

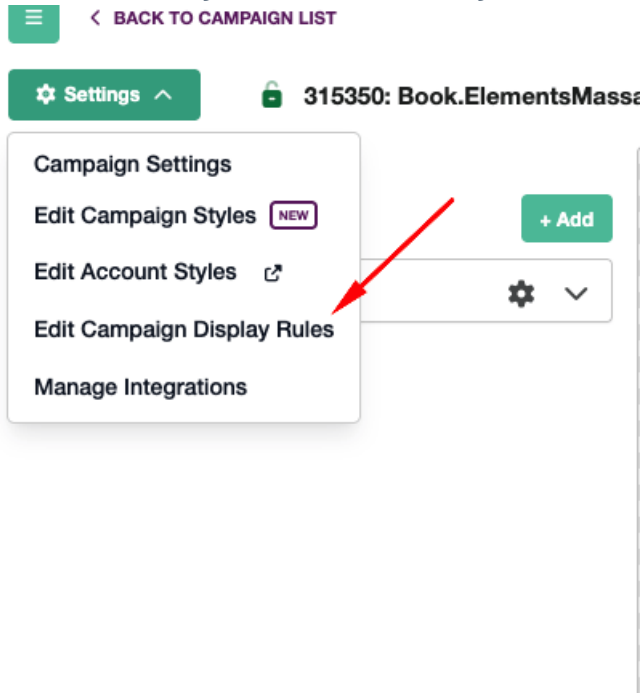
How to Target First-Time Visitors

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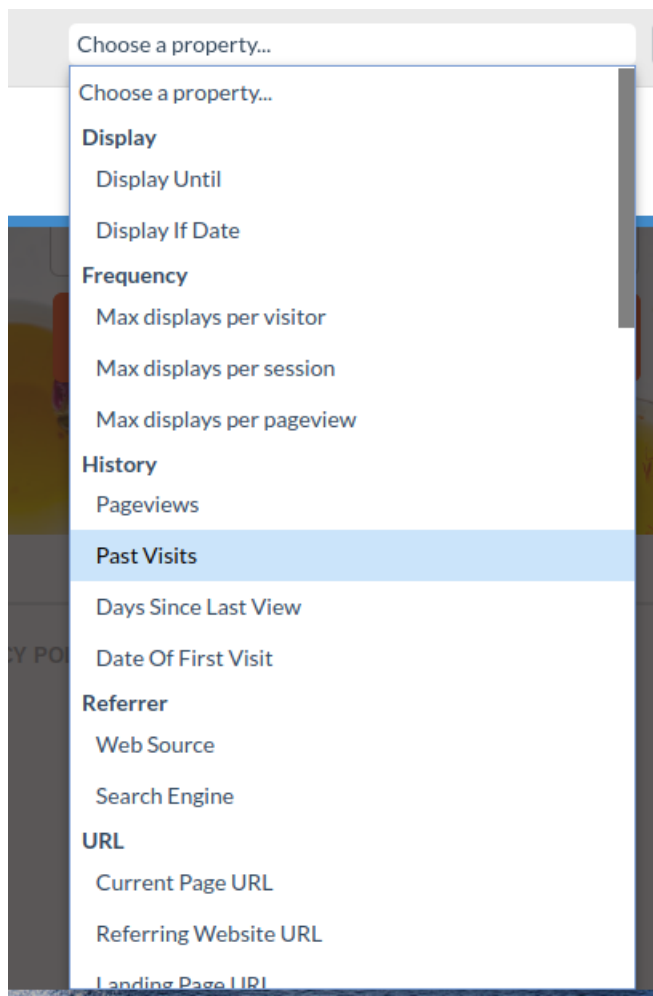
When users visit your site for the first time, you may want to greet them with a discount, invite them to sign up for a newsletter, or even just show a CTA with helpful information. You can trigger a pop-up that shows when visitors arrive on your site, but how do you make sure that returning visitors don't see your welcome pop-up?

To **show your lightbox or widget to first-time visitors only**, follow these steps:

1. Go to the "Settings" section of the Design Editor. Click "Edit Campaign Display Rules".



2. Click "Add Conditions," then "Add New Rule".
3. From the rule dropdown menu, choose "Past Visits".



4. Set "Past Visits" to LESS than 1.

A screenshot of a rule configuration bar. It shows the property "Past Visits" selected, followed by the operator "Less than" and the value "1". There is a close button (X) on the right and an "Add New Rule" button with a plus icon on the left.

Once saved and published, the selected lightbox will only display if a visitor has never been to your site before.

Related Reading:

- [How to Create a Welcome Wall](#)
- [How to Display Pop-ups on Certain Pages](#)
- [Digioh Lightbox Conditions Overview](#)
- [What Does Each Display Rule Do?](#)