

How to Configure Overlay Timing & Triggers

Learn how to control when and how your overlay appears with advanced timing and trigger options in Picreel.

Watch this **quick video** to get a better understanding of targeting a campaign:

Or **continue learning** about overlay timing & triggers **step-by-step** below.

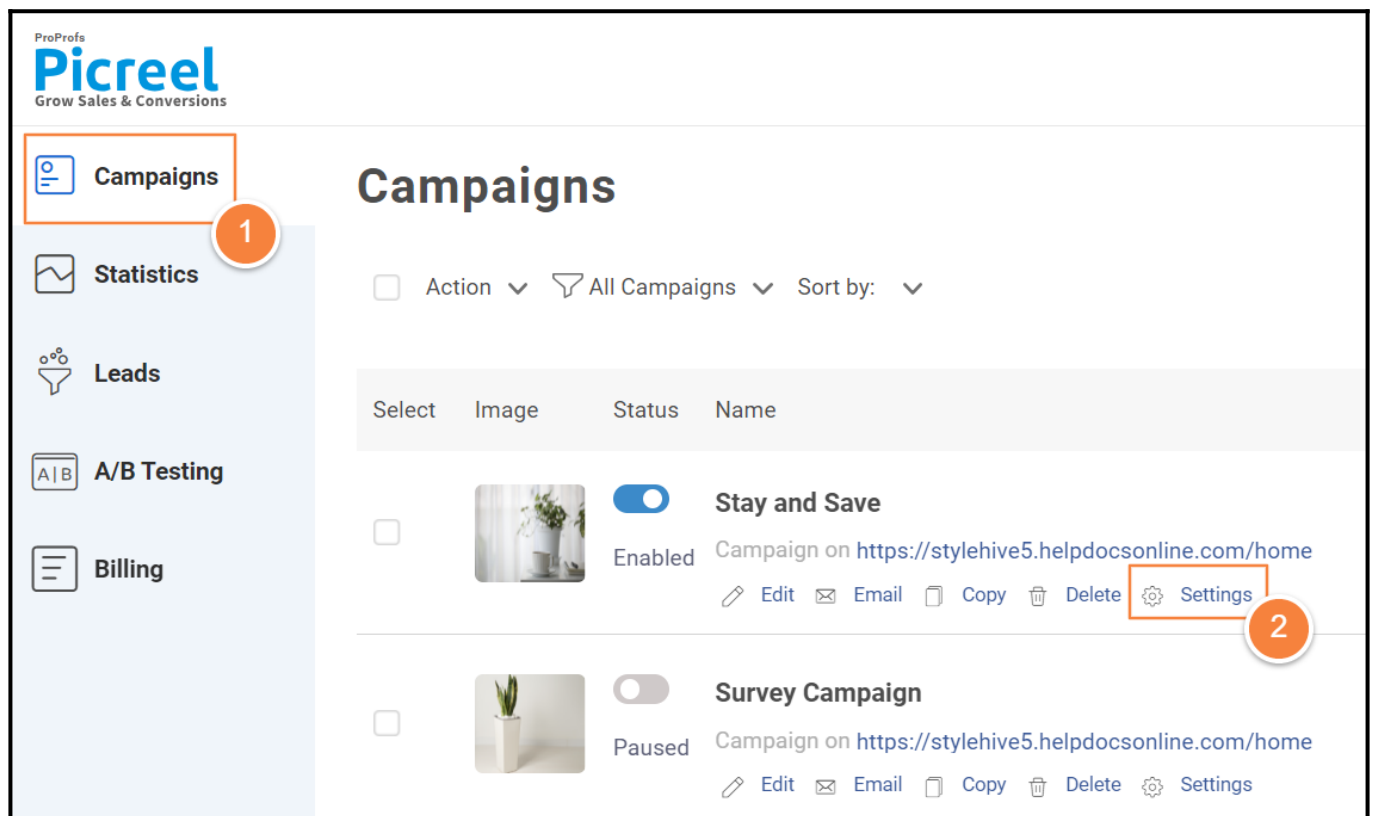
By configuring overlay timing & triggers, you can:

- **Enhanced Timing Control:** Determine when overlays pop up on your website, making a bigger impact.
- **Reduce Bounce Rate:** Keep visitors engaged by showing overlays at the right moment, lowering your bounce rate.
- **Boost Conversions:** Strategically timed overlays can lead to more conversions.



To Configure the Overlay Timing and Trigger Option

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 '1' in a red circle. 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 '2' in a red circle. The second campaign, 'Survey Campaign', is also visible.

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 Timing & Triggers

- Look for "**WHEN OVERLAY APPEARS**" on the campaign settings page and click the green arrow.
- Click "**Trigger options**" to reveal the settings.

WHEN OVERLAY APPEARS

Schedule

Trigger options

Disable triggers if a user spent less than seconds on your site.

This disables two triggers- On Exit offers and After scrolling down 'X' percent. [Learn More](#)

On Exit

Status Active Exit Offers Sensitivity Low

Set how likely the overlay will fire on Desktops. Choose from high, medium and low sensitivity options. Use "After X second(s)" or "After scrolling down 'X' percent" options for setting up mobile and tablet campaigns. [Learn More](#)

After 'X' second(s)

Status Inactive Popup will appear after second(s)

☐ Exclude homepage from timed popup

Choose the number of seconds users must spend on your site on mobile and tablet devices to see the overlay. [Learn More](#)

After scrolling down 'X' percent

Status Inactive When a user scrolls % down the page

After scrolling up 'X' percent

Status Inactive When a user scrolls % up the page

On click

Overlay will appear after clicking on the given element

CSS selector

[Add new](#)

If you want for the popup to be displayed when your web visitors click on some part of your page, use this feature. Show your widget to users when they click on a box, link, button, banner, etc by indicating the CSS selectors of any element on your web page.

For example, visitors can see the popup after they click on the following elements:

- .class (CSS selector class for any element)
- #element_id (CSS selector id for any element)

NOTE: You can use multiple ids and classes at the same time for the popup to display when visitors click on one of the chosen elements.

Understanding Trigger Types

- **Exit Triggers:** Show your overlay when visitors are about to leave your website.
- **Delay Triggers:** Display your overlay after a set delay.
- **Scrolling Triggers:** Show your overlay after visitors scroll down or up a certain percentage.
- **On-click Triggers:** Present your overlay when visitors click on a specific element or feature.

Here is a description of each trigger option:

- **Exit Triggers:** It displays your widget when visitors are about to **abandon** your website.
- **Delay Triggers:** It displays your widget after a set delay. '**After 'X' second(s)**' shows an offer

after visitors have spent the specified time on a designated page. These overlays that will show up after a certain time are referred to as **Timed Overlay**.

- **Scrolling Triggers:** It displays your widget after the visitor scrolls down or scrolls up a set percentage of your website. The pop-up opens after scrolling **down 'X'** percent or after scrolling **up 'X'** percent, because visitors scroll down or scroll up past a designated point.
- **On-click Triggers:** It displays a widget at a click. When chosen, the click triggers an offer when visitors click on a specific element or feature within a particular page of your site. This feature is enabled by indicating the **CSS selector** of an element. When visitors click on it, they will see an overlay.

You can use the '**Add New**' button to enable an **on-click trigger** on multiple elements on a webpage.

Trigger options

Disable triggers if a user spent less than seconds on your site.
Note, that the option disables two triggers, On Exit offers and After scrolling down "X" percent.

On Exit

Status

Active

 Exit Offers Sensitivity

Low

It sets how likely the overlay will fire on Desktops. High means that it has the most sensitive appearance.
Medium - in the middle.
Low - the least sensitive appearance.
If you set up the campaign for mobile and tablet devices, use "After 'X' second(s)" or "After scrolling down 'X' percent" options.

After 'X' second(s)

Status

Active

 Popup will appear after second(s)
☐ Exclude homepage from timed popup
It sets when the overlay is displayed on mobile and tablet devices. Choose the number of seconds that users must spend on your site to see the overlay.

After scrolling down 'X' percent

Status

Active

 When a user scrolls % down the page

After scrolling up 'X' percent

Status

Active

 When a user scrolls % up the page

On click

Overlay will appear after clicking on the given element
CSS selector

Add new

If you want for the popup to be displayed when your web visitors click on some part of your page, use this feature.
Show your widget to users when they click on a box, link, button, banner, etc by indicating the CSS selectors of any element on your web page.
For example, visitors can see the popup after they click on the following elements:
- .class (CSS selector class for any element)
- #element_id (CSS selector id for any element)
NOTE: You can use multiple ids and classes at the same time for the popup to display when visitors click on one of the chosen elements.

To enable multiple triggers within one campaign, **switch** the status of each trigger from inactive to active.

It is important to note that you can enable multiple trigger options simultaneously. For example, the settings on the above GIF display an overlay if:

- (a) A visitor **exits** a website or **stays** on it for 5 seconds,
- (b) **Scrolls down** to more than 40%, or **scrolls up** to more than 20%, or
- (c) Clicks on a **link** with a selector.

That's how you configure overlay timing and triggers in Picreel. If you encounter any issues or have any questions, feel free to contact our [support team](#).

Related Articles:

- [How to Create a 'One Button' & 'Two Buttons' Overlays in Picreel](#)
- [How to Personalize Your Pop-ups Using Picreel's 'Two-Way Connection'](#)
- [How to Integrate Picreel With Salesforce Marketing Cloud](#)