Introduction to the Exit Intent Popups Extension

Exit Intent Trigger · https://wppopupmaker.com/docs/exit-intent-trigger/introduction-exit-intent-popups/

Exit Intent Popups Extension

This guide is for the premium Exit Intent Popups extension. You can buy it on our product page or try it for free on our demo site.

Need to learn how to install your extension?

Read our How Do I Install My Extensions? guide.

What's in This Guide

In this introduction to the Exit Intent Popups extension, we'll cover 2 main points.

1. Example use cases for exit-intent popups.
2. Steps to create and test a basic exit-intent popup.

In the tutorial section, you'll create an exit-intent popup that:

- Pops up when Popup Maker detects your cursor leaving the browser window (Mouse Leave) or when you switch to another app (Lost Browser Focus).
- Sets a cookie when you close the popup so it doesn't display for you again for 1 month (default duration).

Example Exit Intent Popups Use Cases

Popup Maker's Exit Intent Popups extension is excellent for the following use cases:

- Showing abandoned cart popups.
- Nudging visitors with a signup form to opt into your email list for updates and deals.

- Offer a departing visitor an incentive or call to action (e.g., free download, free webinar, discount).

Important Stats

Did you know that, on average, almost 70% of people abandon their shopping carts?

But hey, there's hope! Optinmonk helped a business cut its abandonment rate by 17%. That's why we think exit intent popups are worth a look!

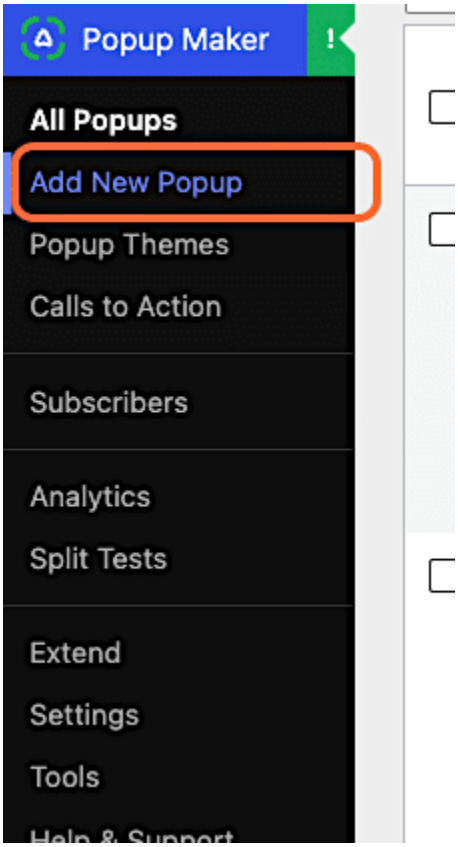
The Exit Intent Trigger in Action

Check out this short video for a sneak peek.

Embedded media: https://www.youtube.com/embed/ZmDRSqPk-Bg?rel=0&enablejsapi=1

How To Create Your First Exit Intent Popup

1. Click Add New Popup under the Popup Maker menu

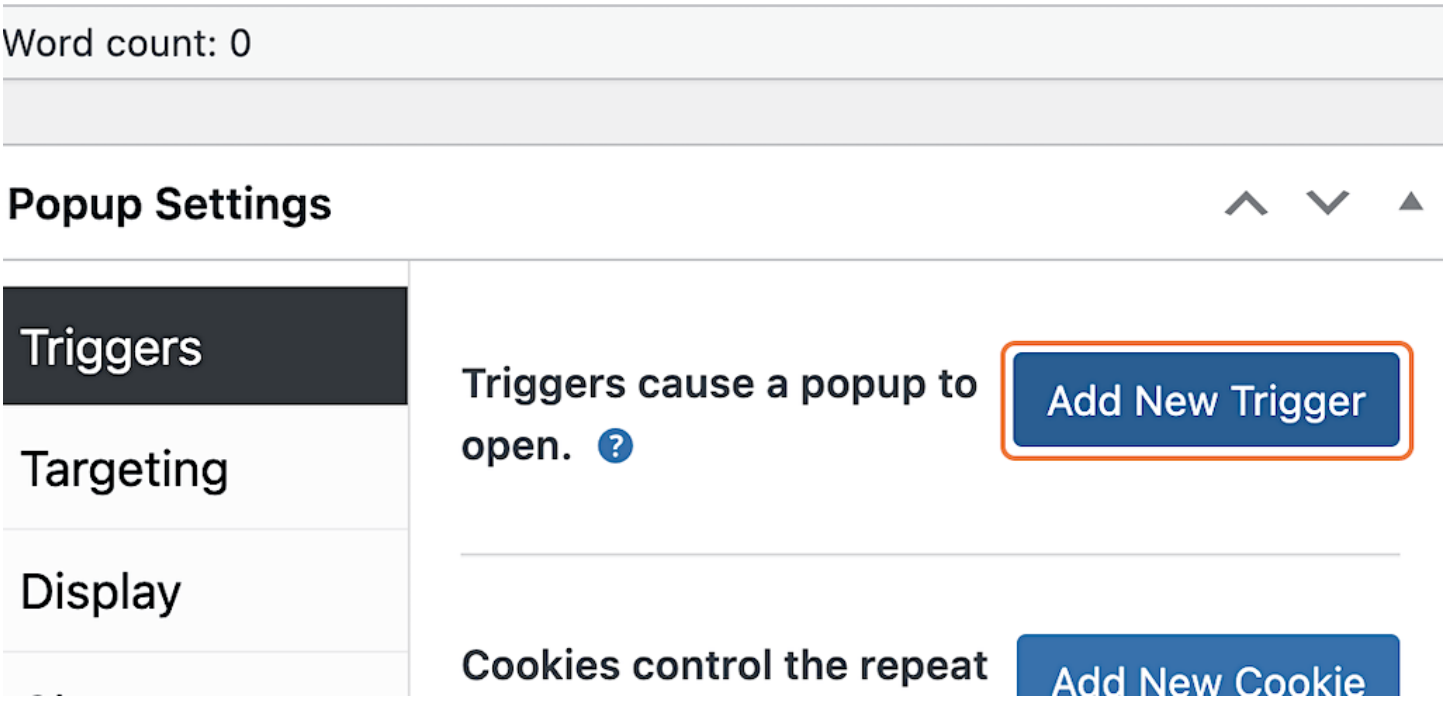


2. Name your popup (required)

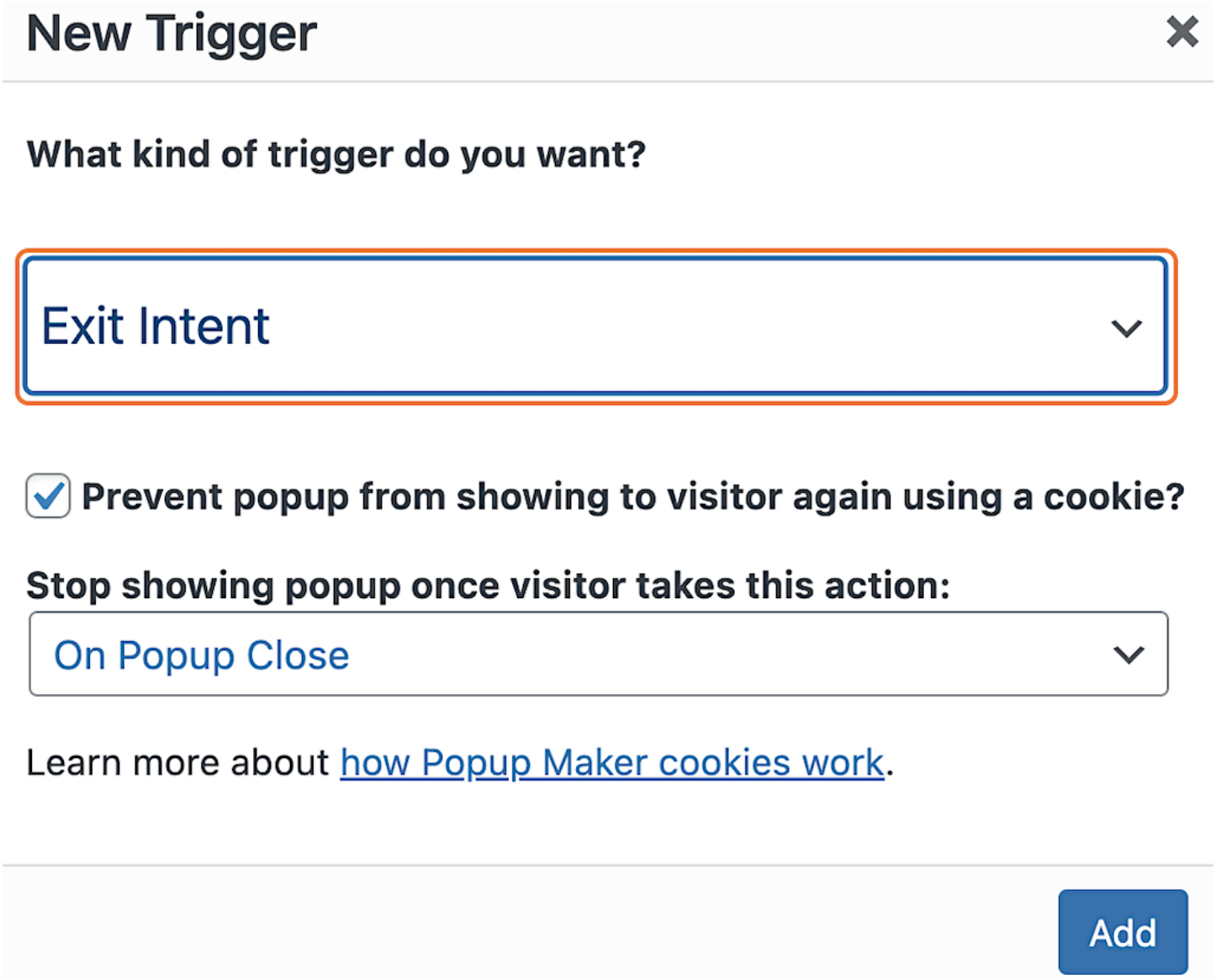
Type a meaningful internal name for your popup, then scroll down to the **Popup Settings**.



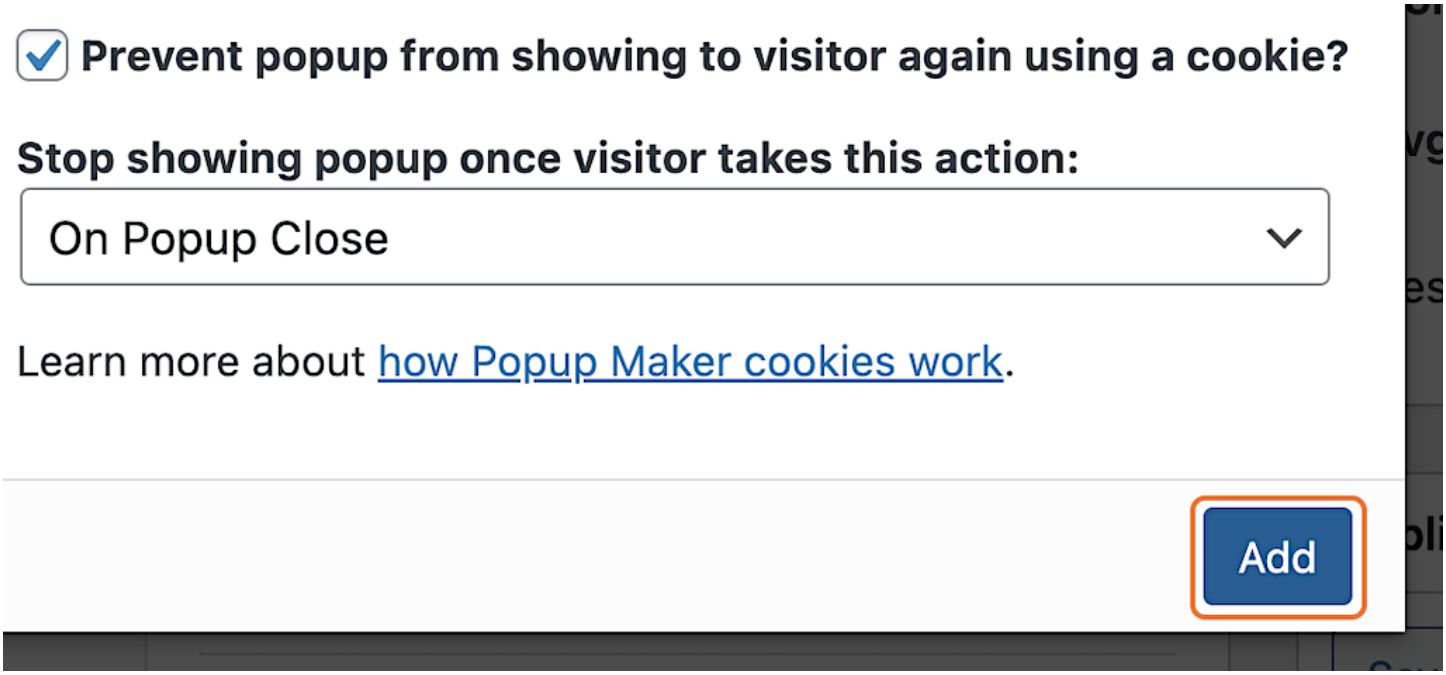
3. Click Add New Trigger



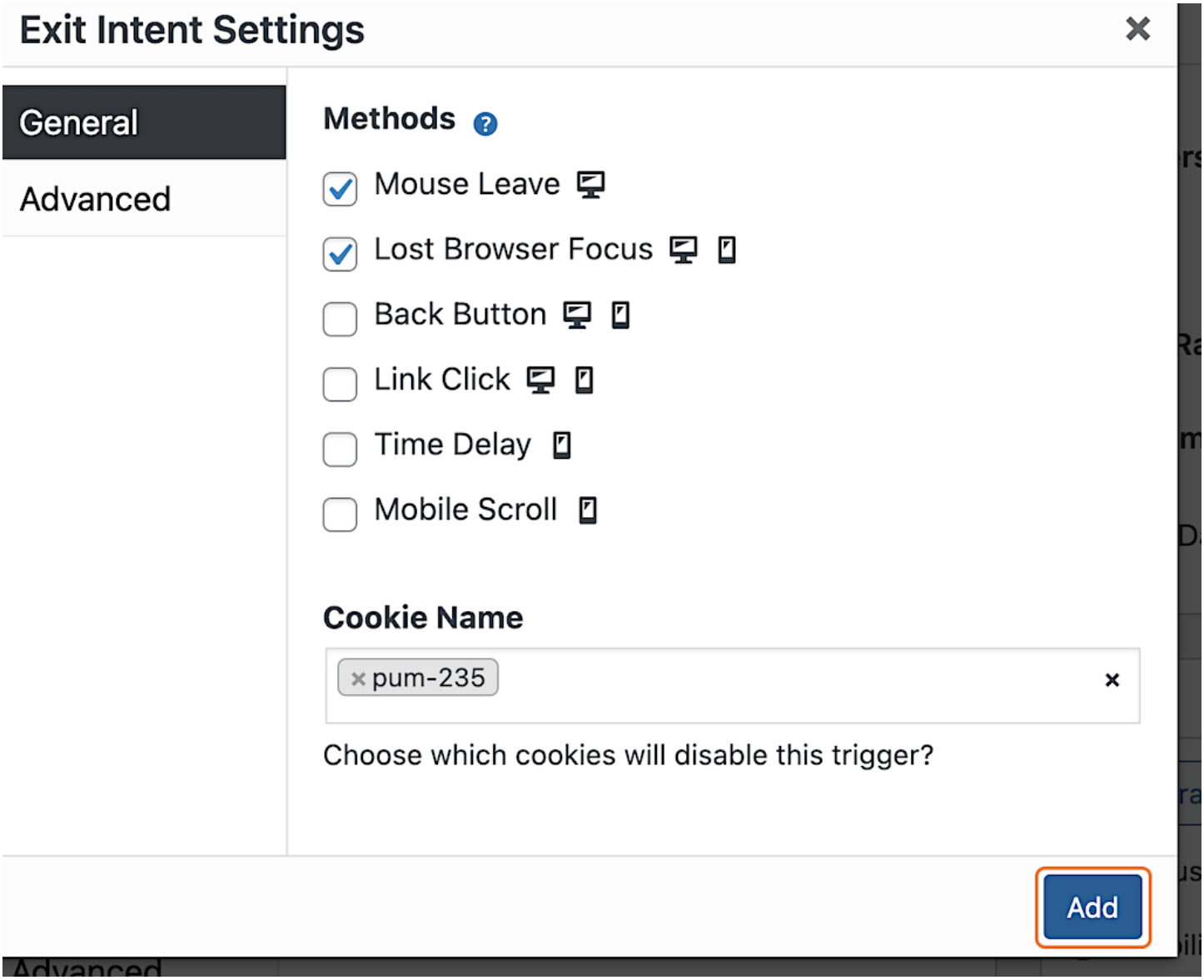
4. Select Exit Intent from What kind of trigger do you want?



5. Keep the default cookie settings and click Add



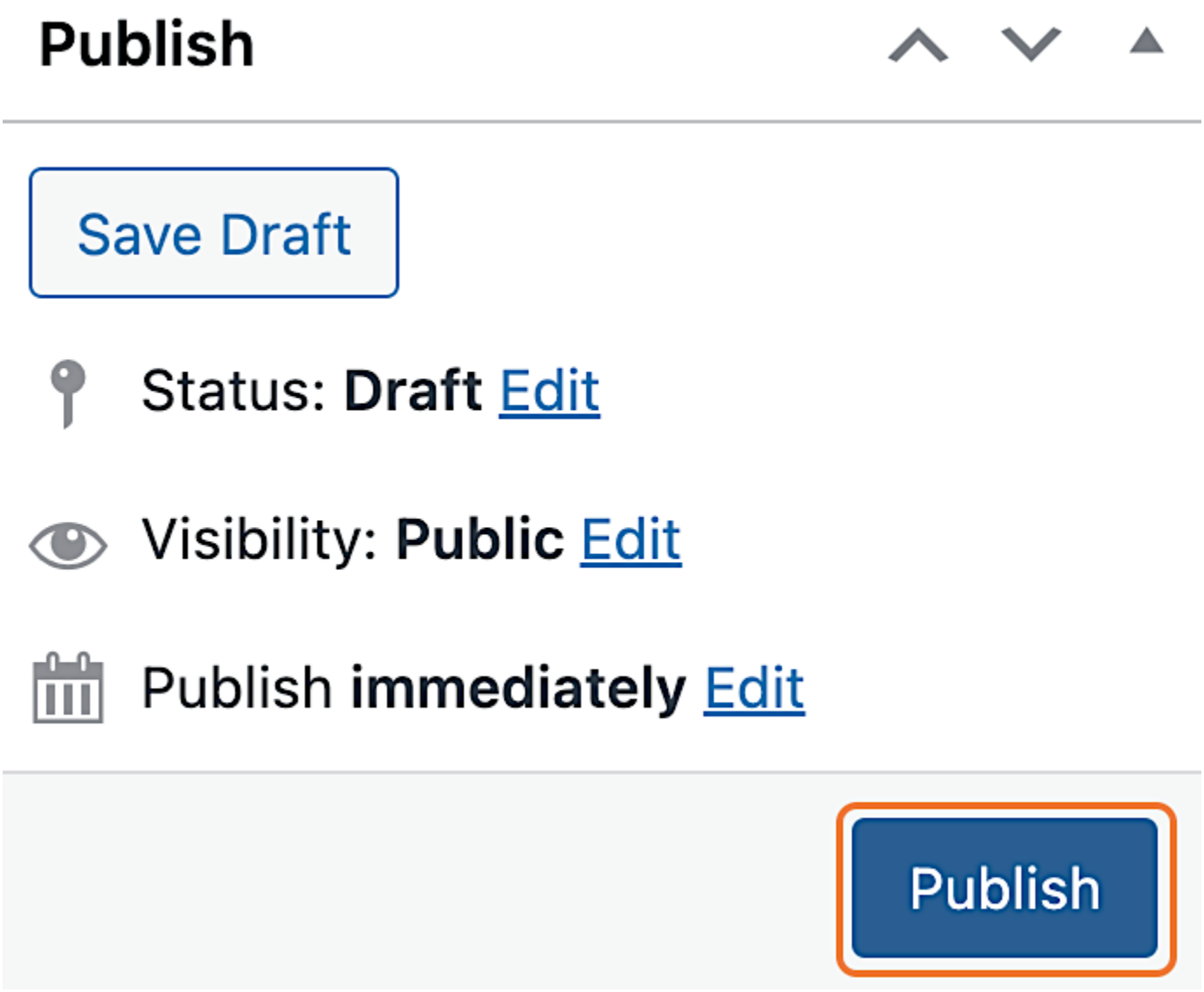
6. Keep the default Method settings and Cookie Name and click Add



Learn More About the Methods

For details on each Exit Intent trigger method, read our Exit Intent methods guide.

7. Click Publish to save your popup and make it go live



Test Your Exit Intent Popup

Bring up any post or page on your site. We didn't set a targeting rule in this tutorial, so your popup will load on every post and page.

To see the Exit Intent popup, do one of the following:

1. Move your cursor off the post or page.
2. Click outside this browser window.
3. Switch to a different tab.
4. Change focus to a different app (e.g., Ctrl/Cmd + Tab from your browser to your email app).

Try one of those now!

Need to re-test? Reset your cookies first

To re-test, clear the popup's cookie in the browser first, then reload the post or page you're on or visit another post or page.

Pro tip: Use the Popup Maker Admin tool bar to clear your cookies in between tests (toolbar: **Popup Maker** > **Popups** > [POPUP NAME] > **Reset Cookies**).

