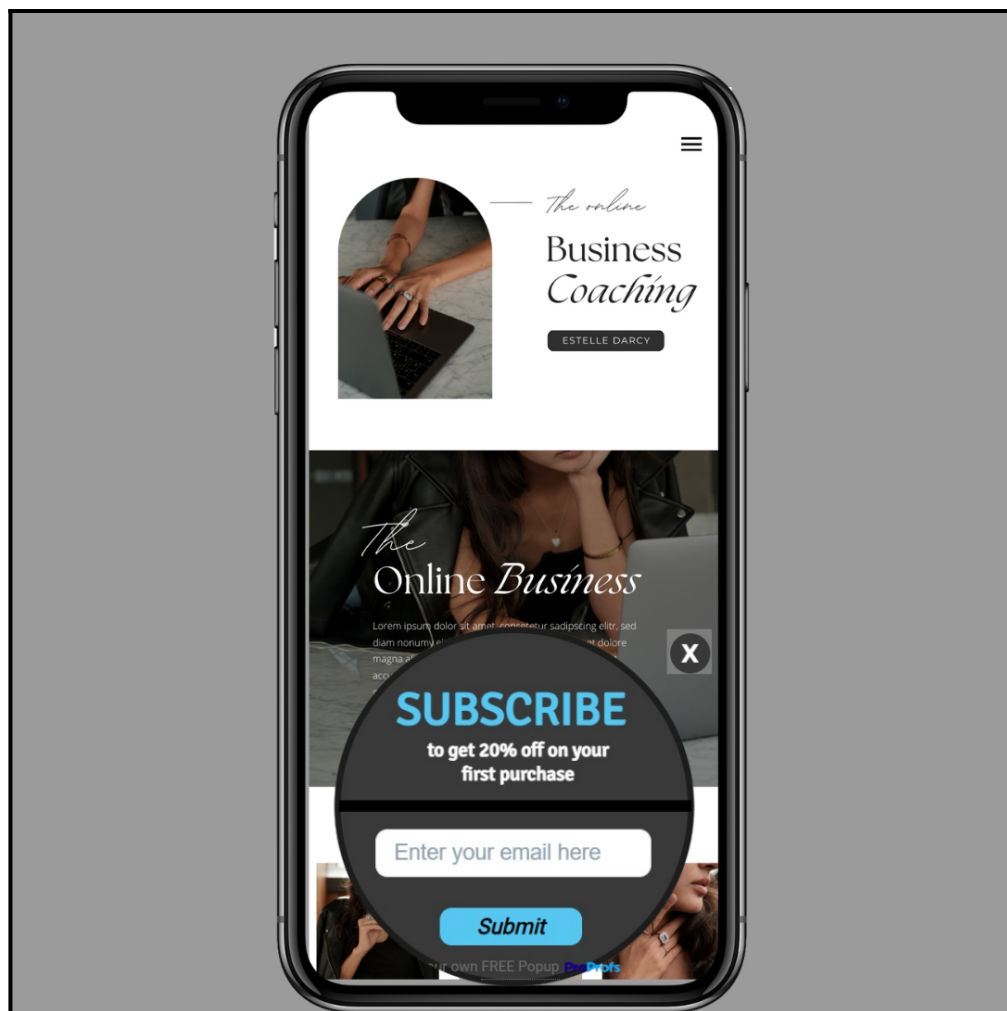


How to Create Overlays for Mobile Devices

Overlays can significantly boost your mobile audience's engagement with your offers. Using Picreel, you can easily craft mobile-friendly overlays that encourage interaction and potentially increase your conversion rates.

This article shows you how to create mobile overlays using built-in templates.

Here's what an overlay for mobile devices would look like:



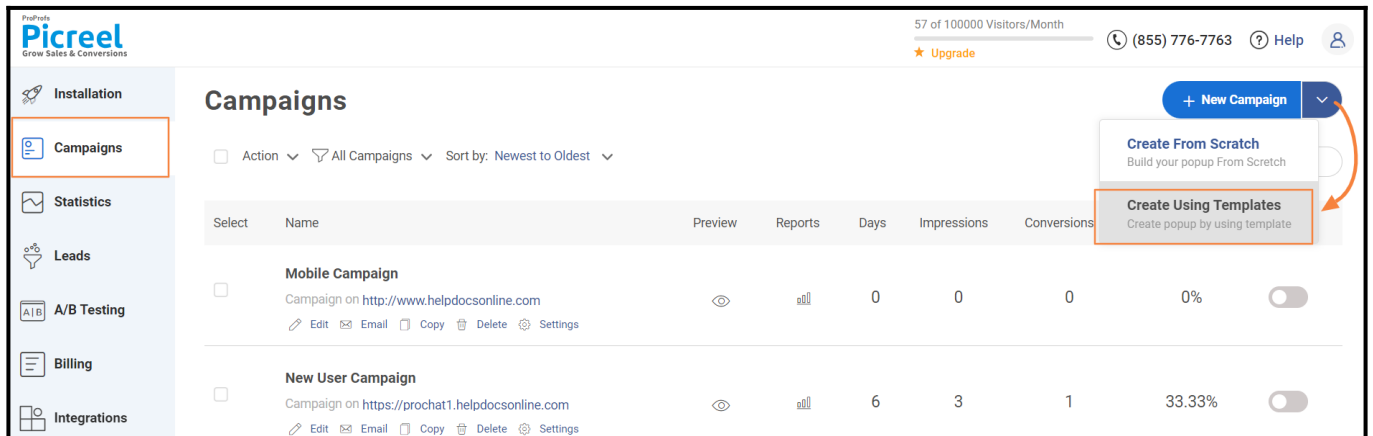
Benefits of creating overlays for mobile devices:

- **Mobile-Friendly Designs:** Tailor exclusive overlays that cater specifically to mobile users for better engagement.
- **Higher Conversion Rates:** Expand your offer's reach and improve the likelihood of conversions.
- **User Engagement:** Capture the attention of your mobile audience with compelling and interactive designs.

To Create a Mobile Template Using the Built-in Template

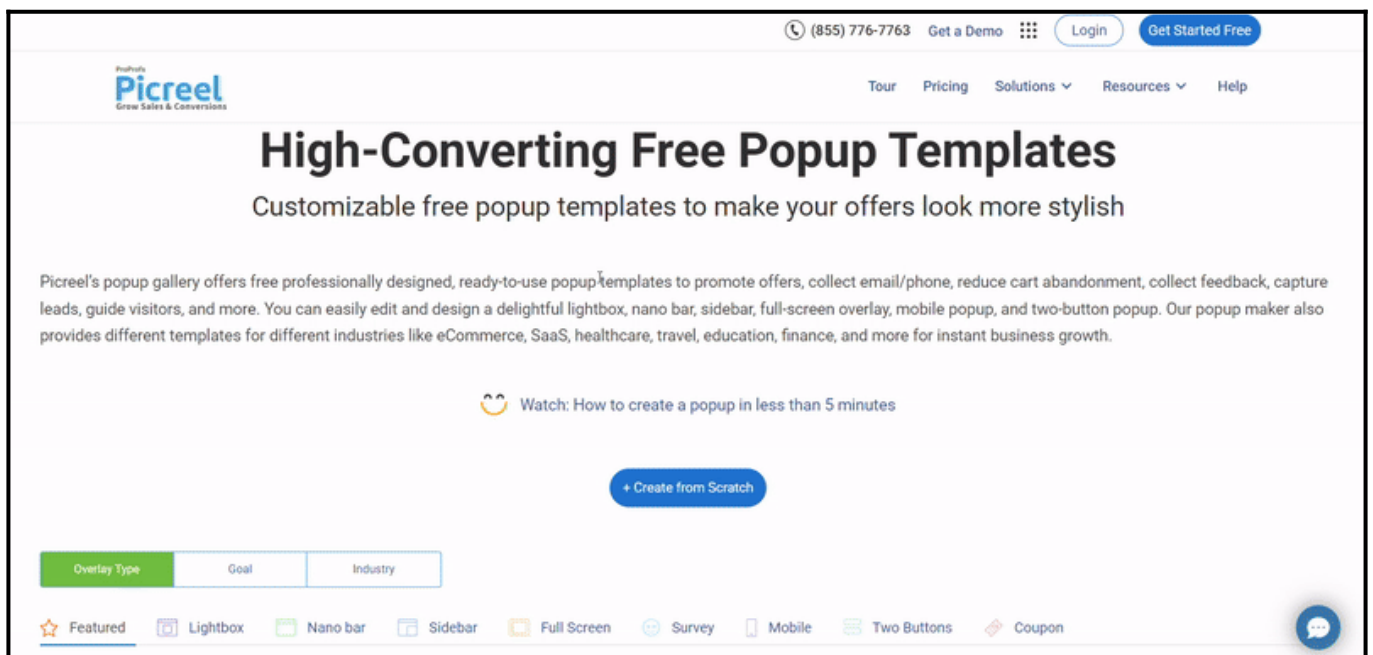
Step 1: Creating Your Campaign

- Go to dashboard and click on '**Campaigns**'.
- Select '+New Campaign' and choose "Create Using Templates" from the drop-down menu.

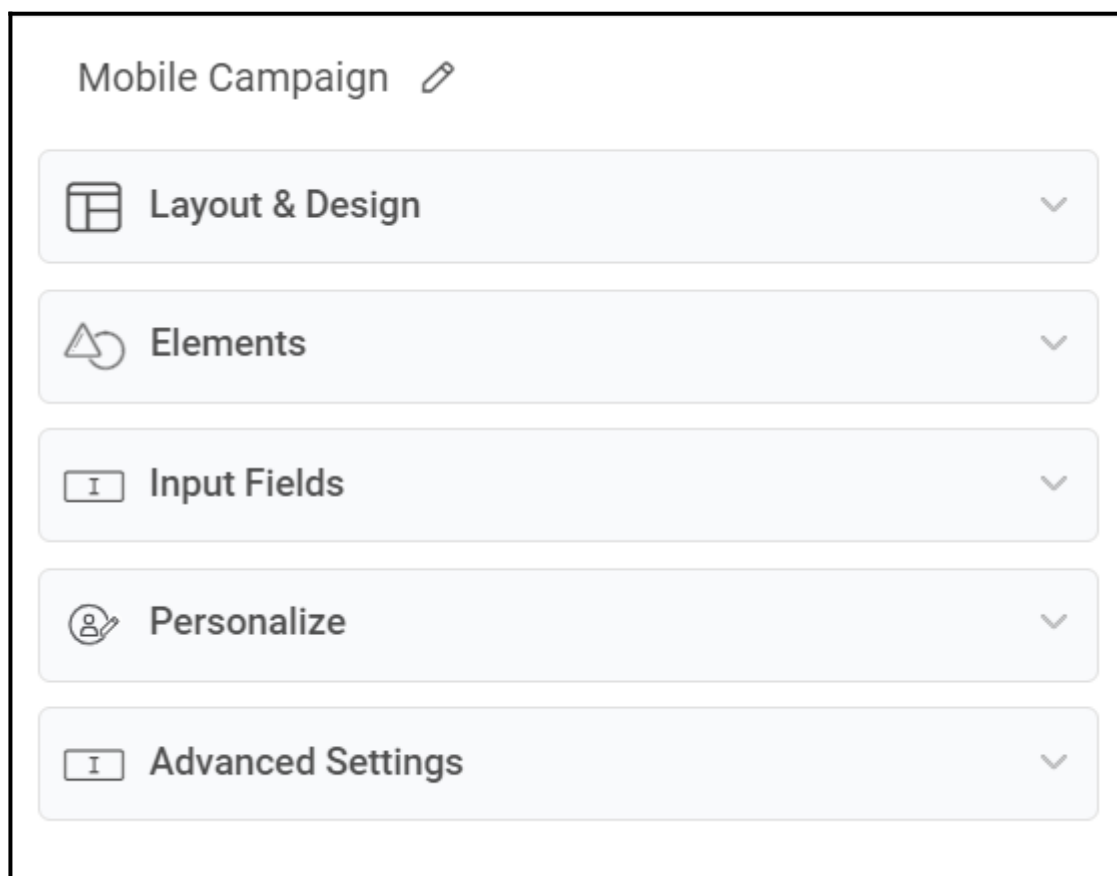


Step 2: Choosing a Mobile Template

- Click on the **Mobile** tab to view available templates.
- Hover over your preferred template and click '**Customize**' to begin personalization.

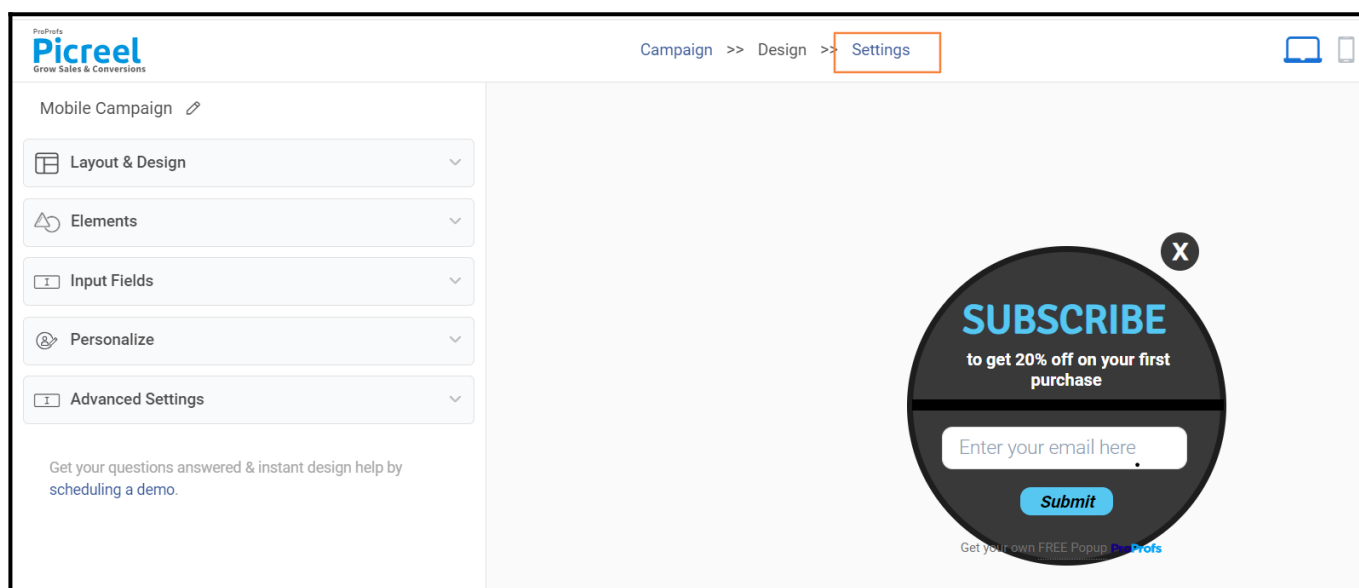


Step 3: Use the campaign builder to add text, images, and colors that match your brand and campaign goals.





[Learn more using the Picreel campaign builder in detail.](#)


Step 4: After completing your design, proceed to '**Settings**'.





Step 5: Set '**Device type**' to '**Mobile**' under the '**OTHER OPTIONS**' section.


OTHER OPTIONS 


 Returning or new visitors

 Where visitor came from?

 Location targeting

 Show offer only if visitor visited 'X' pages

 Device type

Mobile 

Learn how to set up your campaigns for different devices

You must create separate campaigns for Desktop, Tablet and Mobile devices.
Choose a mobile-optimized design when setting up a campaign for mobile devices. Also, trigger options should be set to "After X seconds", "After scrolling up/down", or both, for mobile campaigns. [Learn More](#)

Learn more about setting up your campaign using multiple target options.

Step 8: Click **'Save & Exit'** to finalize the changes.

Note: You must add a **unique meta tag** to your website to adequately demonstrate mobile templates on mobile devices. This tag is needed for the mobile version of templates.

Your mobile overlay is now ready to engage your audience.

That is all about creating mobile overlays using the template editor in Picreel. If you encounter any issues or have any questions, feel free to contact our [support team](#).

Related Articles:

- [How to Connect Picreel with Klaviyo](#)
- [How to Create a Two-Step/Coupon Overlay](#)
- [Which One Should You Use: The Overlay/Template Editor or the Upload Design](#)