

How to Disable a Campaign for Mobile Devices

Learn how to limit pop-up campaigns to large-screen devices such as laptops and desktops while providing a smooth browsing experience for mobile users with Picreel campaigns. Follow this help article will show you how to disable them effectively.

Use Case: Imagine you want to run exclusive offers on your website but only for desktop users. This guide will show you how to disable pop-up campaigns for mobile devices using Picreel.

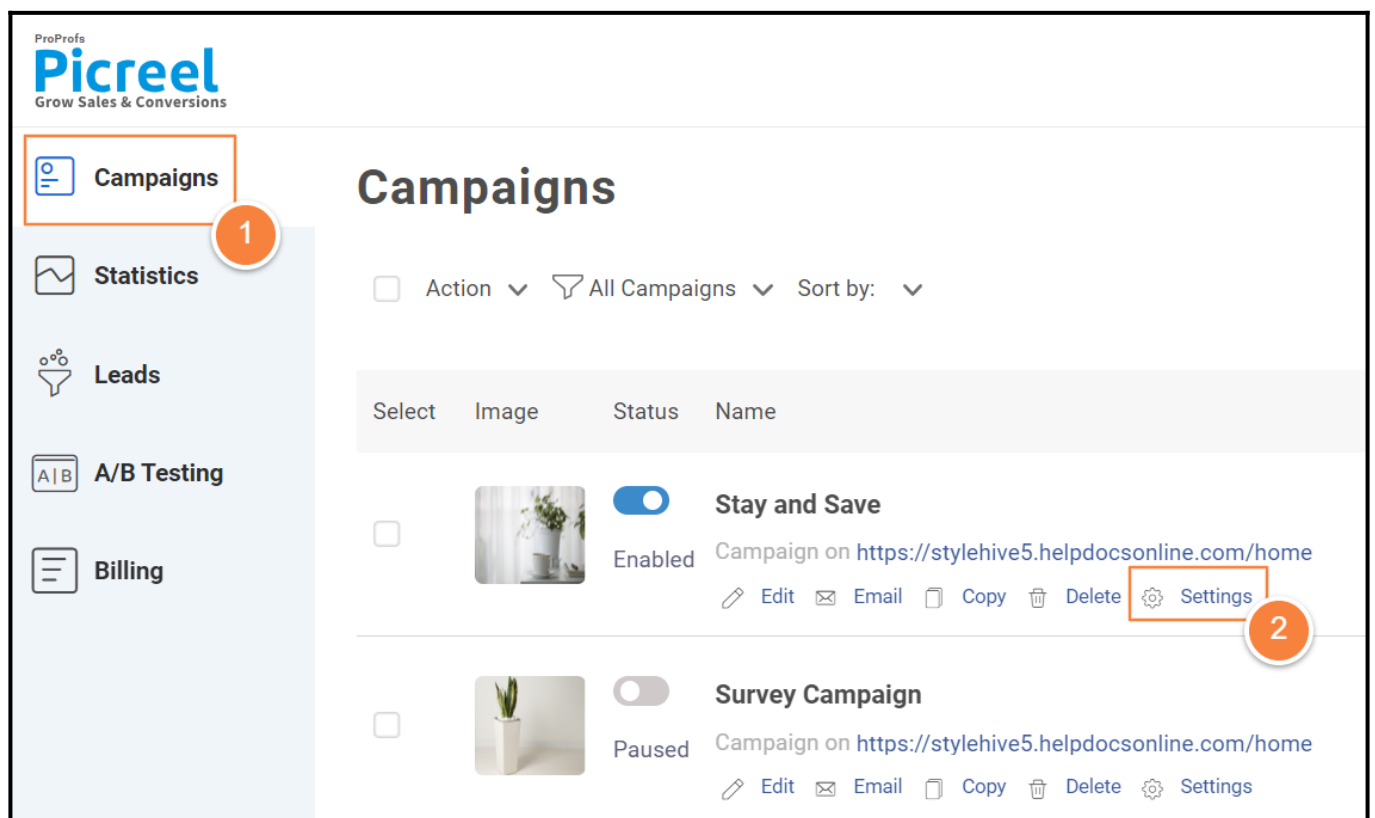
By disabling campaigns for mobile devices, you can get:

1. **Enhanced Mobile Experience:** Disabling campaigns for mobile devices ensures a smoother and less intrusive browsing experience for your mobile users.
2. **Promotes Desktop Engagement:** Encourages users to visit your website on a desktop or laptop, driving engagement with exclusive offers.



To Disable Campaigns for Mobile Devices

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**."

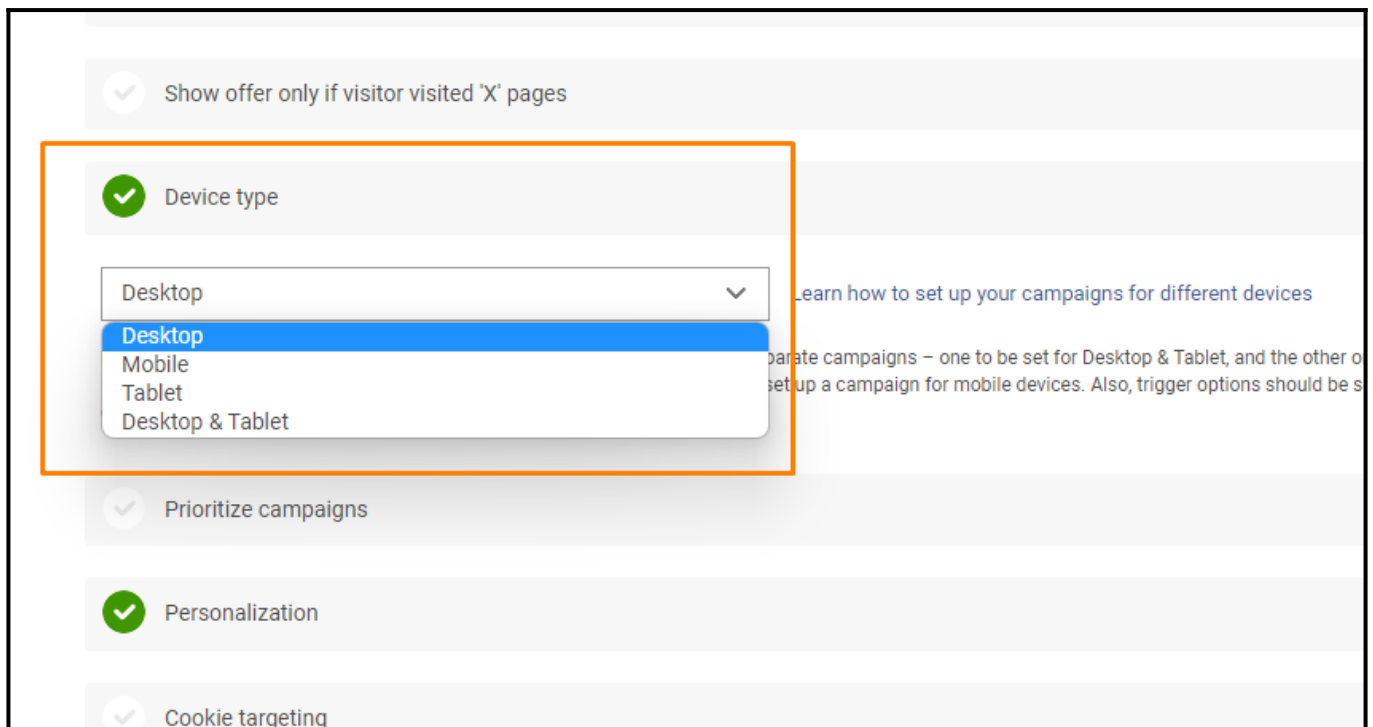


The screenshot displays the Picreel dashboard interface. On the left sidebar, the 'Campaigns' tab is selected and highlighted with a red box and a red circle containing the number 1. The main content area is titled 'Campaigns' and features a table of active campaigns. The first campaign, 'Stay and Save', is highlighted with a red box around the 'Settings' link, which is also marked with a red circle and the number 2. The second campaign, 'Survey Campaign', is also visible below it.

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 Device Type Targeting

- In the campaign settings page, scroll down, look for '**Other Options**', and click the green arrow to access targeting options.
- Find '**Device type**' and select '**Desktop**'.



The screenshot shows a campaign settings interface. At the top, there's a toggle for 'Show offer only if visitor visited 'X' pages'. Below this, the 'Device type' section is highlighted with an orange border. It features a green checkmark icon and a dropdown menu currently showing 'Desktop'. The dropdown menu is open, displaying four options: 'Desktop' (highlighted in blue), 'Mobile', 'Tablet', and 'Desktop & Tablet'. To the right of the dropdown, there's a link that says 'Learn how to set up your campaigns for different devices'. Below the 'Device type' section, there are other settings: 'Prioritize campaigns', 'Personalization' (with a green checkmark), and 'Cookie targeting'.

Note:

1. If you want to show your campaign on all devices, you need to create separate campaigns – one to be set for the Desktop and tablet and the other one for Mobile.

2. Please, make sure you choose one of the mobile-optimized designs when setting up a mobile device campaign. Also, trigger options should be set to "**After X seconds**," "**After scrolling up/down**," or **both** for all mobile campaigns.

Step 3: After setting the '**Device type**' to '**Desktop**,' click '**Save**' to confirm the changes. You've successfully disabled pop-up campaigns for mobile devices. If you encounter any issues or have any questions, feel free to contact our [support team](#).

Related Articles:

- [How to Set up an Overlay for Survey](#)
- [How to A/B Test Picreel's Pop-up Campaigns](#)
- [How to Analyze the Campaign Statistics on Dashboard](#)