

How To Build An Exit Intent Campaign

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What You'll Learn in This Article:

- Understand how exit intent works on both desktop and mobile
- How to set up an exit intent campaign using Digioh's Quick Start themes
- Customize pop-up conditions to target the right users at the right time

Exit intent campaigns help engage with visitors before they leave your site, giving you one last chance to capture their interest. With Digioh, you can easily set up an exit intent campaign to display targeted messaging when a visitor moves to exit your site.

How Exit Intents Work:

- **On Desktop:** The exit intent triggers when the user moves their mouse toward the edges of the page (top, bottom, left, or right) indicating that they are about to leave.
- **On Mobile & Tablet:** Since there's no mouse to track, the exit intent triggers based on inactivity. We detect when a user lifts their finger from the screen and remains idle for a given amount of time.

The screenshot displays the Digioh configuration interface for exit intent campaigns. It features two rule sets connected by an 'OR' operator.

Rule Set 1:

- Device Type:** Equals Desktop
- Exit Intent:** Any of these events occur
 - Mouse exits window top
 - Mouse exits window bottom
 - Mouse exits window left
 - Mouse exits window right

Rule Set 2:

- Device Type:** Equals any of these
 - Phone
 - Tablet
- Idle seconds on page:** Greater than 3

At the bottom of the interface, there are buttons for '+ OR', 'Save', 'Save & Publish', 'Make Ruleset', and 'Close'.

Setting Up an Exit Intent Campaign

For a quick and simple setup, Digioh offers exit intent campaigns in our **Quick Start themes**. These include pre-designed campaigns with exit-based display rules already configured. All you have to do is update the colors/fonts to match your branding and turn it on.

Choose a Theme

You'll be able to fully customize the theme you choose in our editor.

Start from Scratch

Type:

All Box Types

Use Case:

Exit Intent / Cart Abandon

Showing 5 of 20 available themes.

BEFORE YOU GO!
 Let us help you find the perfect products to suit your needs.
 TAKE THE QUIZ

Exit Intent Redirect Popup
 Target customers who are leaving your site to entice them to take your quiz

Preview Create

Don't wait!
 The items in your cart are in high demand.
 Plus, get free shipping on your order.
 Checkout Now

Cart Abandonment Exit Intent
 Use Owned Identification to target and incentivize customers who are leaving the site to return to their cart

Preview Create

NOT FINDING ANYTHING YOU LIKE?
 Let us help you find the perfect plan for you.
 TAKE OUR QUIZ
 No, thank you.

Exit Intent Redirect Popup
 Target customers who are leaving your site to entice them to take your quiz

Preview Create



Depending on your specific goal for the exit intent, you may need to add additional conditions to refine when and where the pop-up appears.

For example, you may want to:

- Exclude visitors who recently made a purchase
- Prevent the campaign from triggering for users who arrived via email marketing
- Adjust timing based on user behavior (visited X amount of pages this session, total seconds on page greater than X, etc.)

We recommend reviewing and customizing the conditions to ensure they align with your desired user experience.