

How to Configure an Overlay for the Homepage

Learn how to set up a homepage overlay using Picreel to showcase offers and boost conversions for your website.

By configuring an overlay for the homepage, you can:

1. **Showcase Offers:** Highlight your best deals for visitors to see.
2. **Boost Conversions:** Encourage visitors to take action and increase your conversion rate.

To Configure an Overlay for the Homepage

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 interface. On the left sidebar, the 'Campaigns' tab is selected and highlighted with a red box and a red circle with the number 1. The main content area is titled 'Campaigns' and features a table of active campaigns. The first campaign, 'Stay and Save', is enabled (toggle is on) and has a red box around the 'Settings' link in its action menu, with a red circle containing the number 2. The second campaign, 'Survey Campaign', is paused (toggle is off). Both campaigns are associated with the URL 'https://stylehive5.helpdocsonline.com/home'.

Select	Image	Status	Name	Action
<input type="checkbox"/>		Enabled	Stay and Save	Edit Email Copy Delete Settings
<input type="checkbox"/>		Paused	Survey Campaign	Edit Email Copy Delete Settings

Step 2: Define Where the Overlay Appears

- Locate '**Apply for some pages**' box on the campaign settings page.
- Insert the URL of your website into this box. For example, if you want the overlay to show only on the homepage, enter the homepage URL.
- Set the conditions as 'equals.' This means the overlay will appear only when the URL matches the

set variable.

Campaign settings

SaveCancel

BASIC SETTINGS

Apply campaign for whole site: ?

Or apply for some pages: ?

URL

equals

Remove

Add url

- "Equals" allows you to list the URL(s) where the campaign will be displayed.
Trigger the overlay on a specific link by including it with a slash (/). For example, you can insert http://www.yoursite.com/product/checkout in the field. [Learn More](#)

Note: If **"Equals"** is chosen, you need to identify the **entire URL(s)** where you want to display the campaign. In this case, we will enter the **homepage URL** in the box to ensure the overlay shows up **only** when the URL **matches** the set variable.

Step 3: Click **'Save'** to finalize the changes.

You've successfully configured an overlay for your homepage. If you encounter any issues or have any questions, feel free to contact our [support team](#).

Related Articles:

- How to Set up a Timer Overlay
- How to A/B Test Picreel's Pop-up Campaigns
- How to Redirect Existing Subscribers to Custom URLs