

How to Ensure Exit-Intent Pop-ups Don't Display to Customers Who Have Purchased

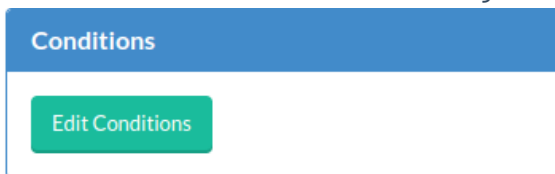
Last Modified on 06/24/2026 11:33 am EDT

If you have an Exit-Intent lightbox, you probably don't want to show it to customers who have just completed a purchase.

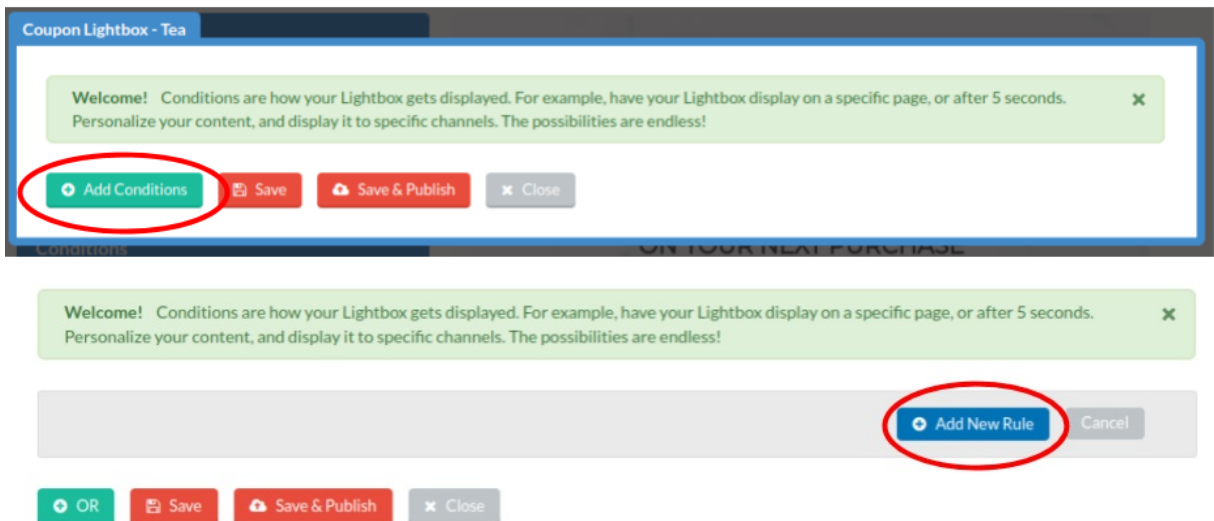
Here's what you need to do to make sure that doesn't happen:

First, you need the URL of the thank-you page your customers land on after checking out. For example, `www.domain.com/cart/thank-you`. There may be unique order numbers appended to the end of the URL; however, you just need the portion of the URL that doesn't vary (in this case, `/cart/thank-you`).

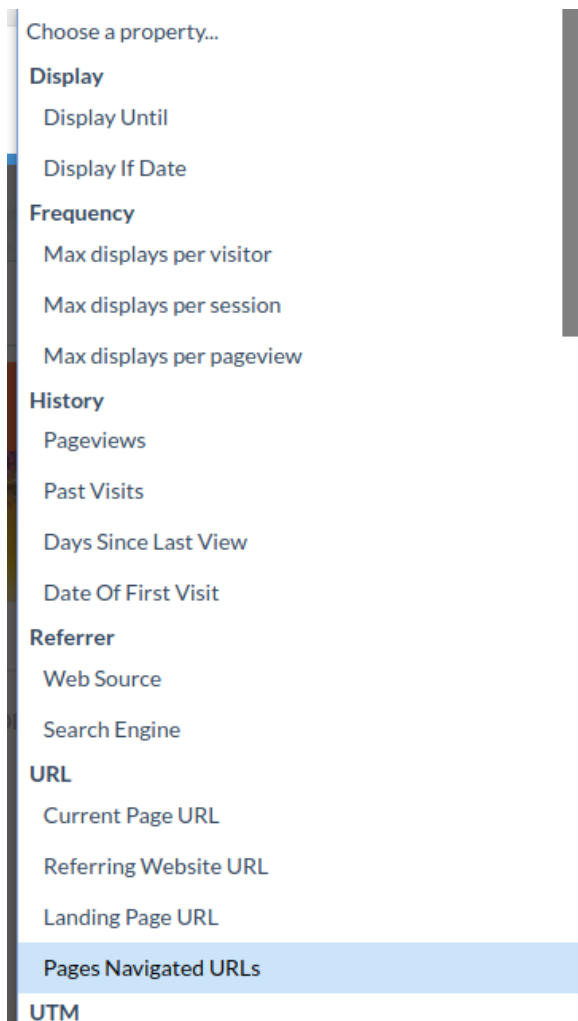
1. In the Conditions section of the Editor, go to **"Edit Conditions"**:



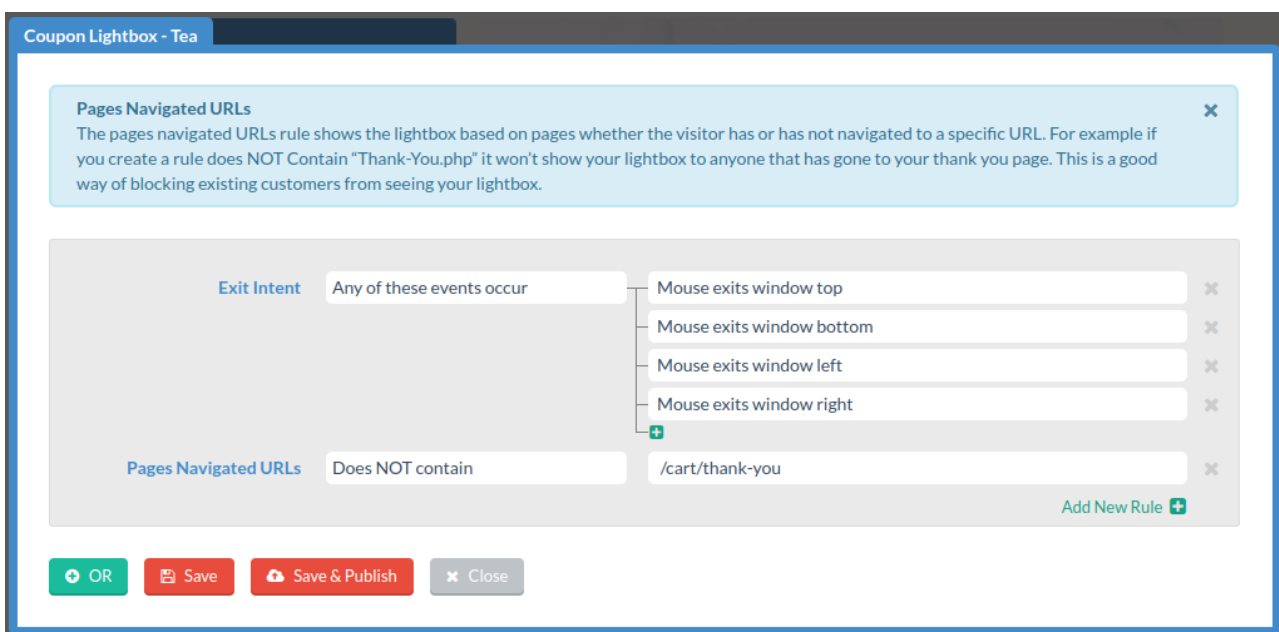
2. Click **"Add a New Condition,"** then **"Add New Rule."**



3. Select **"Pages Navigated URLs"** from the dropdown menu



4. Select the **“Does NOT contain”** operator and enter the constant portion of the URL, for example: /cart/thank-you. This is a cookie-based rule, so if the visitor returns to your site, they won’t see the exit-intent pop-up again.



Optional: Add in the following conditions:

- To prevent the lightbox from showing more than once per session, add “ **Max Displays per session**” and set it equal to 1.
- Don't want to show the lightbox to visitors who opted-in? Use “ **Display until**” “**This event occurs**” “**The Lightbox form is submitted.**”

Coupon Lightbox - Tea

Display Until ✕
The lightbox will keep being displayed until the event you set occurs. After the event occurs, this lightbox will no longer be displayed. For example never show the lightbox after it has been closed or after your visitor fills out the form.

Exit Intent	Any of these events occur	Mouse exits window top	✕
		Mouse exits window bottom	✕
		Mouse exits window left	✕
		Mouse exits window right	✕
		+	
Pages Navigated URLs	Does NOT contain	/cart/thank-you	✕
Max displays per session	Equals	1	✕
Display Until	This event occurs	This Lightbox form is submitted	✕

[Add New Rule](#) [+](#)

[OR](#) [Save](#) [Save & Publish](#) [Close](#)