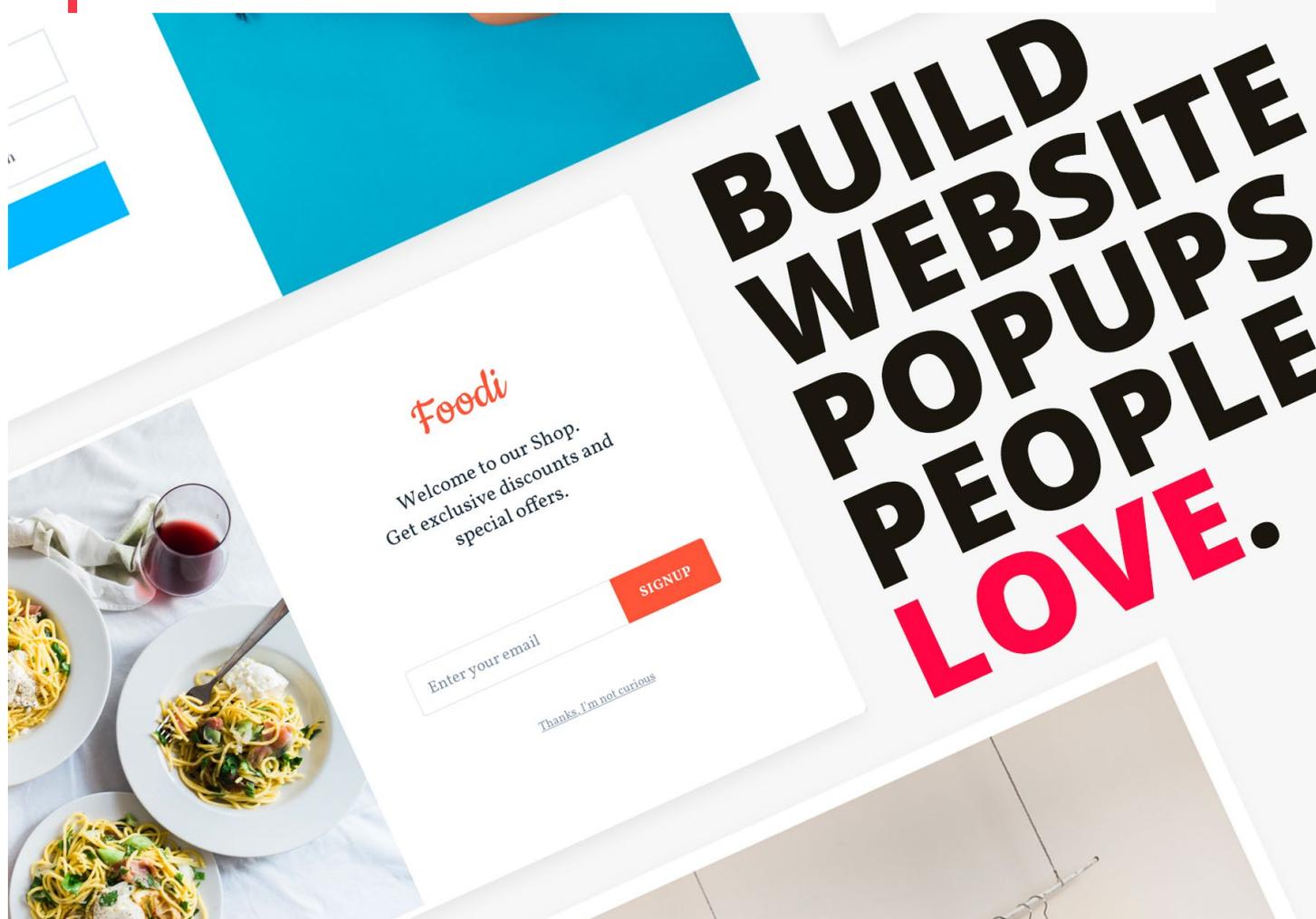


# 5 ROOKIE MISTAKES TO AVOID WHEN USING POPUPS

Proposed by Wisepops, technological partner of Actito





Ready to start using popups to build your email list? Read this article to avoid common pitfalls and supercharge your email marketing strategy.

All stores want to grow their revenue.

But not all stores adopt the same approach. Most choose to focus on driving more traffic. This usually means spending a lot of money on Facebook Ads, Google Ads, affiliate marketing, etc. **The recent Casper IPO** showed the limits of this model in a world where acquisition costs keep increasing: it was revealed that the company loses \$160 for every mattress it sells because of its acquisition costs.

The second strategy is simpler: trying to make the most of your existing traffic by turning your visitors into subscribers.

With **an average 4% conversion rate**, email pop-ups are the best tool to support this kind of strategy. But they can also backfire.

In this article, we'll explain how you can use pop-ups to build an audience without affecting your visitor's experience.

# MISTAKE 1

## Displaying Your Popup Right Away

Last year, we ran a study on a sample of 300 e-commerce stores from all around the world.

One of the findings of the study struck us: 76% of the websites using popups that we reviewed displayed their popup as soon as the user landed on the website.



### Website popups remain the most popular engagement tool

Half of the stores use them.

Most (76%) are displayed as soon as the user arrives on the store.

93% of them are used to collect emails.

*A screenshot of the study*

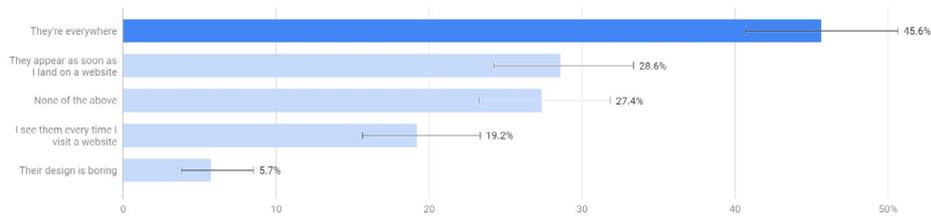
Let me explain why this is a huge mistake.

## #1 DISPLAYING A POPUP RIGHT AWAY HURTS THE VISITOR EXPERIENCE

Last year, we ran a survey to understand web users' feeling towards popups. Its results were mind-blowing: **82% of them told us they hated popups.**

And the fact that popups often appear as soon as a visitor arrives on a website ranks among one of the main frustrations that popups cause.

3. What do you dislike most about popups?  
387 answers from 306 respondents



## #2 WAITING LONGER INCREASES THE CONVERSION RATE

This is also a mistake, because the longer you wait to display a popup, the higher its conversion rate will be. At least that's what countless A/B tests we've reviewed show.

Here's one example from an online retailer. They compared a popup that was displayed right when the user landed on the website and a popup that was displayed after two page views.

The conversion almost doubled for the second version!

Variant	Sub. rate
<b>On landing</b>	3.94%
<b>After 2 pages</b>	8.05%

*The results of a popup timing A/B test*

## #3 QUALIFYING YOUR VISITORS TAKES TIME

There's another element that's harder to quantify: the qualification of your email leads.

If someone shares their email contact after they've spent only a few seconds on your website, chances are that they're not that interested in your product. They've just arrived - they didn't have much time to make up their mind about your services.

So even if you find the right incentive to convince them to share their contact details with you, it's likely that they're not qualified leads.

And adding unqualified leads to your email marketing database will do more harm than good: it will hurt your email KPIs and could lead to an increase in spam complaints in the long run.

### SO WHAT'S THE RECOMMENDED TIMING?

Display your popup on the second page viewed or use **exit-intent detection** to trigger your popup right before your visitors leave.

# MISTAKE 2

## Displaying a Popup Without Any Incentive

Web users are like everyone else. You need to push the right buttons to convince them.

Most rookie popup marketers design popups that look like this one:



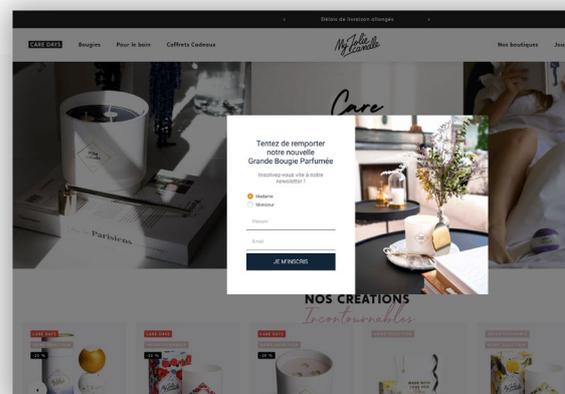
## THE PROBLEM WITH THIS POPUP?

Well, it doesn't really offer anything to motivate the visitor to subscribe to the newsletter.

And incentives play a big role. Here's an example of an Actito's client, MyJolieCandle.

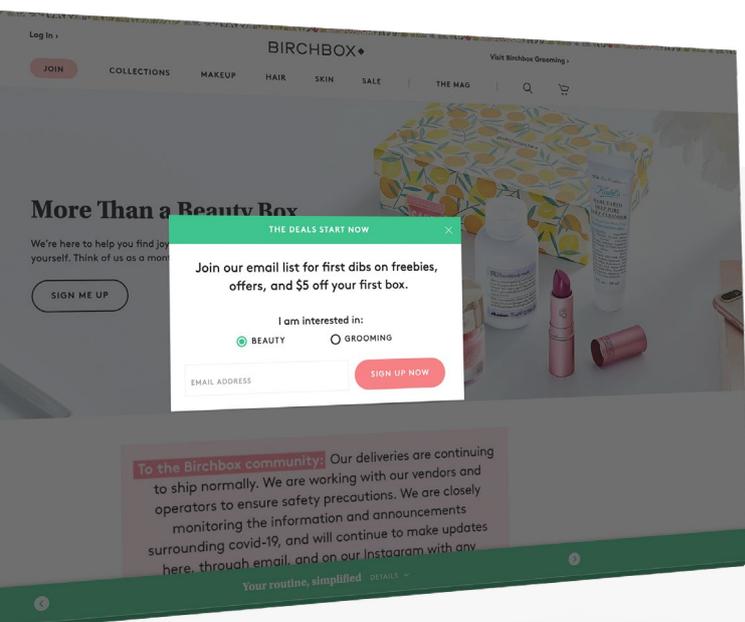
Their first popup didn't include any offer and simply asked visitors to subscribe to MJC's newsletter. This first version had a conversion rate of 2.5%.

After a few weeks, their marketing team added an incentive: every subscriber got a chance to win a limited edition of one of their candles.



You can see the results for yourself:

Evolution of MyJolieCandle's subscription rate



Their popup's conversion rate was multiplied by 3 overnight!

But giveaways are just one way to convince your visitors to subscribe. You can also use discount codes, e-books, free shipping codes, free videos, etc.

In our experience, sweepstakes produce the best results. If you choose this option, make sure to **comply with the rules introduced by the GDPR.**

# MISTAKE 3

## Displaying the Same Popup on Mobiles and Desktops

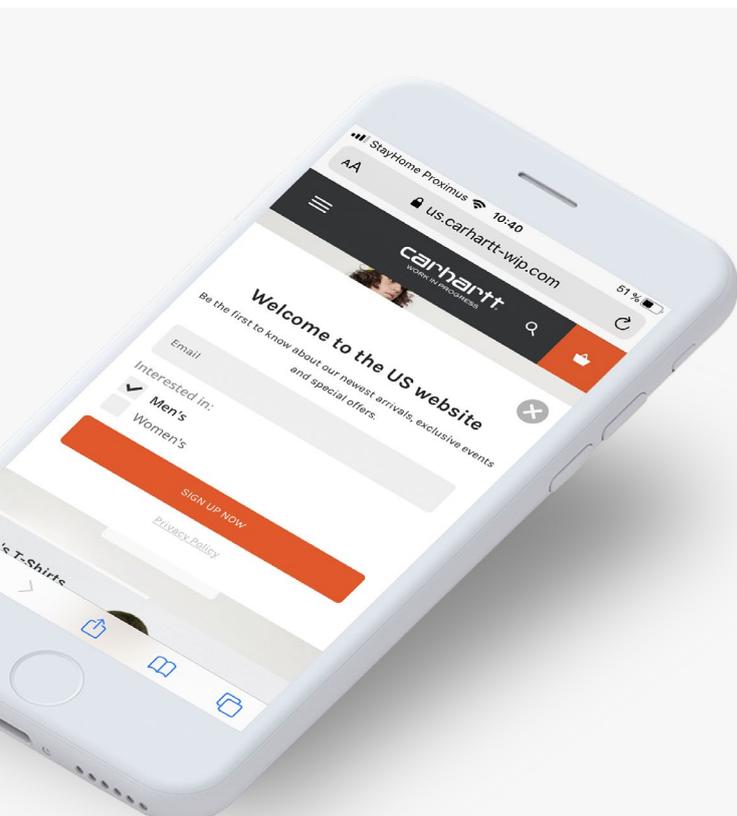
Mobiles now represent more than 50% of Internet traffic.

Yet, we often see two common mistakes.

Some marketers think that displaying popups on mobiles is too challenging, so they give up on mobile lead generation. It's a huge mistake when you know that **mobiles can contribute to up to 50% of the emails you collect** on a website.



*Statcounter Global Stats source*



## ANOTHER MISTAKE WE SEE OFTEN?

Displaying the exact same popup on mobiles and desktops. This usually ends up with a popup that's too small to be noticed on desktops and is intrusive and hard to close on mobiles.

Using the same popup could also put your SEO at risk, according to **guidelines shared by Google in 2016**.

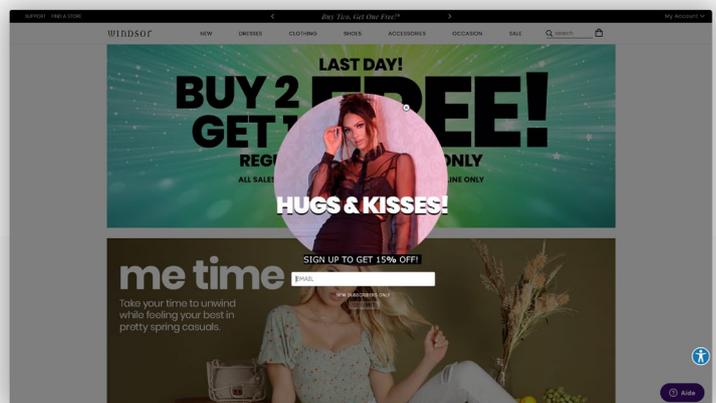
The good news? Some popup solutions **now include mobile exit-intent detection**. So like on desktop, you don't have to worry too much about your popup's timing on mobiles.

# MISTAKE 4

## Displaying a Boring Popup

Let's not beat around the bush. Most popups are super boring. 99% are simple rectangles with text, an email input and a solid background color. But it doesn't have to be like that.

See for yourself. Here's a nicely rounded popup displayed on windsorstore.com.



This one on ReadyJudy uses an interactive overlay that animates when visitors move their mouse around:

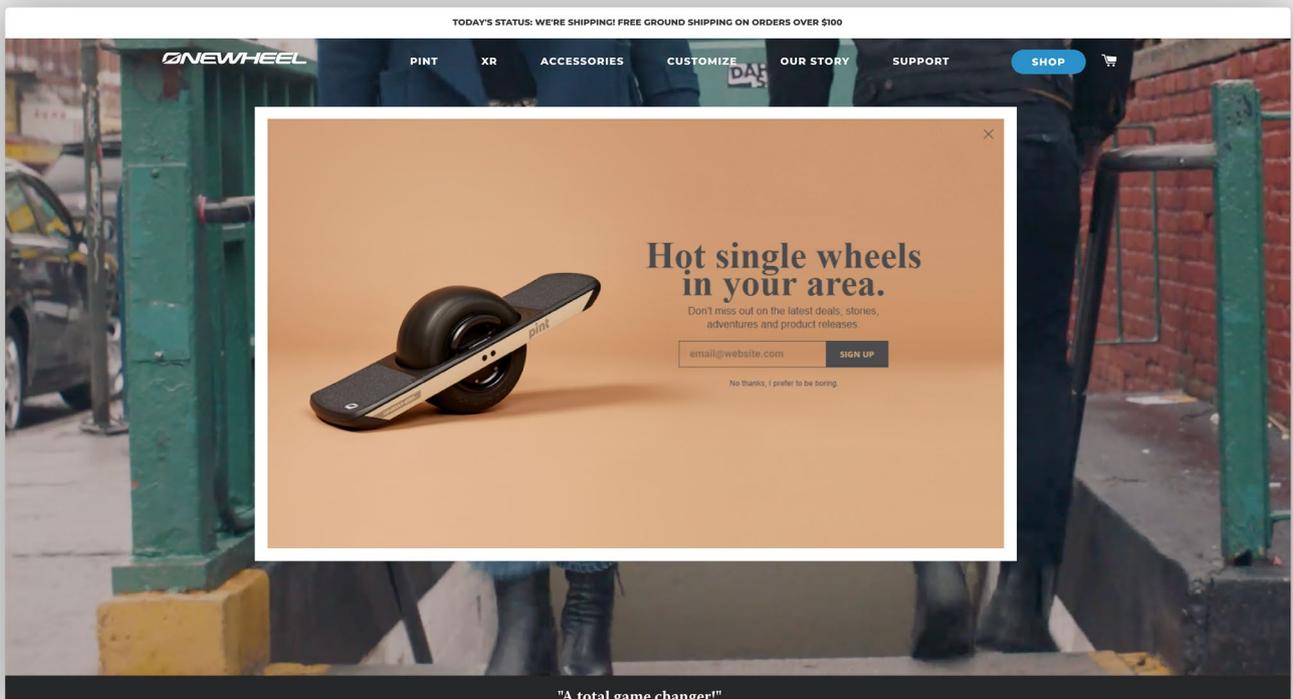
And it's not only the design that can help you get your popup noticed.

Here's an example of a catchy headline found on OneWheel's online store. A funny reference to the ads we've all seen on the internet.

You can see an exemple [here](#)

And it's not only the design that can help you get your popup noticed.

Here's an example of a catchy headline found on OneWheel's online store. A funny reference to the ads we've all seen on the internet.



"A total game changer!"

And if you thought this kind of popup was hard to create, well...it's not! Most popup builders include WYSIWYG editors that allow you to create a professional-looking popup in just a few clicks.

Investing in your design and your copy will help you increase your conversion rate. And it will also help you keep your popups consistent with your brand.

# MISTAKE 5

## Not Syncing Your Popup with Actito

After reading the first four tips, you should be close to designing a high-converting email overlay. That's when you might make one of the last mistakes most rookies make: forget to sync your new leads with Actito automatically.

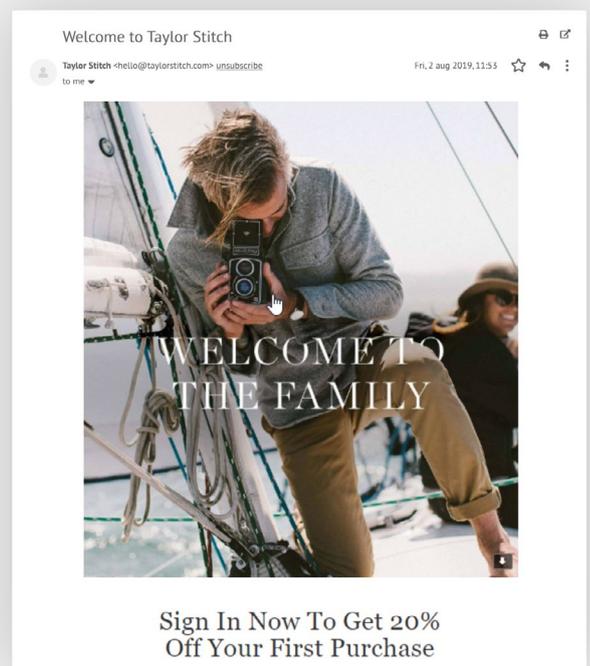
I'm going to tell you why it's important.

Most web users expect to receive a confirmation email as soon as they subscribe to a newsletter. As a marketer, welcome emails are also a good way to introduce your new members to your brand and convince them to spend their money on your store.

But if you send this welcome email too late, your visitors might already have gone for your competitor. Or they might have forgotten about your brand and will dismiss your email.

Avoid this pitfall by making sure to activate an automatic synchronization

between your popup and Actito. You'll make your new subscribers happier, and it will have a direct impact on your bottom line as well.



*A welcome email sent by Taylor Stitch to their new subscribers*

There you go, five tips to create email popups that will convert tons of visitors into new subscribers without hurting their feelings.

Author: Greg is Head of Growth at WisePops, a popup software company. You can get their app on Shopify - and check out their plan options as well

# ABOUT WISEPOPS

Our mission is to give you the most powerful platform to engage and convert your website visitors.

WisePops is an intelligent layer on your website that allows you to display a message to any segment of your visitors, in just a few clicks, without any dev needed.

WisePops empowers Marketing and Product teams with a new simple, scalable and measurable way to communicate on their website.

## CONTACT US

### **WISEPOPS**

A pop up software company



### **GREG D'ABVILLE**

HEAD OF GROWTH

[greg@wisepops.com](mailto:greg@wisepops.com)

# ABOUT ACTITO

Intuitive and powerful, Actito is the marketing activation platform that puts your customer in the spotlight and you at the controls.

You can quickly and easily launch personalized campaigns to reach the right person, through the right channel - at exactly the right time. The moment they're ready to listen.

As our clients will happily confirm, Actito is the fastest way to engage customers, encourage loyalty and boost conversion rates.

Connecting the best tools and competencies to offer its customers the best solutions on the market is part of the missions of Actito.

## CONTACT US

### **ACTITO (BELGIUM)**

The agile activation platform

1 Avenue Athéna  
1348 Louvain-la-Neuve  
dialogueBE@actito.com  
+32 (0)10 45 85 14  
Twitter : @ACTITOHQ

## FOR PARTNERSHIP OPPORTUNITIES



**MARINA COENRAETS**

PARTNERSHIP MANAGER

marina.coenraets@actito.com