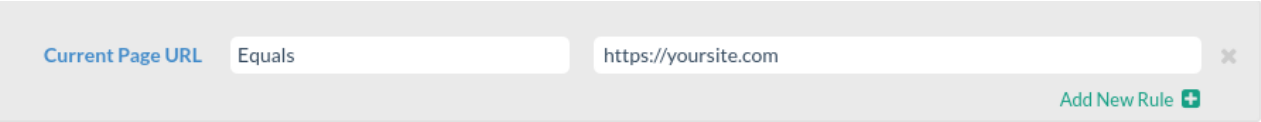
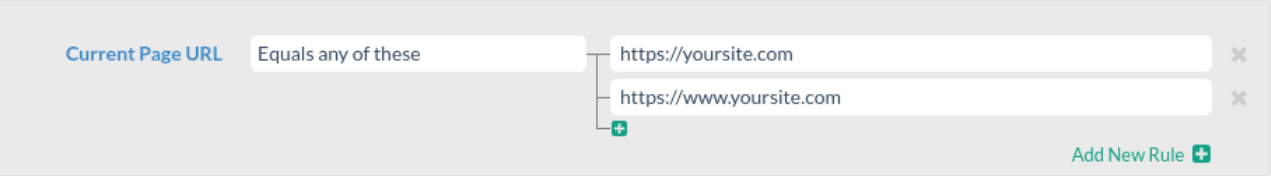
What's the difference between the Equals and the Equals Any Of These Operator?

Last Modified on 06/25/2026 9:17 am EDT

The **Equals operator** compares exactly what you've entered (every single character counts) to the desired condition you're trying to match. For example, if you've selected "Current Page URL" and "Equals" "https://yoursite.com", your pop up will only show if the website visitor's URL is "https://yoursite.com". It won't show up if the URL is "https://www.yoursite.com."



If you want to include more than one "Equal" condition, you can use the **Equals Any of These operator**. For the same example, you'd write "Current Page URL" "Equals Any of "https://yoursite.com" AND "https://www.yoursite.com". This way, the pop up appears for either URL.



The same would apply to targeting countries using the "Countries" condition. If you want to target a single country, use the "Equals" operator. For multiple countries, use the "Equals any of these" operator.

