

# How to create Exit Pop-up

In this Tutorial we are going to learn How to create Exit Pop-up.

### What is Exit Pop-up:-

An **exit popup** is a message that displays to users as they are attempting to navigate away from your site. The most common use for an **exit** pop is to show a message explaining why users shouldn't leave the site.

### Why Exit Pop-up:-

We use exit pop-up when user has been browsing through site, then decides to leave without doing any of the things we want them to do (buying, registering etc). In that moment of indecision we can briefly interrupt them with a message. This message may contain signup form to get bonuses links. So user who has not buy product will redirect to bonuses link and through this pop-up we will get user's lead.

### Prerequisites:-

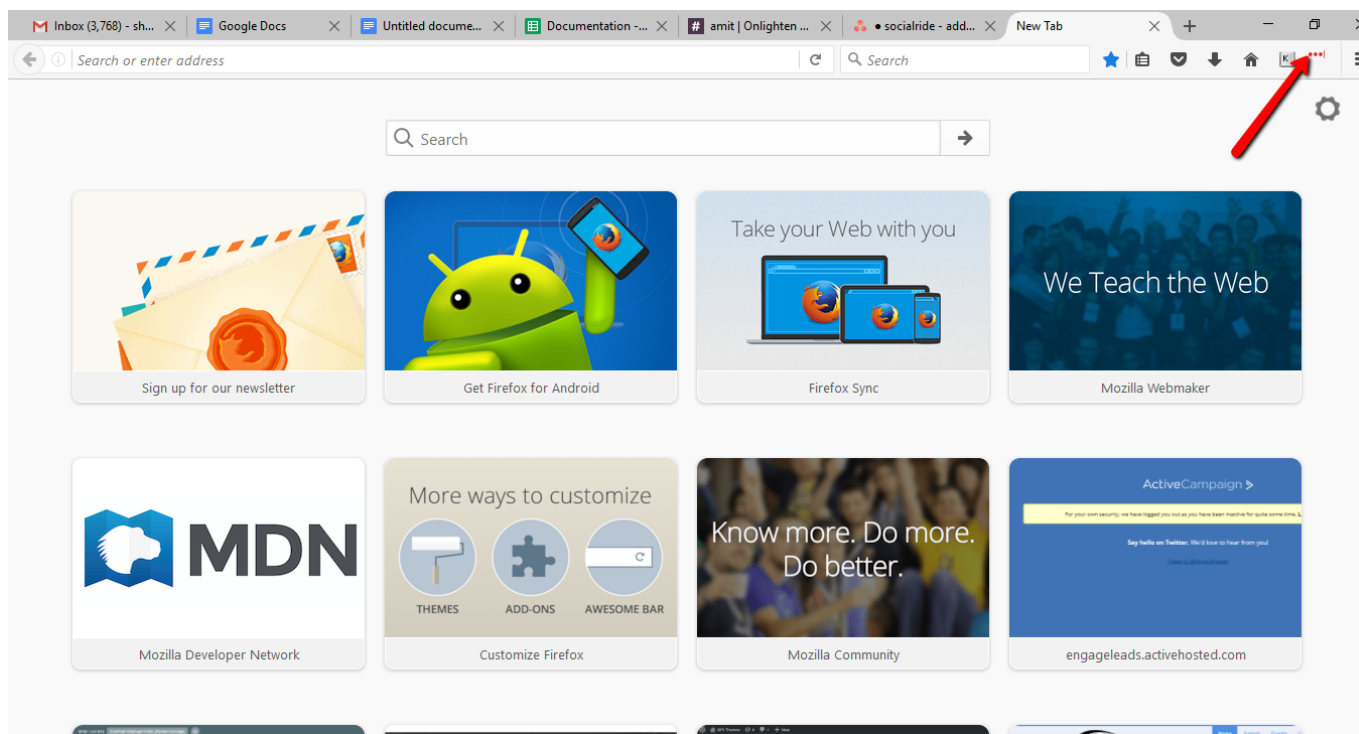
1. Access to OptinX.
2. Account with ActiveCampaign.

### Process:-

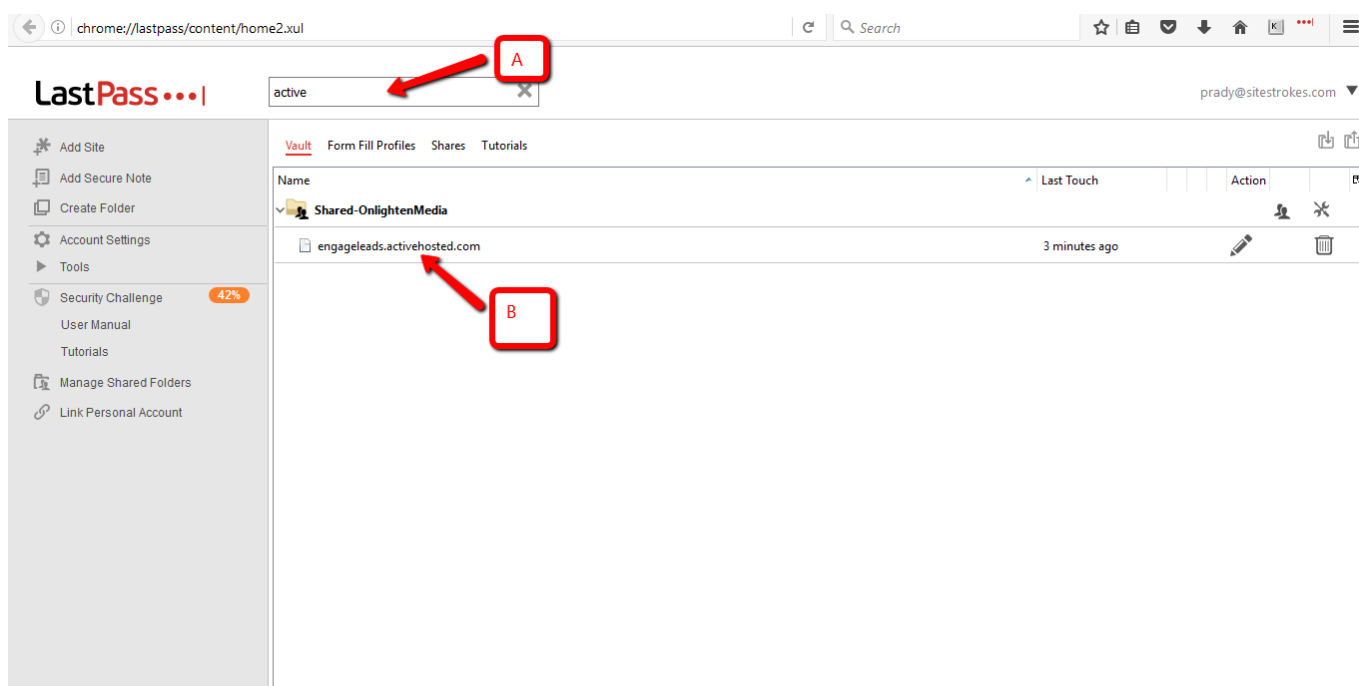
**A ] Create list in active campaign account.**

- i) Click on (...) icons

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ii) Click on “My Lastpass Vault” text

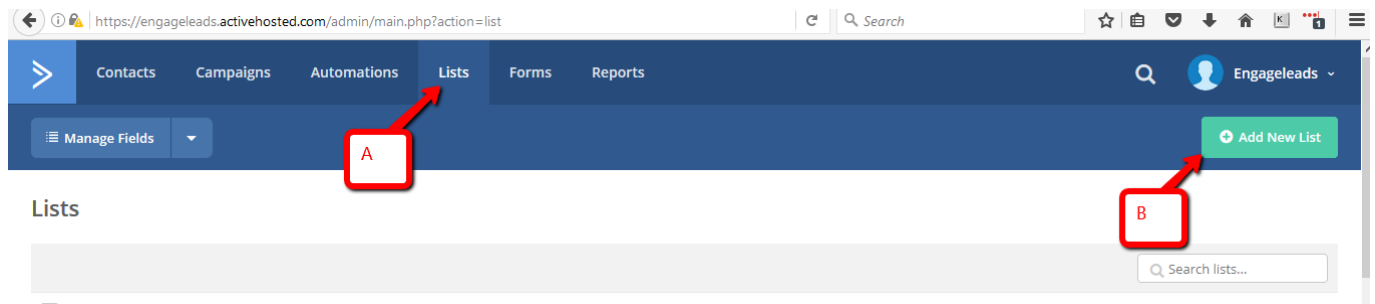


A.]Enter ‘active ’ keyword and hit on ‘Enter’ button

B.]Click on first result which is contains ‘activehosted’

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iii) Now you can see dashboard of active campaign account.

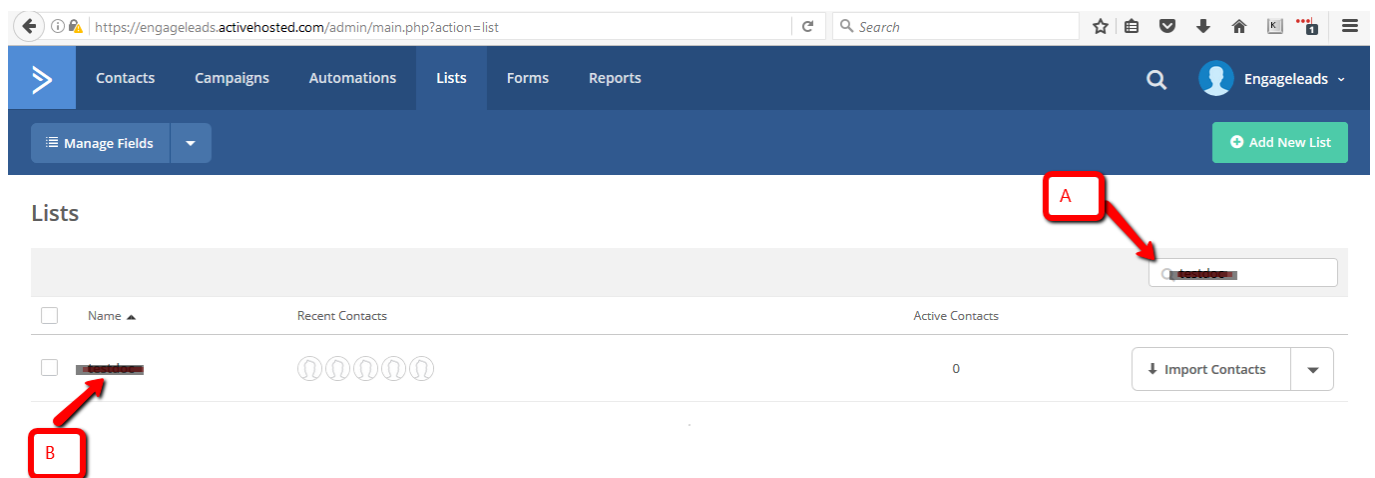


A.]Hit on ‘List’ menu

B.]Hit on ‘Add New List’ button.

After that one popup arrives which contain some text field means list name(**product-name\_product-type**) etc .fill that required information and then hit on ‘Create List’ Button

iv) Once you have created list then you can see below page

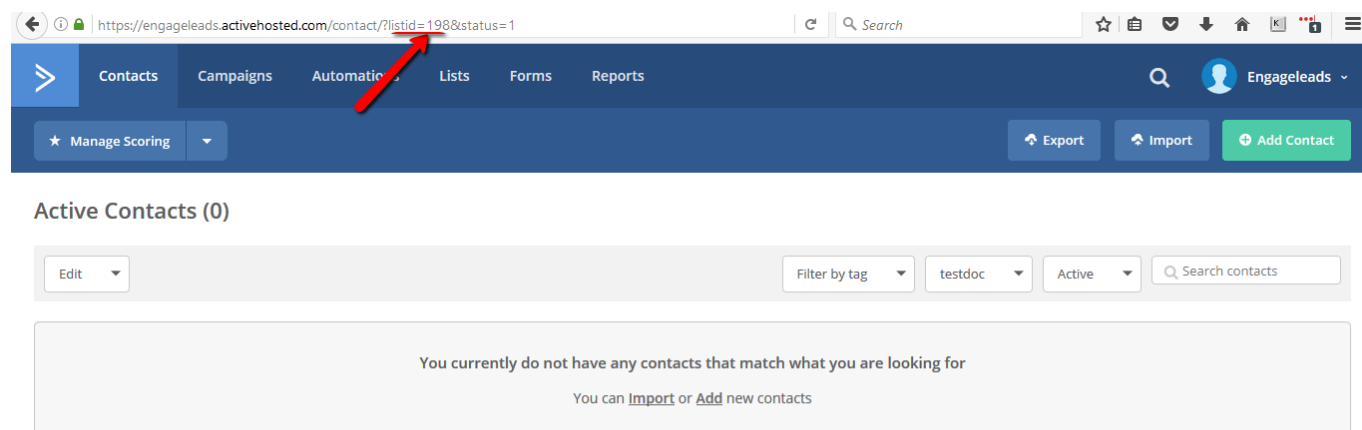


A.] Name of List which you have created and then hit Enter Key

B.] If you have successfully created new list then you can get name of your created list ,click on that Name of your list.

v) Now you can see contact of your created list.

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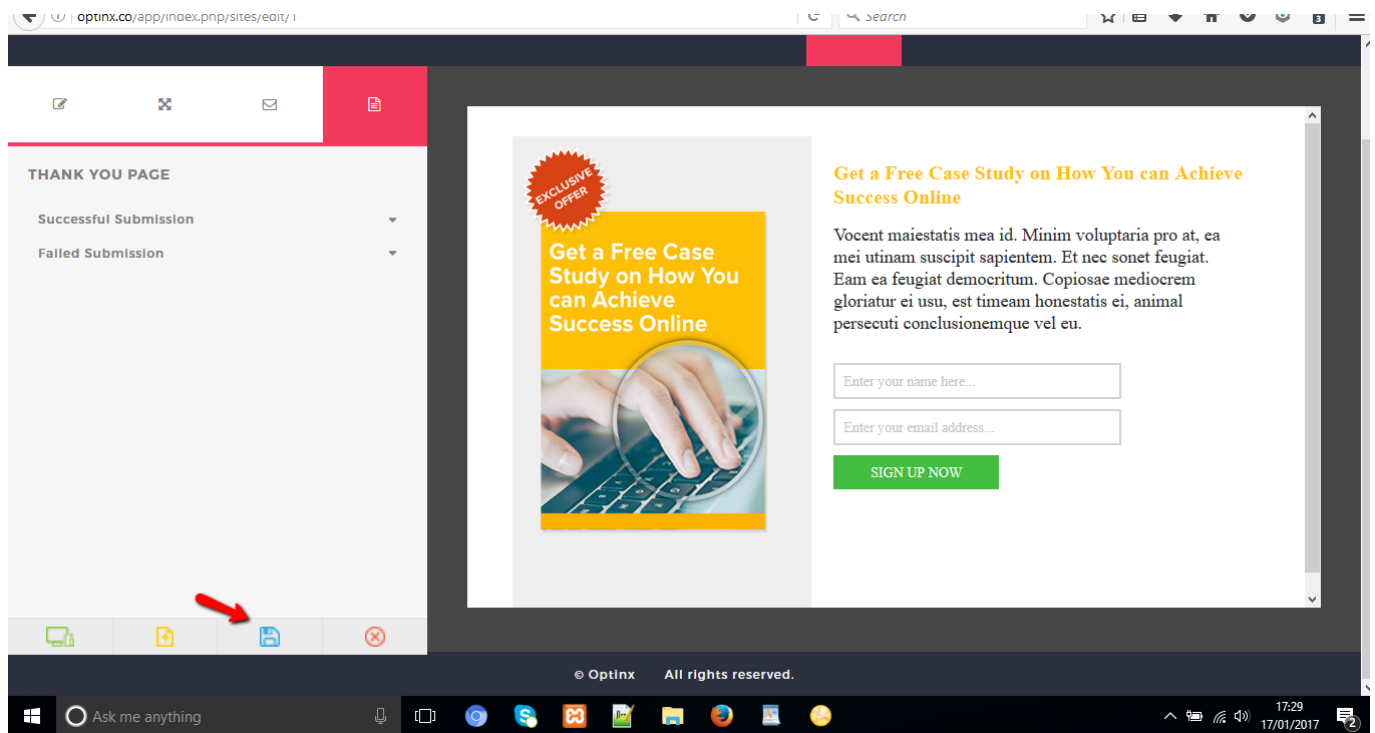
You can see list id in address bar Copy that list id and store it.

This list id is used when you have integrate active campaign in  
saas based application.

How to create Campaign:-

1. Login to <http://optinx.co>
2. Once you get login.On dashboard click on Create Campaign button.
- 3.
4. To create campaign select any pop-up category and type and clone it,start proceed with it by clicking on it.
- 5.
6. When you start editing campaign,you can change design of campaign eg.template styling,adding animation by clicking on first design tab as shown in fig.
- 7.
8. Create exist pop-up by clicking on trigger tab.Select exit pop-up trigger.
- 9.
10. In next design tab choose Autoresponder,and you can change change button styling.<https://engageleads.api-us1.com>
11. Create thank you page for successful/failed submission.
- 12.
13. After editing you have to save all changes by clicking on Save Button.
- 14.
15. Copy the code and paste on pages.

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### Testing or what can go wrong:-

Sometimes we forget to make connection of email autoresponder with OptinX while choosing autoresponder.