

# How to Redirect Existing Subscribers to Custom URLs

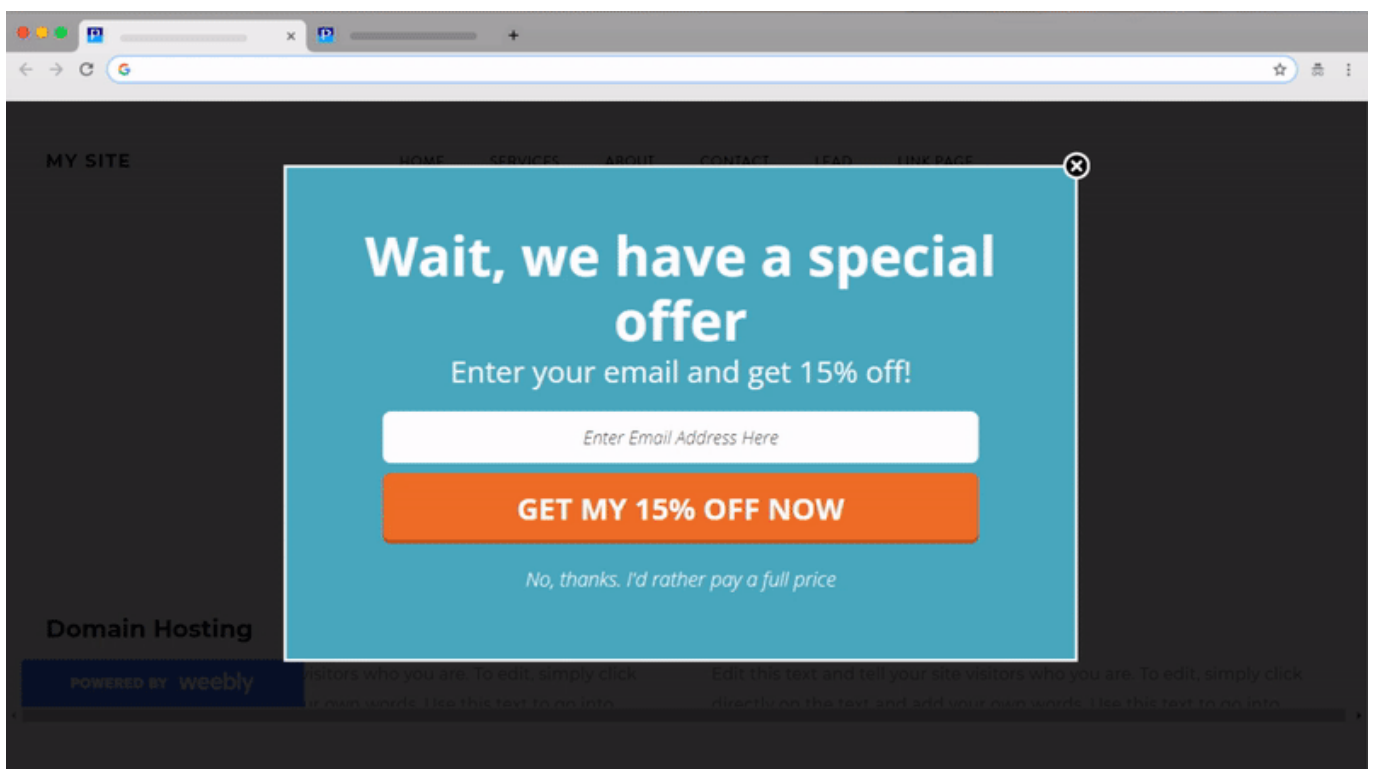
**Picreel pop-ups** are a great way to **collect** emails and **grow** your subscriber list. However, you would prefer not to waste the opportunity if an **existing subscriber** in your CRM leaves their email in your pop-up only to receive the same thank you message again. Such a type of conversion would provide no benefit to you.

Therefore, you can use Picreel's feature that lets you **redirect** existing subscribers to a **custom URL** and increase your bottom line.

**By redirecting existing subscribers in your CRM to custom URLs, you can:**

1. **Pitch** your new collection of products/services and special offers
2. **Improve** your bottom line by grabbing the opportunity to introduce such subscribers to the latest happenings on your website

**Here's what redirecting existing subscribers to custom URLs would look like:**



**To redirect existing subscribers:**

**Step 1:** In your Picreel account,

- Click on 'Edit' to open the 'Edit Design' section of a campaign from the list.

**Campaigns**

Action ▾ All Campaigns ▾

Status	Name	Preview
<input type="checkbox"/>	Campaign 165 Campaign on <a href="http://alextest121.weebly.com">http://alextest121.weebly.com</a> Edit  Email  Settings  Copy  Delete	
<input type="checkbox"/>	Campaign 164 Campaign on <a href="https://oned2772.wixsite.com/shifali">https://oned2772.wixsite.com/shifali</a> Edit  Email  Settings  Copy  Delete	

- On the left-hand side panel, scroll down to the 'Personalization' section, and check 'Personalize pop-up with data on site.'

PERSONALIZATION SETTINGS ▾

Personalize popup with data on site

[Ask more about personalization of popups](#)

- Click 'Save' to move to the 'Target Campaign' page.

2. Edit Design *Edit your overlay*

3. Target Campaign

Save

Reset Settings

Cancel

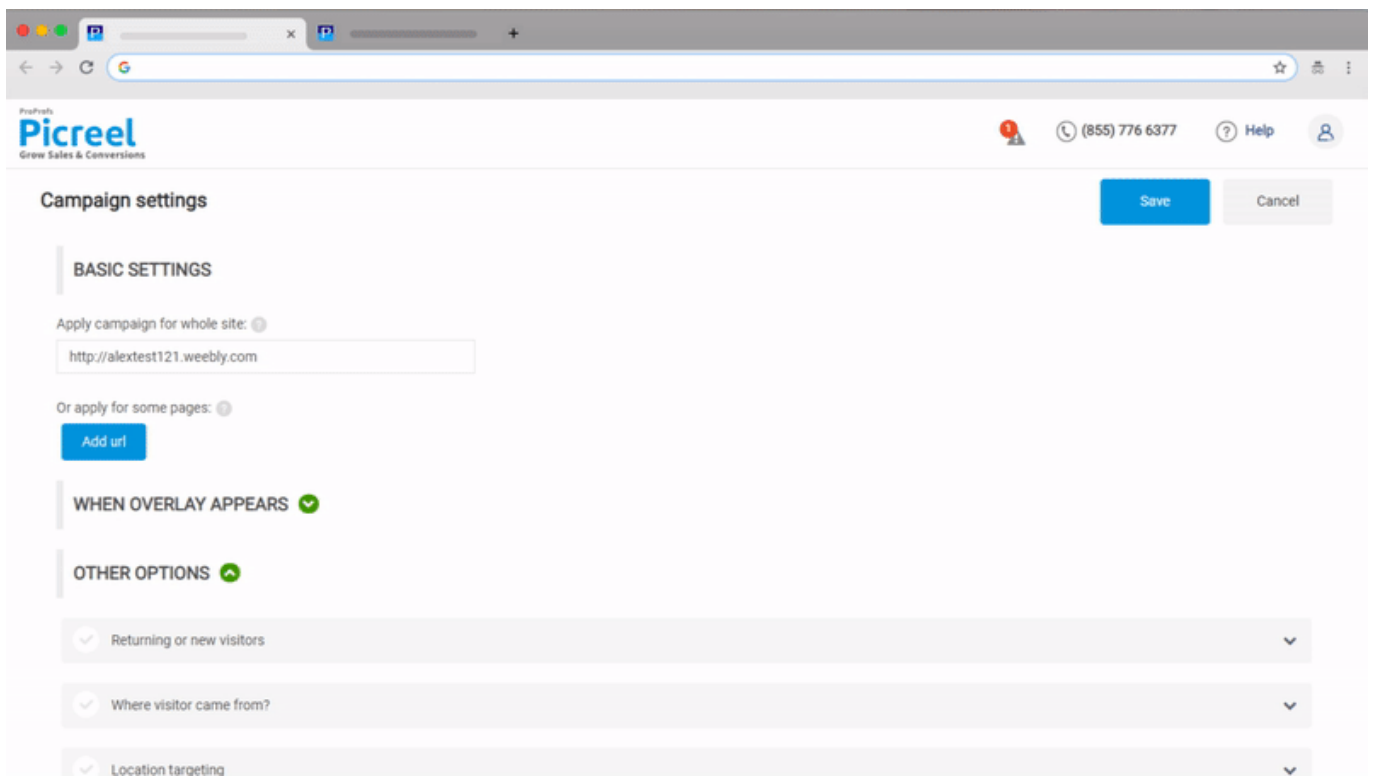
Wait, we have a special offer

Enter your email and get 15% off!

**Note:** If you are creating a new campaign, it's Step 5.

**Step 2:** On the targeting page,

- Scroll down to the **'Personalization'** section.
- Check **'Redirect visitors to a custom URL if they've already submitted their emails in your pop-up.'**
- Paste your **custom URL** in the given space.



**Step 3:** Click **'Save'** to finalize your changes.

*Now a visitor can leave an email in your pop-up once. And if they ever subscribe again, they'll be redirected to the provided custom URL.*

### Related Articles:

- [How to Analyze the Campaign Statistics on Dashboard](#)
- [How to Get New Leads Notification in My Inbox](#)
- [How to Integrate Picreel With Salesforce Marketing Cloud](#)