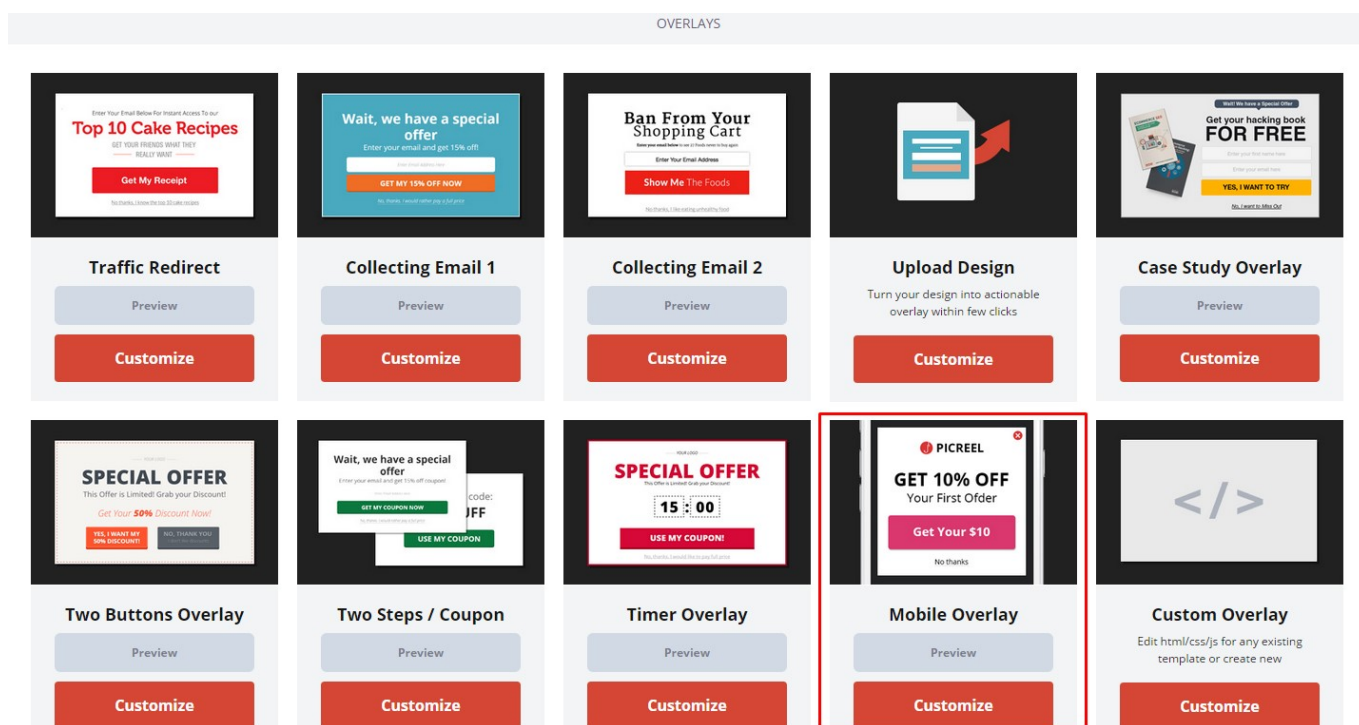
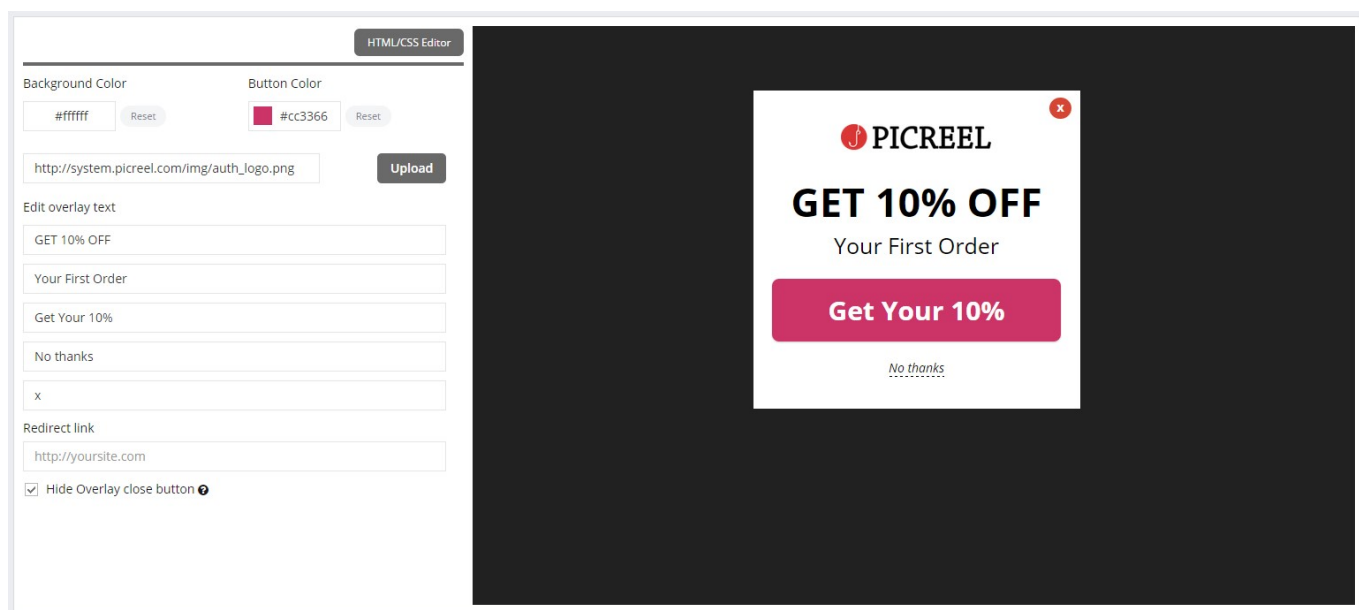


How to Get Started with Mobile Campaigns

1. Click the *Add Campaign* button in the right corner of the screen. If you are a new user going through the intro, click the *Create my first campaign* button.
2. Choose *Mobile Overlay* in the *Select Overlay* menu.



3. Change the default overlay according to your needs, if needed.



Color

Background and button colors can be easily changed at the top of the screen by using color

pickers.

Using the company logo

To use a personalized logo, please, insert a link to a PNG image of the logo in the field below the color pickers.

Modifying the text

To change the default text on the template, please, replace phrases in the corresponding fields. Also, you may change button text.

Redirecting visitors

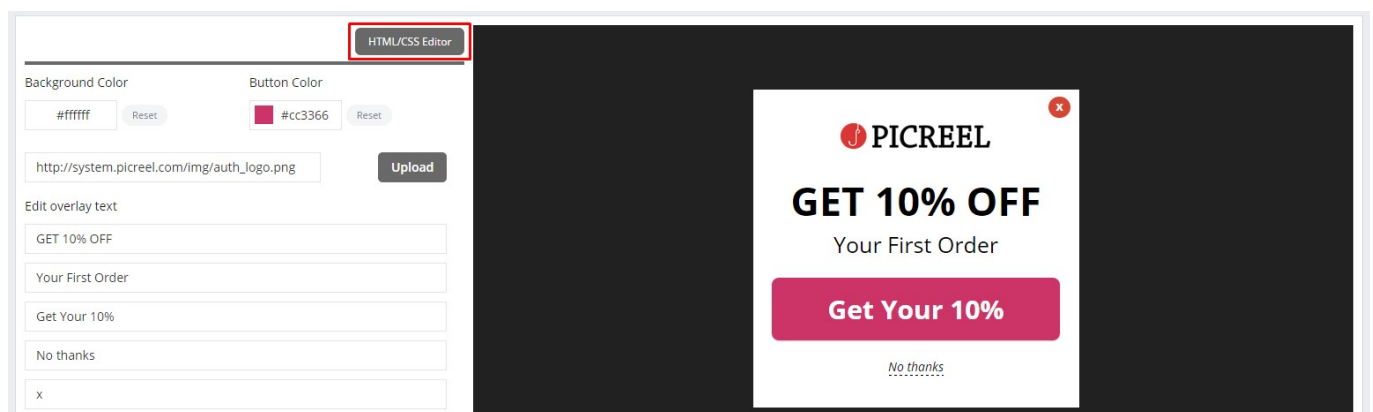
To redirect a visitor to another page once they click “submit”, insert a redirect link in the *Redirect link* section.

Hiding the close “X” button

You may choose to hide the close button of a pop-up. To do so, please, make sure *Hide Overlay close button* is checked at the bottom of the editor. Otherwise, leave it unchecked.

Advanced modifications - Customizing your offer.

To access advanced modifications of the offered designs, please, click on *HTML/CSS Editor*. Here, you may add additional fields, buttons, and change fonts, size, etc.



4. Click the Save button at the top of the screen.

5. Insert the URL where the offer should be active. You may apply it for the whole website by inserting the link into *Apply campaign for whole site* field. Alternatively, you may activate or deactivate the campaign to specific page(s) by clicking the *Add url* button.

BASIC SETTINGS

Apply campaign for whole site: ?

Or apply for some pages: ?

URL

Delete

Add url

- If "Contains" is chosen, you can insert any part of a URL(s), like blog or product. So, your campaign will work on URLs containing blog or product in the link.
- If "Does not contain" is chosen, you can insert any part of a URL(s) as well. It will exclude these URLs from the campaign.
- If "Equals" is chosen, you need to identify the entire URL(s), where the campaign should be displayed.
- If "Does not equal" is chosen, you need to identify the entire URL(s), where the campaign should not be displayed.

6. Click the green arrow next to the *When overlay appears* to modify targeting options.
7. To activate the campaign select *Time* as a *Trigger* option and choose when the overlay appears.

WHEN OVERLAY APPEARS

Trigger options

On Exit-intent

Status

Exit Intent Sensitivity

Sets the sensitivity of exit intent detection on the horizontal X axis. Higher numbers make exit detection more sensitive.

After 'X' second(s)

Status

Popup will appear after second(s)

Exclude homepage from timed popup

8. Check *Exclude homepage from timed popup* if you do not want to show the overlay on

your homepage.

9. Also, you need to choose *Mobile* as a *Device type* at the *Other options*.

The image shows a configuration interface with a section titled "OTHER OPTIONS" with a green arrow icon. Below the title are several toggleable options, each with a dropdown arrow icon on the left. The options are:

- Returning or new visitors
- Where visitor came from?
- Show offer only if visitor visited 'X' pages
- Device type** (highlighted with a red box, showing a green checkmark icon and a dropdown menu with "Mobile" selected)
- Cookie targeting

10. Click the *Save* button at the top of the screen.

11. For better performance we recommend including the following line after opening tag:

NOTE: If you set up a campaign for mobile and desktop, make sure that the correct device type has been selected. In Device Type, Mobile should be chosen for mobile campaigns. PC desktop should be chosen to display your campaign on desktops (make sure that it is not set to All).

```
xmp { line-height: 1 }
```