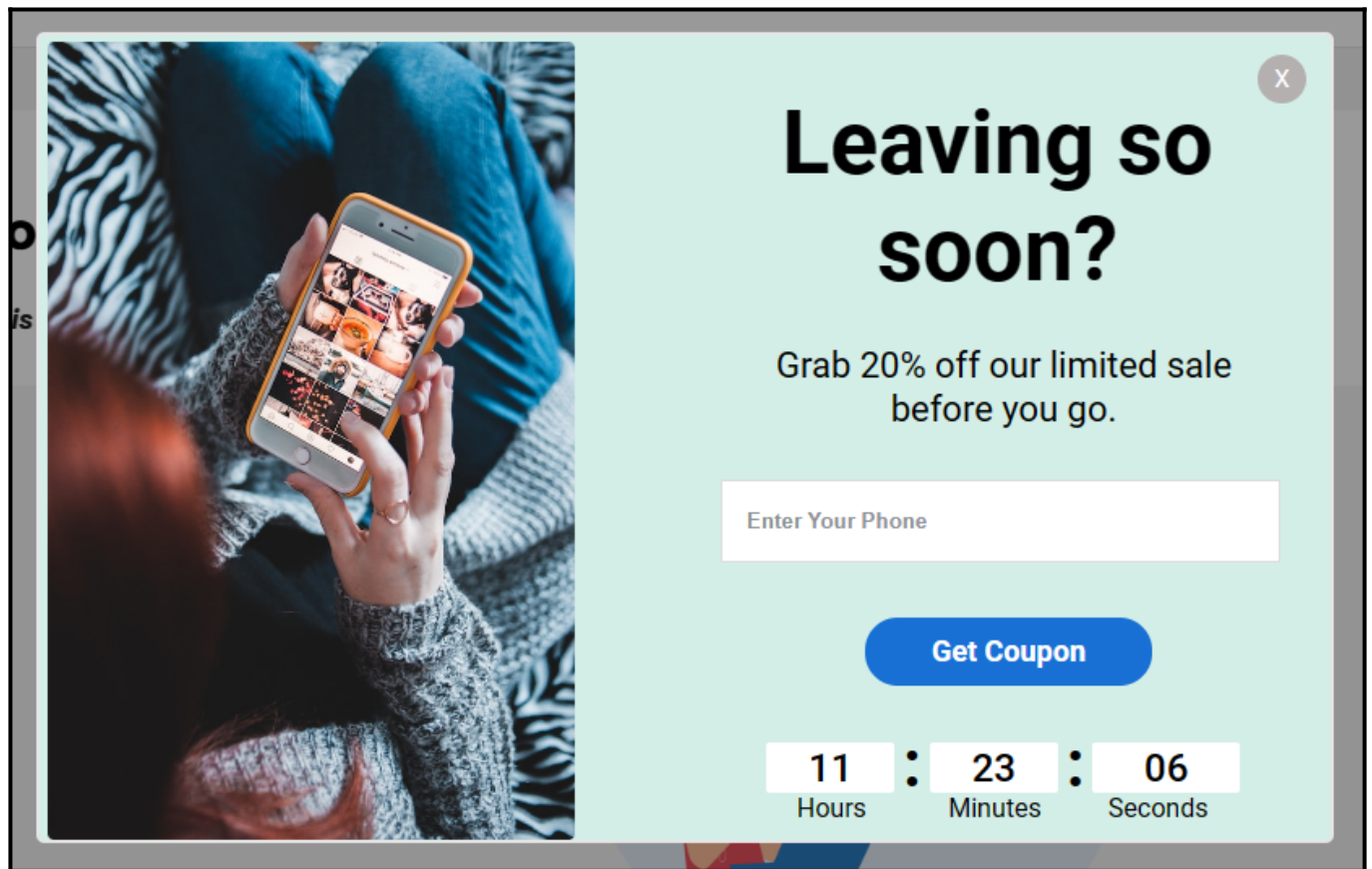


How to Create Pop-ups That Collect Phone Numbers

Picreel lets you configure website overlays and set up campaigns to collect required user data, i.e., phone numbers, email addresses, and more.

Here's what a popup with the phone number field will look like to visitors:



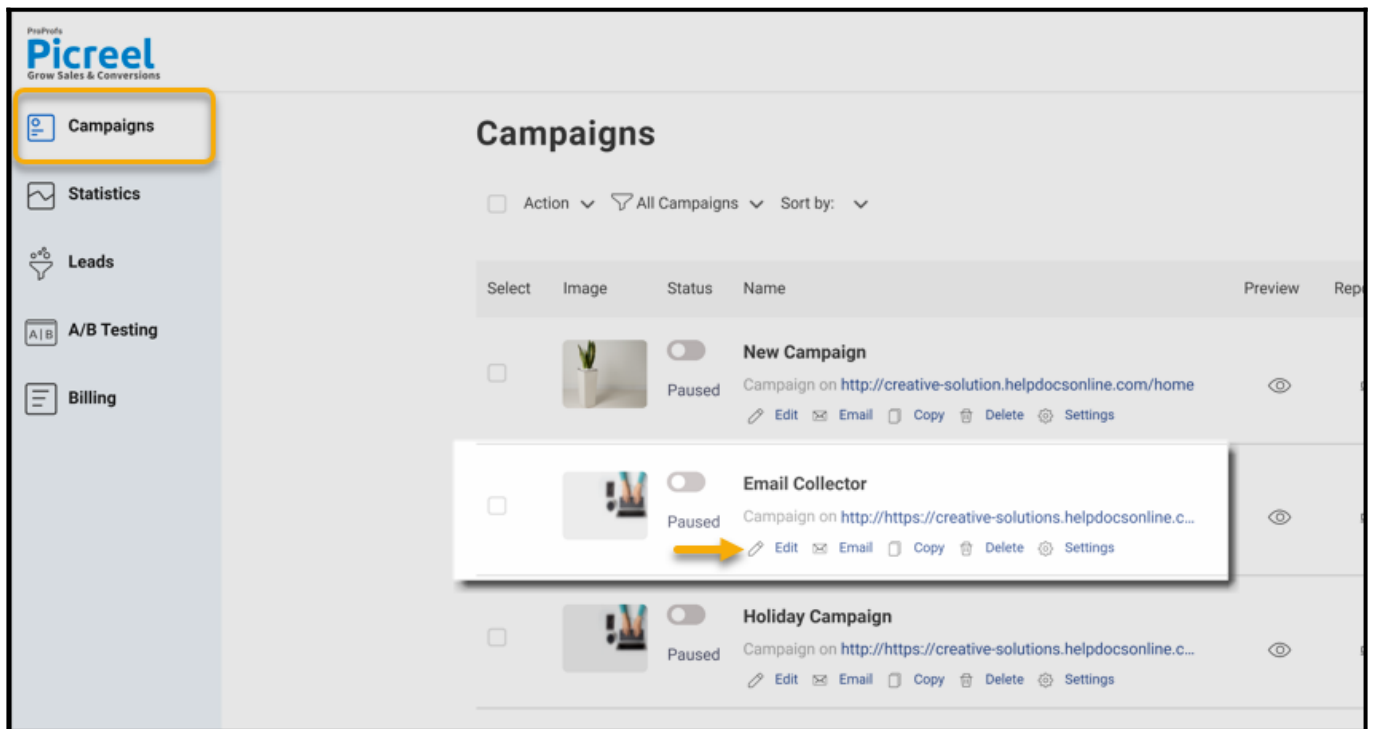
Benefits of creating pop-ups that collect phone numbers:

1. **Build** a contact list of user's phone numbers for retargeting
2. **Reach out** to users through an SMS (short message service)

To collect phone numbers via popups:

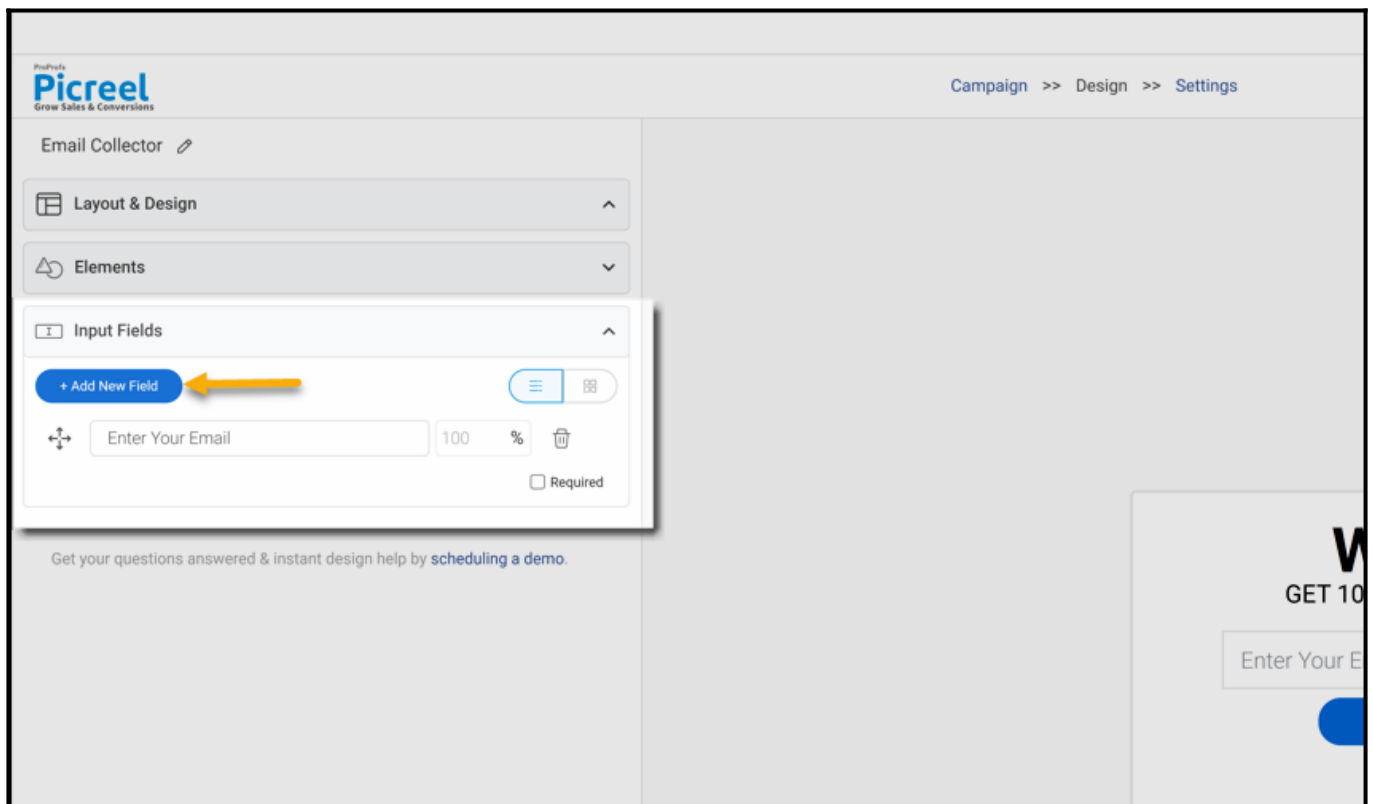
Step 1: Select a Campaign

- Navigate to **Campaigns** on the left pane of your Picreel account.
- Select an **existing campaign** to edit or **create** a **new** one from scratch or using a template.
- This will lead you to the campaign builder, where you can customize your popup.



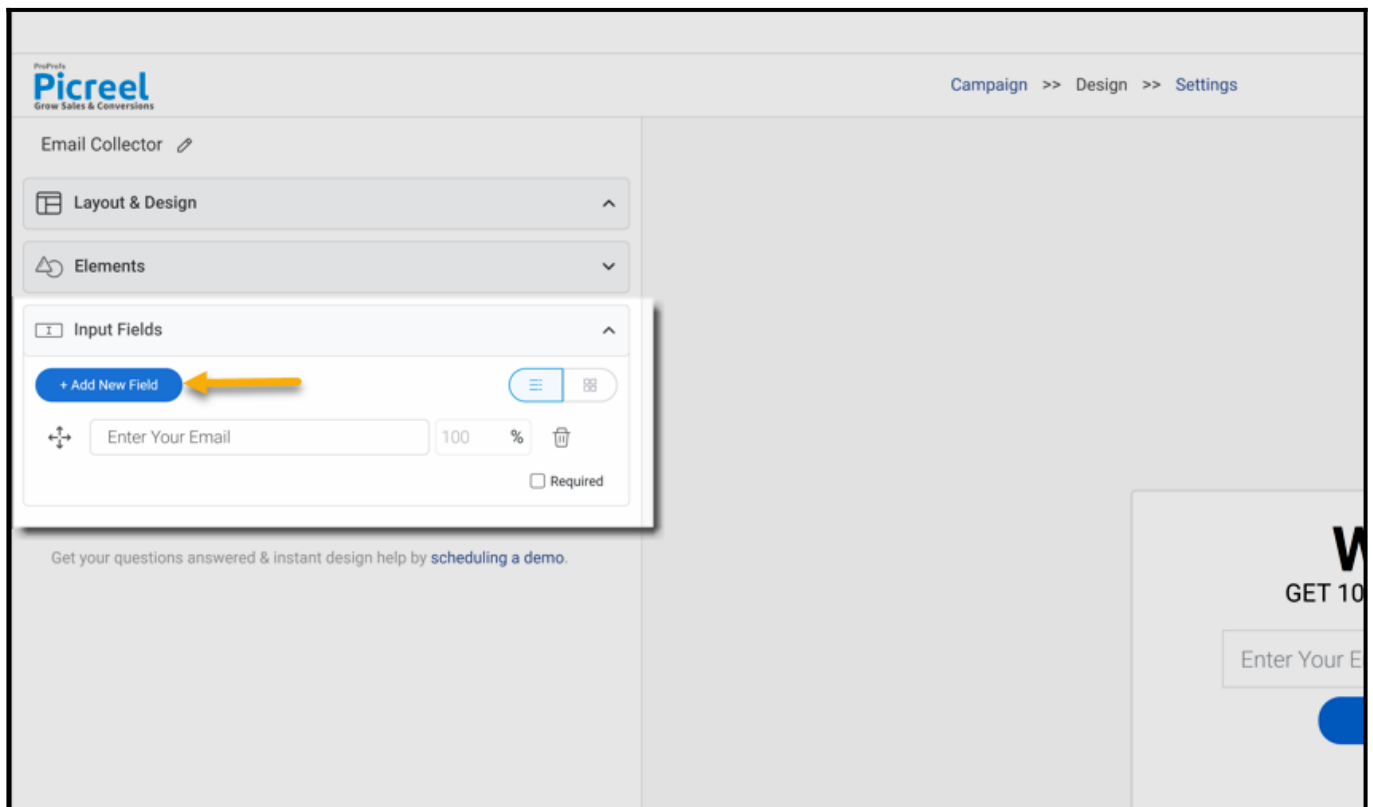
Step 2: Edit your Campaign

- In the campaign builder, navigate to **Input Fields** on the left panel. Click **Add New Field** under the expanded menu.



- Click the **Phone card** to add a field for collecting visitor phone numbers.
- To remove the email field, click the **delete icon**.

- If you want to make the phone number field mandatory, mark it as **required**. This ensures you collect the necessary data from your visitors.



And that's it! If you encounter any issues or have any questions, don't hesitate to reach out to our support team.

Related Articles:

- [How to Customize Website Overlays](#)
- [How to Connect Picreel to Any Website](#)
- [How to Set Overlay for a Specific Page](#)