

## 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?

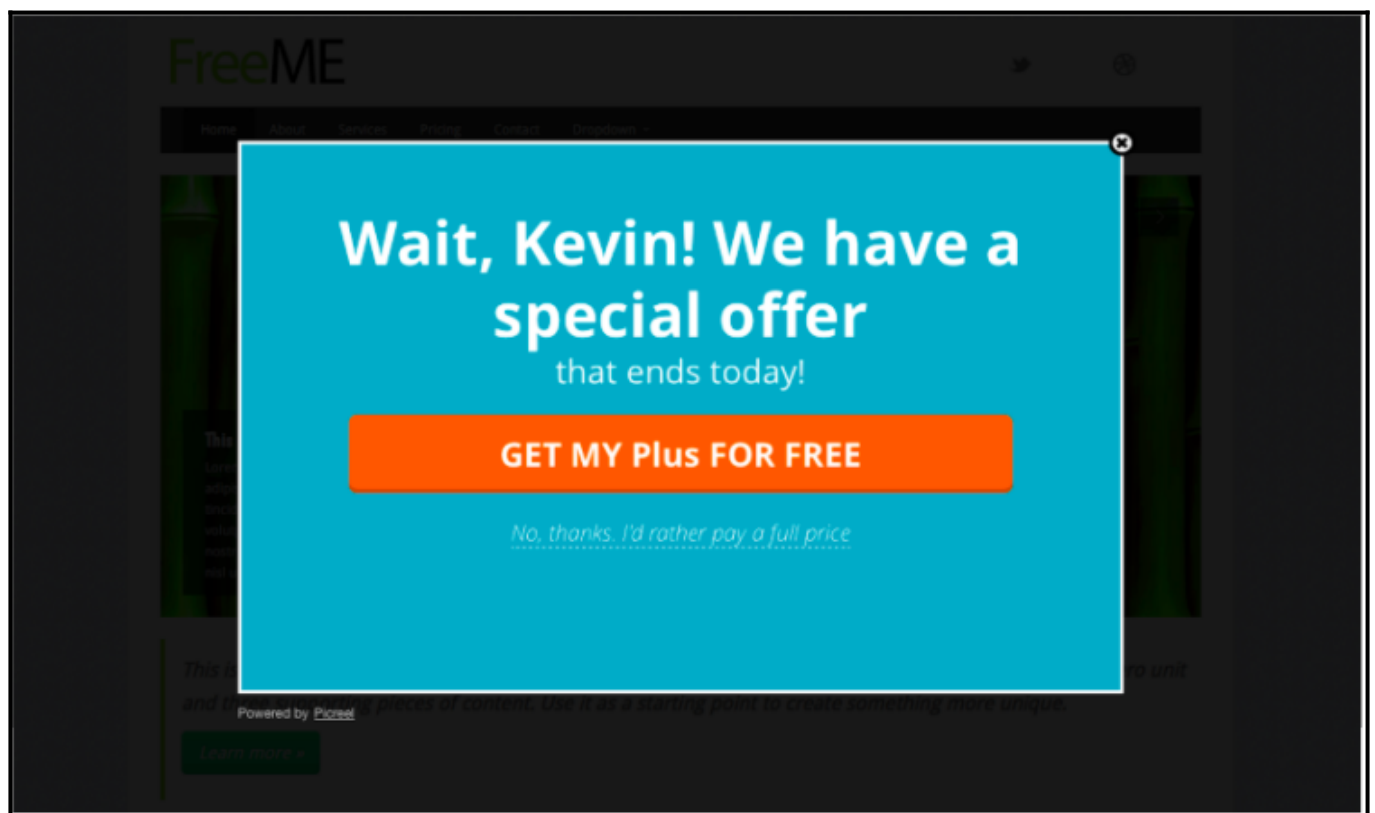
A popup campaign is a delightful way to increase conversions by triggering a popup at the right time for the right user to encourage them to act.

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

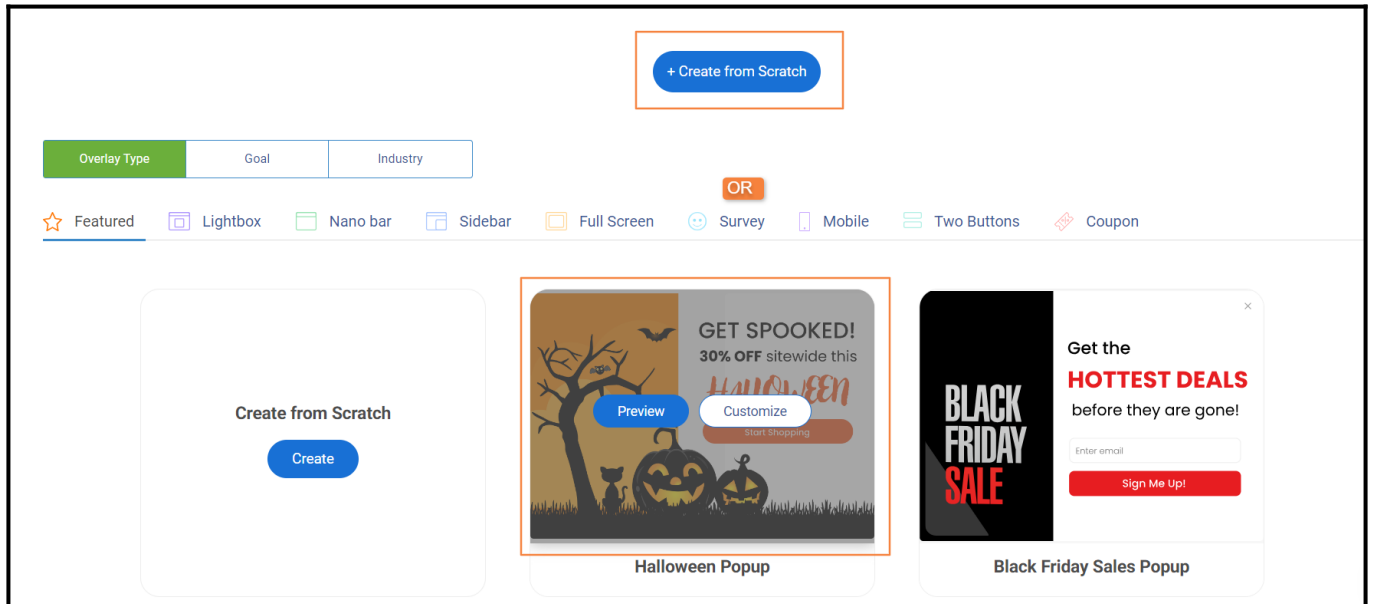
### Here's an example of a popup campaign:



### To create a popup campaign in Picreel:

## Step 1: Get Started

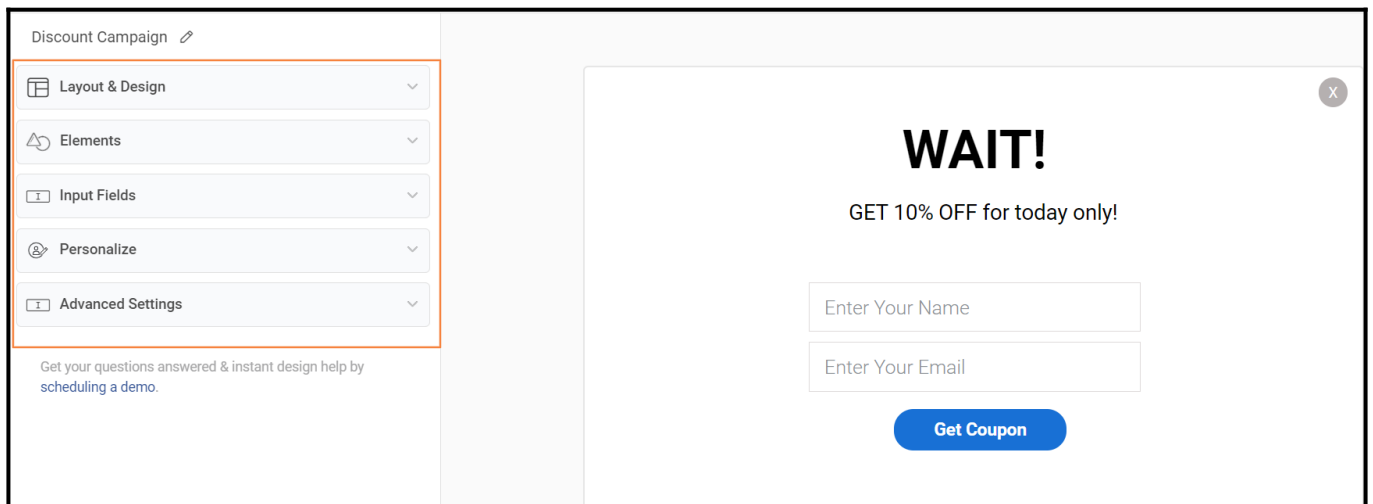
- [Sign up](#) for a new Picreel account.
- Upon signup, you'll be directed to [create your first Campaign](#). Choose to start from scratch or select from our pre-made templates for a quick setup.



Here, we will continue setting up our Campaign.

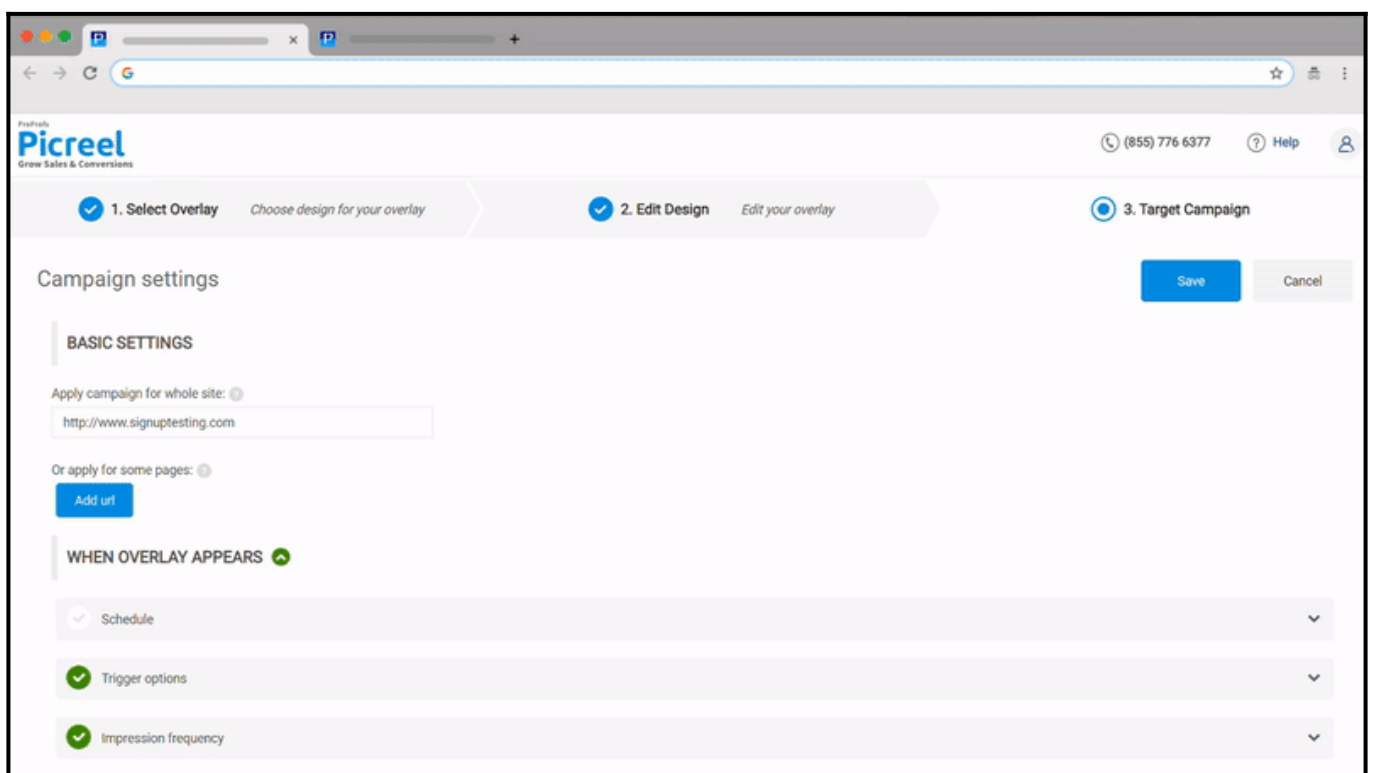
## Step 2: Design Your Campaign

- 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](#).

**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](#)