



POP-UP SUMMARY SHEET

Offer Value

- Offer something valuable in exchange for visitors' email addresses.
- Examples of valuable offerings: Exclusive videos, tickets to free events, checklists, surveys, webinar invitations, etc.

Pop-up Timing

- Set a delay of at least 10 seconds before the pop-up appears.
- Allowing visitors a short time on the website reduces the likelihood of immediate dismissal.

Creating a Sense of Urgency

- Use language that generates a sense of urgency to encourage action.
- Convey scarcity or limited availability for the offer.