

## 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 highlighted with a red box and a red circle containing the number '1'. The main content area is titled 'Campaigns'. It features a table with columns: Select, Image, Status, and Name. There are two campaigns listed:

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

The 'Settings' link for the 'Stay and Save' campaign is highlighted with a red box and a red circle containing the number '2'.

### 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.

The screenshot shows the 'Campaign settings' window. At the top right are 'Save' and 'Cancel' buttons. Under the 'BASIC SETTINGS' tab, there are two options for applying the campaign. The first option, 'Apply campaign for whole site:', has a text input field containing 'https://stylehive5.helpdocsonline.com/'. The second option, 'Or apply for some pages:', is highlighted with an orange border. It features a dropdown menu set to 'equals', a text input field containing 'https://stylehive5.helpdocsonline.com/home', and a 'Remove' button. Below this is an 'Add url' button with an orange arrow pointing to the 'Or apply for some pages:' section. At the bottom, a small note explains that 'Equals' allows listing specific URLs and provides an example: 'http://www.yoursite.com/product/checkout'.

Campaign settings

Save Cancel

BASIC SETTINGS

Apply campaign for whole site:

https://stylehive5.helpdocsonline.com/

Or apply for some pages:

URL equals https://stylehive5.helpdocsonline.com/home 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](#)