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.

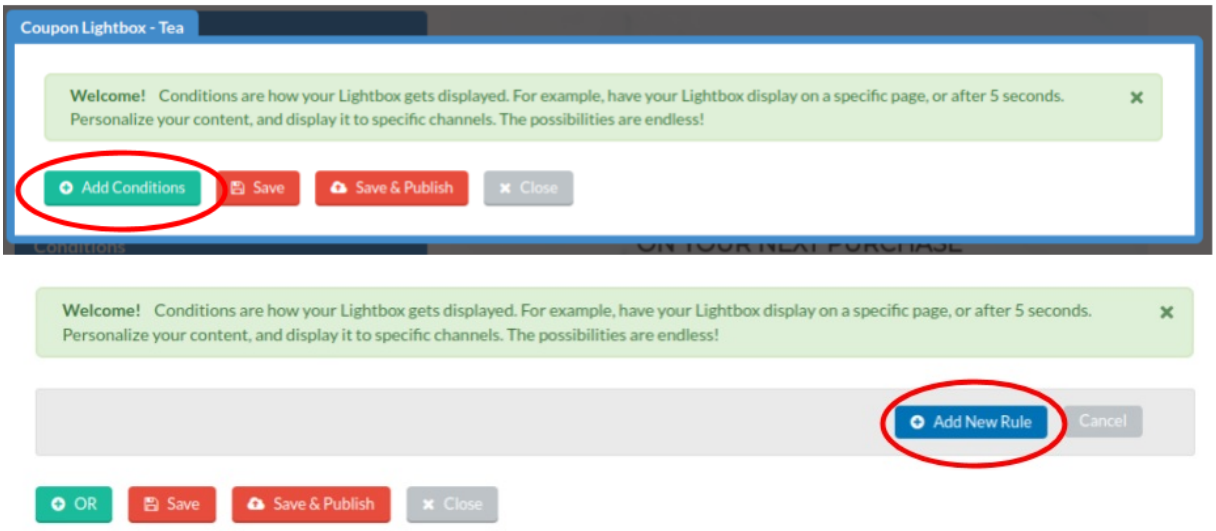
Here's what you need to do to make sure that doesn't happen:

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).

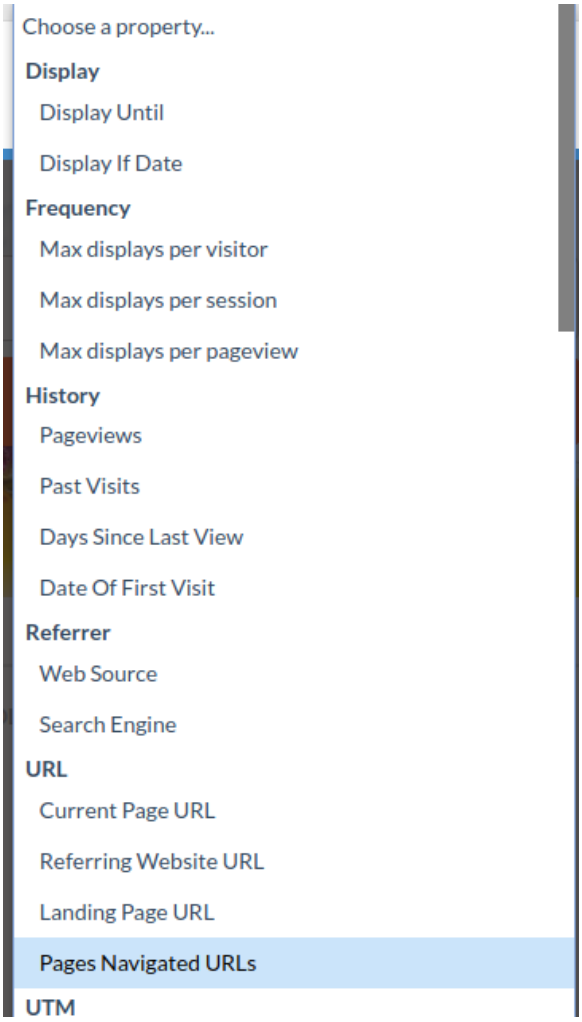
1. In the Conditions section of the Editor, go to "**Edit Conditions**":



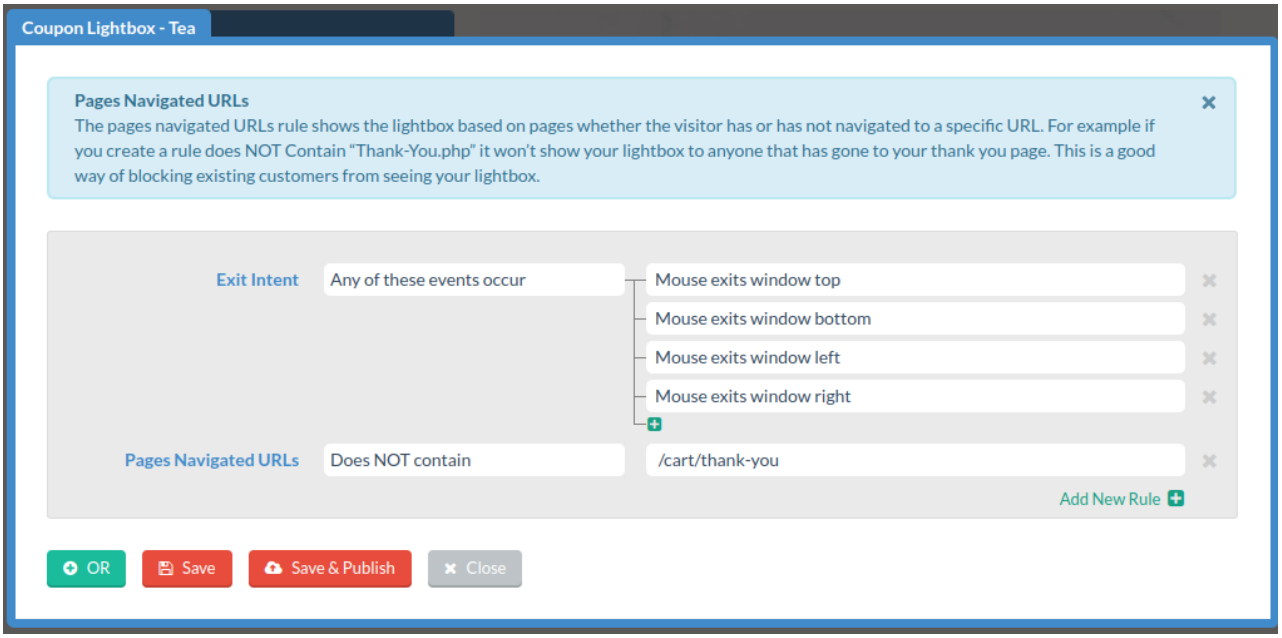
2. Click "**Add a New Condition,**" then "**Add New Rule**."



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**."

