

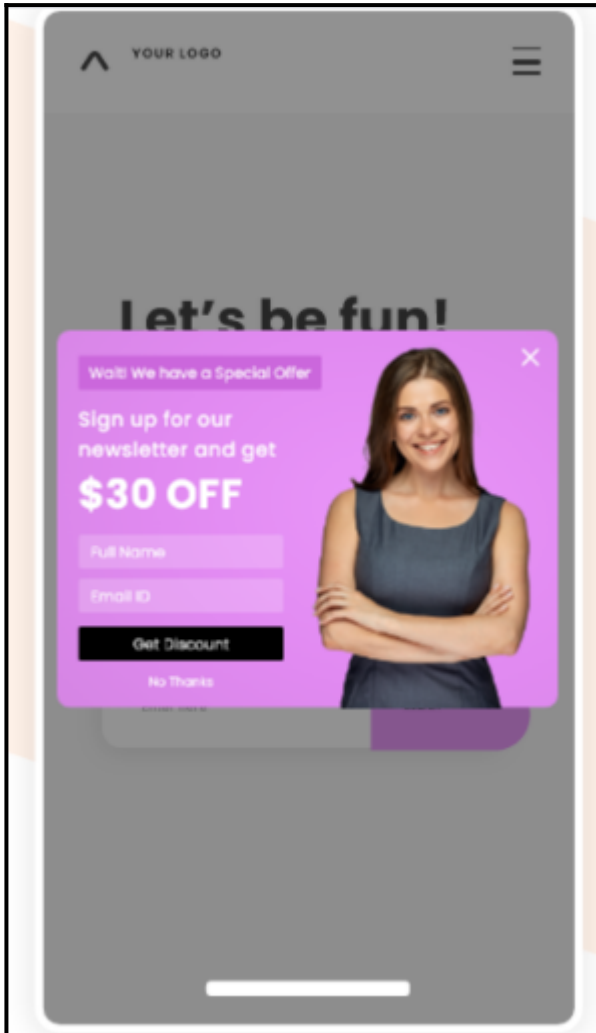
## How to Create a Mobile/Tablet Overlay

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.

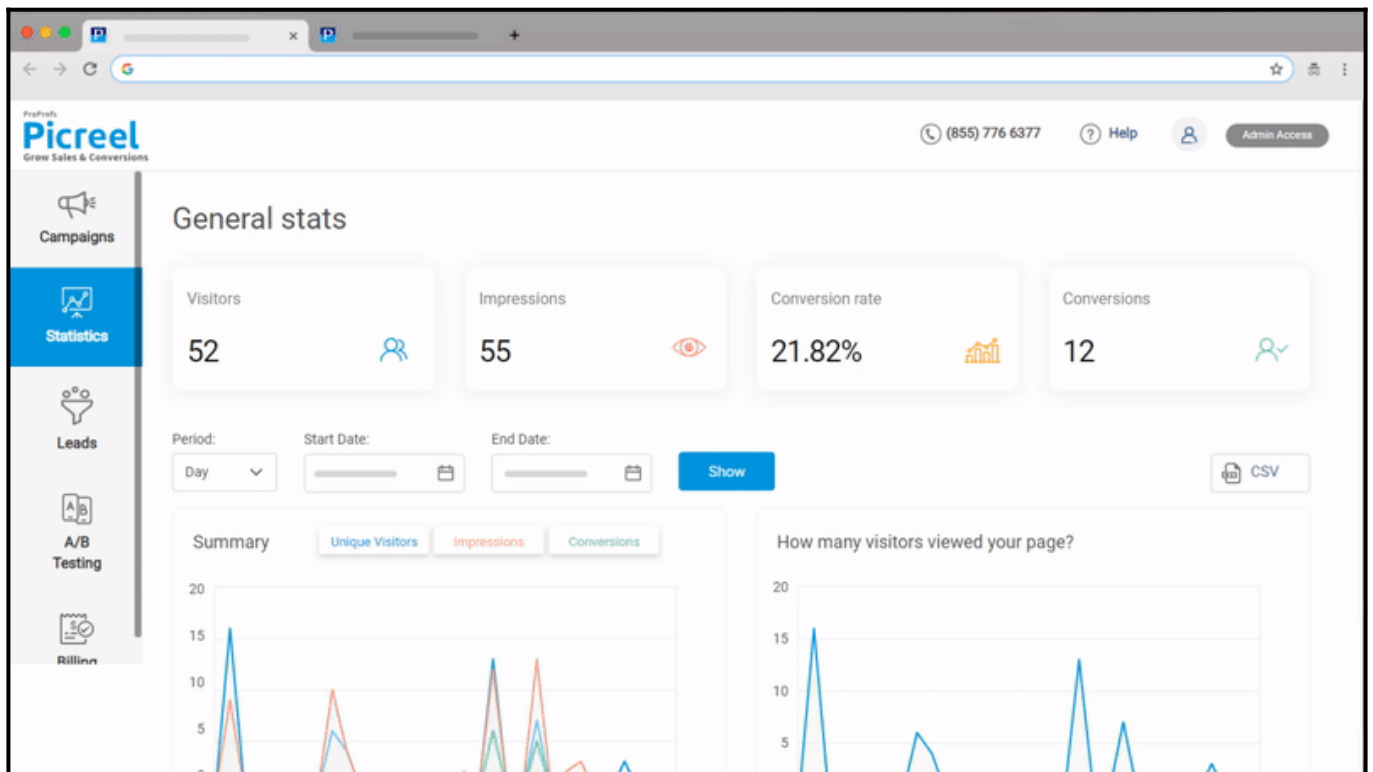
Here's an example of a mobile overlay:



### To create a mobile/tablet overlay:

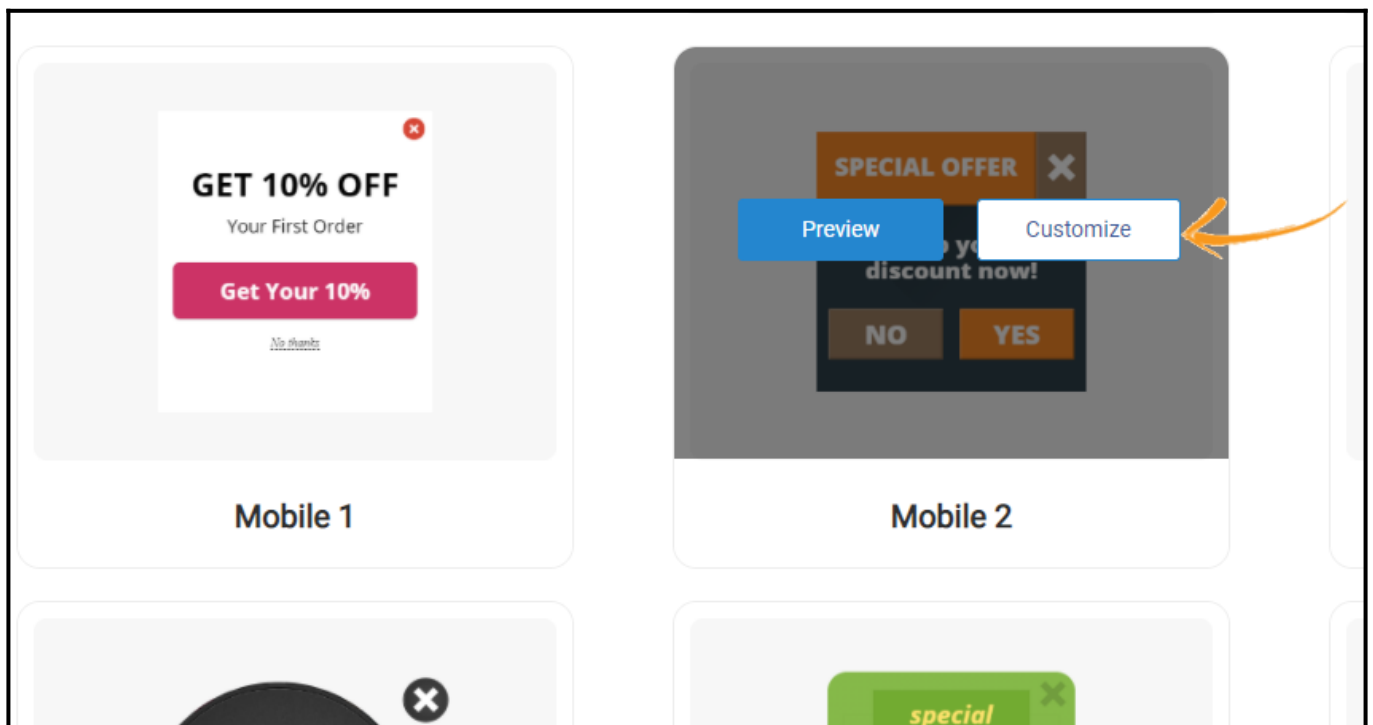
**Step 1:** In your Picreel account,

- Navigate to '**Campaigns**' from the dashboard.
- Click on '**+New Campaign.**'



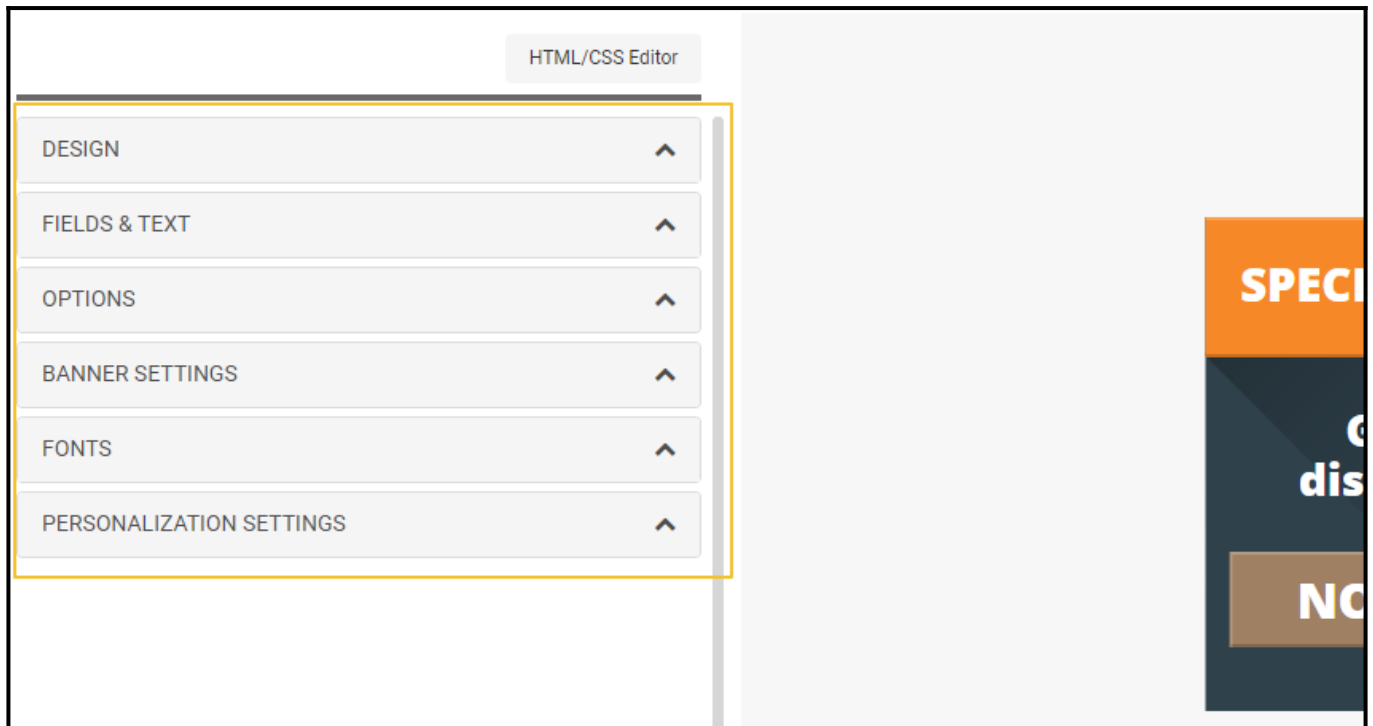
**Step 2:** On this page,

- 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.

## Campaign settings

### BASIC SETTINGS

Apply campaign for whole site: ?

Or apply for some pages: ?

Add url

### WHEN OVERLAY APPEARS ✓

### OTHER OPTIONS ✓

**Note:** To create an overlay for tablets, you can create a new campaign and select '**Tablet**' as the device type under '**Other Options**' on the campaign settings page.

#### ✓ Device type

Mobile ▼

- Desktop
- Mobile
- Tablet**
- Desktop & Tablet

[Learn how to set up your campaigns for different devices](#)

Separate campaigns – one to be set for Desktop & Tablet, and the other one for Mobile. Also, trigger options should be set up a campaign for mobile devices. Also, trigger options should be set up a campaign for mobile devices.

#### ✓ Prioritize campaigns

#### ✓ Personalization

*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](#)