

What Is a Good Benchmark for Exit Offers?

Here are several tips you can use when creating your offers:

- Ensure your promotional [offers](#) grab the customer's attention and provide value.
- Make them exclusive. Put this special offer ONLY in your exit pop-up template and nowhere else.
- Create an eye-catching and attractive design for your [pop-up](#).
- Give a limited time for your offer. Use pop-ups with [timers](#). (Ex. Time is ticking! Don't miss this exclusive offer. Only 10 minutes left!!!)

Here are several examples of pop-ups that had high conversion rates:

Atlanta-based drink processor, Kill Cliff, converted 1022 new customers the first month they installed an exit offer on their e-commerce site. Their conversion rate has gone up by 10.81%.

After adopting Picreel technology, Resume Now could generate 6361 new leads in the first month, and their conversion rate has gone up by 10.4%.

Purevpn has gotten more than 2100 new customers in one month! The exit offers campaign brought them a tremendous 10.57% conversion rate.

Related Articles:

- [How to Set up Goal-Specific Overlays in Picreel](#)
- [How to Use Countdown Timer in Email Campaigns](#)
- [How to Use Overlays for Retargeting & Boosting Conversions](#)