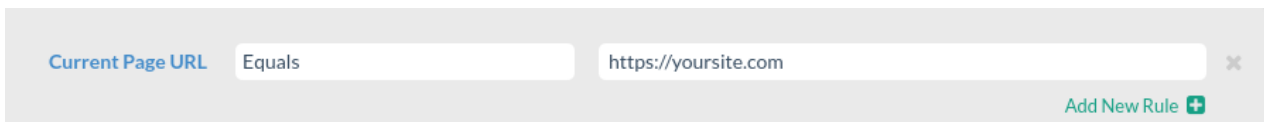


# What's the difference between the Equals and the Equals Any Of These Operator?

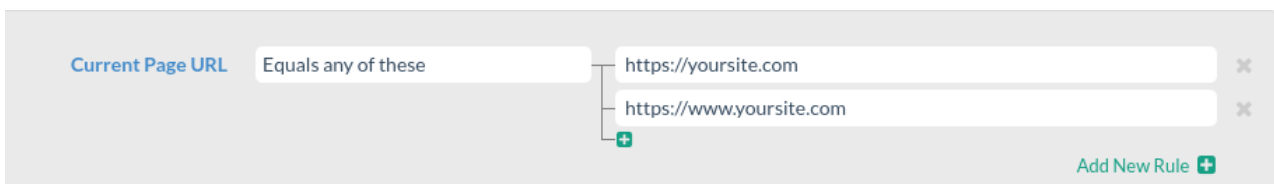
Last Modified on 06/25/2026 9:17 am EDT

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."



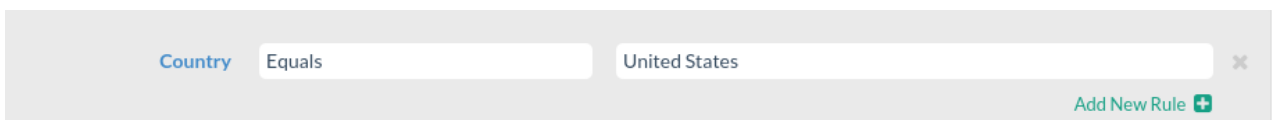
A screenshot of a rule configuration interface. On the left, the text "Current Page URL" is followed by a dropdown menu set to "Equals". To the right is a text input field containing "https://yoursite.com". A small "x" icon is in the top right corner of the input field. At the bottom right, there is a green button labeled "Add New Rule" with a plus sign icon.

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.

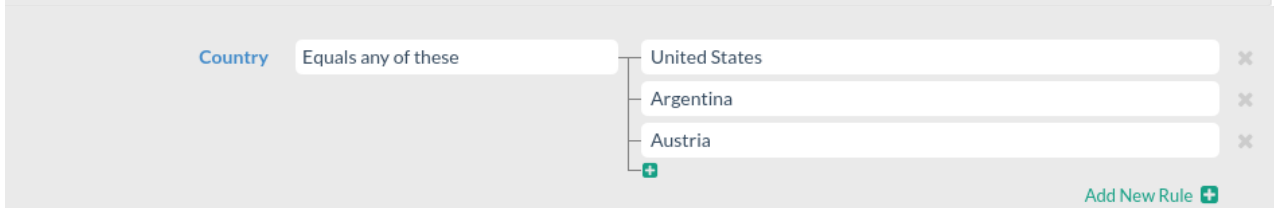


A screenshot of a rule configuration interface. On the left, the text "Current Page URL" is followed by a dropdown menu set to "Equals any of these". To the right, there are two stacked text input fields. The top one contains "https://yoursite.com" and the bottom one contains "https://www.yoursite.com". Each input field has a small "x" icon in its top right corner. A small green plus sign icon is located between the two input fields. At the bottom right, there is a green button labeled "Add New Rule" with a plus sign icon.

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.



A screenshot of a rule configuration interface. On the left, the text "Country" is followed by a dropdown menu set to "Equals". To the right is a text input field containing "United States". A small "x" icon is in the top right corner of the input field. At the bottom right, there is a green button labeled "Add New Rule" with a plus sign icon.



A screenshot of a rule configuration interface. On the left, the text "Country" is followed by a dropdown menu set to "Equals any of these". To the right, there are three stacked text input fields. The top one contains "United States", the middle one contains "Argentina", and the bottom one contains "Austria". Each input field has a small "x" icon in its top right corner. A small green plus sign icon is located between the bottom two input fields. At the bottom right, there is a green button labeled "Add New Rule" with a plus sign icon.