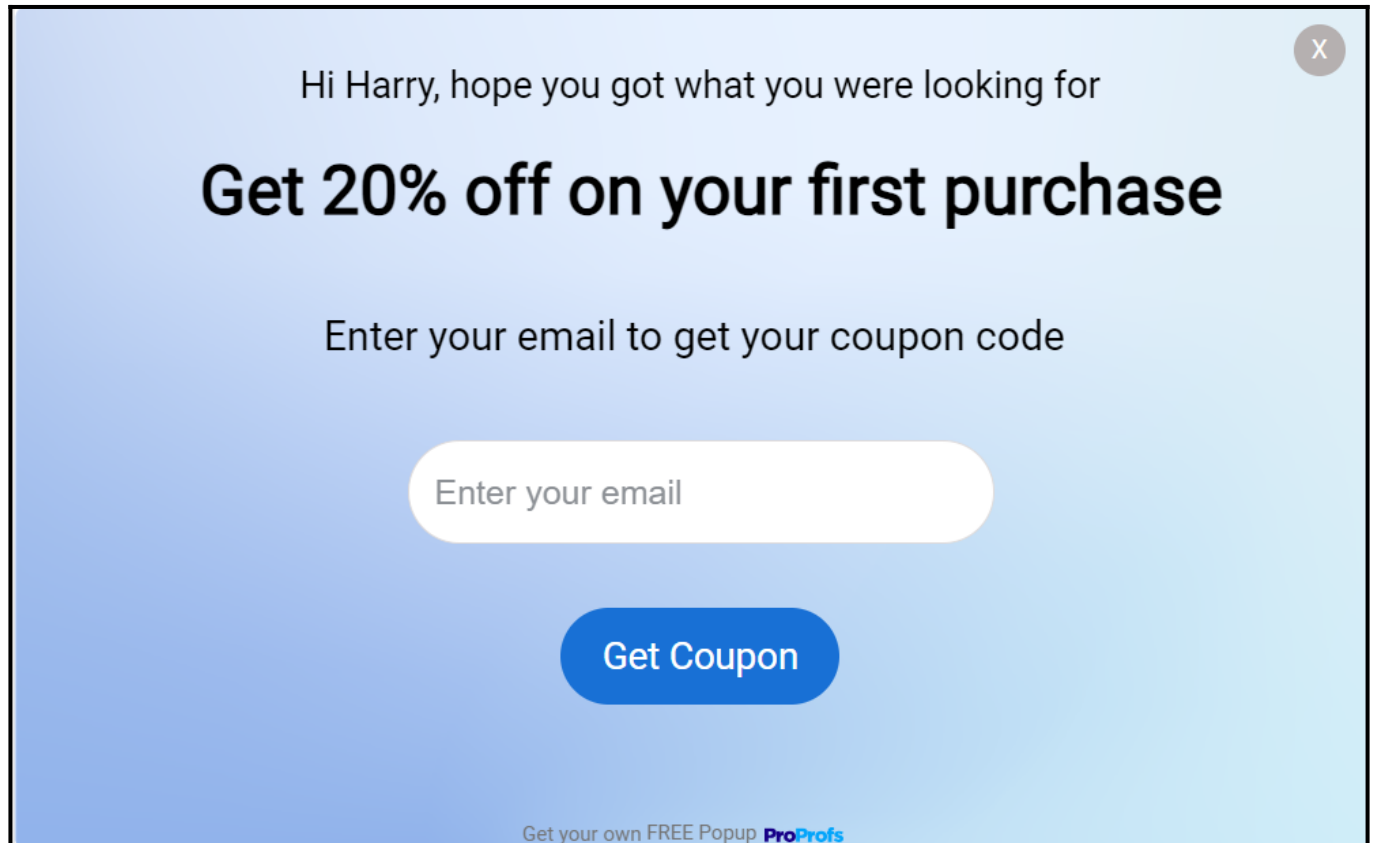


## How to Add Personalized Popup

Send personalized data to Picreel Popup to enhance user engagement by displaying customized promotions, greetings, and messages based on visitor behavior. This help article provides step-by-step instructions for sending website data using the Personalize option in the campaign builder.

### Use Case:

Suppose a returning visitor named Harry visits your site. With Picreel's personalized overlays, Harry is greeted with a special offer. This personal touch not only surprises Harry but also significantly increases the likelihood of making another purchase.

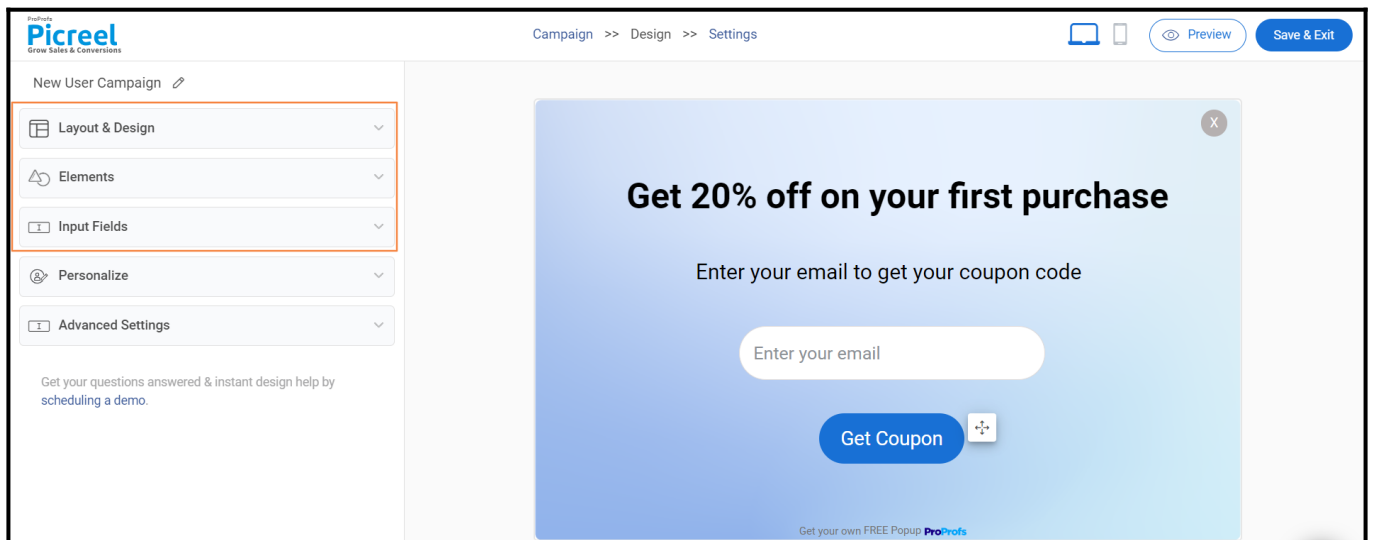


### Benefits of sending website data to overlays:

- **Increased Engagement:** Personalized overlays capture attention more effectively than generic messages, keeping visitors engaged.
- **Higher Conversion Rates:** Tailoring messages to individual visitors boosts the chances of converting them into customers.
- **Enhanced User Experience:** Personalization makes users feel recognized and valued, improving their overall experience on your site.

## To Send Website Data to Overlays

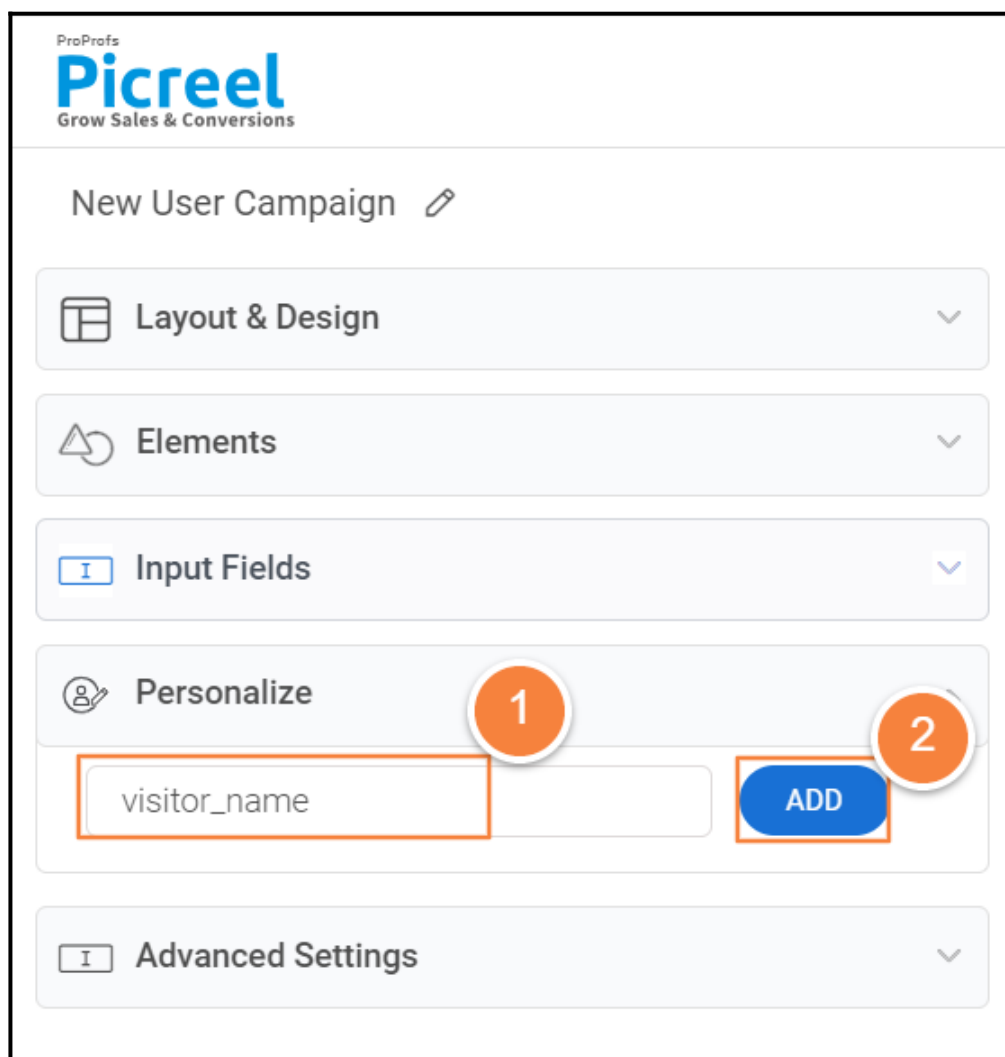
**Step 1:** Start by [creating your campaign](#). Access the campaign builder and use the “**Layouts & Design**,” “**Elements**,” and “**Input Fields**” sections to customize your campaign's appearance and functionality.



This step sets the foundation for your personalized overlay campaign.

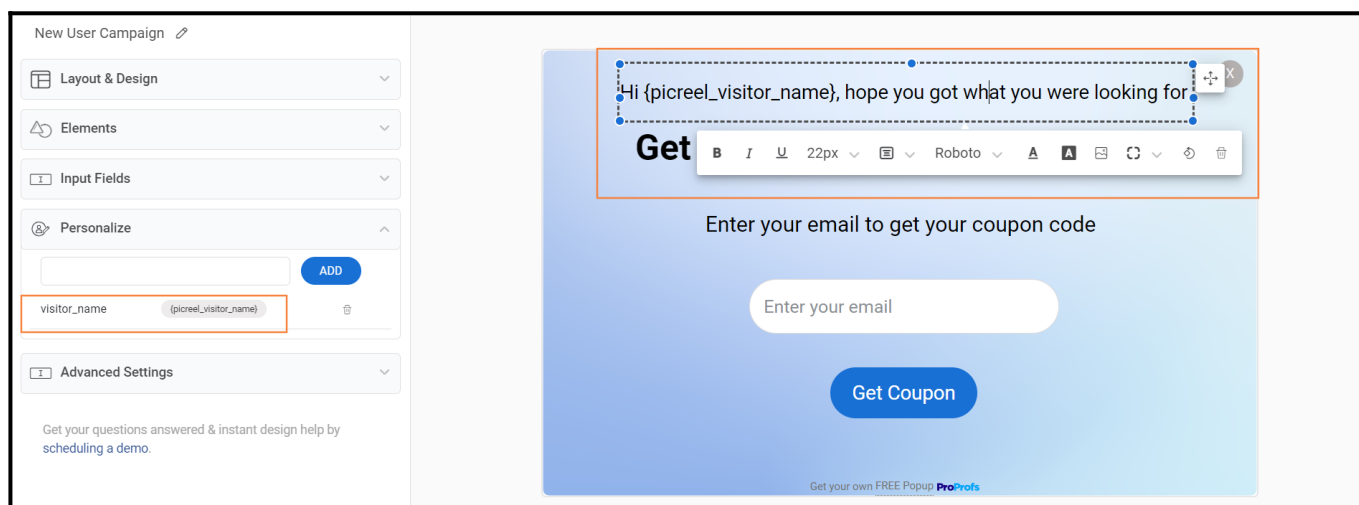
## Step 2: Add Personalized Attributes

- Expand the "**Personalize**" section to add attributes for personalization.
- Enter the name of the attribute (e.g., visitor name, email) in the text input field provided.
- Confirm by clicking the "**Add**" button.



**Step 3:** Format the added attribute using the text editor.

For example, if you've added a 'name' attribute, you can personalize your campaign by crafting a greeting message that includes the visitor's name. This enhances visitor engagement by making your campaign feel more personal.



**Step 4:** After finalizing your campaign's customization, use the preview feature to see how it looks. If satisfied, click **“Save & Exit”** to apply your changes. Once the fields are matched, data will be sent before the overlay is shown.

*That's all about sending website data to Picreel overlays. If you encounter any issues or have any questions, feel free to contact our [support team](#).*

### **Related Articles:**

- [How to Connect Picreel to Any Website](#)
- [How to Set up Pop-up Campaign for a Specific Cookie](#)
- [How to Personalize Your Popups With Dynamic Content From Your Site](#)