How To Build An Exit Intent Campaign

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What You'll Learn in This Article:

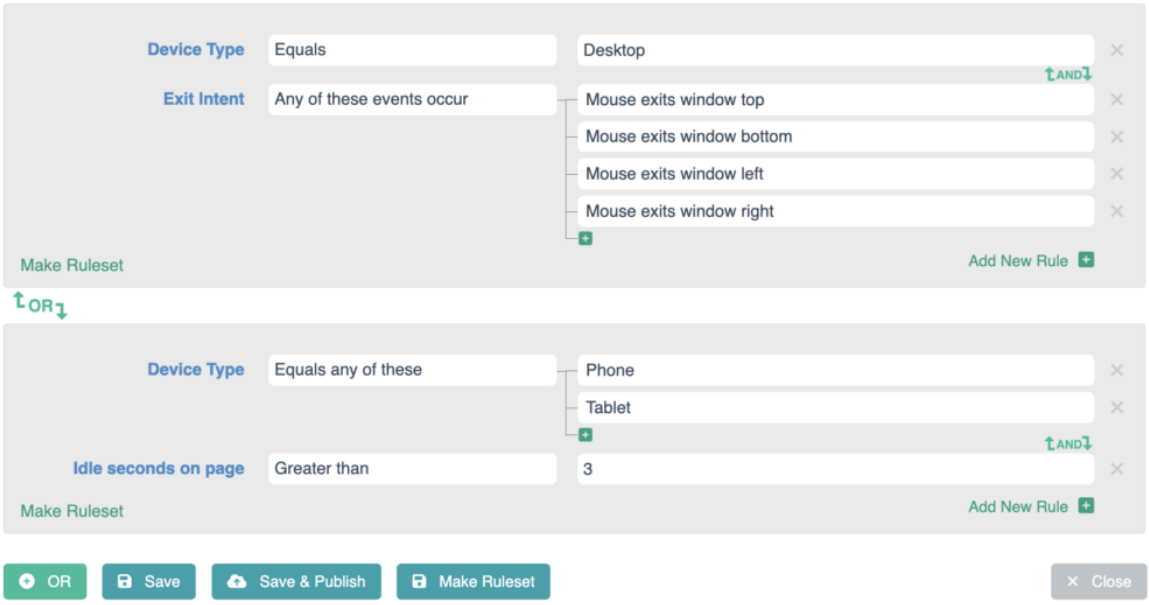
- Understand how exit intent works on both desktop and mobile
- How to set up an exit intent campaign using Digioh's Quick Start themes
- Customize pop-up conditions to target the right users at the right time

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.

Faster option: Click Create with AI and the Digioh Agent builds this for you, on brand, with your integrations set up. You review it and publish. How to create an AI Campaign

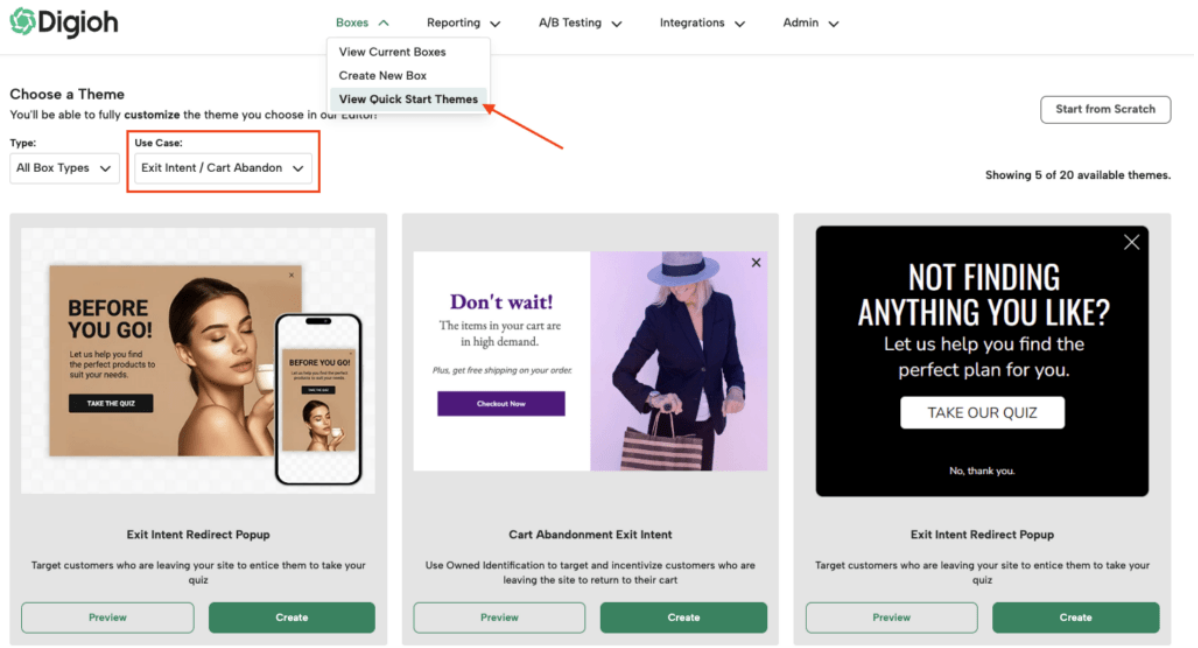
How Exit Intents Work:

- **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.



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.



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.