

How to Create a Popup Campaign in Picreel

Picreel helps you **increase** website **conversions** and **inbound leads** by **15-300%**, thus providing a high return on investment. The highly customizable popups **guarantee** a boost in **conversion rates**, **leads** & **sales** by popping up just at the right time, based on your preferences.

Check out the **video guide** to create a popup campaign in Picreel.

Did you skip the video? No worries, let's learn it step-by-step.

What are Popup Campaigns?

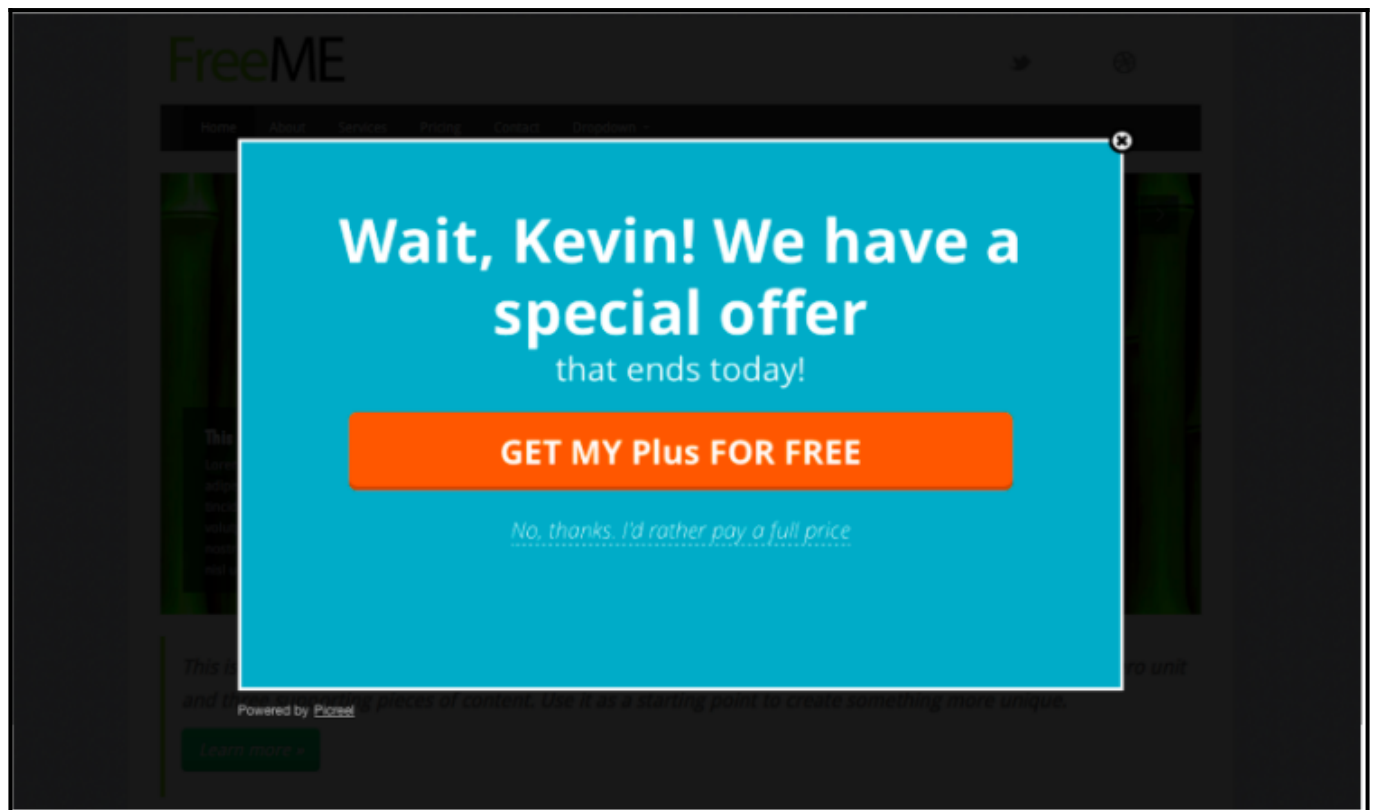
A popup campaign is a delightful way to increase conversions by triggering a popup at the right time for the right user to encourage them to act.

Businesses can rely on Picreel popup campaigns to **boost conversions** & **inbound leads**.

With Picreel popup campaigns, you can:

1. **Engage & convert** visitors into buyers by promoting your best deals
2. **Optimize** your website with **exit popup** & **exit survey software**
3. **Reduce** cart abandonment
4. **Improve** popup performance with **testing** & **analytics**
5. **Boost leads** or **sales** from your existing traffic

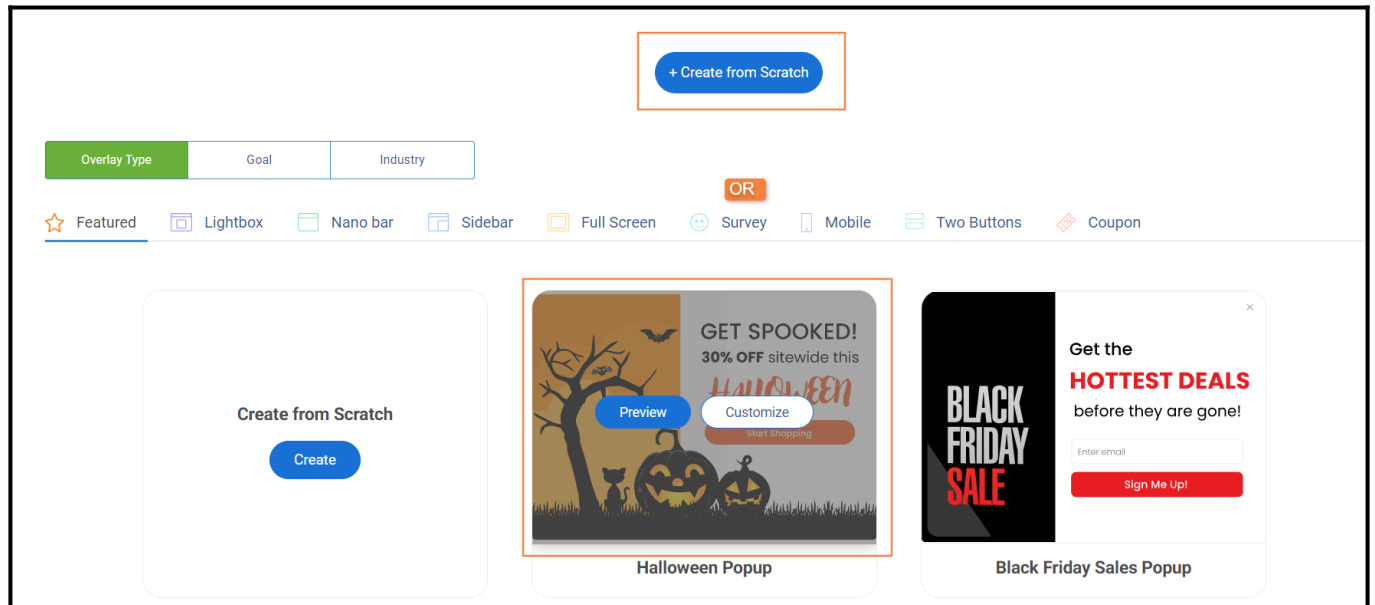
Here's an example of a popup campaign:



To create a popup campaign in Picreel:

Step 1: Get Started

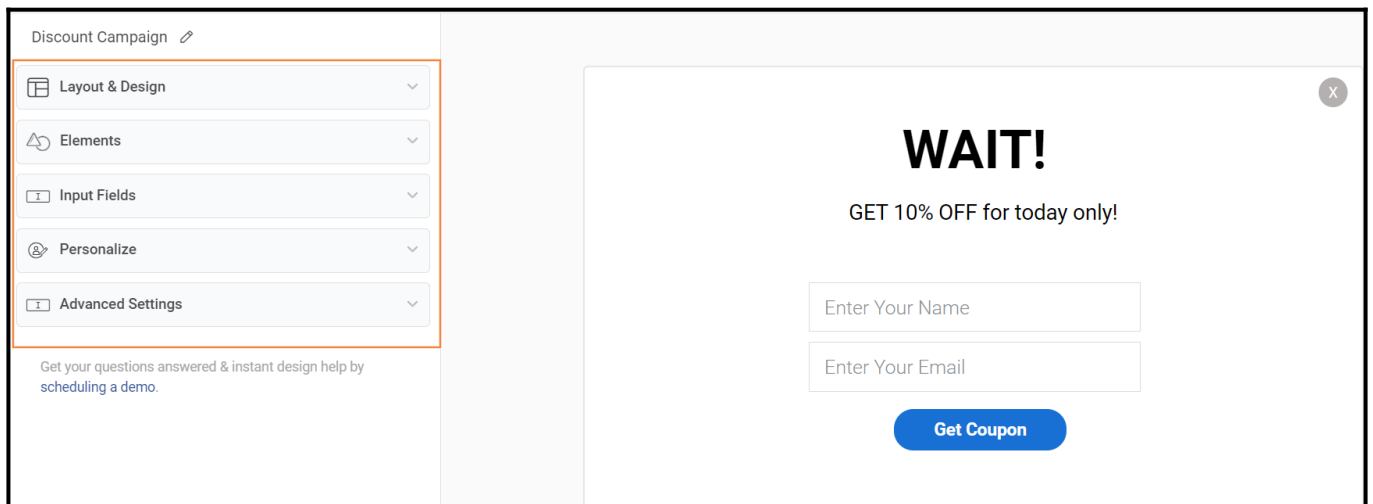
- [Sign up](#) for a new Picreel account.
- Upon signup, you'll be directed to [create your first Campaign](#). Choose to start from scratch or select from our pre-made templates for a quick setup.



Here, we will continue setting up our Campaign.

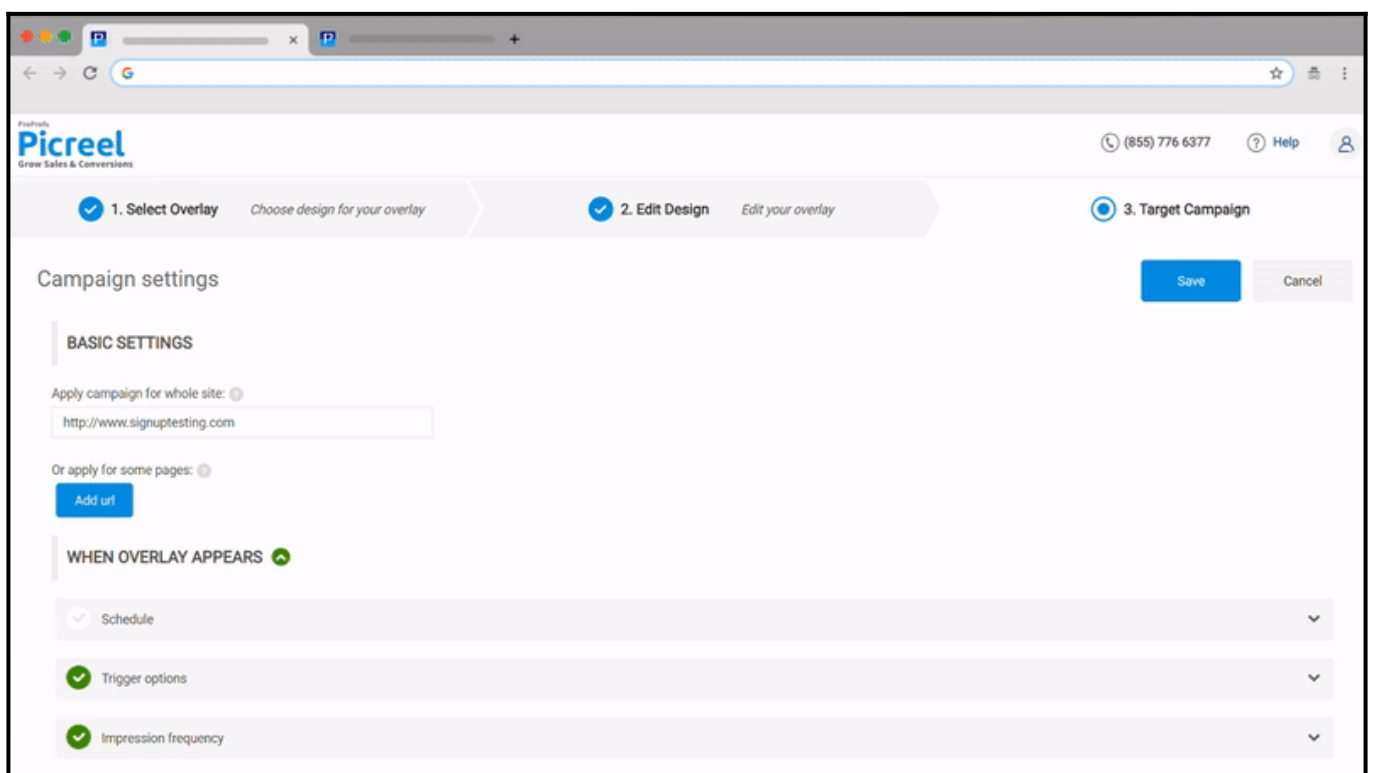
Step 2: Design Your Campaign

- You have the option to either **create a brand-new campaign from scratch** or **modify an existing overlay template**. In this instance, we've opted for a **pre-built website overlay** to customize.
- Next, you'll be directed to the **Picreel Campaign Builder** screen.
- In the Picreel Campaign Builder, enter a name for your Campaign, adjust the layout, add elements, and customize the design. Feel free to explore various design options to match your brand best.



Step 3: Target Your Campaign

- Specify the target website URL for your popups and fine-tune other overlay settings.



Once satisfied with your settings, click **Save** to finalize your Campaign.

Step 4: Add Code Snippet

Installing the Picreel JavaScript (JS) on your website is the last step to finish setting up your Campaign.

- Navigate to **Install Campaign** and copy the provided JavaScript (JS) code. Paste this code into your website's source code as instructed. For detailed guidance, refer to our [complete code installation guide](#).

As you are using Picreel for the first time, you will have to **install the Picreel code** on your website to ensure your campaigns get displayed to the visitors. Check our complete guide [here](#).

Installation

Campaigns

Statistics

Leads

A/B Testing

Billing

Integrations

Install Picreel Campaign

Copy & paste the code before the </body> tag of your web page. [Learn more](#)

All Campaigns Specific Campaign

```
<script src="https://app.picreel.com/assets/main.js" data-picreel="bWJXTkRQRFR3WEcwZDk4T1lobmVCZz09"></script>
```

Copy Code

- Select the "**Specific Campaign**" tab to copy the code for a particular campaign.

It's advisable to install the Picreel code on your website before setting up your Campaign.

The popup will start showing up on your website based on the targeting settings. Visit our [Support Center](#) if you encounter any difficulties or have questions.

Related Articles

- [How to Manage Existing Campaigns](#)
- [Types of Overlays](#)
- [How to Set Overlay for a Specific Page](#)