

How to Set Overlay for a Specific Page

Target specific pages with pop-up overlays in Picreel to tailor your promotions and analyze page-specific traffic for better results.

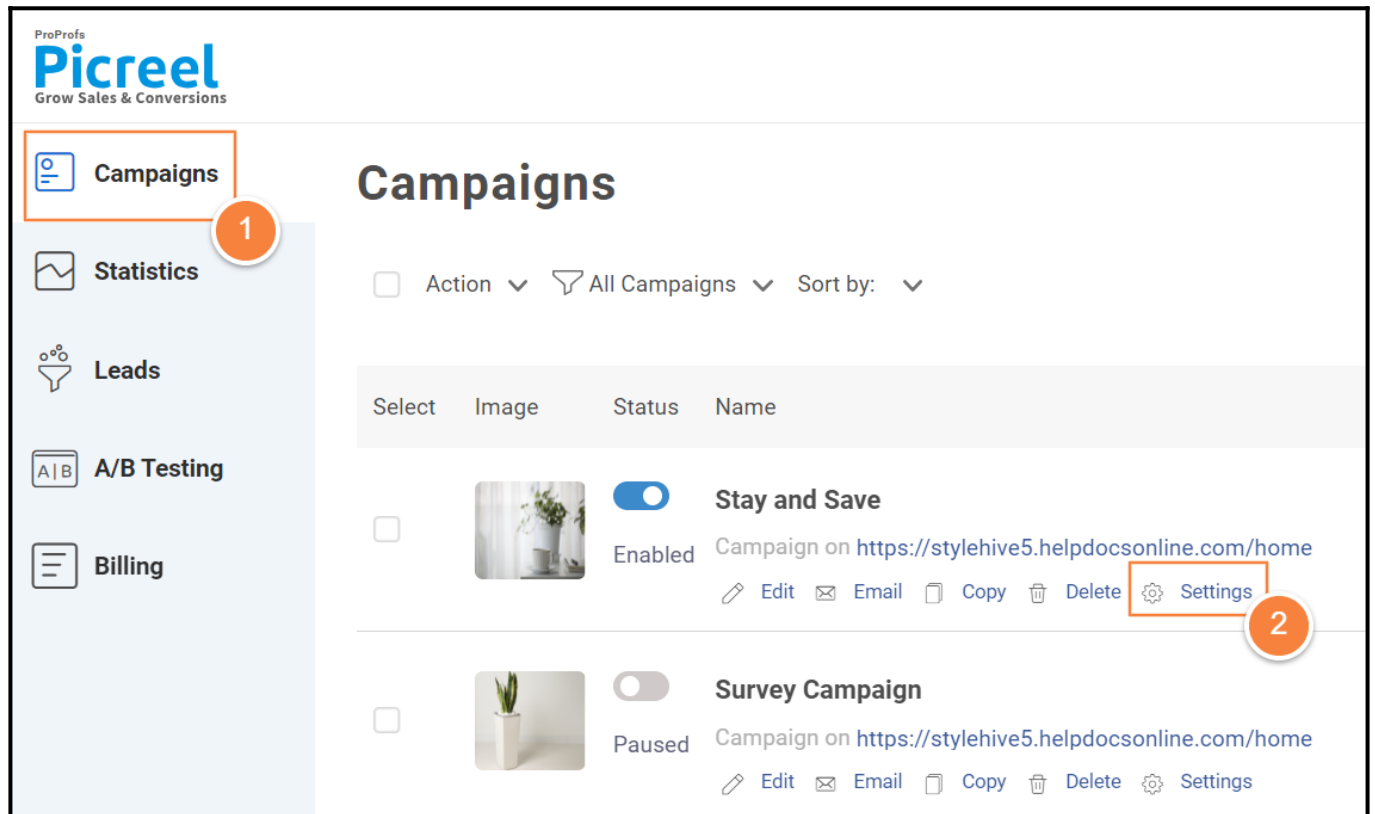
Use Case: Imagine you run an e-commerce site. You want to offer a discount pop-up only on your "Special Offers" page and exclude it from product pages.

By setting overlays for a specific page, you can:

1. **Targeted Promotions:** Promote offers relevant to specific page content.
2. **In-Depth Analysis:** Analyze visitor behavior on pages with pop-up overlays.

To Set Overlay for a Specific Page

Step 1: Login to your Picreel dashboard, and click '**Campaigns**' on the side panel. Find the campaign you want to customize and click on '**Settings**.'



Step 2: On the campaign settings page,

- In the campaign settings page, navigate to '**Basic Settings**.'
- You can choose to apply a campaign for the **whole site** or **some pages** by picking the right combination. Mention the word relating to a page where you wish to **show/hide** the pop-up.
- Click '**Save**' to finalize your changes.

Campaign settings

BASIC SETTINGS

Apply campaign for whole site: ?

https://stylehive5.helpdocsonline.com/home

Or apply for some pages: ?

URL

contains

▼

http://yoursite.com/goods

Remove

Add url

- "Contains" allows you to specify parts of URL(s), such as a blog or product for displaying the campaign.
For example, if you put "blog" in the field, the overlay fires on http://www.yoursite.com/blog/some_article and other links that have "blog" in it. [Learn More](#)

Defining Page Targeting

- **Contains: Display on URLs containing a specific term (e.g., "blog").** For example, if you put "blog" in the field, the overlay fires on http://www.yoursite.com/blog/some_article and other links that have "blog" in it.
- **Does not contain: Exclude certain URLs (e.g., specific blog articles).**
- **Equals: Show the overlay on specific URLs (e.g., "product/checkout").** For example, you can insert <http://www.yoursite.com/product/checkout> in the field.
- **Does not equal: Avoid showing the overlay on specific URLs**

The following example may help you better understand when you want to set an overlay for a specific page:

Activate the campaign on a **specific page(s)** by clicking the 'Add URL' button. In the dropdown menu, you may choose where to **show** or **hide** your campaign.

For example, your website address is "**www.my_site.com.**" You want to show your pop-up **only to blog readers** at "**www.my_site.com/blog**" and **don't want** to show it on **specific blog articles** -- "**www.my_site.com/blog/5-tips**, **www.my_site.com/blog/marketing-strategy**".

Here's what the configuration should look like:

Apply campaign for whole site: ?

http://yoursite.com

Or apply for some pages: ?

URLcontains▼www.my_site.comRemove

URLdoes not contain▼5-tipsRemove

URLdoes not equal▼www.my_site.com/blog/marketing-strategyRemove

Add url

- If "Contains" is chosen, you can insert any part of a URL(s), like blog or product.
For example, if you put "blog" in the field, the overlay fires on http://www.yoursite.com/blog/some_article and other links that have "blog" in it.

- If "Does not contain" is chosen, you can insert any part of a URL(s) as well. It will exclude these URLs from the campaign.

- If "Does not equal" is chosen, you need to identify the entire URL(s), where the campaign should not be displayed.

That's it! You've successfully set up an overlay for a specific page.

That is all about setting up an overlay on a specific page. If you encounter any issues or have any questions, feel free to contact our [support team](#).

Related Articles:

- [How to Connect Picreel to Any Website](#)
- [How to Integrate Picreel With Salesforce Marketing Cloud](#)
- [How to Personalize Your Pop-ups Using Picreel's 'Two-Way Connection'](#)