

# 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.

**Watch** this video to create a popup campaign in Picreel.

Or **continue reading** to learn it step-by-step.

## What are Popup Campaigns?

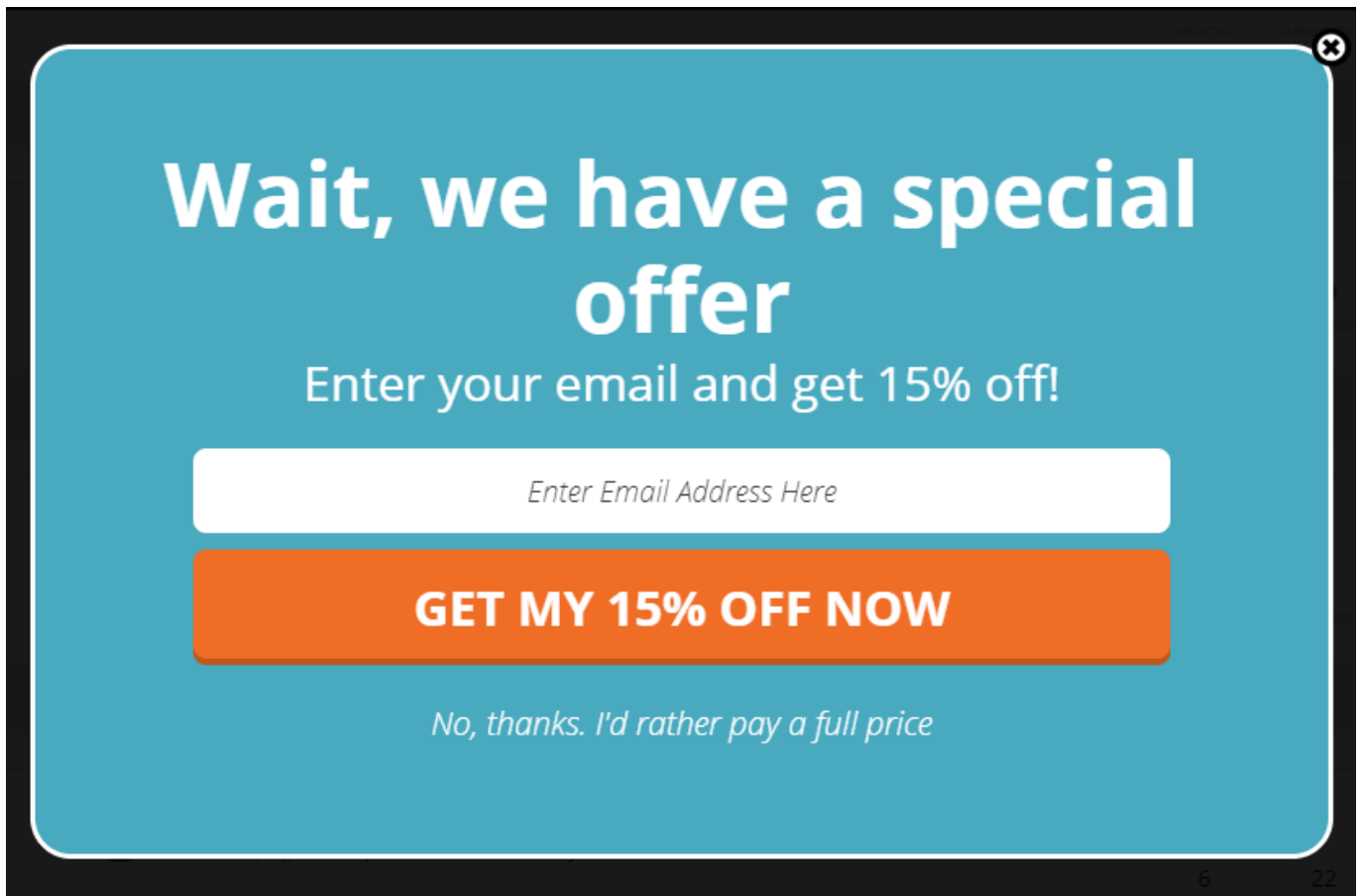
A popup campaign is a delightful way to increase conversions by triggering a popup at the right time to the right user that will encourage them to act.

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

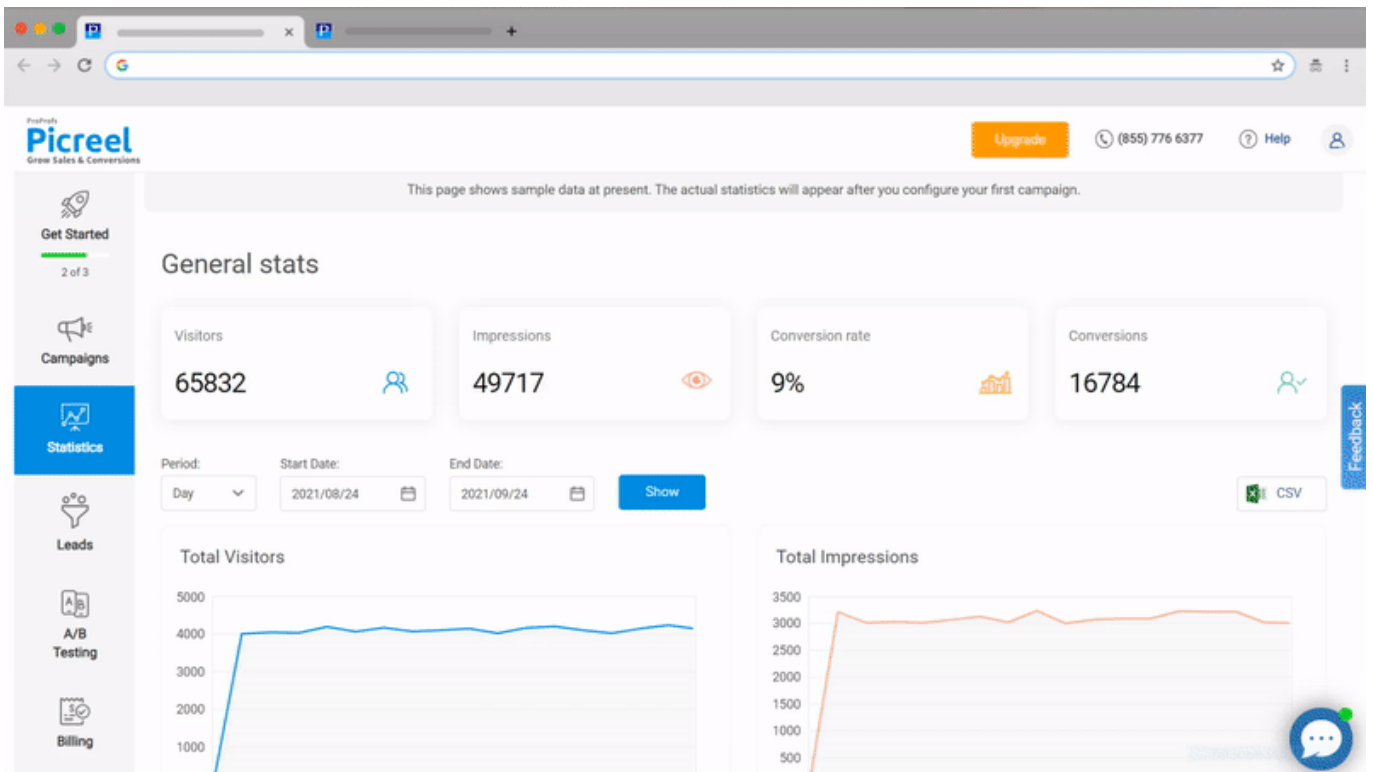
Here's an example of a popup campaign:



To create a popup campaign in Picreel:

## Step 1: Get Started

Once you log into your Picreel account, you will land on the dashboard, i.e., the **Statistics** page. From here, **navigate** to 'Get Started.'



Alternatively, you can go to 'Campaigns' and click 'Add Campaign' on the top right corner.

## Step 2: Create Your Design

To launch a **new** campaign, you would require to follow the 3-step process on this page.

Click 'Create your design.' A new window opens.

The screenshot shows a 3-step process for creating a design:

- 1 Create your design** (highlighted with a blue circle and an orange arrow pointing to the text)
- 2 Target your campaign**
- 3 Add code snippet**

On the left side, there is a sidebar with navigation options: Get Started (0 of 3), Campaigns, and Statistics.

Here, you will find a template by **default**, which you can start to edit.

## Step 3: Select Overlay

Click **'Select Overlay'** to choose a popup template to customize

1. Select Overlay *Choose design for your overlay*      2. Edit Design *Edit your overlay*      3. Target Campaign

HTML/CSS Editor

DESIGN    ^

FIELDS    ^

OPTIONS    ^

BANNER SETTINGS    ^

FONTS    ^

PERSONALIZATION SETTINGS    ^

Save    Reset Settings    Cancel

We've Got Special

Here you will find **multiple types** of **popups** to choose from for your website. Pick any from our range of designs to [create a popup](#) and start customizing.

### Choose Overlay Type

Help

Go to Dashboard

Tip: There are different types of designs you can use. All designs can redirect visitors and collect emails, phones or any other field. Here are our more popular designs. Choose one to be up and running in minutes.

Featured Designs    All    One button    two buttons    Collect email    Collect Phone#    2 steps    Full screen    Survey    Mobile    Custom Design

New !    New !    New !    New !

WAIT, WE HAVE A SPECIAL OFFER

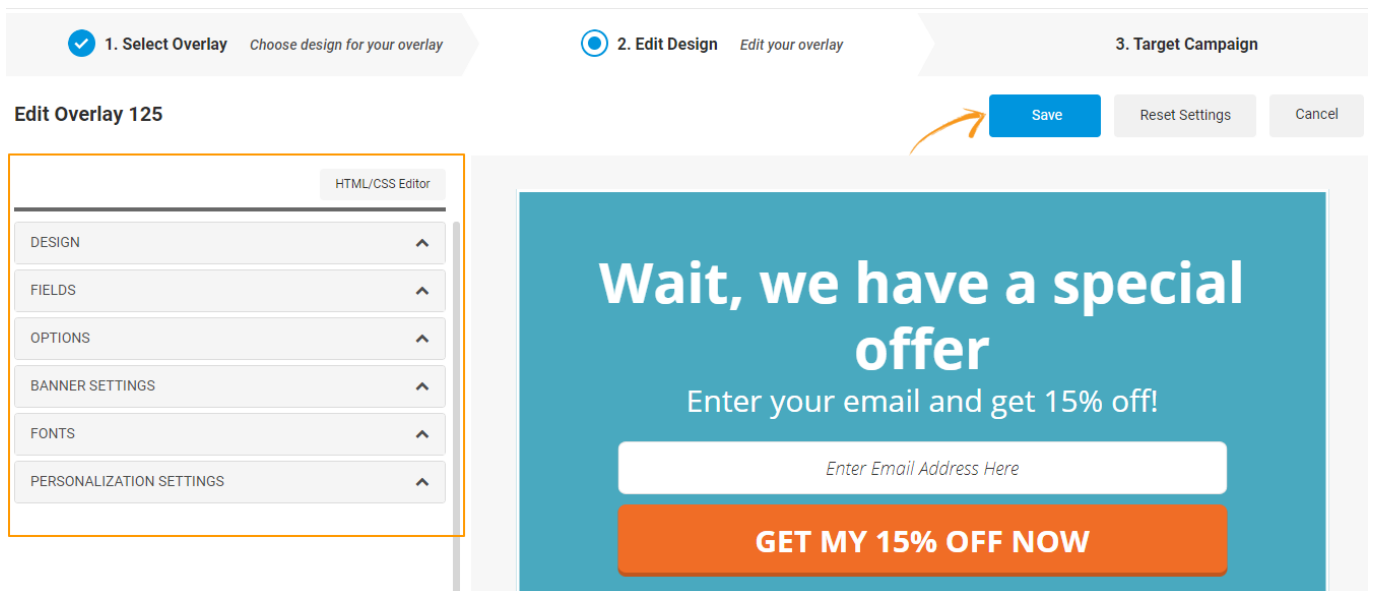
BOOK A FREE ONLINE WEBINAR

All the Sweets!

WAIT, WE HAVE A SPECIAL OFFER

## Step 4: Edit Design

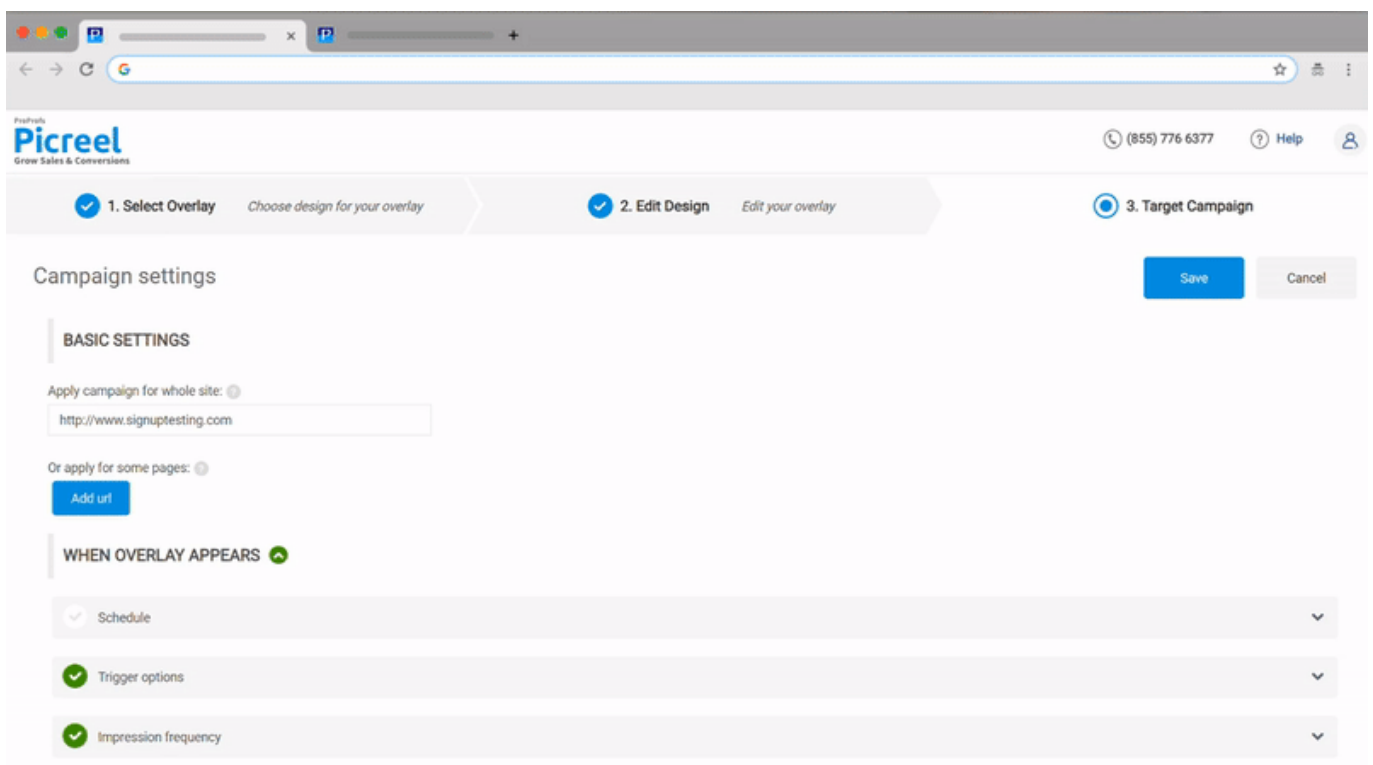
Go to **'Edit Design'** to edit your overlay.



After completing the customization, click '**Save**' to save your template successfully. You will then automatically get redirected to the final section.

## Step 5: Target Campaign

The **final stage** before launch is adjusting your overlay settings. **For example**, mentioning the website URL where you want to trigger popups, and so on.



You can play around with settings to make your campaigns more impactful.

Once done, click 'Save' to get your campaign ready.

## Step 6: Add Code Snippet

When creating your first campaign, you are redirected to the 'Get Started' page to complete the setup. From here, you can **copy** the **snippet code** and **paste** it on your site, as directed.

# Get started

Copy and paste this code above the last `</body>` tag in your site.

```
<script src="//assets.pcr1.co/js/jstracker.min.js"></script>
```

Copy

[Ask a colleague to install on web](#) or [Learn how to insert code?](#)

I have installed

Alternatively, you can copy the code from the 'Campaigns' page. Click 'View Code' to copy and paste.

## Campaigns

Hide Code

+ Add Campaign

```
<script src="//assets.pcr1.co/js/jstracker.min.js"></script>
```

\* Copy & paste this code above the last `</body>` tag on your site.

[Ask a colleague to install on web](#) or [Learn how to insert code?](#)

<input type="checkbox"/>	Action	▼	<input type="checkbox"/>	All Campaigns	▼	<input type="text" value="Search by name"/>	Sort by: Newest to Oldest	▼
Status	Name		Preview	Reports	Days	Impressions	Conversions	Coverion Rate

Now, the popup will start showing up on your website based on the targeting settings.

### Related Articles:

- [How to Manage Existing Campaigns](#)

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