How to Set up a Mobile Campaign in Picreel

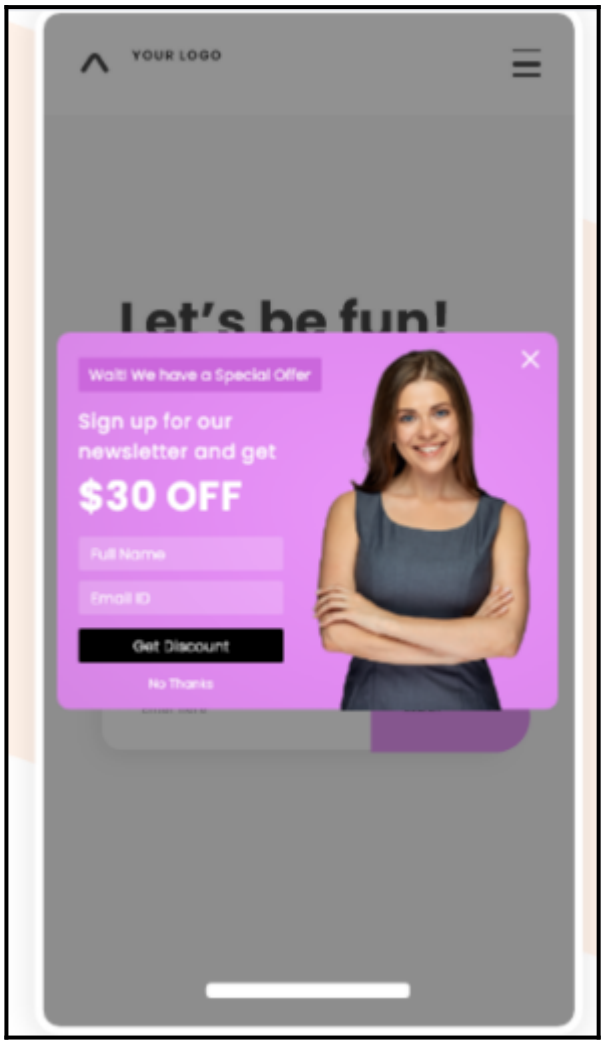
Picreel facilitates an easy mobile pop-up campaign set up to help you target mobile customers in a user-friendly way.

By setting up mobile campaigns, you can:

1. Expand the reach of your campaigns

2. Increase customer retention and conversion rates

Here's what a mobile overlay will look like:

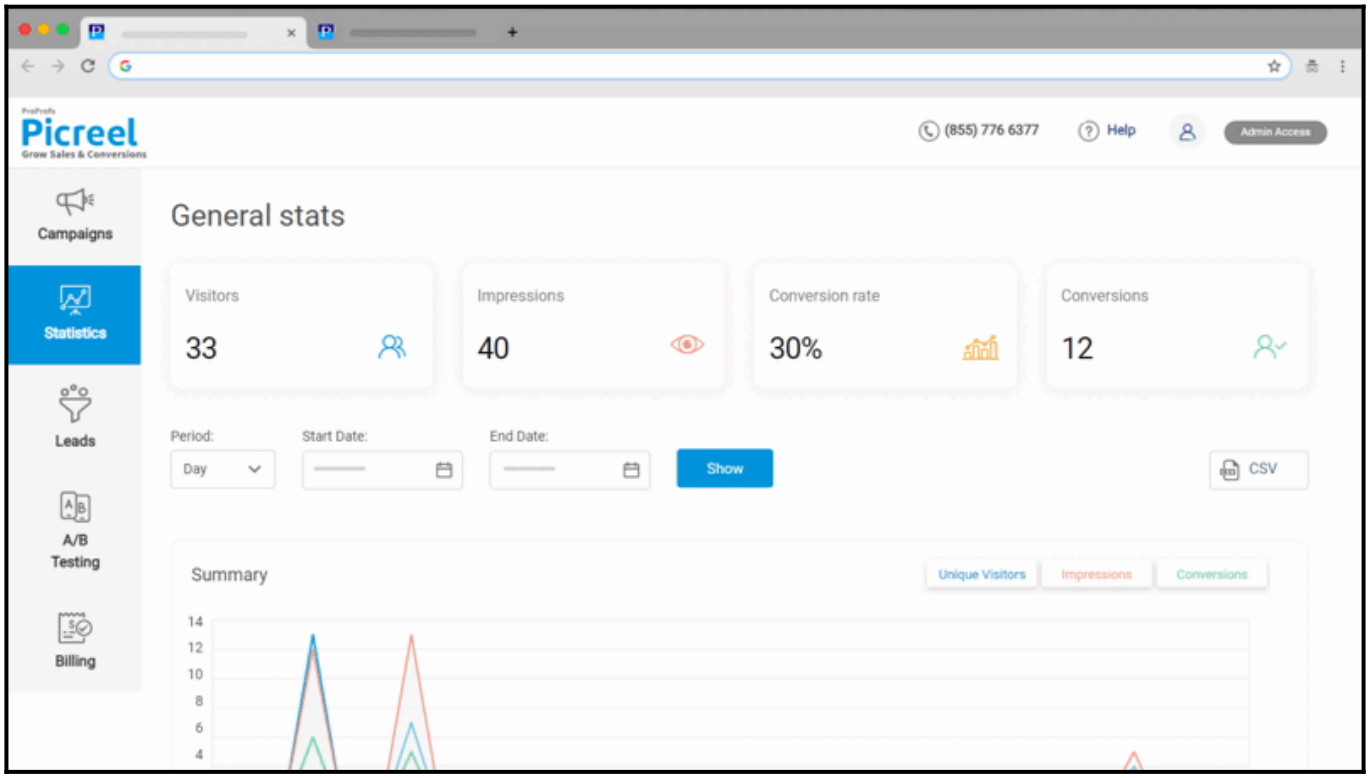


To set up a mobile pop-up campaign in Picreel:

Step 1: Creating a New Campaign

In your Picreel account,

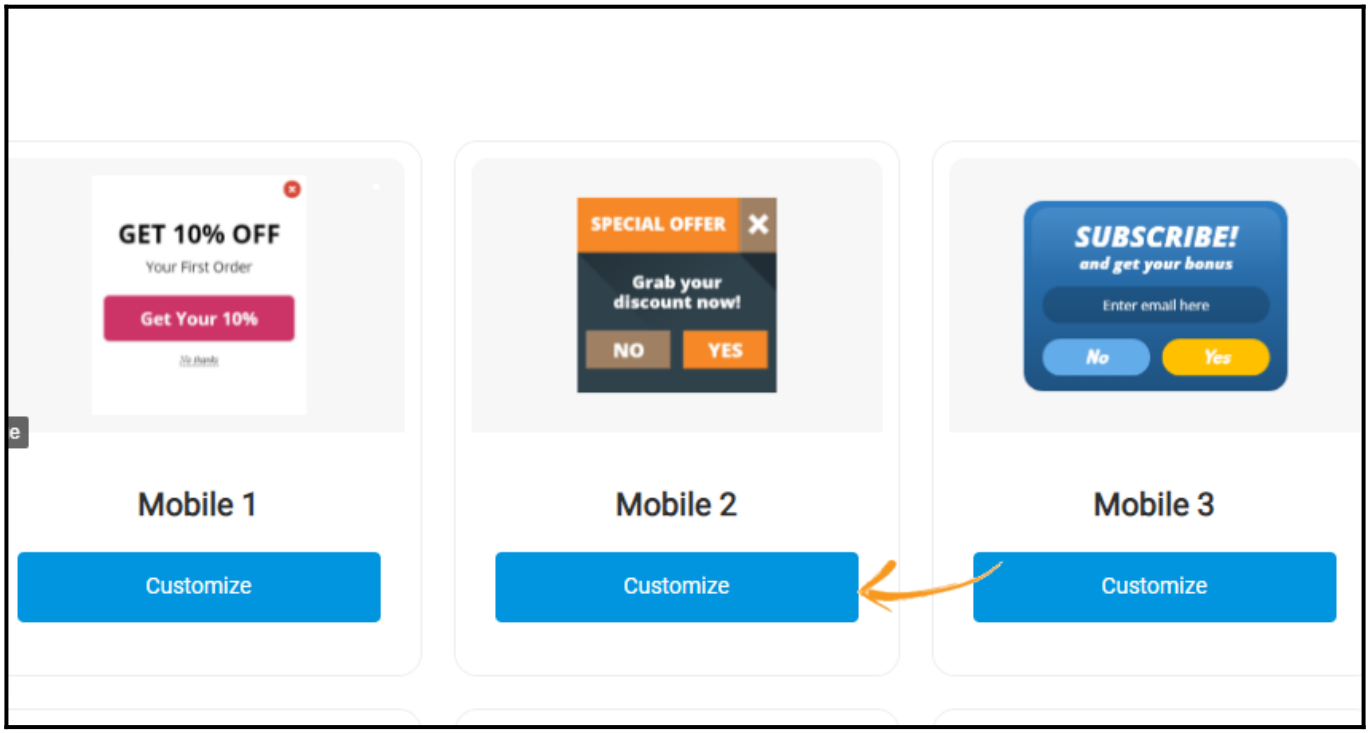
- Navigate to '**Campaigns**' from the dashboard
- Click on the '**Add Campaign**' button on the top-right of your screen.



> **Note:** If you are a first-time user, navigate to '**Get Started**' and click on '**Create your design.**'

Step 2: Selecting the Overlay

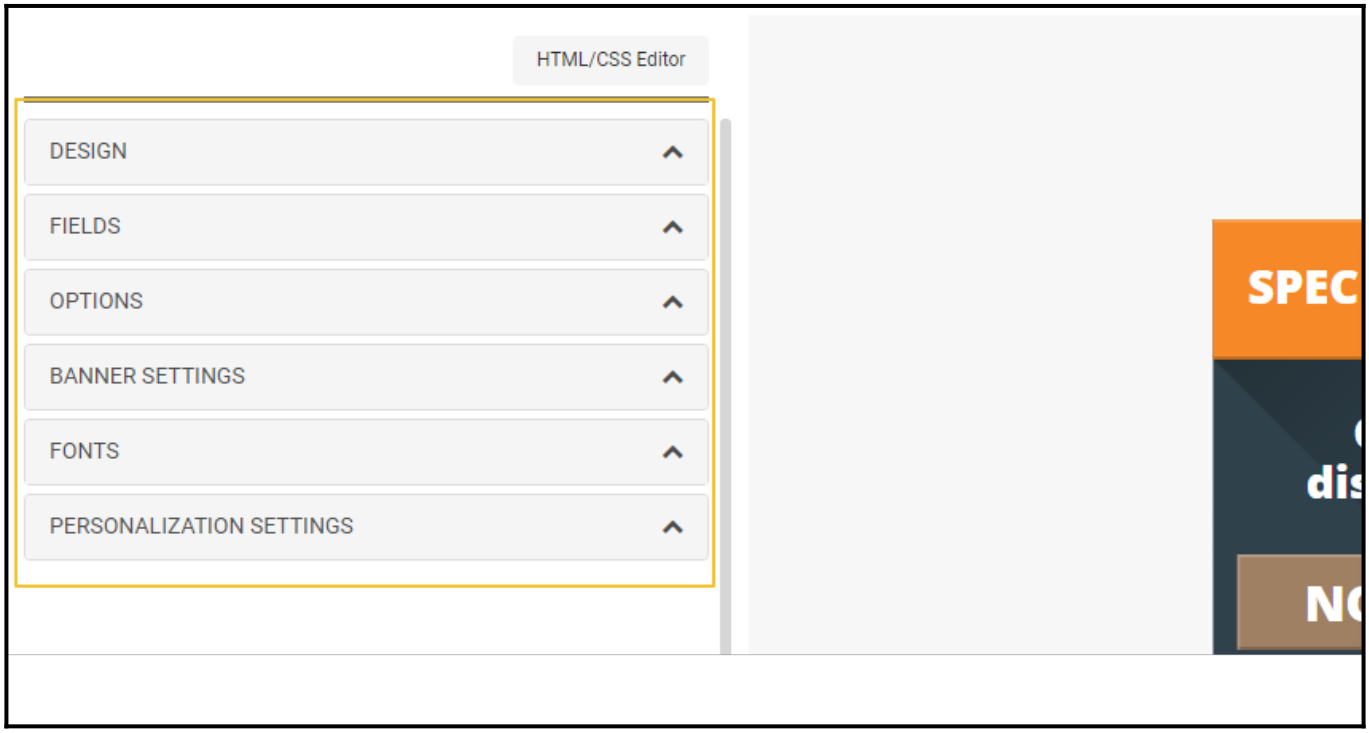
- Choose '**Mobile**' in the '**Select Overlay**' menu.
- Select a **template** by clicking on '**Customize.**'
- You will be automatically redirected to the '**Edit Design**' section.



Step 3: Customizing the Template

- You can **modify** the default overlay according to your requirements.

Here are the following elements you can edit:



Design
You can easily change the background color, text color, and heading colors.
Fields
You can change the overlay text by editing the respective fields.
Options
You can set up action after the user's response to the pop-up and choose to show a message for the

desired time. You can also select pop-up animation as well as decide the position on the screen. You may choose to hide the close button of a pop-up.

Fonts

You can select from a range of font styles and also modify their size.

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 and buttons.

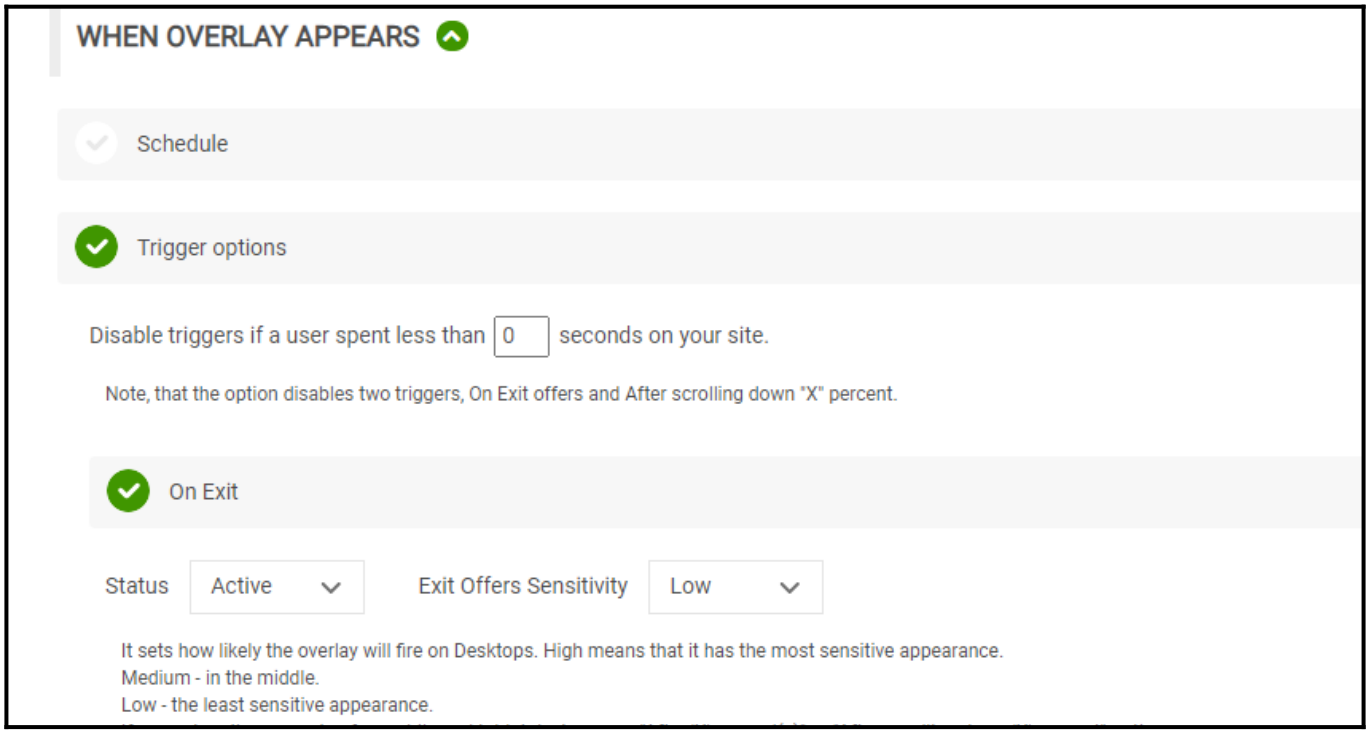
- Click the '**Save**' button at the top of the screen.

Step 4: Managing Campaign Settings

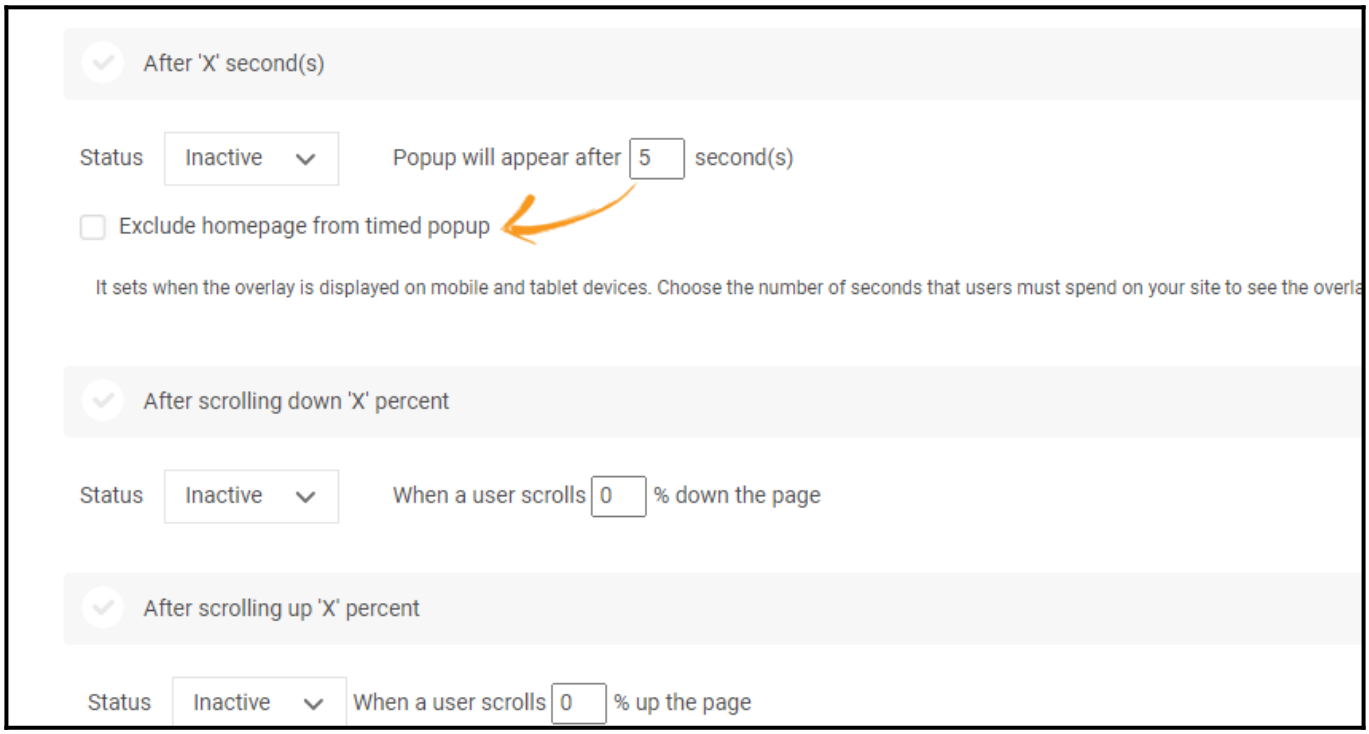
Next, on the '**Target Campaign**' page,

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

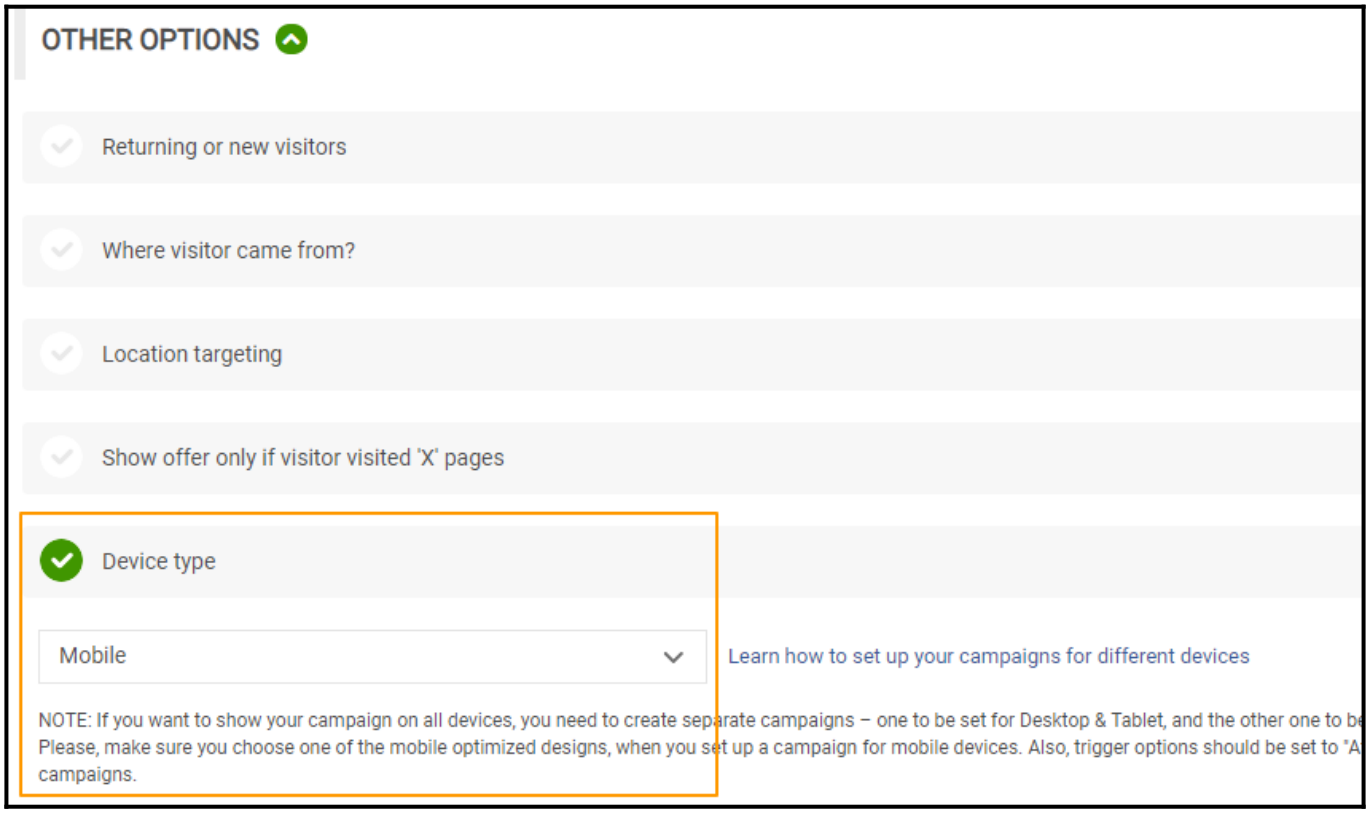
- Click the green arrow next to the '**WHEN OVERLAY APPEARS**' to modify targeting options.
- Under '**Trigger Options,**' adjust the settings to choose when the overlay appears.



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



- Also, you need to choose '**Mobile**' as a Device type under the '**Other options**' section.



- Click the '**Save**' button at the top of the screen.
- For better performance, we recommend including the following line after the **opening tag:**

```
<meta content="width=device-width, initial-scale=1, maximum-scale=1"
name="viewport"/>
```

> **NOTE:** If you set up a campaign for mobile devices and desktops, make sure that the correct device type has been selected. In Device Type, Choose '**Mobile**' for mobile campaigns. To display your campaigns on desktops, select '**Desktop.**' You can also choose a tablet as a device type, either solo or in combination with the Desktop.

That is all about creating a mobile campaign in Picreel.

Related Articles:

- How to Analyze the Campaign Statistics on Dashboard
- How to Set up Popup Campaign for a Specific Cookie
- How to Integrate Picreel With Salesforce Marketing Cloud