Responsive Popups: Step-by-Step Setup Guide for WordPress

Manage Popup Display · https://wppopupmaker.com/docs/manage-popup-display/are-popups-responsive/

Introduction

By default, every popup you build in Popup Maker is responsive. Popups use a percentage-based width, so they resize smoothly on desktops, tablets, and phones without any extra setup.

Sometimes a percentage width isn't what you need. Popup Maker also lets you set a fixed, non-responsive width using pixel (px), em, or rem units. This guide walks you through setting up both a responsive popup and a fixed-width popup, and explains why you'd reach for each one.

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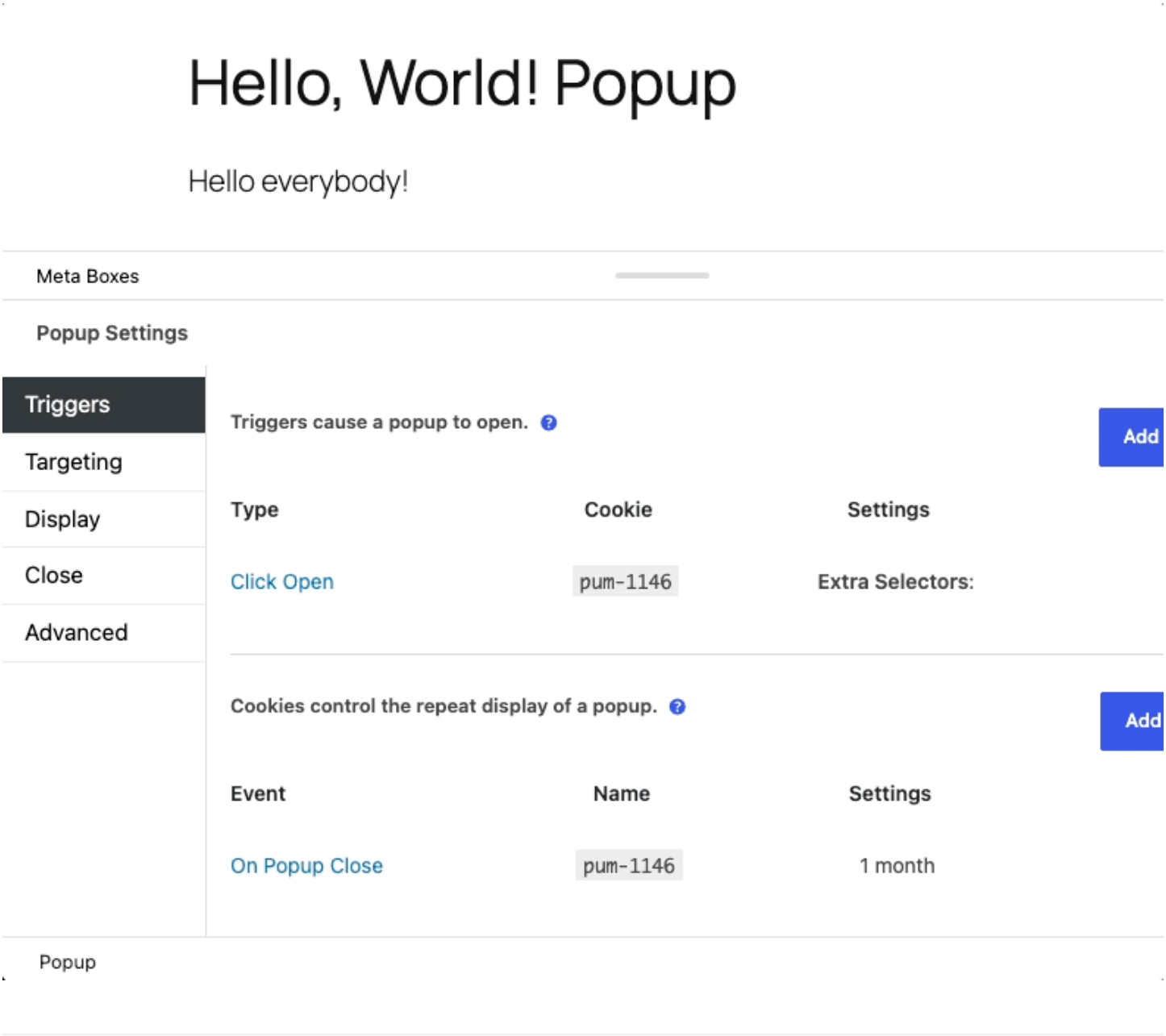
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Set Up a Responsive Popup

Most popups look and work best when they resize with the screen. Here's how to confirm (or set up) a responsive, percentage-based popup.

1. Open the popup you want to edit, or create a new one, in **Popup Maker**.

2. Click the **Display** tab in the popup settings box.
3. Find the **Size** section.
4. Check that **Size** is set to a percentage-based option. New popups use this responsive setting by default.
5. Click **Save**.
6. Resize your browser window, or open your browser's device toolbar, to see how your popup adjusts across screen sizes.



Why You Might Need Pixel, Em, or Rem Units

A percentage width works well for most popups, but it isn't always the right fit. Here are a few flows where a fixed width makes more sense:

- Your popup holds a form, and the input fields look cramped or stretched unless the popup stays a specific width.
- Your popup contains an image, video, or embed that only looks right at a set size.
- You want a small, button-sized popup that never grows past a certain width, no matter how wide the screen is.

Popup Maker gives you three fixed-width units to choose from:

- **Pixels (px)**: A fixed measurement that stays the same size no matter what. A 400px popup is always 400px wide.
- **Em**: A relative measurement based on the font size of the popup's parent element. If the parent's font size changes, your popup's width changes with it.
- **Rem**: A relative measurement based on the browser's root font size (usually 16px by default). Rem units scale with a reader's font size settings, which makes them a solid choice for accessibility.

Example: A Fixed-Width Popup

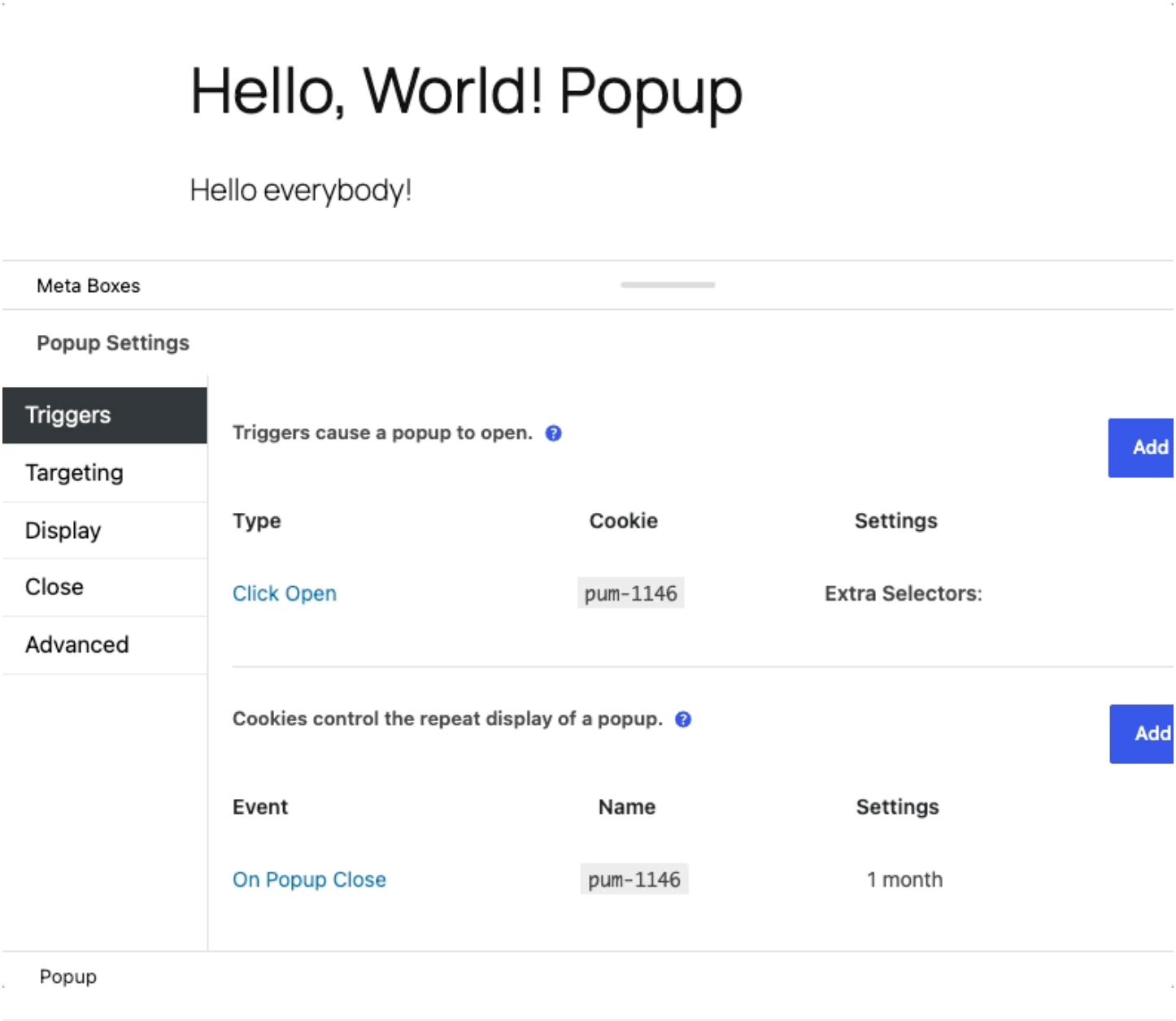
Say you want a popup that's always exactly 400 pixels wide, regardless of the screen size. Using `400px` gets you there directly: it looks the same on a wide desktop monitor and on a narrow phone screen (though on the phone, it may stretch close to the edges of the viewport).

Now say a reader bumps up their browser's default text size for easier reading. A popup set to `400px` won't budge. But a popup set to `25rem` grows right along with it, since 25rem is calculated from the browser's root font size (25 × 16px = 400px, by default). That's the main trade-off: px gives you an exact, unmoving size, while rem (and em) flex with font settings.

Set Up a Fixed-Width Popup

1. Open your popup's settings box.
2. Click the **Display** tab.

3. Go to the **Size** section.
4. Switch from a percentage-based width to a custom, fixed width.
5. Enter your width value, then pick **px**, **em**, or **rem** from the unit dropdown.
6. Click **Save**.
7. Preview the popup on a phone-sized screen before you publish. A fixed-width popup doesn't shrink on its own, so make sure it still fits comfortably on small screens.

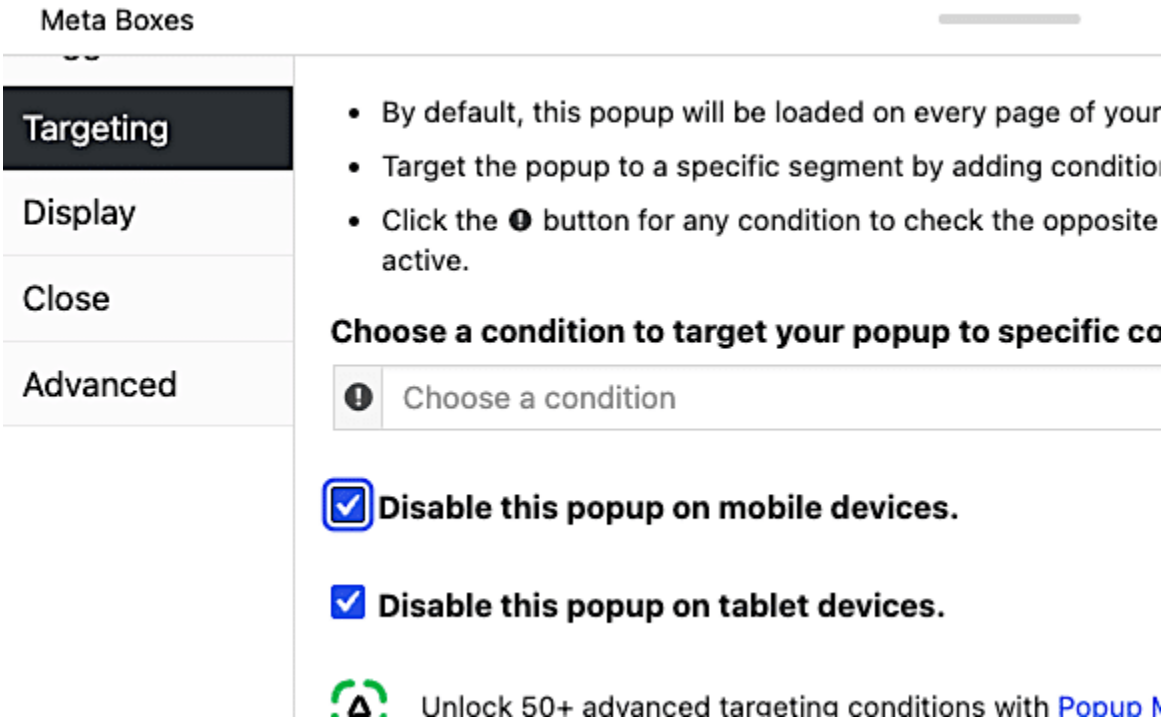


Desktop Device Only Popups

A popup displays on all devices by default, but you can turn it off for mobile and tablet devices.

If you want your popup to show only on desktop devices, follow these steps.

1. Edit your popup.
2. Click **Popup Settings** > **Targeting**.
3. Check **Disable this popup on mobile devices**.
4. Check **Disable this popup on tablet devices**.
5. Click **Publish** or **Save** to save your changes.



Mobile Device Only Popups

> *To show a popup only on a mobile or tablet device, and keep it from showing on desktop screens, install the Advanced Targeting Conditions plugin extension.*

A responsive, percentage-based popup gets you most of the way there, but it still shows the same popup, with the same content, on every device. The Advanced Targeting Conditions extension goes a

step further: it lets you target popups specifically to mobile-sized devices, so you can show different popups to different screens instead of resizing one popup to fit all of them.

Take a popup menu, for example. It can look great on a desktop screen, but cramped and undersized on a mobile device.

If you're a developer who wants more control than responsive sizing alone can give you, Advanced Targeting Conditions is worth a look. Its device conditions let you build a separate, purpose-fit popup for each breakpoint, such as a compact popup for phones and a roomier one for desktops, and show the right popup to the right screen automatically.