How to Create a Mobile/Tablet Overlay
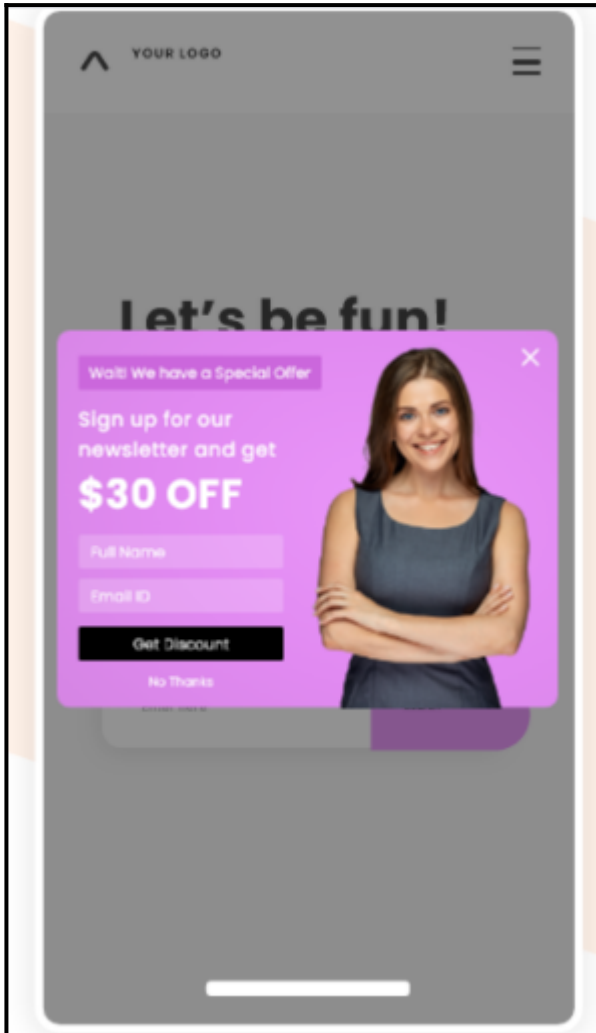
Picreel lets you create mobile and tablet-friendly overlays, so you don't miss out on your handheld user base. It enables you to expand the reach of your special offers/announcements.

Benefits of a mobile/tablet overlay:

1. Use a responsive design to cater to your mobile/tablet users.
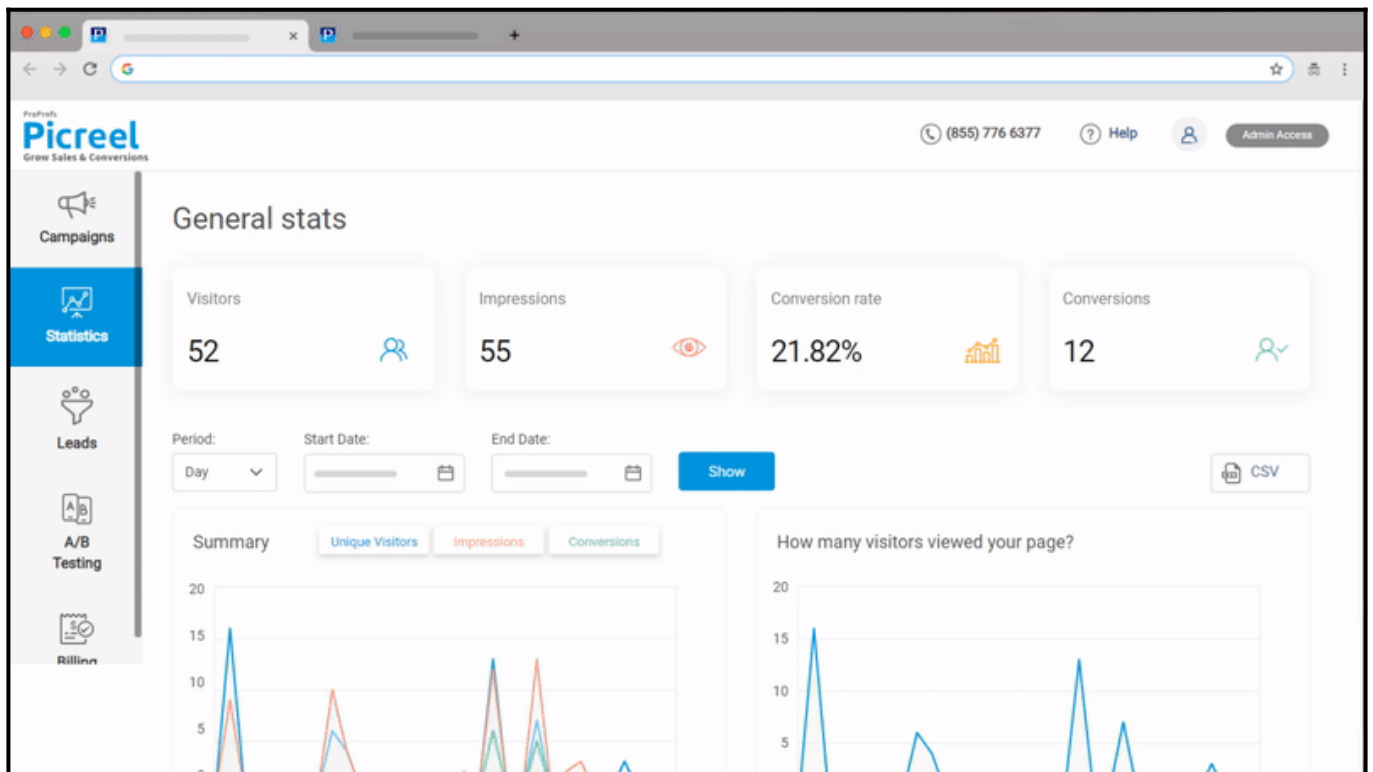
2. Boost conversions by reaching more users.

Here's an example of a mobile overlay:
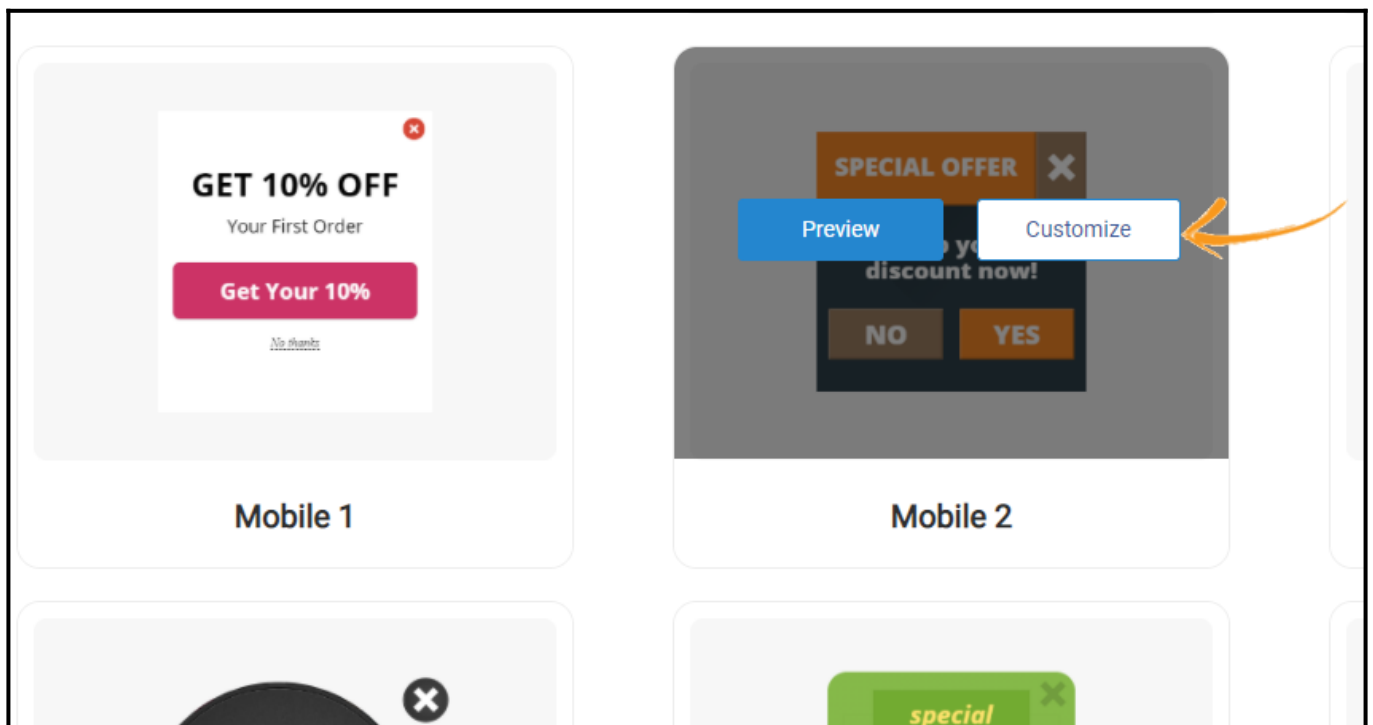

To create a mobile/tablet overlay:

Step 1: In your Picreel account,

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

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

Step 2: On this page,

- Click on '**Mobile**' to open the collection of predefined mobile overlay templates.

- **Hover the cursor** on any 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.
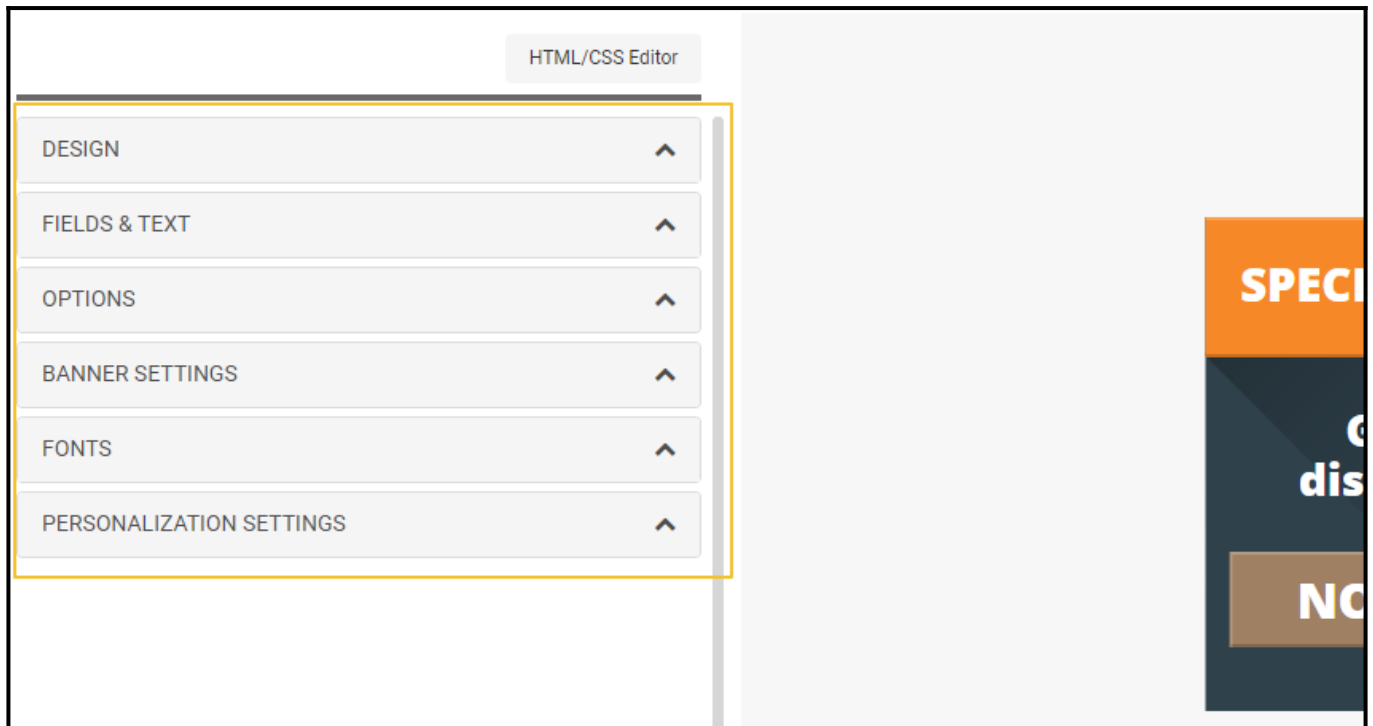
Step 4: On the campaign settings page,

- Modify the **three broad sections** to set up targeting preferences for the overlay

1. Basic settings: Whether your timer overlay will display on the whole site or specific pages
2. When Overlay Appears: When will it trigger, and what will be the impression frequency
3. Other Options: Some further options such as device type, personalization, and **location**, among others

- Click 'Save' to finalize the changes.

That is all about creating a mobile overlay in Picreel.

Related Articles:

- How to Configure an Overlay for the Homepage
- How to Prevent Website Overlay on Specific Pages
- How to Analyze Stats of Multiple Campaigns & Export to a CSV File