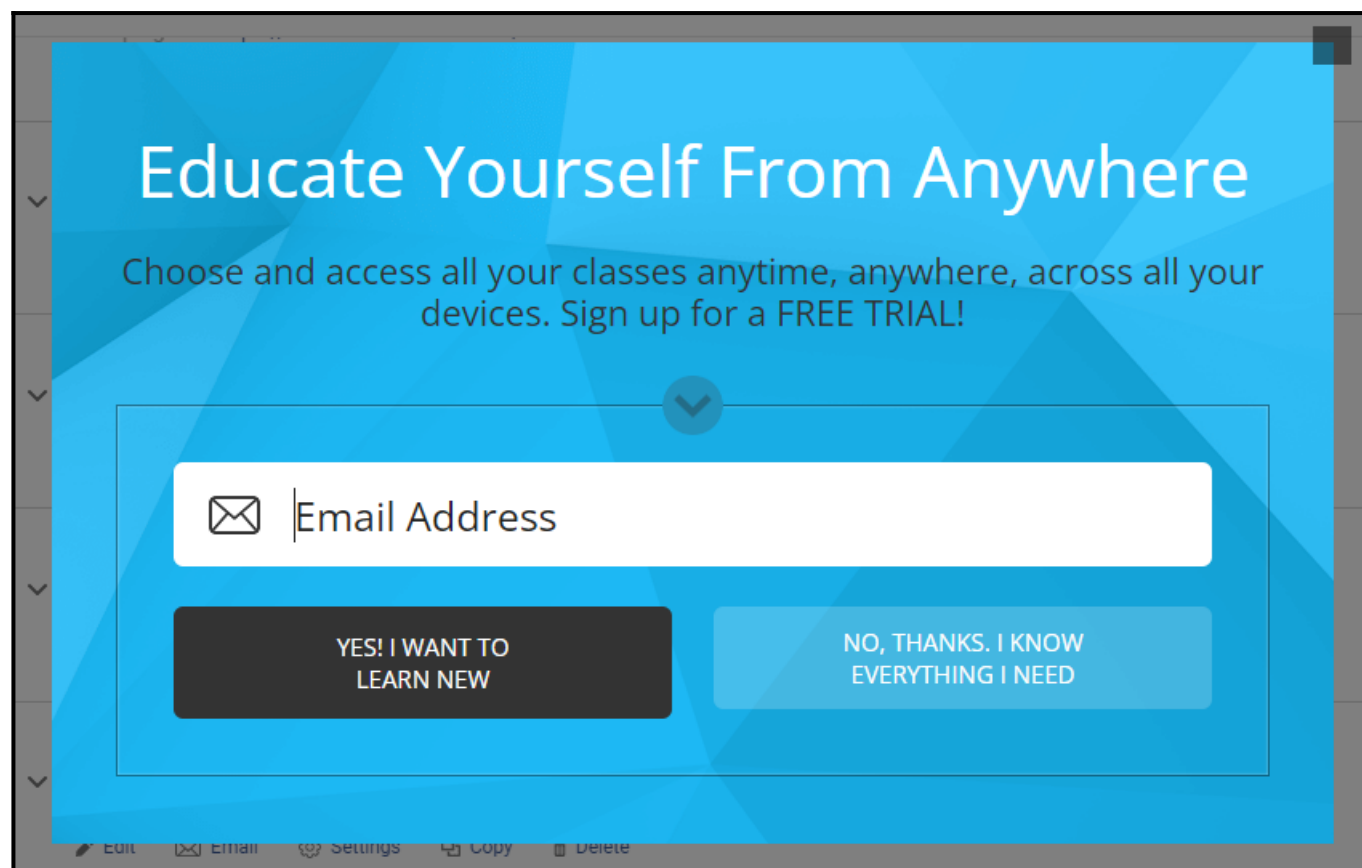**How to Set up an Overlay to Collect Email Addresses**

Collecting email addresses becomes easy with the right overlay. Picreel lets you choose from a range of predefined templates or design one from scratch to encourage users to enter their email addresses after seeing the overlay.

Benefits of creating a pop-up to collect email addresses:

1. Grow your email list and strengthen your email campaigns

2. Encourage visitors to take the desired action

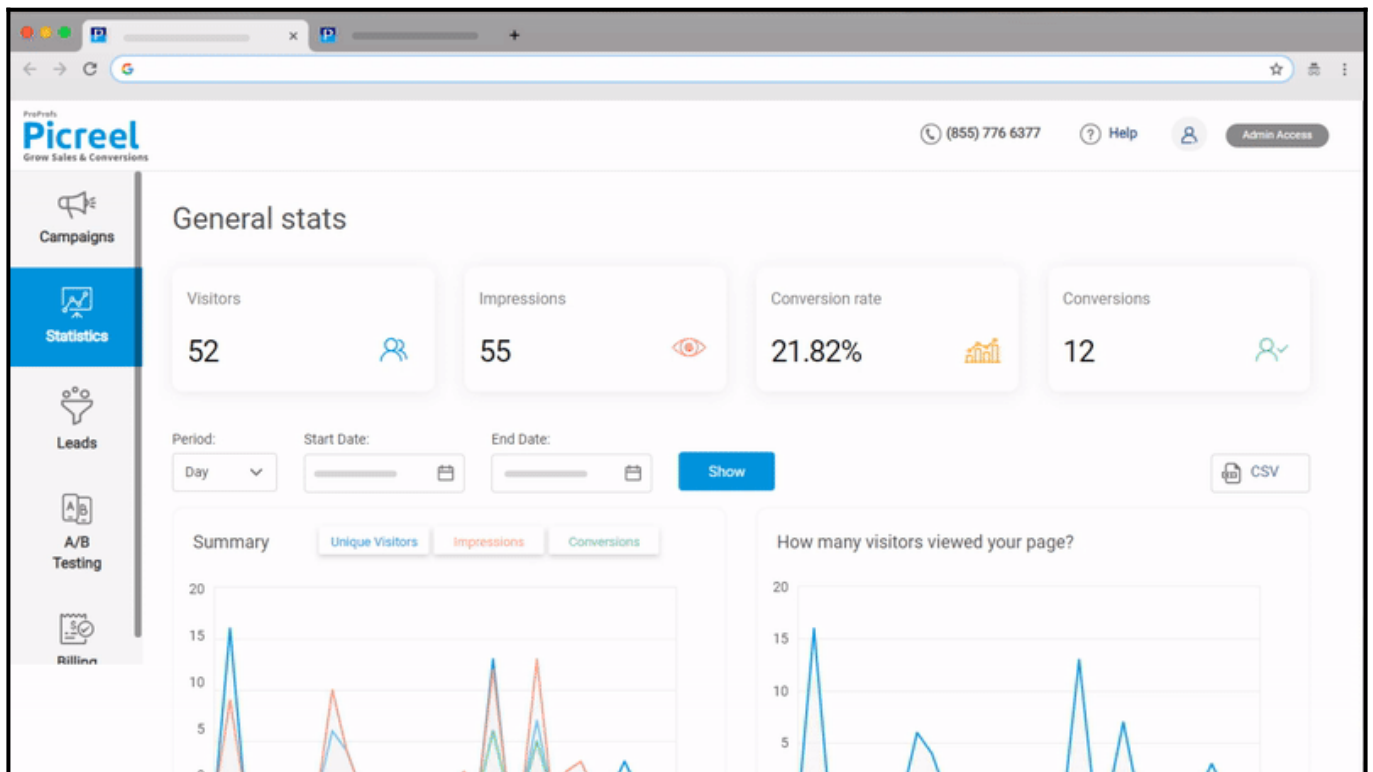**Here's what the overlay for collecting email addresses will look like:**

In this article, you'll learn:

1. How to create an email pop-up using a template

2. How to create an email pop-up by uploading your own design
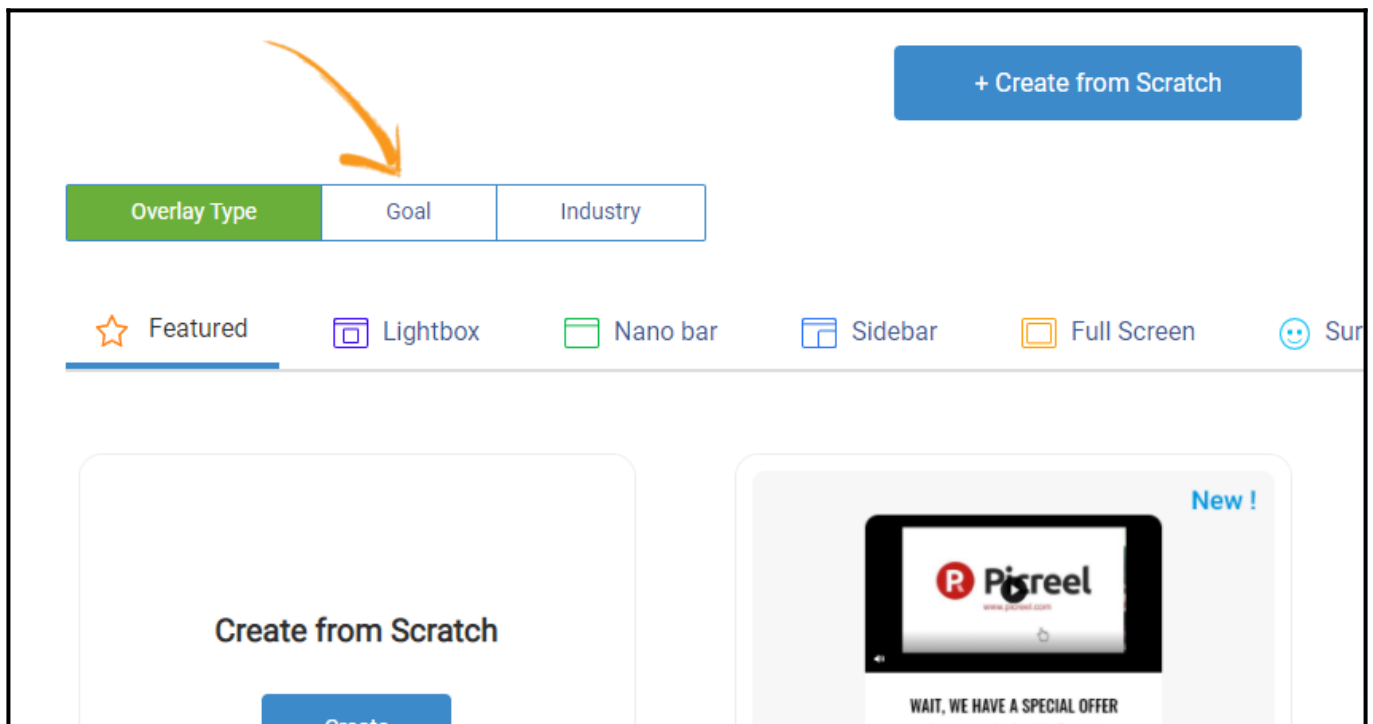
How to Create an Email Pop-up Using a Template

Step 1: In your Picreel account,

- Navigate to '**Campaigns**' from the dashboard.

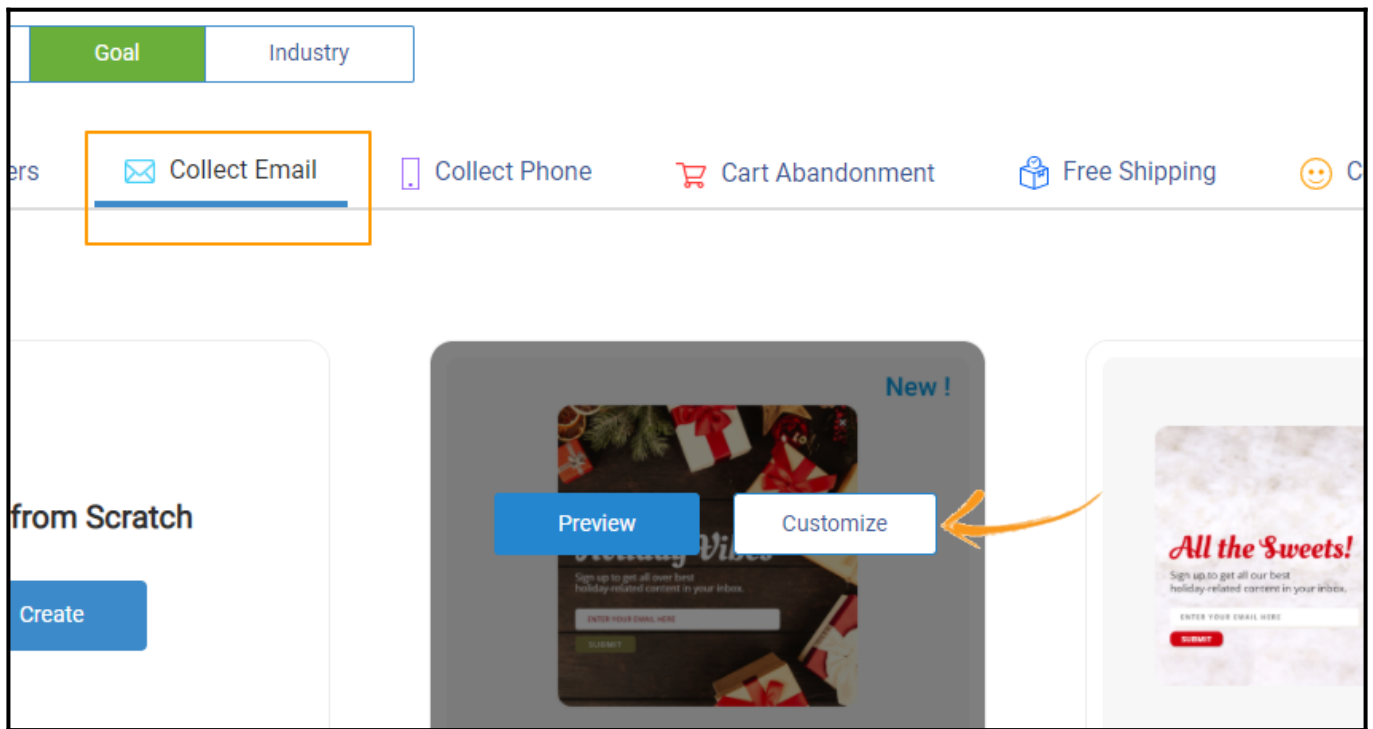- Click on '**+New Campaign.**'

Step 2: On this page,

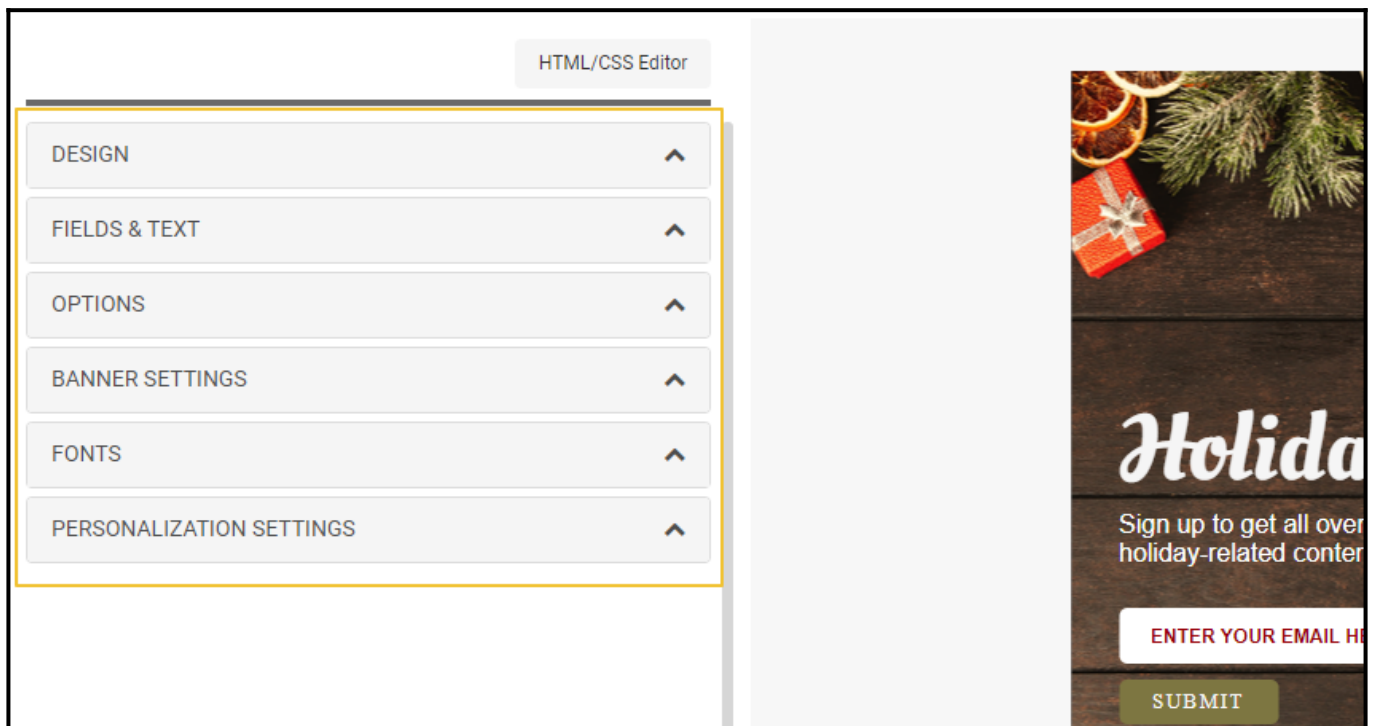- Select '**Goal**' to open a list of overlay types to fulfill a goal.

- Click '**Collect Email**' to open the collection of predefined mobile overlay templates.
- Hover the cursor over a 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.

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
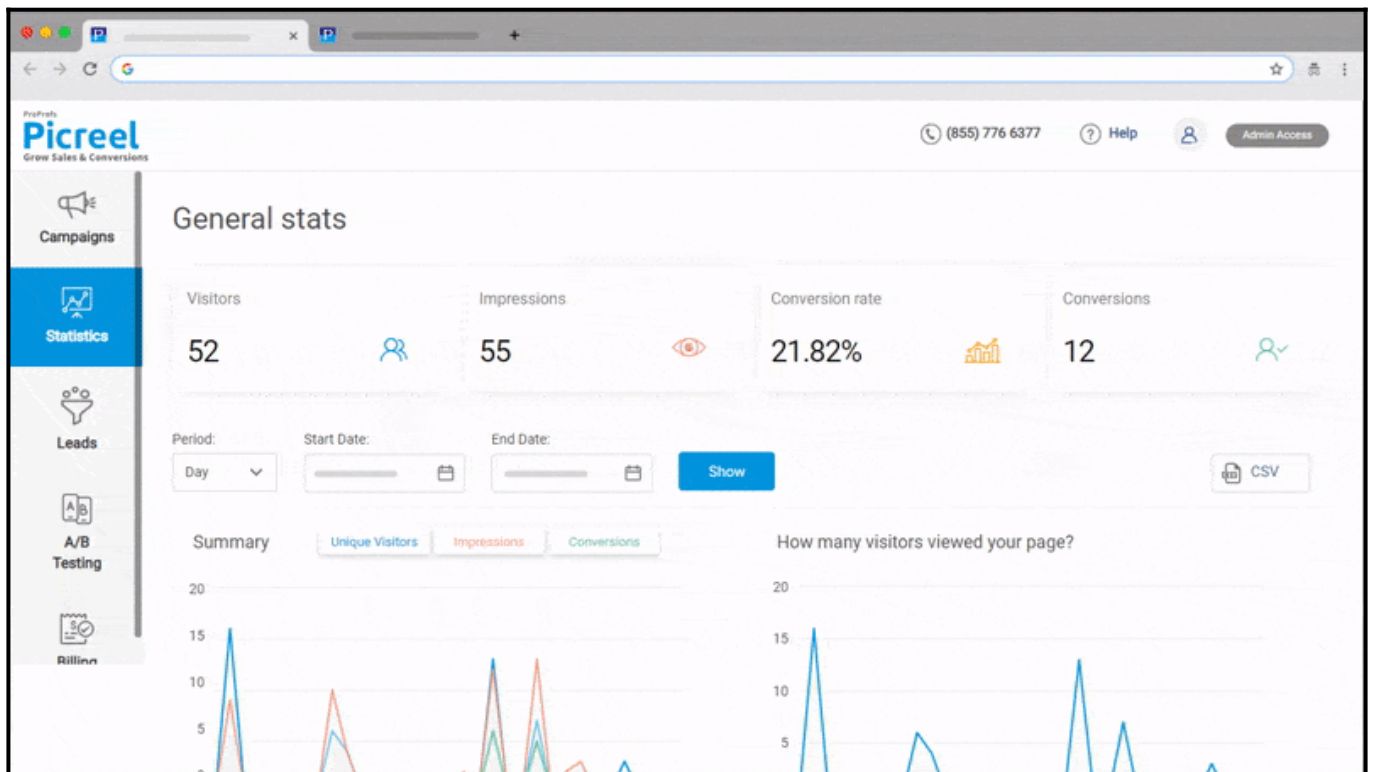

Step 5: Click '**Save**' to finalize the changes.
How to Create an Email Pop-up by Uploading Your Own Design
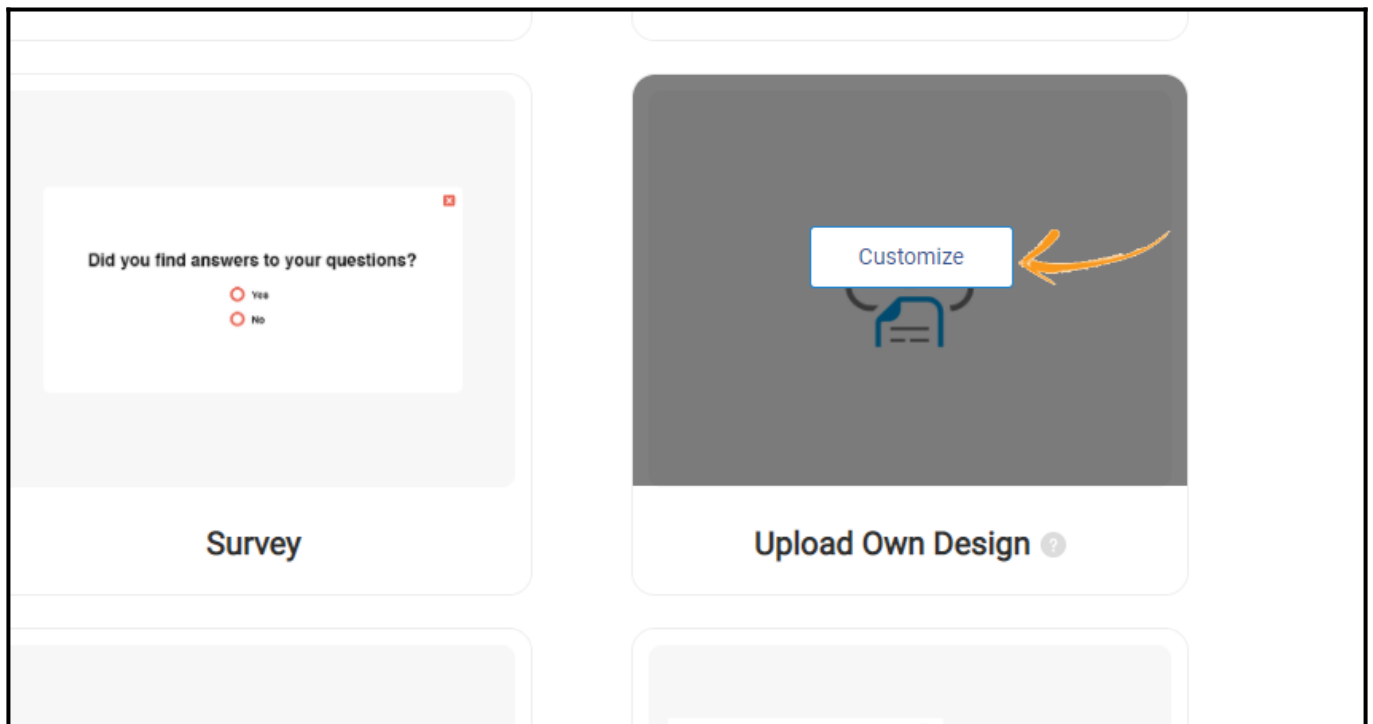You can create overlays to collect email addresses by uploading your design.
Step 1: In your Picreel account,

- 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 select any **overlay type**. Here we will proceed with '**Collect Email.**'

- Click **'Next Step'** on the top-right corner to proceed.

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

- 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.

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

- Drag the **green**, **red**, and **yellow** boxes to the template area you wish to use as **Submit**, **Cancel**, and **Email Input** buttons. You can **resize** the boxes using the **arrow** on the bottom-right corner. Your **screen/template** should look something like the one shown below.

- Once you're done, click '**Next Step.**'

- **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.

- You can also choose to display a **customized message** by selecting the '**Show Message**' radio button.

- Click '**Create**' to proceed to the campaign settings page.

After creating the overlay, modify the **targeting options**. Here are the **available options** to edit.

That is all about creating a pop-up to collect email addresses.