

## How to Personalize Your Pop-ups Using Picreel's 'Two-Way Connection'

People are bombarded with different content all the time on the web. But most of it is off-target.

### Why?

Because often that content is irrelevant to people who view it. In a matter of seconds, your web visitors decide if your content "speaks" to them.

### So how do you target your content better? How do you tailor your messages and make them more engaging?

Here's one thing that can help you. With the new Picreel feature, you can use your database data to personalize pop-ups. Now you can send data to your database and get data from your database and display it on your pop-ups. Add names, personal discounts, or even recently purchased products to your messages on Picreel pop-ups.

It's a **"Two-way connection!"**

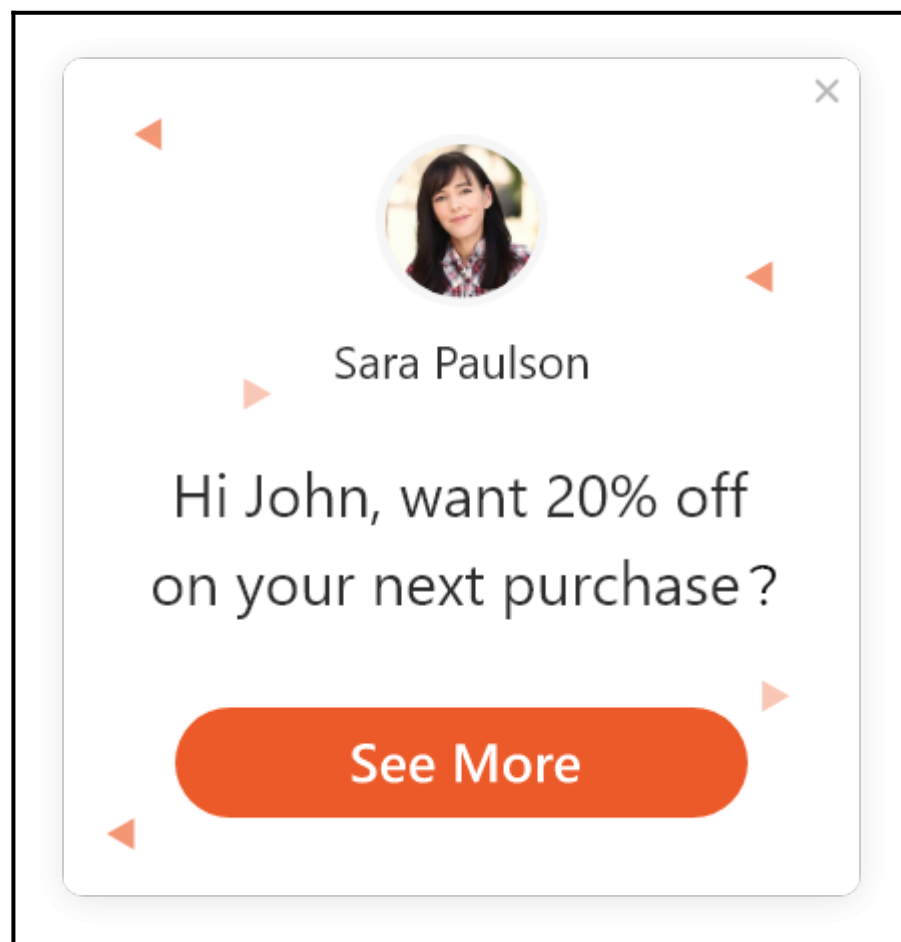
You collect emails, names, and other data with the help of Picreel pop-ups.

This data lands in your database. And – boom! – you can now use your data to personalize your messages and target customers better.

### Using this feature, you can:

1. **Improve** the targeting of your Picreel pop-up campaigns by pulling data from your database
2. **Engage** customers using personalized information in your pop-up campaigns

Here's what Picreel's 'two-way connection' personalized pop-ups look like:



In this article, you'll learn:

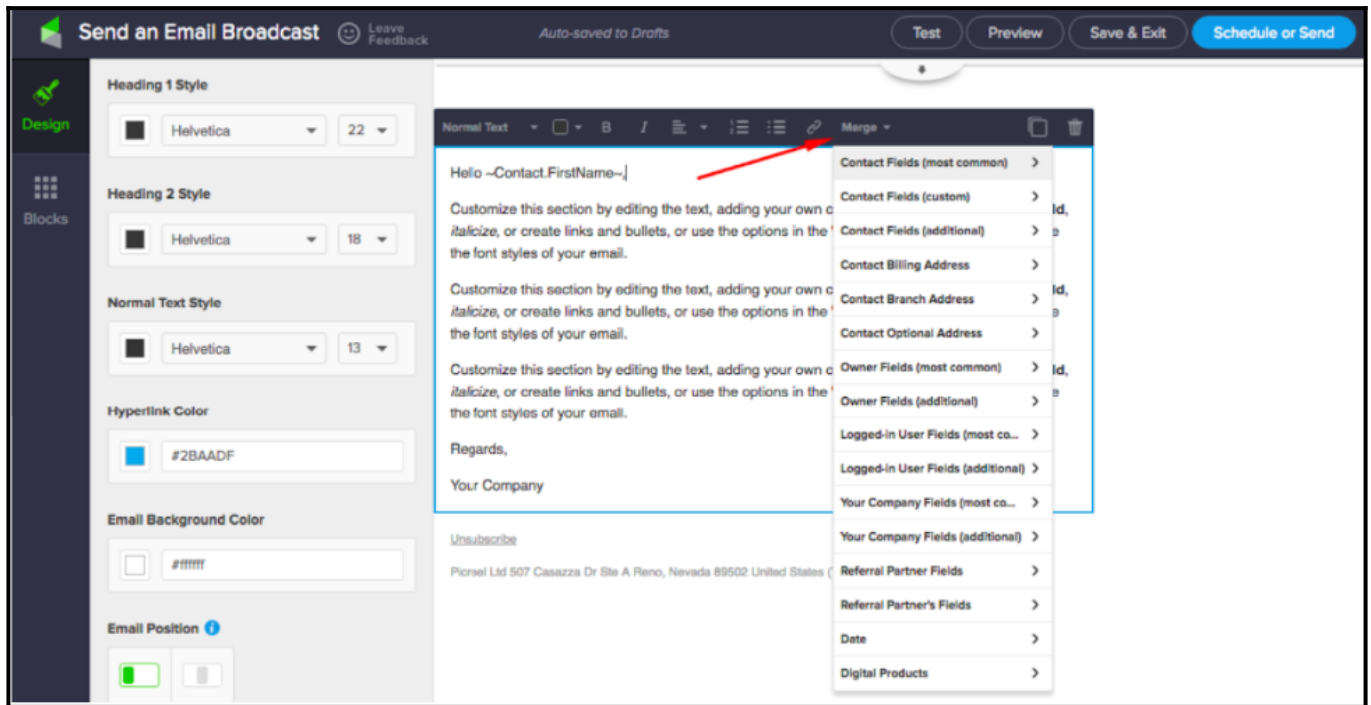
1. [How the 'two-way connection' works](#)

## 2. How to customize a link with CRM fields

### How the 'Two-Way Connection' Works

You can send an email to your list of customers with personalized links to see a pop-up. When customers click on the link, they can be redirected to any URL where you set your Picreel campaign. And they see personalized pop-ups (e.g., with their names, recently purchased products, custom discounts, and any other unique data you store in a CRM/database).

Here we're using **Infusionsoft** to explain this feature.



When you're sending a new email to a list of your customers, there's an option to merge fields from your CRM. These are fields that can also appear on your pop-up!

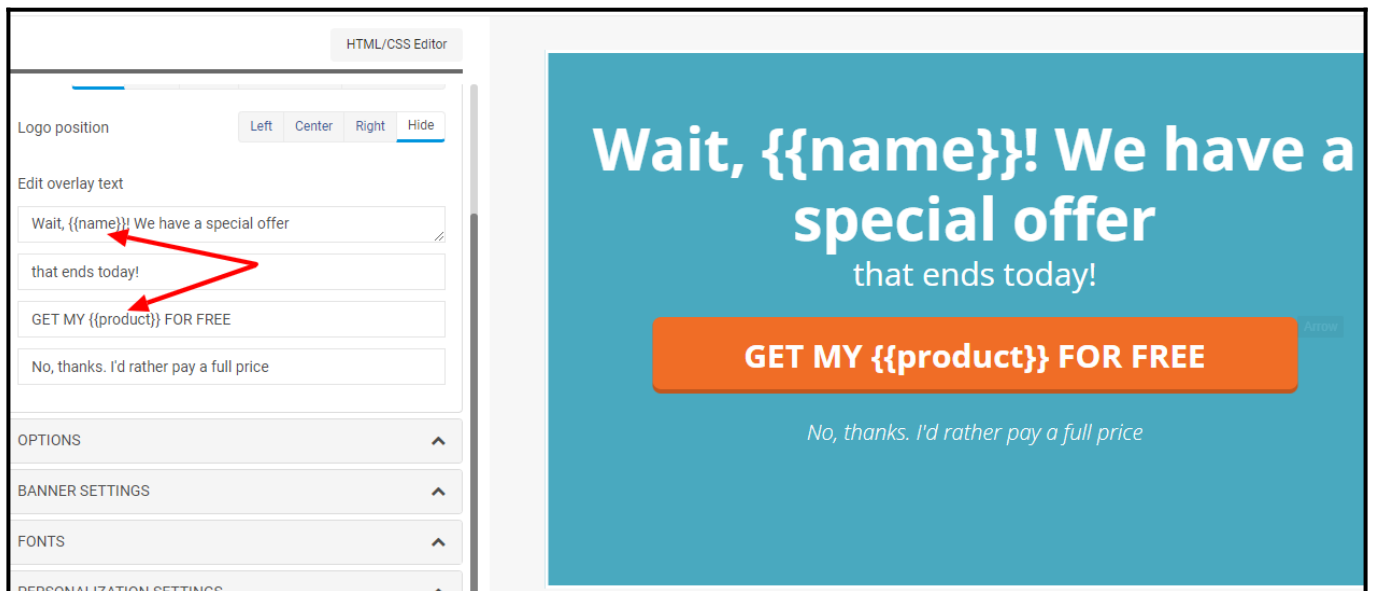
### How to Customize a Link With CRM Fields

#### Step 1:

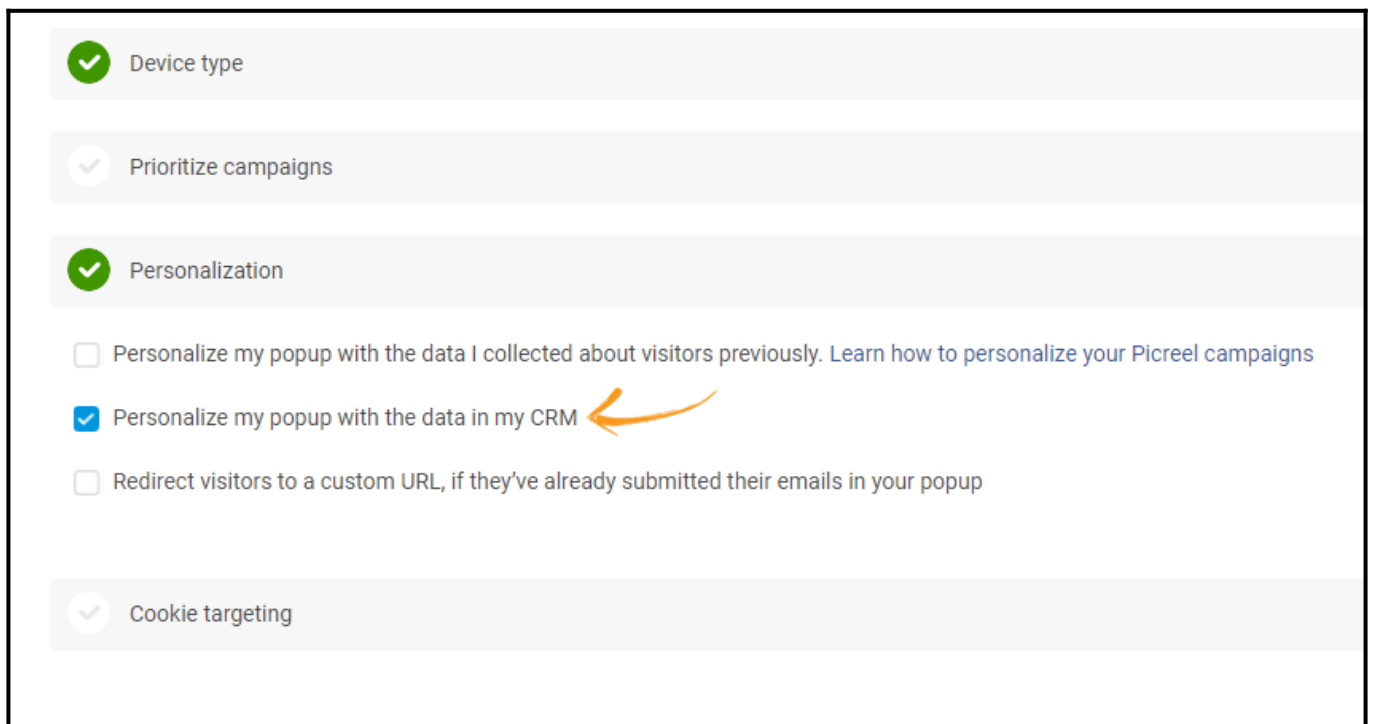
- Go to the **Picreel pop-up campaign** that you want to **personalize** from the campaigns list.
- Click the '**Edit**' button and go to the '**Design**' section on the left panel.

#### Step 2:

- Choose the fields you want to personalize.
- Here, we will proceed with '**Name**' and '**Product**' to personalize a pop-up.



- Click **'Save.'**
- Now, to proceed to the targeting page, click on the 'Settings' button on the 'Campaigns' page.
- Scroll down to the **'Personalization'** section, and check **'Personalize my pop-up with the data in my CRM.'**



- Click **'Save'** to finish the changes.

### Step 3:

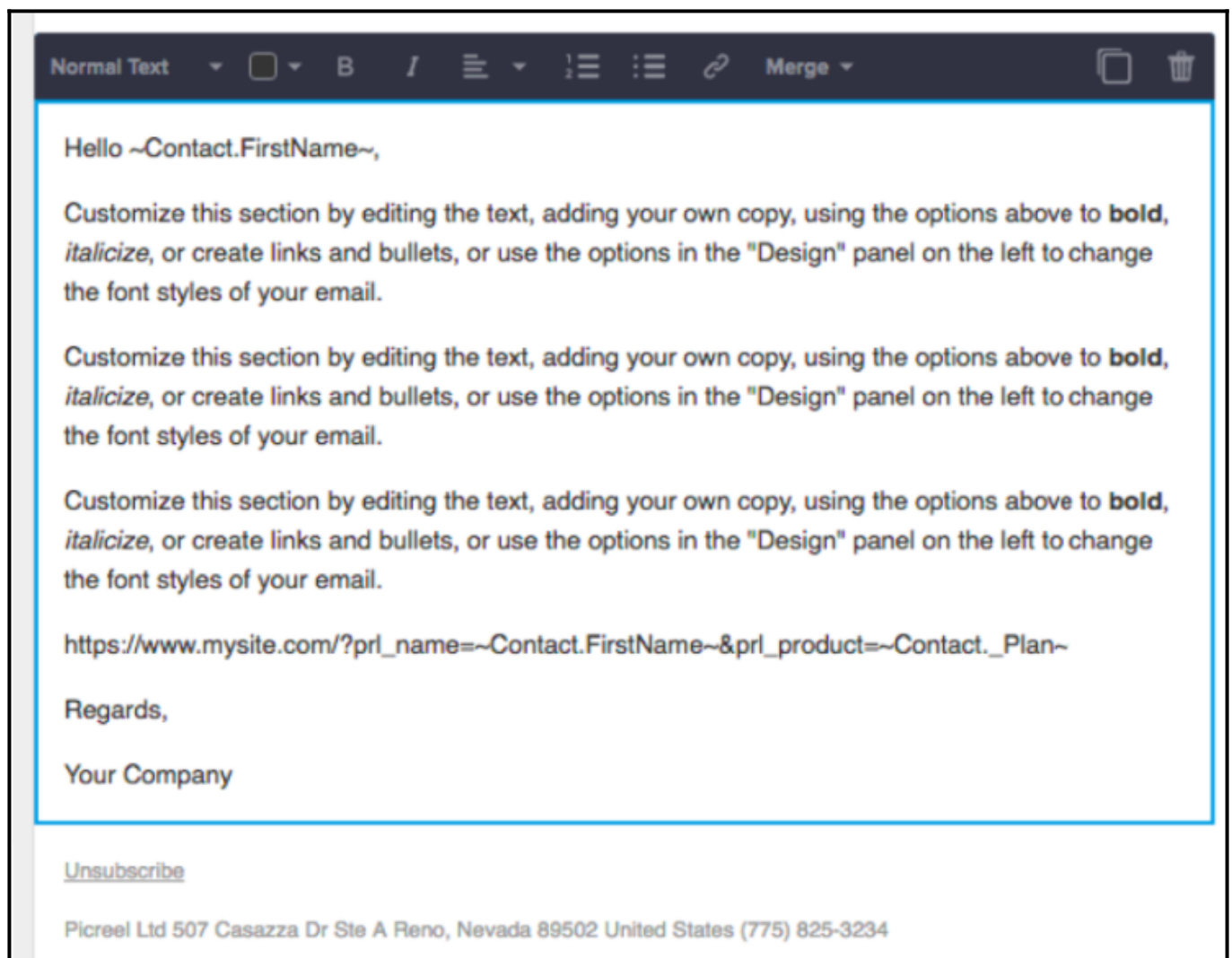
- Now go to your **database** or a **CRM** where you send an email to your list of customers.
- Paste the link to your site (or where the Picreel campaign is set to trigger) in the email—for example, **https://www.mysite.com.**

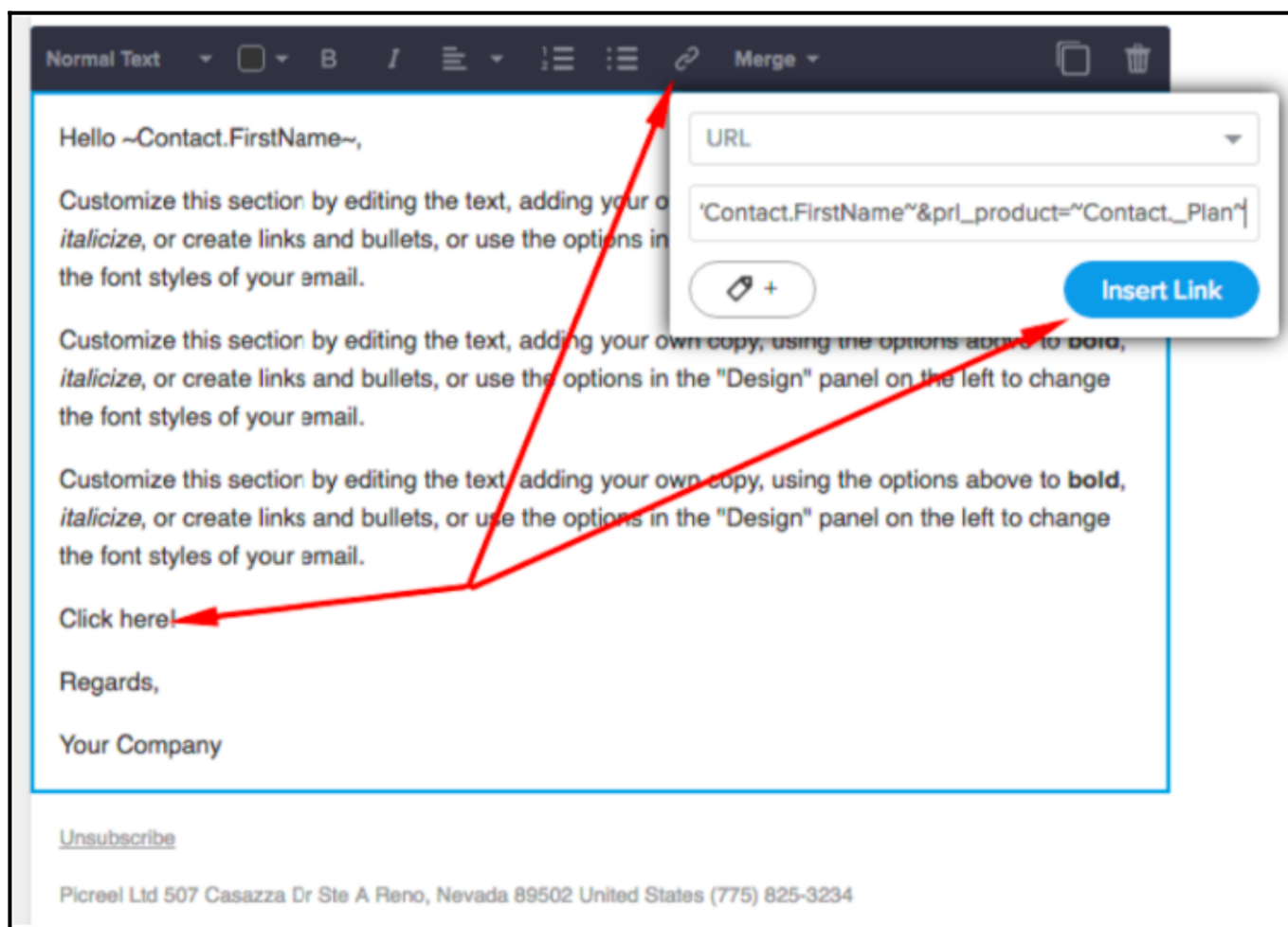
- At the end of the URL, add “/?prl\_name=name of the field in your CRM.” For example, Infusionsoft uses ~Contact.FirstName~ as a name field. So it’ll be like:  
**https://www.mysite.com/?prl\_name=~Contact.FirstName~.**

**Step 4:** If you use more than one field to personalize (like in this example),

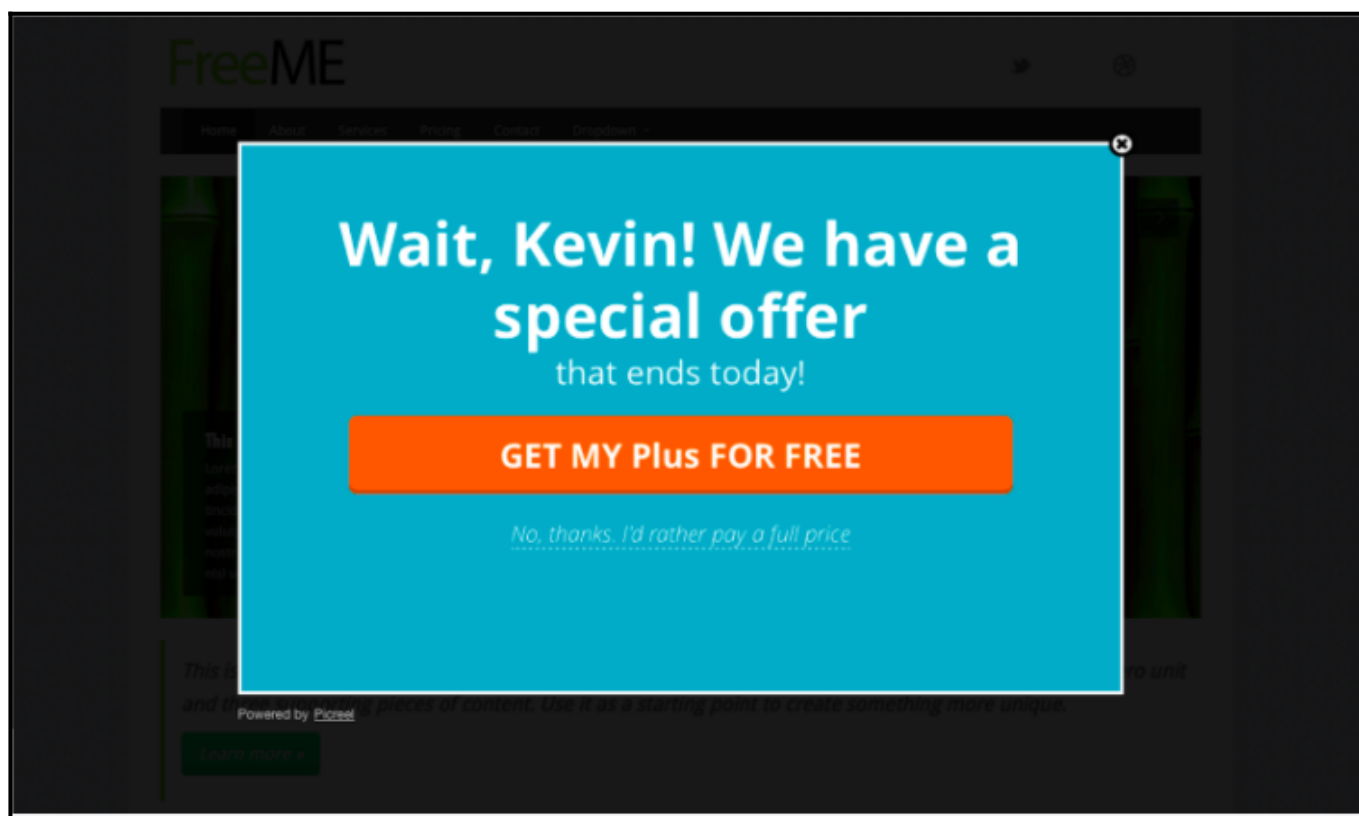
- **Add** the ampersand sign ‘&,’ at the end of the new custom URL and **repeat step 3** for another field—for instance,  
**https://www.mysite.com/?prl\_name=~Contact.FirstName~&prl\_product=~Contact.\_Plan~.**
- Because Infusionsoft uses ~Contact.\_Plan~ as a field name for my **products**, and Infusionsoft populates it automatically with products that my customers purchase.

**Step 5:** Now, you have a **link** to **add** to your **email template** and **send out** to your **list** of customers.





Let's assume that a **customer** on your list **subscribed** to a **Plus plan** a month ago. The customer will **find** your email in his inbox, and upon **clicking** on the link, the customer will be **redirected** to your created URL. The following **pop-up** will appear on the screen:



*That is all about the 'two-way connection' with Picreel and how to use it to your benefit.*

### **Related Articles:**

- How to Connect Picreel to MailChimp
- How to Analyze the Campaign Statistics on Dashboard
- How to Connect Picreel to Any Website