

Use website exit popups to stop losing conversions

Source: <https://getsitecontrol.com/usecase/website-exit-popup>



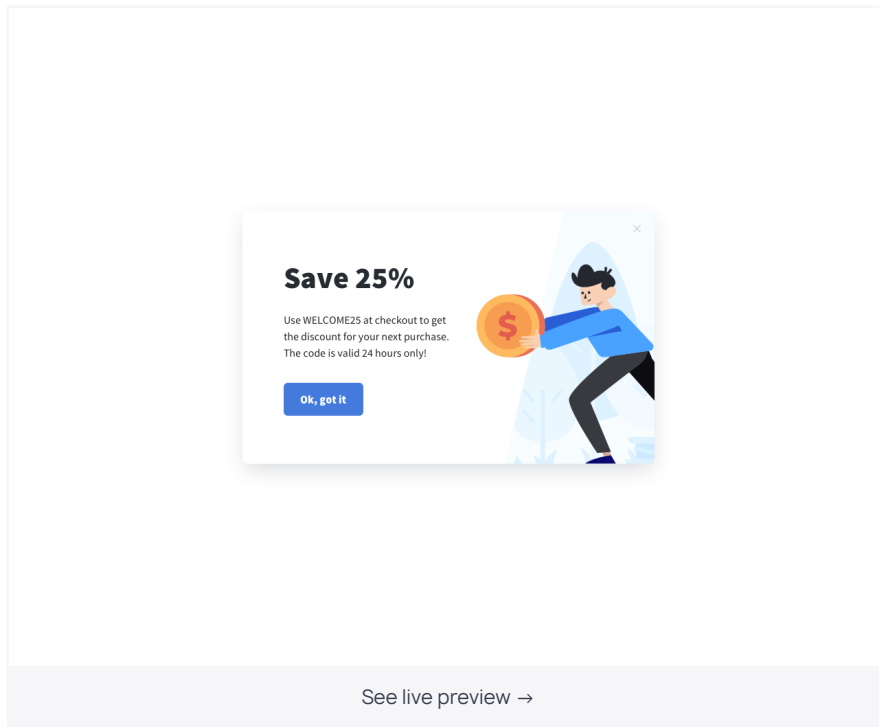
Nina De la Cruz
5 min read

Most visitors will spend less than a minute on your website only to leave without taking any action. And you can be working hard on optimizing your content, but sometimes it's just the sporadic nature of how people surf the Internet these days.

So why not take a chance and show them one last call to action just before they leave? Is there a benefit they might have missed? Is there a discount that will persuade them to make a purchase?

You can try to prevent page abandonments by offering an incentive. The best way to do that is with website exit popups displayed right before a visitor closes a page.

This is what an exit-intent popup may look like:

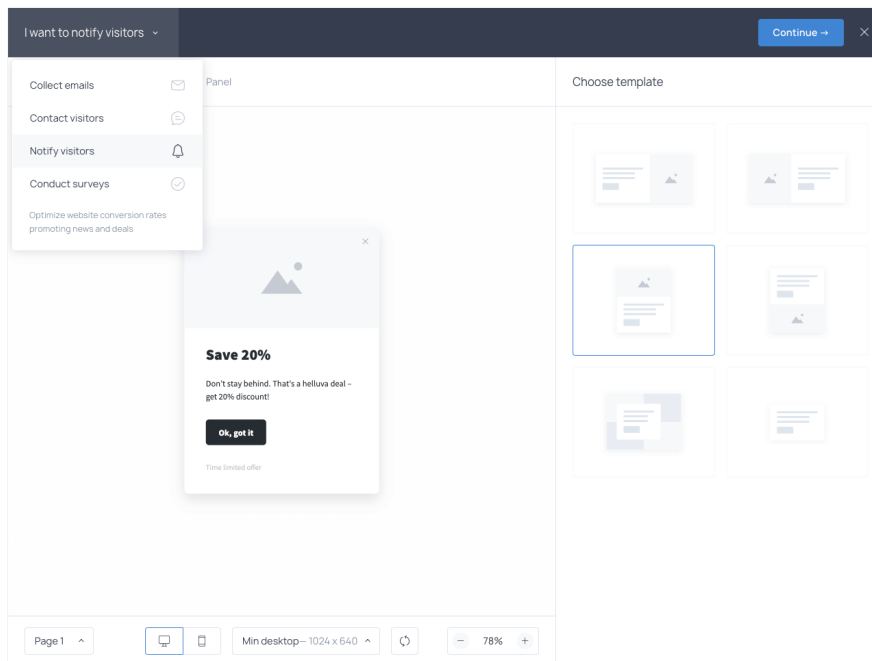


Whether you own an ecommerce store, sell services online, or are trying to grow your blog readership, exit popups can bring lots of value. Below, we'll show how to quickly add one to your website using Getsitecontrol.

How to create a website exit popup using Getsitecontrol

If you have already registered an account and connected Getsitecontrol to your website, creating an exit-intent popup will take you about 5-10 minutes. Here are the steps to follow:

1. [Log in](#) to your Getsitecontrol dashboard.
2. Click [+Create widget](#), choose [Notify visitors](#). Select a webpage position and a template and click [Continue](#) →. Among the available templates you can choose a modal popup with a call-to-action button that will lead to the URL of your choice.



3. On the **Content** tab, add a compelling copy. You can use the premade text of the template or write a custom one. In the **Primary button** section you can also provide a link to the page you want to be opened upon the primary button click.
4. If you'd like to change the look of the template, you can do it on the **Appearance** tab: change the colors for the widget and, if necessary, its size and paddings.
5. Switch to the **Targeting** tab and add an **Exit intent** condition in the **Start to display** the widget section.
6. Save the widget using the **Save & close** button and activate it.

This is it. By default, every visitor of your website will see this popup right before they head to the exit.

Display exit-intent popup to selected audience

Sometimes you may need to only show a special offer to a particular group of website visitors based on their language, location, UTM, device, or other characteristics. You may

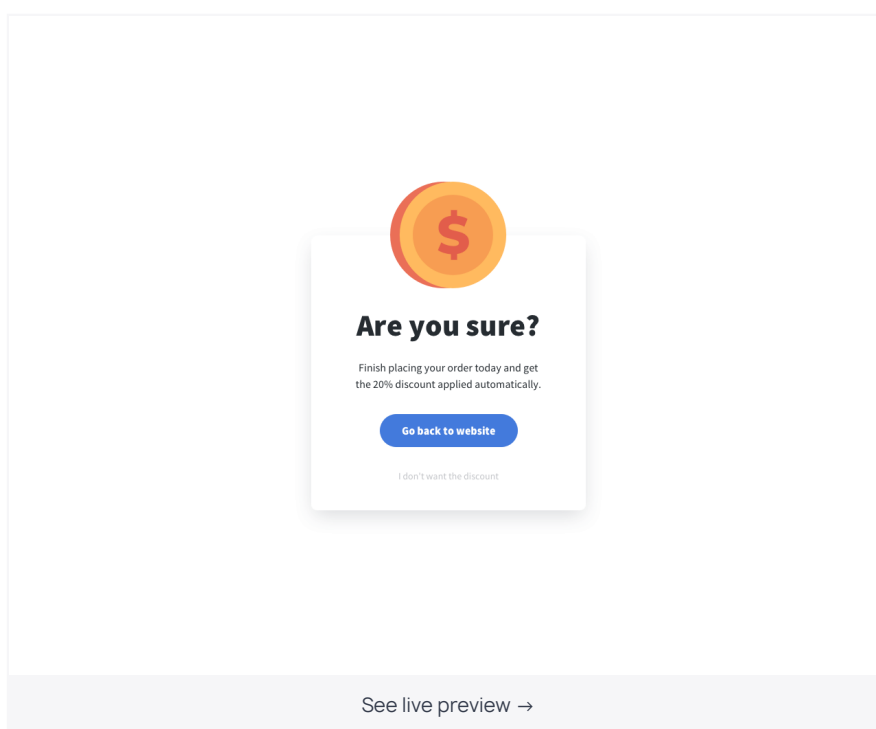
also want to show it on specific pages of your website or even create several customized exit popups for different pages.

All of that can be done on the [Targeting](#) tab of Getsitecontrol dashboard. Simply add the conditions you'd like to include or exclude, specify the pages where you need the popup to be displayed and save your settings by clicking [Save & close](#).

Best practices for creating website exit popup

Now that we've talked about the nuts and bolts of creating an exit-intent popup, there is one question left.

Will just any exit-intent popup stop an abandoning visitor and change their mind about your website? Probably not.



The idea behind exit popups is far from just lowering your website's bounce rate and forcing people to make one extra click before exiting. In fact, this sounds like quite an

annoying scenario that probably earned an unsavory reputation for popups in the first place.

To make website exit popups work for you, you need to include a hard-to-say-no offer.

Here are two simple rules we believe you should stick to:

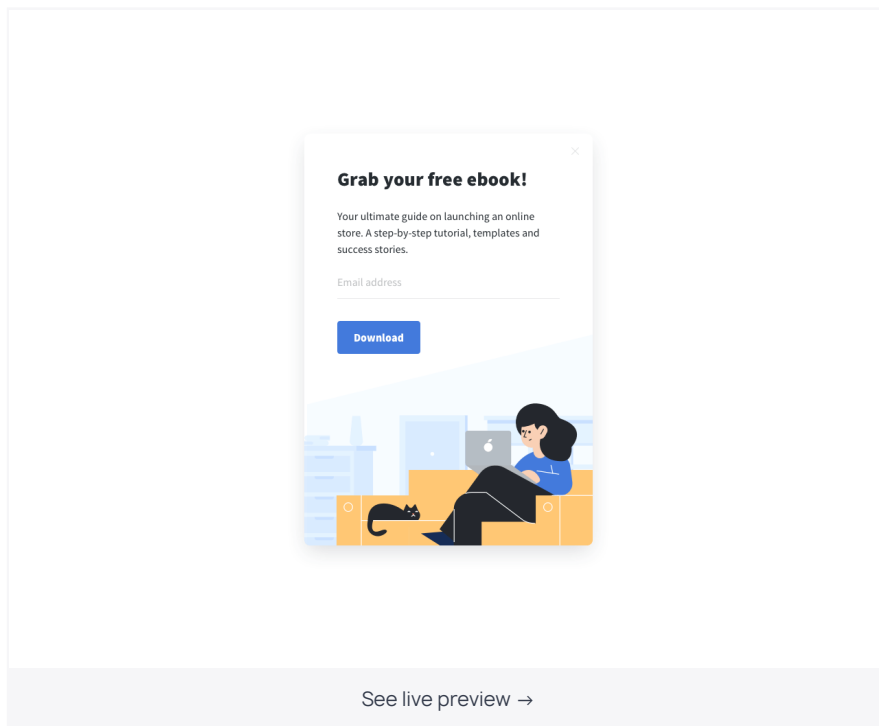
1. Make the offer irresistible

If you own an ecommerce store, there's no doubt about it: discounts are your best friends when it comes to conversions. And placing one on an exit-intent popup is an excellent idea.

Now, will a 5% discount stop someone who has already decided to leave? Unlikely. Of course, it all depends on every customer's individual objections, but if it was the price factor, your offer would have to be as generous as you can afford.

If discounts or free shipping aren't relevant to your website – say, if you own a blog and don't sell anything yet – your best option is a lead magnet.

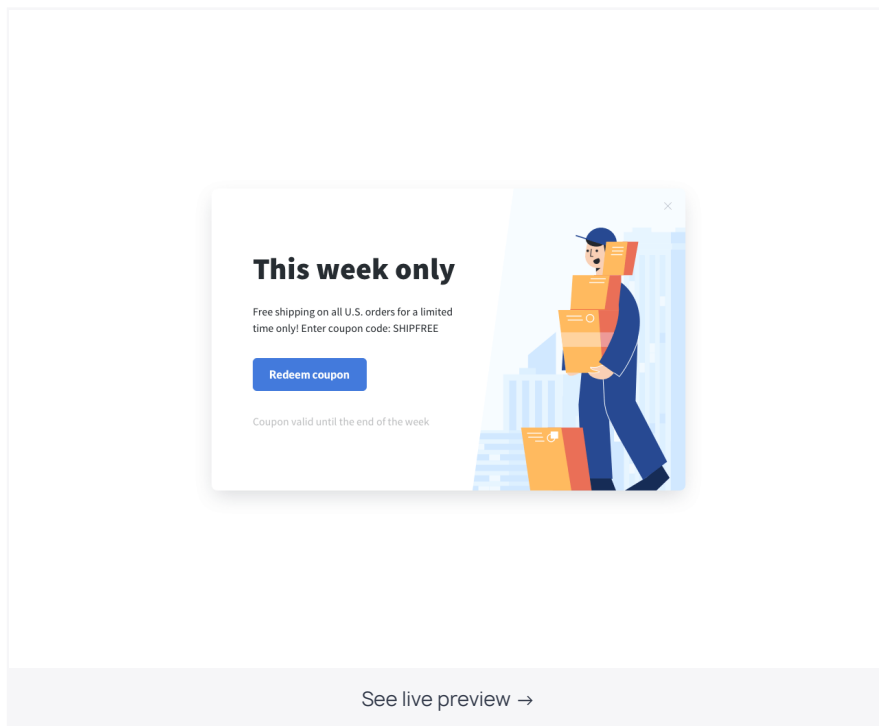
Lead magnets are unique pieces of content that can bring instant value to your readers. It can be an eBook, a toolkit, a cheat sheet – you name it.



Since gaining new subscribers should be one of the main objectives for your blog, we recommend using an email subscription form — just like in the example above. This way, you prevent website abandonment, new subscribers receive an email with a link for downloading the promised lead magnet, AND you get to grow your list too. Everybody wins.

2. Make the popup eye-catching

Always remember that you're trying to grab the attention of those who have already set their minds to leave your website. So, the way you design a popup matters a lot. Aim to wow your visitors, use the element of surprise, and don't be afraid of going unconventional. Getsitecontrol even allows you to A/B test the popup to make sure you're using the best combination of copy and creative.



Another rule of thumb: the offered value should be clear and easily consumable. In other words, you should minimize the amount of text, get right to the point, and make it as simple as possible to proceed:

1. [Copy this discount code and continue to checkout](#) – when someone is abandoning a shopping cart.
2. [Type your email below to receive the secret sauce recipe](#) – when a reader is leaving your blog without subscribing.
3. [Click to see the most popular items in this category](#) – when a visitor is leaving the product category page, but you know there might be something to pique their interest.

Wrapping up

Exit popups may seem controversial to some, but with the right setup, they definitely work. In this post, we've focused on using them for increasing website conversion rate. There is much more you can achieve with these little widgets though. For example, you can add a [website exit survey](#) and ask abandoning visitors about the reasons they are leaving. Or you can display a contact form if you think some might be leaving because of the lack of information.

