

How to Set a Display Frequency for Website Overlays

Learn how to control the frequency of your exit-intent overlays in Picreel to enhance user experiences. Customize when and how often your overlays appear with these easy steps.

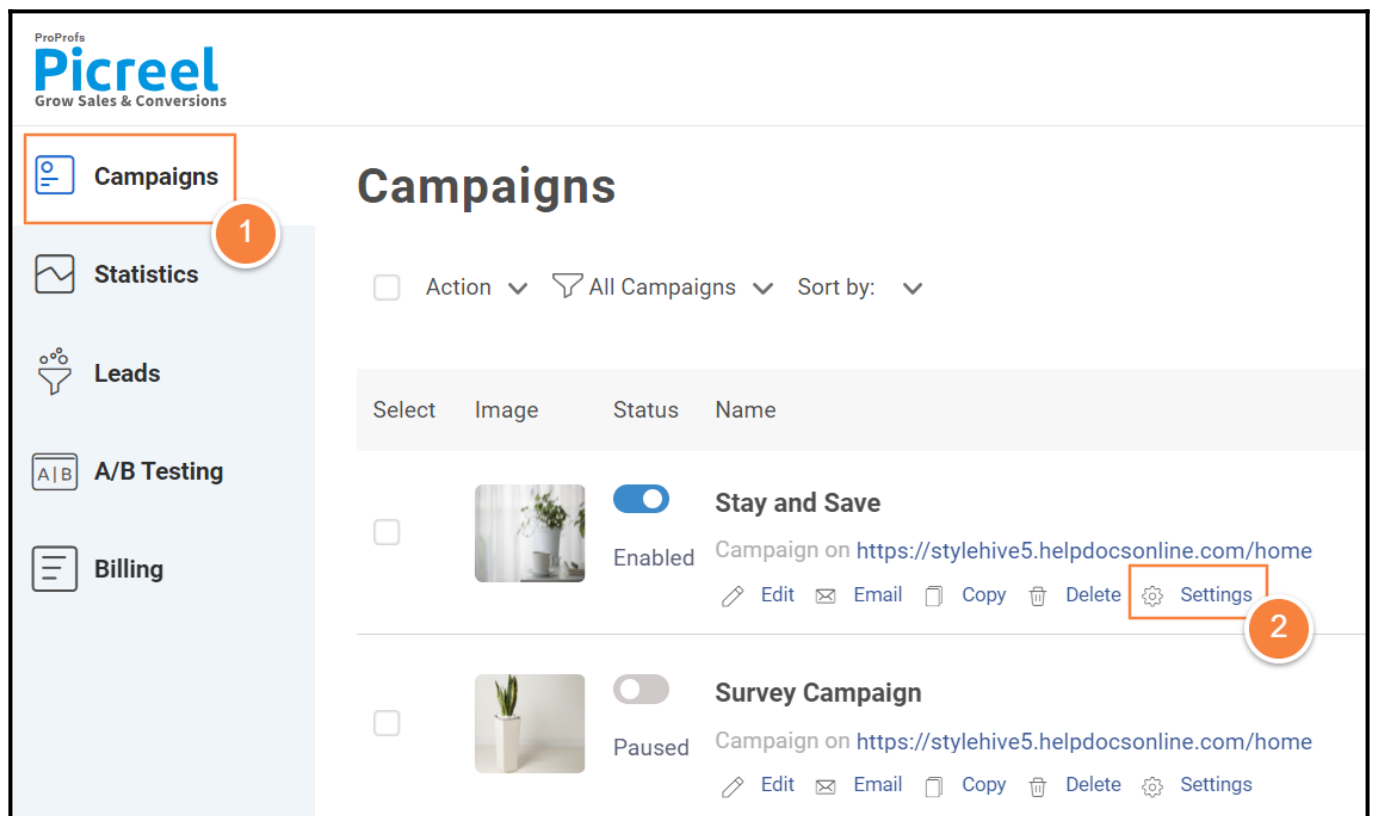
By setting the frequency of your exit-intent overlays, you can:

1. **Control Interaction:** Decide how many times visitors see your offerings, preventing overexposure.
2. **Smooth User Experience:** Ensure your users have a consistent and pleasant journey on your website.



To Set the Frequency for Website Overlays

Step 1: Accessing Campaign Settings

- Log in to your Picreel dashboard and click the '**Campaigns**' tab on the side panel. Navigate to the campaign and click "Settings."
- Select the campaign you want to set up overlays for and click "**Settings**."




The screenshot shows the Picreel dashboard. On the left sidebar, the 'Campaigns' tab is highlighted with a red box and a '1' in a circle. The main area is titled 'Campaigns'. Below the title, there are filters for 'Action', 'All Campaigns', and 'Sort by'. A table lists two campaigns:

Select	Image	Status	Name
<input type="checkbox"/>		Enabled	Stay and Save Campaign on https://stylehive5.helpdocsonline.com/home Edit Email Copy Delete Settings
<input type="checkbox"/>		Paused	Survey Campaign Campaign on https://stylehive5.helpdocsonline.com/home Edit Email Copy Delete Settings

Step 2: Configuring Overlay Frequency

- Within the campaign settings page, locate the '**WHEN OVERLAY APPEARS**' section.
- Click on '**Impression Frequency**.'
- Choose the desired frequency from the dropdown list. For instance, you can select "**Everyday**"


for same visitor" to show the overlay only once during a visitor's session.

WHEN OVERLAY APPEARS 

☒ Schedule

☒ Trigger options

☒ Impression frequency

Everyday for same visitor 

- Once for same visitor
- Everyday for same visitor
- Every Week for same visitor
- Every Month for same visitor

☒ Returning or new visitors

Step 3: Remember to click '**Save**' to apply your changes.

You've successfully set the frequency for your website overlays in Picreel.

That is all about setting the frequency of website overlays. If you encounter any issues or have any questions, don't hesitate to reach out to our [support team](#).

Related Articles:

- [How to Create a Two-Step/Coupon Overlay](#)
- [How to A/B Test Picreel's Pop-up Campaigns](#)
- [How to Redirect Existing Subscribers to Custom URLs](#)