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.
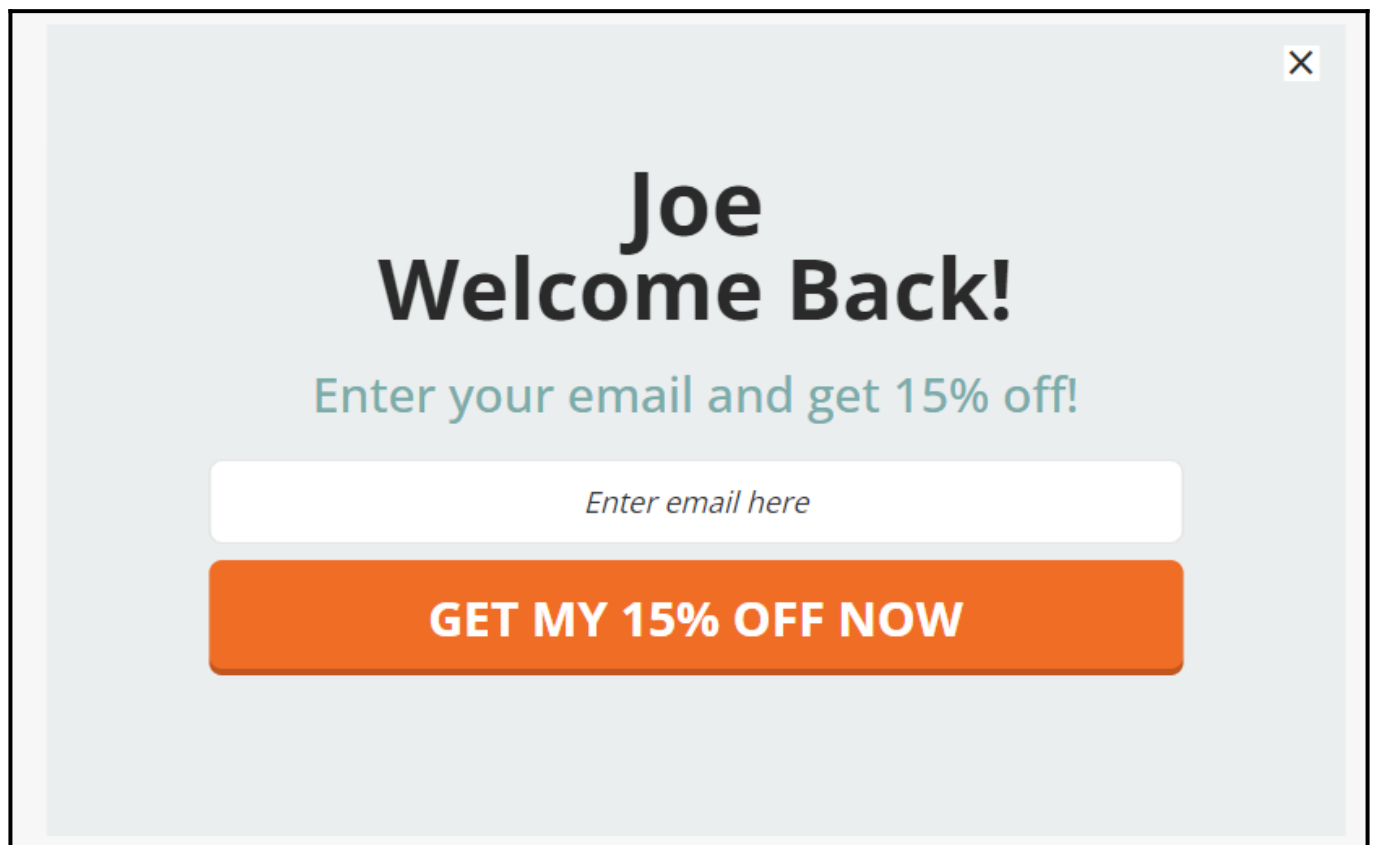
What is dynamic content?

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
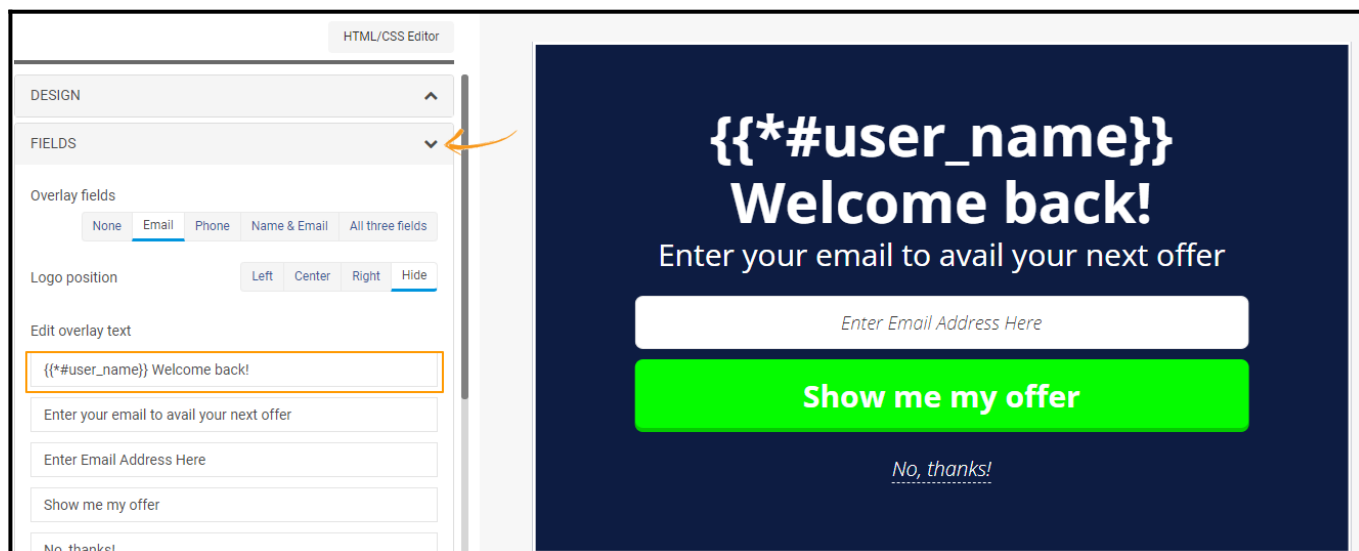
2. **Reduce** bounce rate significantly

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.

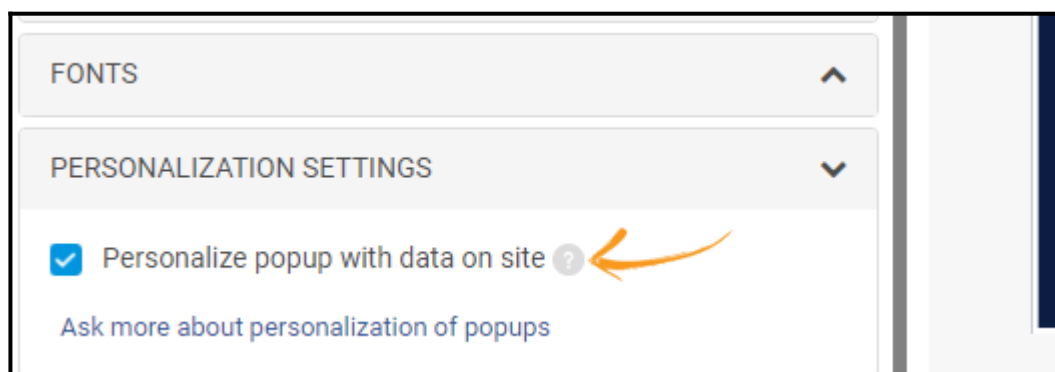- Paste the **CSS selector** of an element that you want to use on a pop-up.

- 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