

## How to Enable Website Overlays for Specific Geographic Locations

Picreel's geo-targeting feature display your website overlays to visitors based on their geographic location. This means you can specifically select users of a particular country who can and can't see your overlays. Follow this help article step-by-step to ensure correct geo-targeted campaigns.

### Use case:

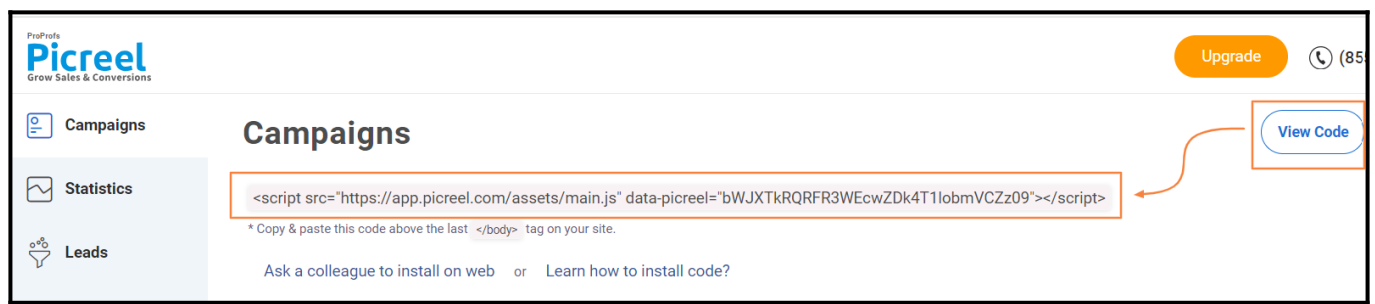
Imagine you own an e-commerce store that offers special promotions to customers in Canada. With Picreel's geo-targeting, you can create an overlay exclusively for Canadian visitors, announcing a Canada Day sale, thereby making your offers more relevant and appealing to this audience.

### Benefits of allowing website overlays for particular locations:

1. Design overlays that resonate with users from a particular location
2. Improve targeting and conversion

## To Enable Website Overlays For Specific Locations

**Step 1:** Navigate to the '**Campaigns**' section from the dashboard and click "**View Code.**"

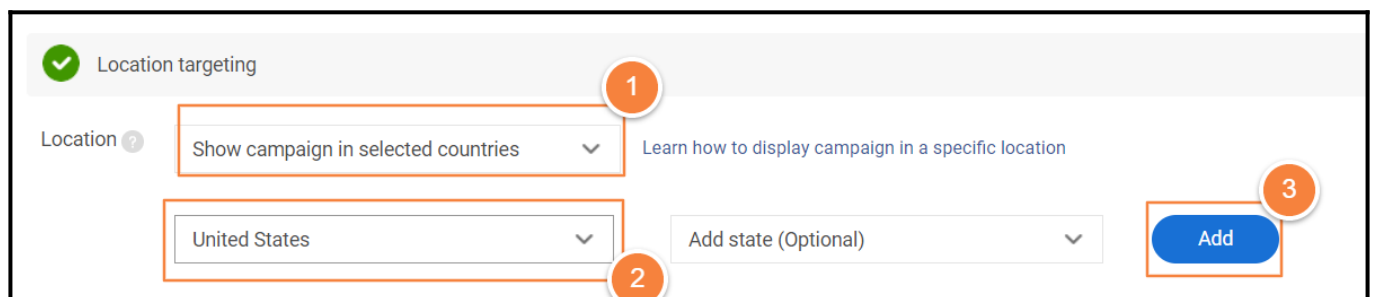


**Step 2:** Modify the overlay script by adding the parameter "**?geo=1**" to the URL, ensuring it looks like this:

```
<script src="//assets.pcrl.co/js/jstracker.min.js?geo=1"></script>
```

## To Set Up Advanced Location Targeting

- Once the code is [installed](#), go to your campaign's '**Targeting**' page.
- Locate and expand the '**Location targeting**' section.
- To show overlays in specific countries, select "**Show campaign in selected countries**" from the dropdown menu, choose the country, and click "**Add**".




Your selected country will appear in the list like this:

✓ Location targeting

Location ? Show campaign in selected countries ▼ [Learn how to display campaign in a specific location](#)

Countries ? 

 United States x

United States ▼

Add state (Optional) ▼


Add

- For more precise targeting, select a state within the chosen country, then click "**Add**" to include it.

✓ Location targeting

Location ? Show campaign in selected countries ▼ [Learn how to display campaign in a specific location](#)

Countries ? 

 United States x

United States ▼


California ▼


Add

Now, the selected country with state will appear like this:

Location ? Show campaign in selected countries ▼ [Learn how to display campaign in a specific location](#)

Countries ? 

 United States x

 California x

United States ▼

California ▼


Add


If you wish to exclude certain countries, select the "**Do not show campaign in selected countries**" option.


✓ Location targeting

Location ? Do not show campaign in selected countries ▼ [Learn how to display campaign in a specific location](#)

Countries ? 

 United States x

 California x

 Canada x

**Note:**

- **Script Modification:** Ensure the script is correctly placed within the <head> or <body> tags of your website's HTML. Incorrect placement may affect the performance of your overlays.
- **Targeting Flexibility:** Picreel allows for dynamic adjustment of your targeting settings. Feel free to experiment with different geographic targets to find what works best for your campaigns. Additionally, consider seasonal or event-based targeting for enhanced relevance.

*That is all about enabling website overlays for specific geographic locations. If you encounter any issues or have any questions, feel free to contact our [support team](#).*

**Related Articles:**

- [How to Set up an Overlay to Collect Email Addresses](#)
- [How to Customize Overlays in the Template Editor](#)
- [How to Connect Picreel to Any Website](#)