

How to Configure Overlay Timing & Triggers

You can configure the exact time or event that you want your offer to appear by editing the trigger on the campaign. Note: if you are in the campaign creation process, you will be taken through this process automatically. This instruction is to assist in editing the triggers for an existing campaign.

To edit the triggers of your campaign, follow these steps:

1. Click on the *Campaigns* category on the left side of your screen.
2. Click *Targeting* of the campaign you wish to edit.
3. Choose *When Overlay Appears*.
4. Select *Trigger* options.

WHEN OVERLAY APPEARS

Trigger options

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

Note, that the option disables two triggers, On Exit offers and After scrolling down "X" percent.

On Exit

Status Exit Offers Sensitivity

It sets how likely the overlay will fire on PC 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 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 When a user scrolls % down the page

On click

Overlay will appear after clicking on the given element

CSS selector

The below image illustrates the options for triggering the offer. There are four triggers that you can configure on a campaign, exit triggers, delay triggers, scrolling triggers and click triggers.

Here is a description of each::

1. *On Exit*, which displays your widget when visitors are about to abandon your website.
2. *After 'X' second(s)*, which shows an offer after visitors have spent the specified time on a designated page.
3. *After scrolling down 'X' percent*, an offer is enabled only after the web page is scrolled down past a designated point.

On click, which triggers an offer when visitors click on a specific element or feature within a specific page of your site. This feature is enabled by indicating the CSS selector of an element. When visitors click the element, they will see an overlay.

✓ Trigger options

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Note, that the option disables two triggers, On Exit offers and After scrolling down "X" percent.

✓ On Exit

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Medium - in the middle.

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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 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 When a user scrolls % down the page

✓ On click

Overlay will appear after clicking on the given element

CSS selector

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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:

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

It is important to note that multiple trigger options can be enabled at the same time. For example, the settings on the screenshot above displays an overlay if: a visitor exits a website, or stays on it for 5 seconds, or scrolls down for more than 30%, or clicks on a link

with a selector .