#### 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.

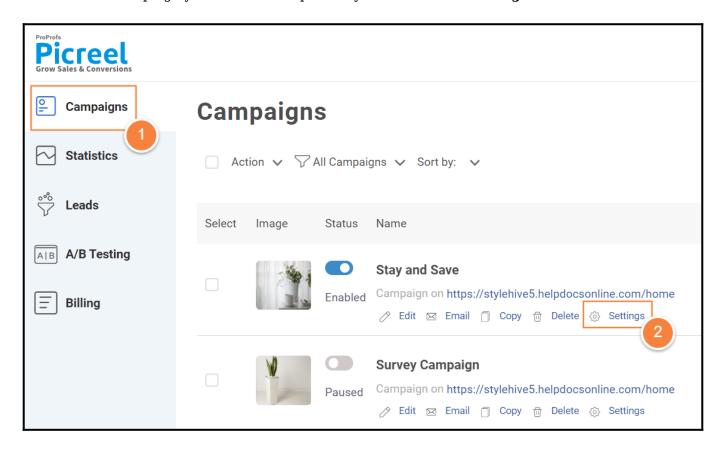
### By configuring an overlay for the homepage, you can:

- 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."



# **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.



**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