

How to Personalize Your Popups With Dynamic Content From Your Site

Picreel Exit-intent pop-ups give you the advantage of using **dynamic content** from your site to display relevant offers. It will be based on who's browsing your site.

What is dynamic content?

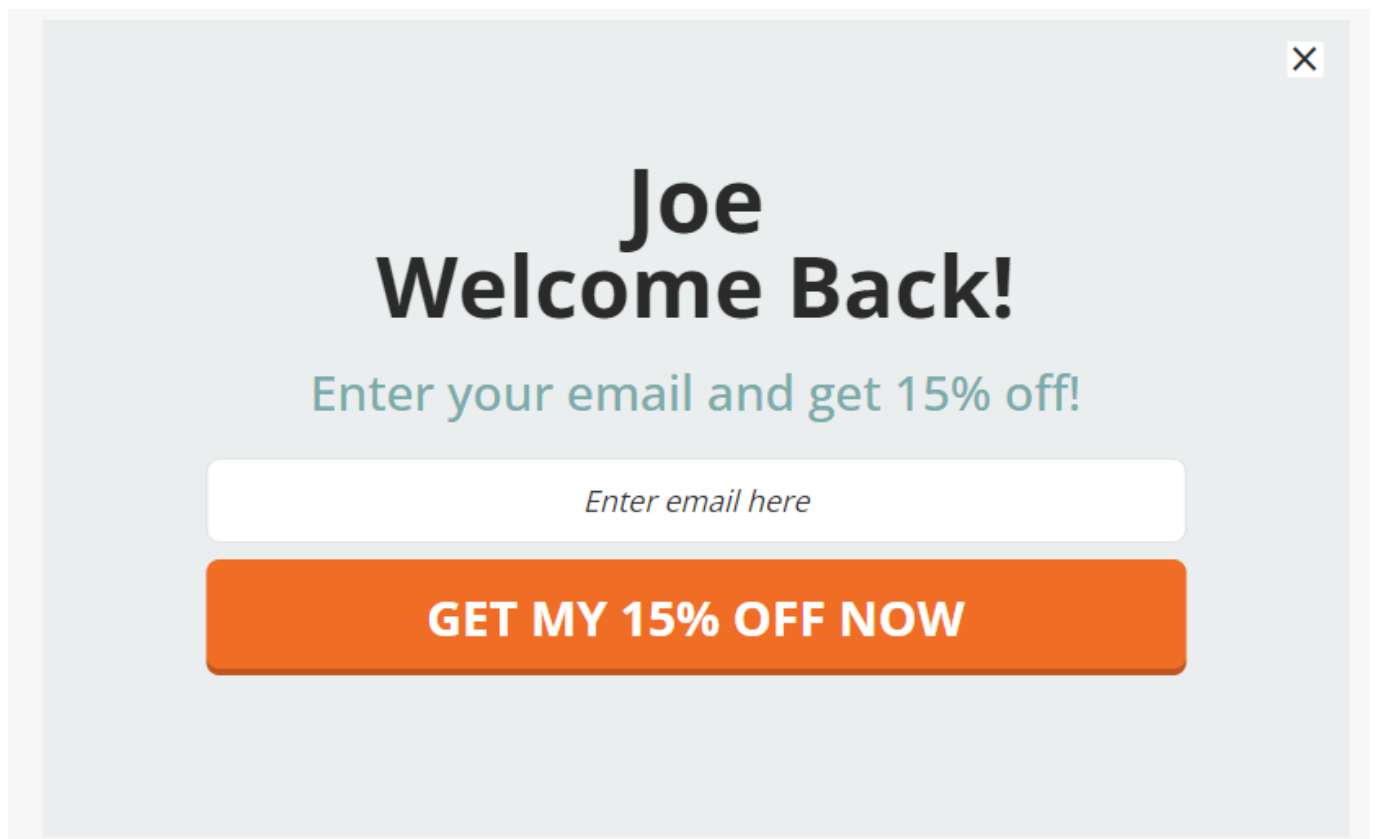
It can be the name of a visitor who's logged in, product in a cart, location, etc. – any text element on your site.

With just a few clicks, you can configure dynamic content in your Picreel pop-ups. As a result, the text on your pop-up changes automatically depending on what appears on your site.

Configuring dynamic content in your Picreel pop-ups will help you:

1. **Increase** conversions by displaying the right pop-up at the right time
2. **Reduce** bounce rate significantly

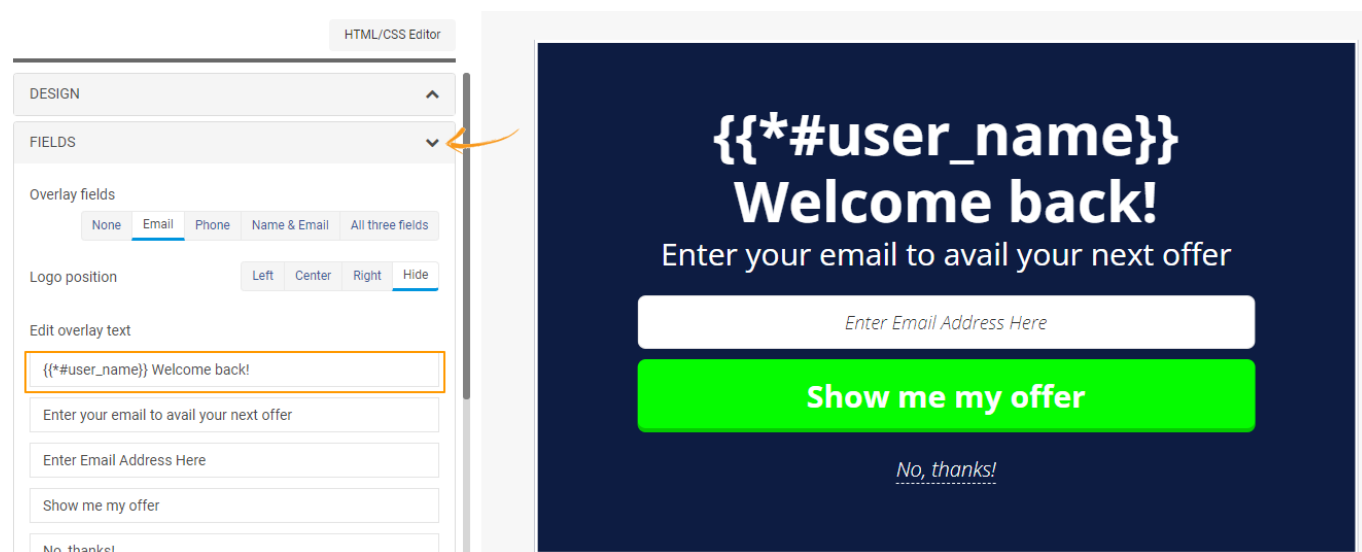
Here's what a personalized pop-up with dynamic content will look like:



Here's how you can personalize pop-ups with dynamic content from your site:

Step 1: Add an element from your site to your Picreel design. To do so,

- Go to the 'Edit Design' section of a pop-up campaign.
- On the left-hand side panel, find a place in the 'Fields' where you want to personalize content.
- Paste the **CSS selector** of an element that you want to use on a pop-up.

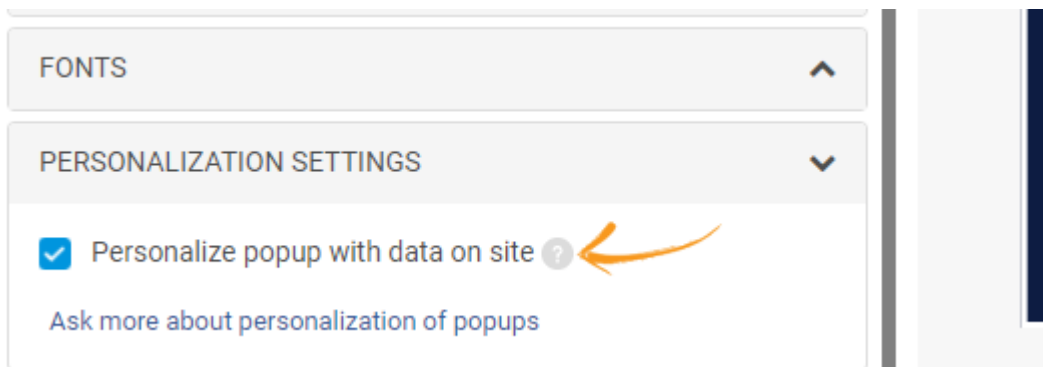


Note: You may require the developer's help to complete this step.

- Insert **CSS selector** after `{{*` and close it with `}}`.

Step 2:

- Scroll down on the left-hand side panel to locate the 'Personalization settings' section.
- Check 'Personalize pop-up with data on site.'



- Click '**Save**' to proceed to the '**Target Campaign**' section.
- Modify your **targeting settings** and click '**Save**' to finalize your changes.

That is all about personalizing pop-ups with dynamic content from your site.

Related Articles:

- [How to Add Picreel Snippet Code via Google Tag Manager](#)
- [How to Analyze the Campaign Statistics on Dashboard](#)
- [How to Integrate Picreel With Salesforce Marketing Cloud](#)