

How to Personalize Pop-ups With Previously Collected Data

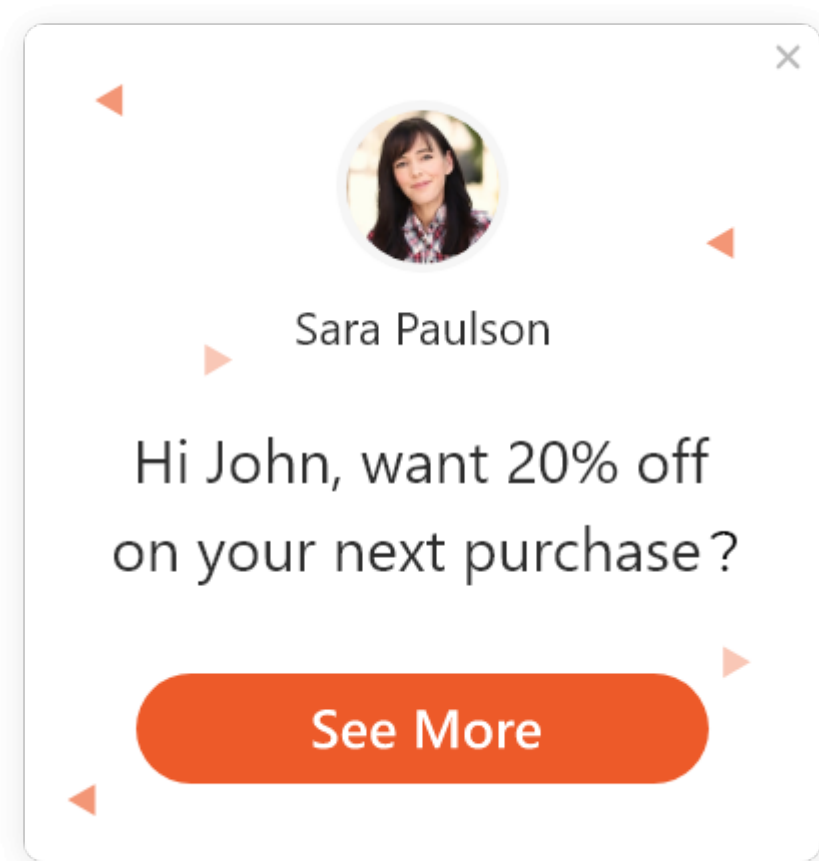
Picreel pop-up campaigns enable you to **enhance** the user experience by using **data collected from their previous visits**. You can use users' data to **personalize pop-ups** and **connect** with them, making them feel more welcomed.

Picreel pop-ups can work as an **email collection tool**. You can also **collect phone numbers** from website visitors through pop-up campaigns.

Using this feature, you can:

1. **Make** a personalized offer to returning visitors
2. **Improve** your chances of converting them into customers
3. **Provide** them with the proper assistance

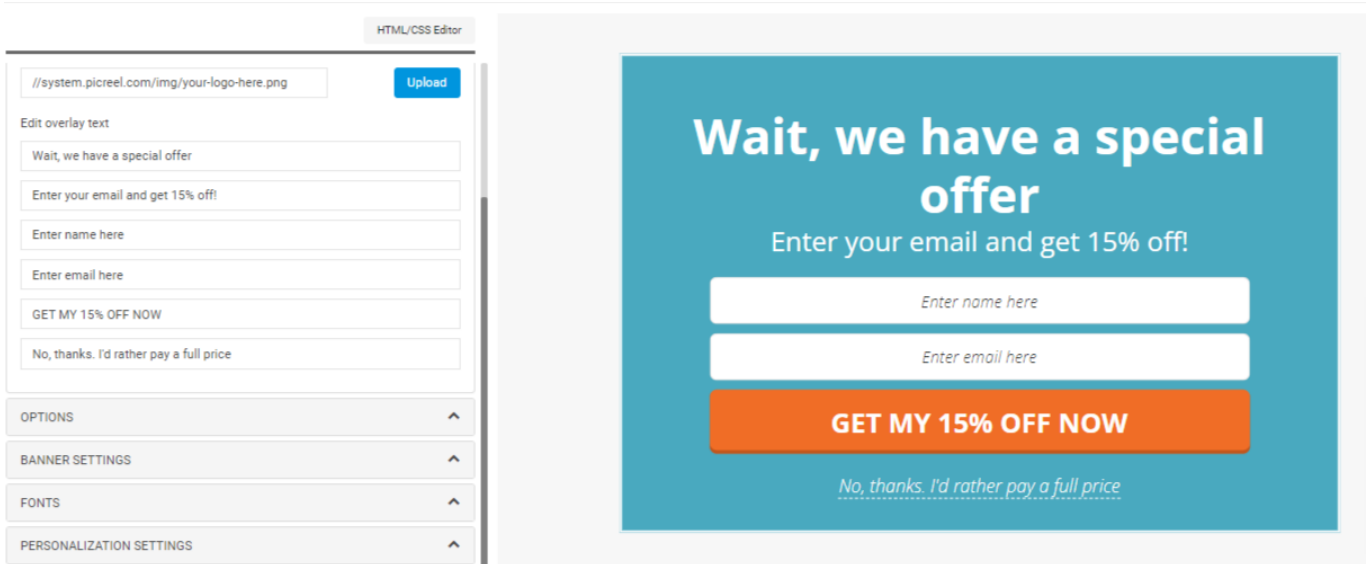
Here's what a personalized pop-up will look like:



To personalize your next pop-up using the user's name, email, or phone number collected before:

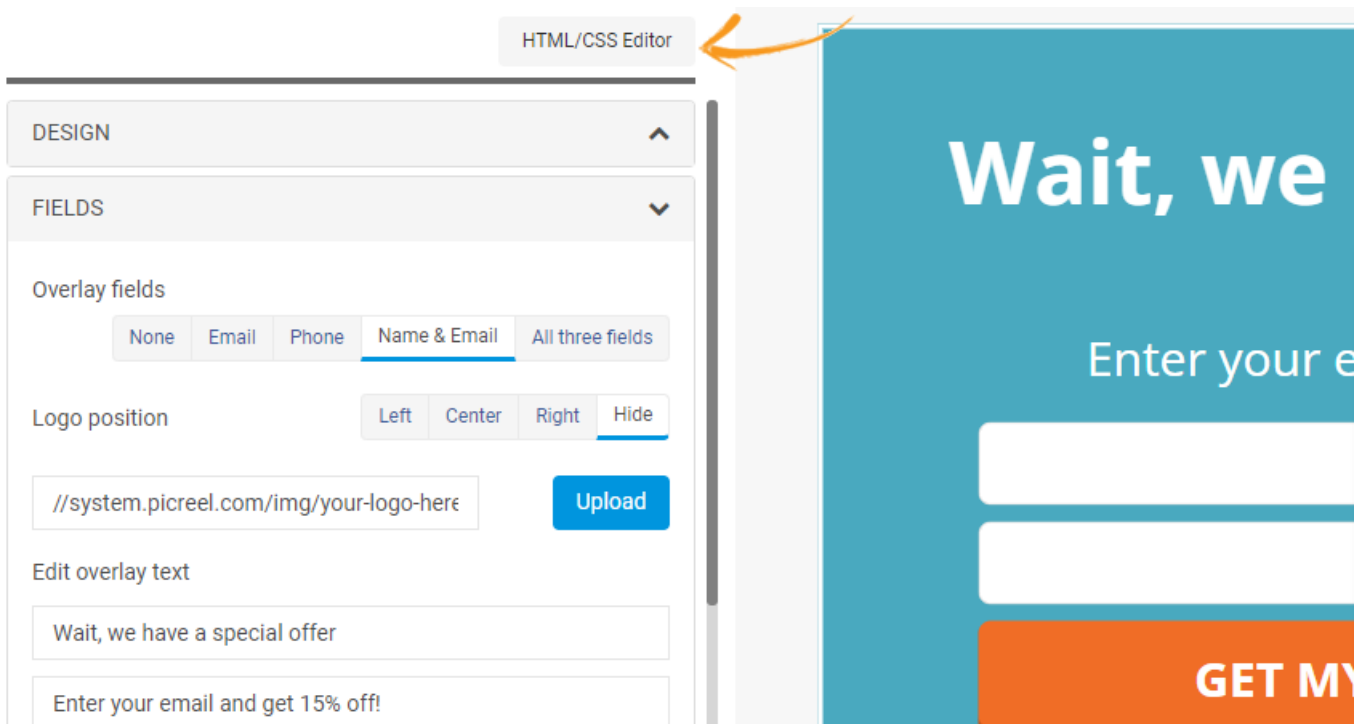
Step 1:

- **Create** your first Picreel pop-up.
- **Decide** what data you want to **collect** and **add** the **fields** to your design.

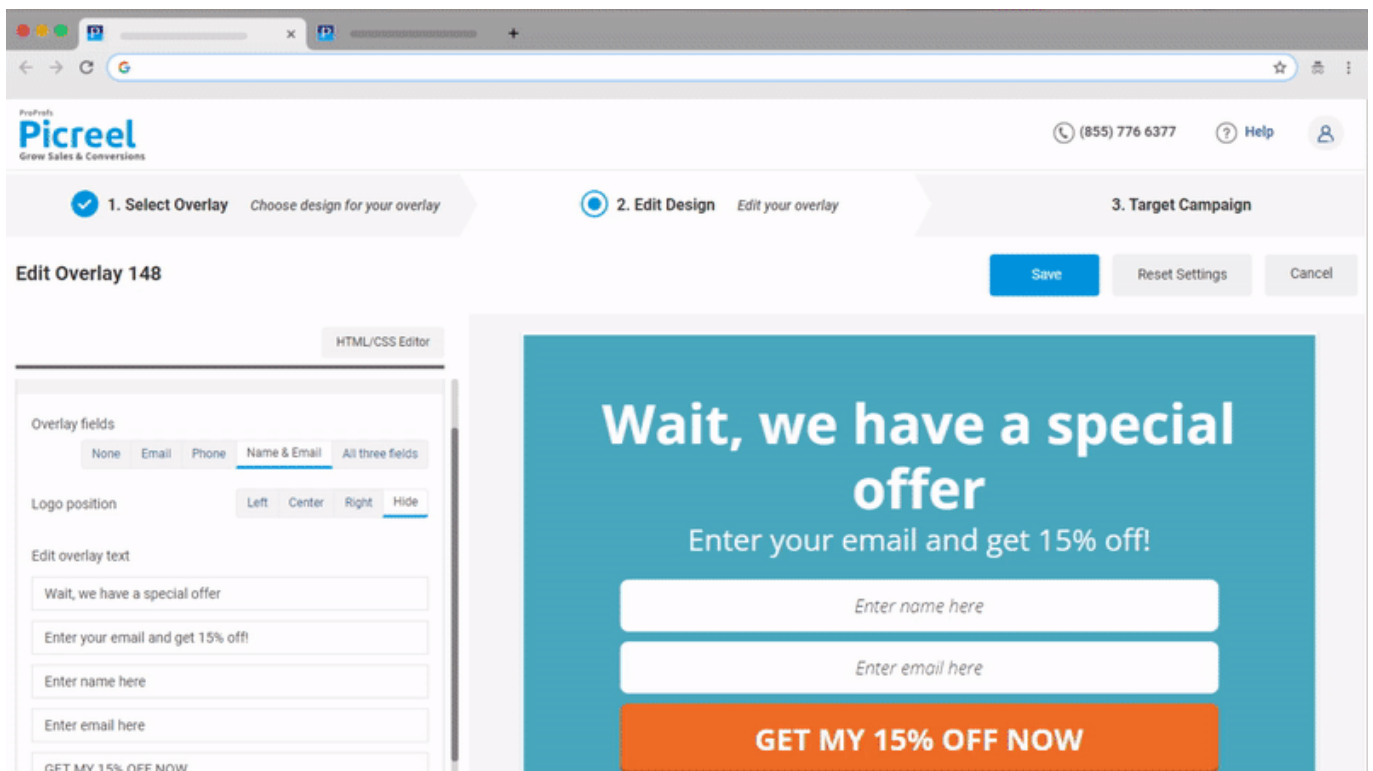


Step 2:

- Open the 'HTML/CSS editor' to copy the names of these fields.

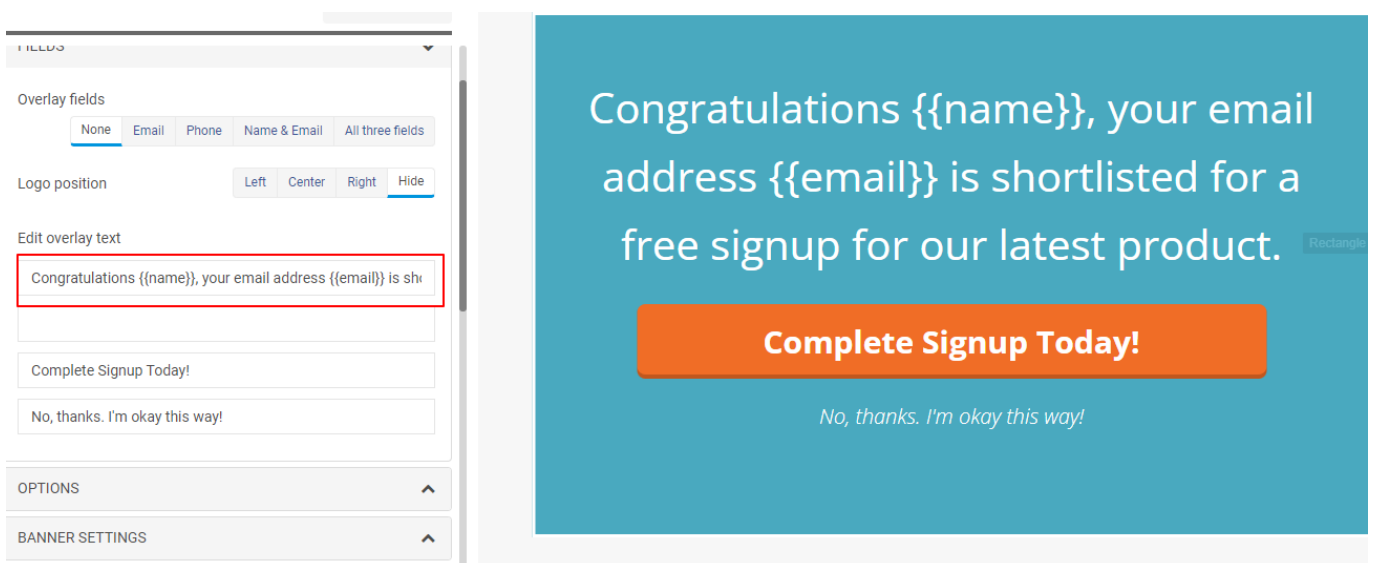


- Scroll down to see the **code**
- Find your **fields** and **copy** the names of these fields.



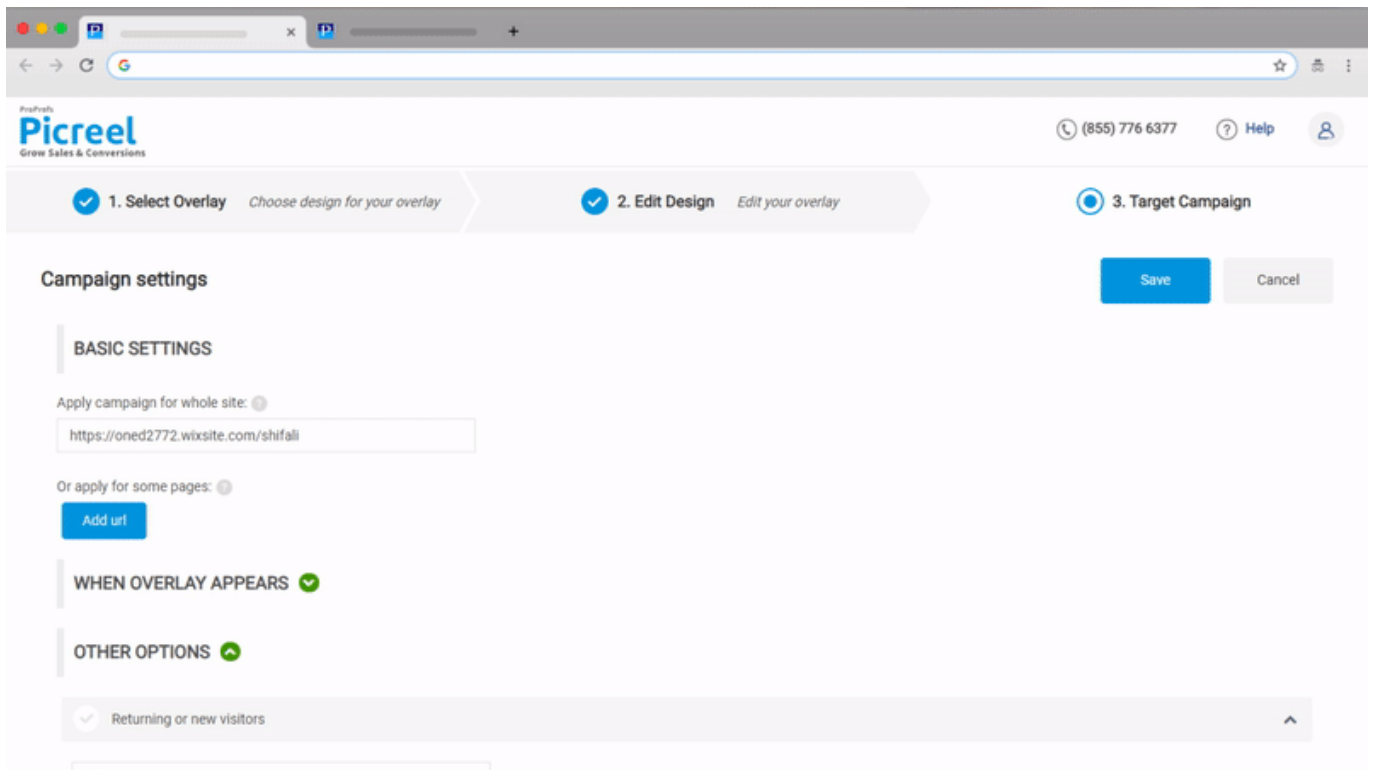
Step 3:

- **Create** your second pop-up.
- **Edit the text** and **paste your fields' names** in places where you want to **use** previously collected data.
- Click '**Save.**'



Step 4:

- In Targeting options, choose to show this pop-up only to **returning visitors**.
- Select '**Personalize my pop-up with the data I collected about visitors previously**' in the Personalization section.
- Click '**Save.**'



Now, when the user enters their data in the first pop-up, on returning, Picreel will display this data on the second pop-up when the user visits again.

Congratulations John, your email address [REDACTED] is shortlisted for a free signup for our latest product.

Complete Signup Today!

No, thanks. I'm okay this way!

That is all about the personalization of the Picreel pop-up campaign using the previously collected data from the user.

Related Articles:

- [How to Configure an Overlay for the Homepage](#)
- [How to Get New Leads Notification in My Inbox](#)
- [How to Integrate Picreel With Salesforce Marketing Cloud](#)