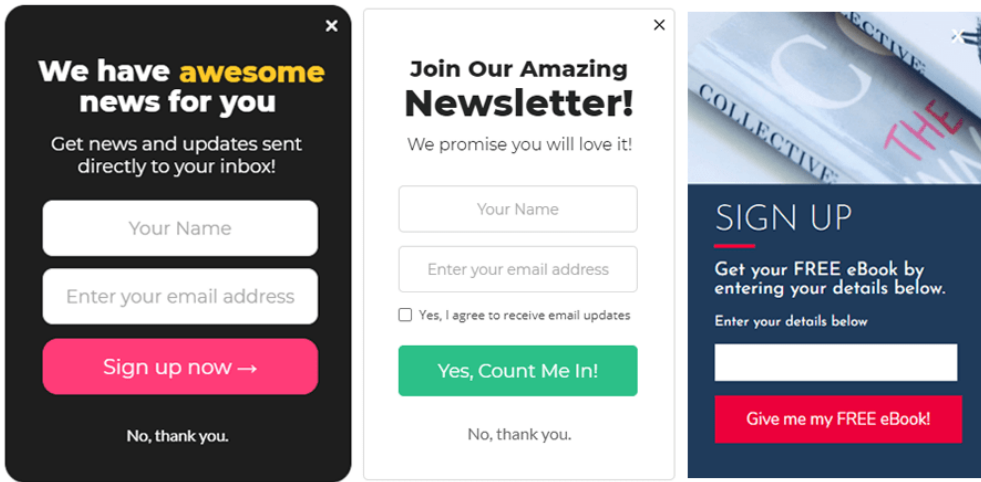


Mobile Campaign Design Best Practices

Last Modified on 06/24/2026 3:36 pm EDT



Recommended Dimensions for Mobile

Screen sizes vary across mobile devices, but we recommend making your mobile designs around **360px wide and 660px tall**.

For pop-ups, we recommend turning on responsive settings to ensure your design fits any screen size or device.

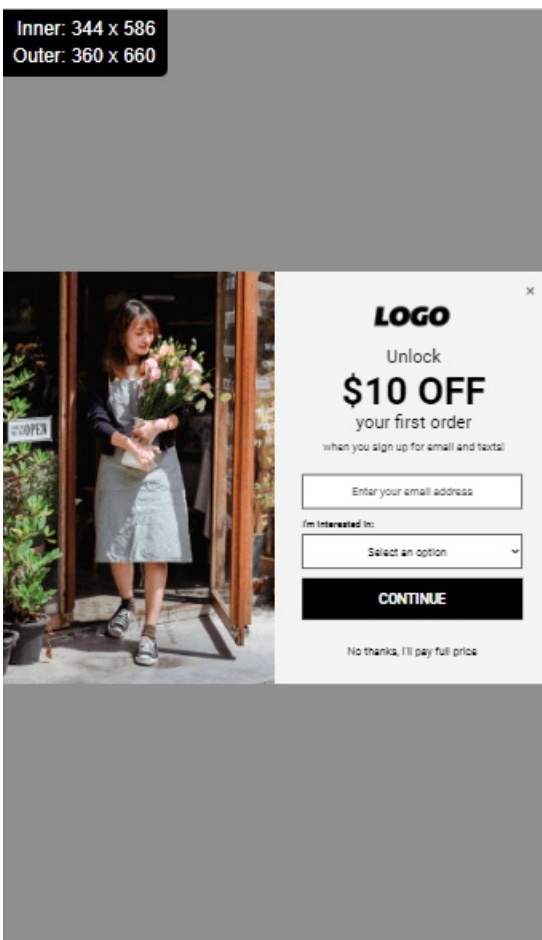
For more information, see our [Recommended Dimensions help doc](#).

Mobile Screen Size Settings

If your pop-up design has an aspect ratio that doesn't scale well on a mobile device, we recommend creating a mobile Screen Size design. While a 16:9 aspect ratio works great on desktop designs, mobile pop-ups should be optimized for 9:16.



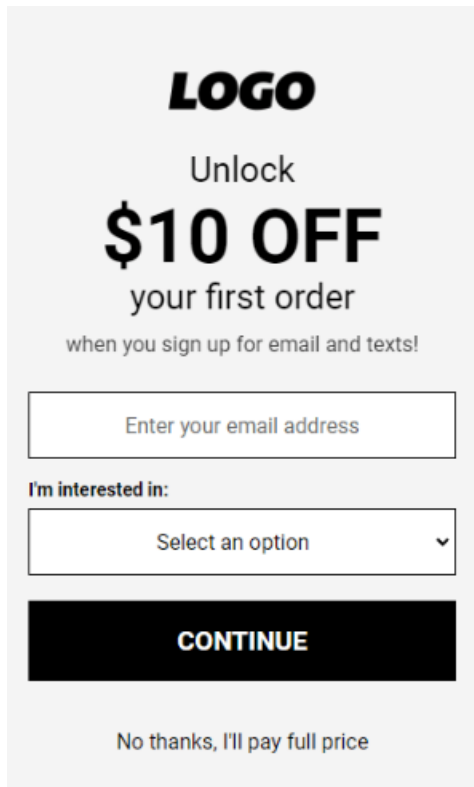
In this example, the original pop-up design is 800px wide x 600px tall and is too difficult to read when scaled down to fit on a mobile screen.



By creating a mobile screen size, you can create a design with an aspect ratio that works better on a mobile device.

The mobile screen size design in this example is 360px x 600px, which doesn't have to be scaled on

mobile devices and is easier to read.



The image shows a mobile sign-up form with a light gray background. At the top, it features a bold 'LOGO' placeholder. Below the logo, the text reads 'Unlock \$10 OFF your first order when you sign up for email and texts!'. The main offer '\$10 OFF' is in a large, bold font. Below this is a text input field with the placeholder 'Enter your email address'. Underneath the input field is a dropdown menu labeled 'I'm interested in:' with the placeholder 'Select an option' and a downward arrow. A prominent black button with the white text 'CONTINUE' is positioned below the dropdown. At the bottom of the form, there is a link that says 'No thanks, I'll pay full price'.

Recommended Mobile Screen Size Width

When creating a mobile screen size, you must set the Max-Width of that screen size. This isn't how wide your design is, but the widest screen or window width that will show your screen size before switching back to the desktop version.

- Best practice is to set the max-width to be equal to the desktop design width.
- If your design is **Responsive**: 515px or larger
- If your design is **Edge to Edge**: The same width as your desktop design or larger
 - For example, if you are using Edge to Edge and your desktop design is 800px wide, your screen size's max-width should be 800px or larger
- If your design is using the **Full Screen feature**:
 - Centered Full Screen: The same width as your desktop design or larger
 - Left or Right Image Full Screen: Depending on the image % this can vary, but you will need to calculate the size of your desktop dimensions with the addition of the image.
 - Example: If using 50% image and your desktop design is 500px, that means your design will need to switch to mobile at 1000px to ensure nothing is cut off.
 - See our [Full Screen help doc](#) for more details

For more information on how to create screen sizes, read [How to Use Responsive Width Screen Sizes](#).

Large, Easy to Tap Buttons and Fields

Since mobile users see your website on a smaller screen, the design must be easy-to-read, and forms should be easy to complete on a touch screen.



We have awesome news for you

Don't miss an update! Get news and updates sent directly to your inbox every single week!

Your Name

Enter your email address

Sign up now →

No, thank you.

Form fields too small and close together make it difficult to tap on the correct thing.



We have awesome news for you

Get news and updates sent directly to your inbox!

Your Name

Enter your email address

Sign up now →

(Unsubscribe anytime)

Large fields and buttons make it easy to tap on the right element.

Create large buttons and fields that are easy to tap. Try not to make any elements too close together or too small, so they are easier to tap.

Give Your Design Room to Breathe

Be mindful of placing your text too close to the edge of the pop-up. It might cut off on some devices, especially on newer mobile phones with curved screen edges.

We have awesome news for you

Don't miss an update! Get news and updates sent directly to your inbox every single week!

Your Name

Enter your email address

Sign up now →

No, thank you.

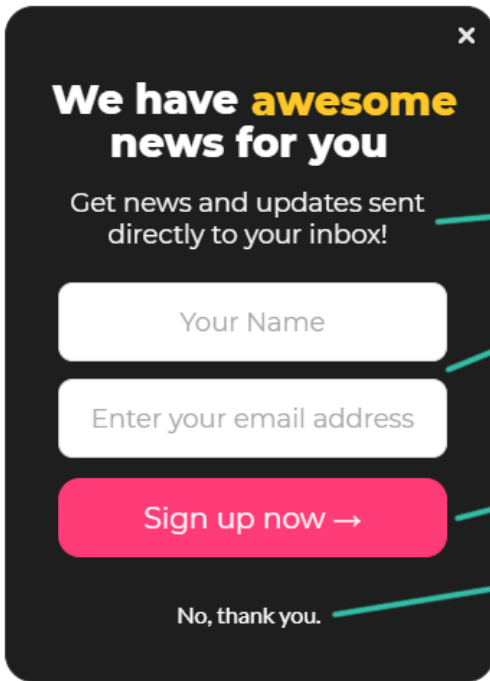


Text is too close to the edge of the screen

Fields too close together, difficult to tap on the correct one

Submit button too small, difficult to tap

"No thanks" button too close to the "Sign up" button



Extra padding around text assures it won't be cut off on some screens

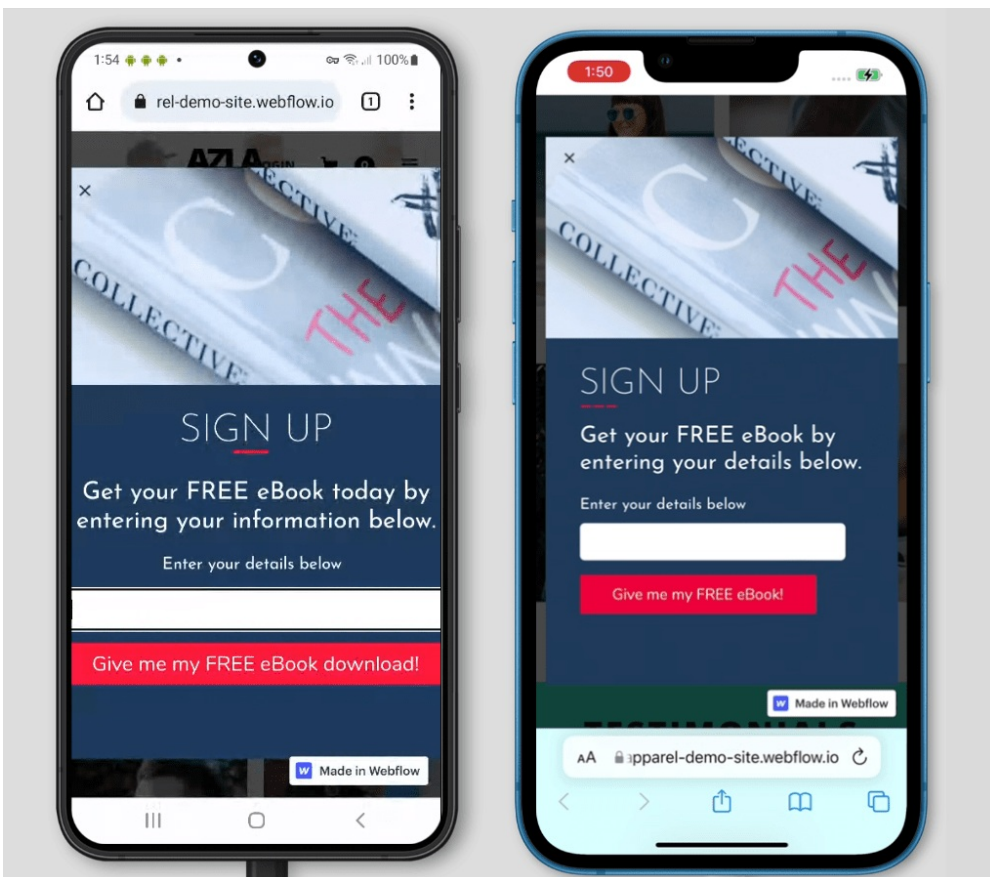
Fields are large and have space between them, making it possible to tap on the correct one

Large, easy to tap submit button

"No Thanks" button moved down to avoid accidentally closing the box

Keep Form Input Text 16px or Larger

If you want to avoid [auto-zooming on iPhone](#) when you tap on an input field, your form's input font needs to be set to 16px or larger.



Zooming can cause some elements of your pop-ups to appear off-screen, including close buttons or

important text.

Easy-to-Tap Close Buttons

Close buttons are notorious for being too small or hard-to-find on mobile. Making a campaign slightly narrower than your screen size is a good place to start.

But the most reliable way to make sure your widget can be closed is to also add a “no thanks” button in the center of your widget, under the form. Even if your close button gets cut off, there’s still another way for users to close the pop-up.

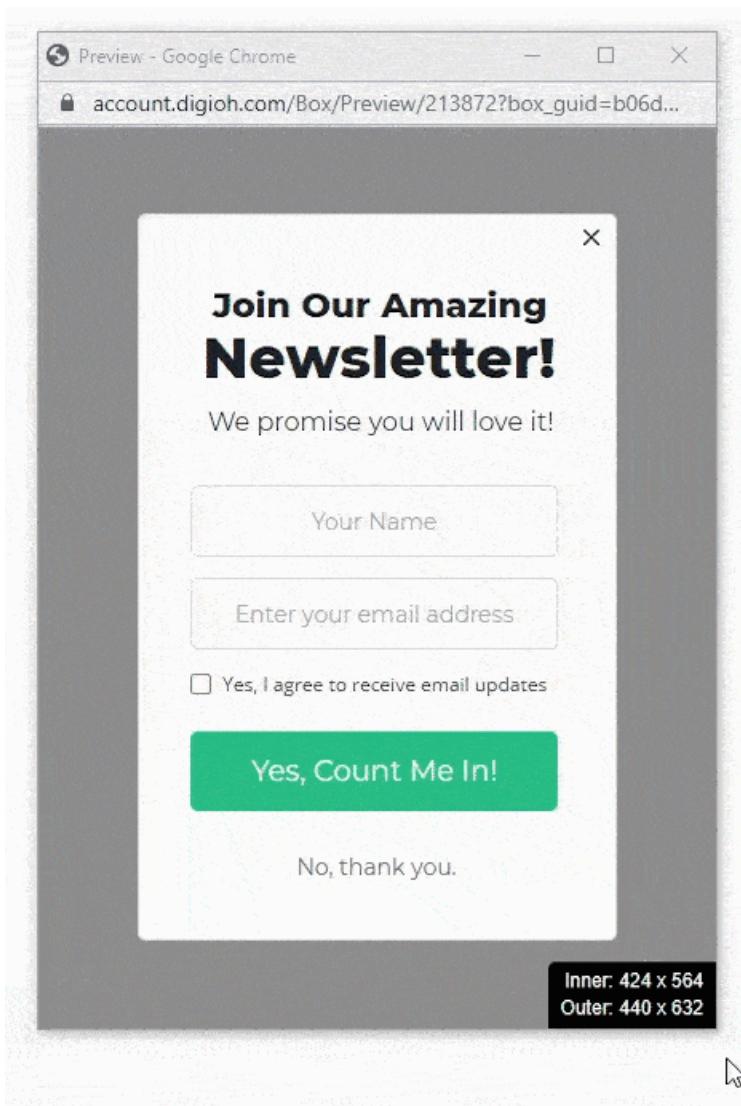
The image shows a campaign editor interface. At the top, there are navigation elements: a 'Settings' button, a campaign ID '320832: Zero Party Data Multi-step Popup Test', and a 'Last Published' timestamp 'Published 01/09/2026 07:58 AM' with a 'Draft Saved' indicator.

The main editor area is divided into two panels. The left panel, titled 'Steps/Pages', shows a list of steps: 'Main Page' and '(EPI) Email'. The '(EPI) Email' step is selected, and its configuration is shown below. It includes a 'Buttons' tab, a dropdown menu for 'Button 2 - No thanks', and a 'Button Basics' section. The 'Button Basics' section has a text input field containing 'No thanks' and a 'BUTTON ACTION WHEN CLICKED' dropdown menu set to 'Close Campaign'. Below this is a 'Button Data Action' section with a 'SELECT' dropdown and an 'ENTER FORM VALUE' input field.

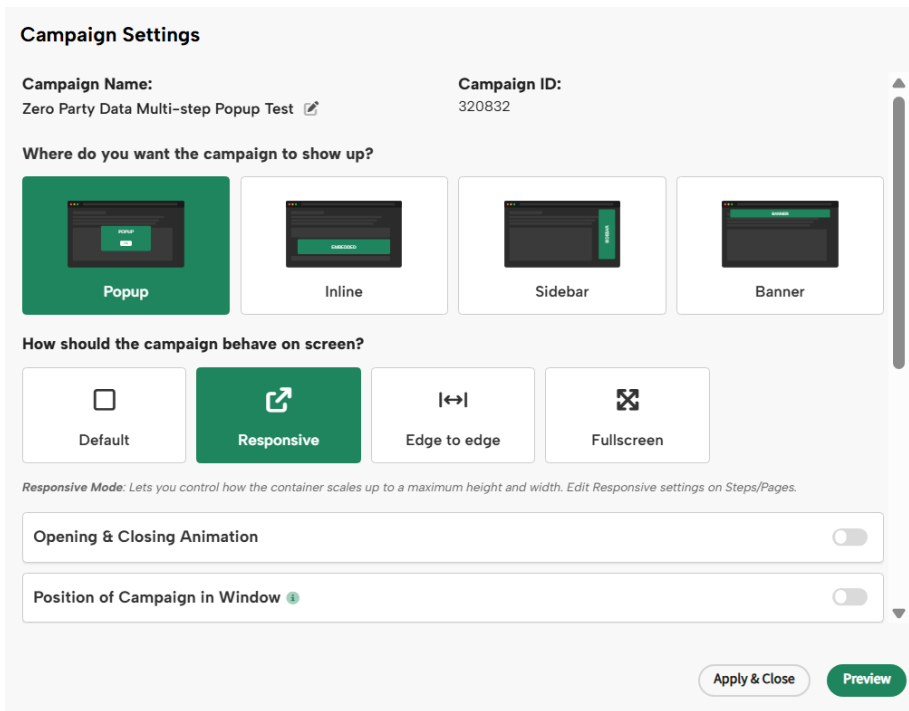
The right panel is a preview of the pop-up. It features the 'flavør' logo at the top, followed by the headline 'You've Got 15% Off'. Below the headline is a sub-headline: 'Sign up with your email to access your 15% off code'. There is an input field for 'Enter your email address' and a purple 'Continue' button. At the bottom, there is a 'No thanks' button with a green arrow pointing to it from the right. The pop-up is set against a light purple background and is shown on a grey and white checkered background to indicate its width.

Responsive Mobile Designs

While it’s important to account for common screen sizes and device types, the guaranteed way to make sure your pop-up fits on every device is to make it responsive. With responsive settings turned on, your pop-up will resize to fit any window or screen size.

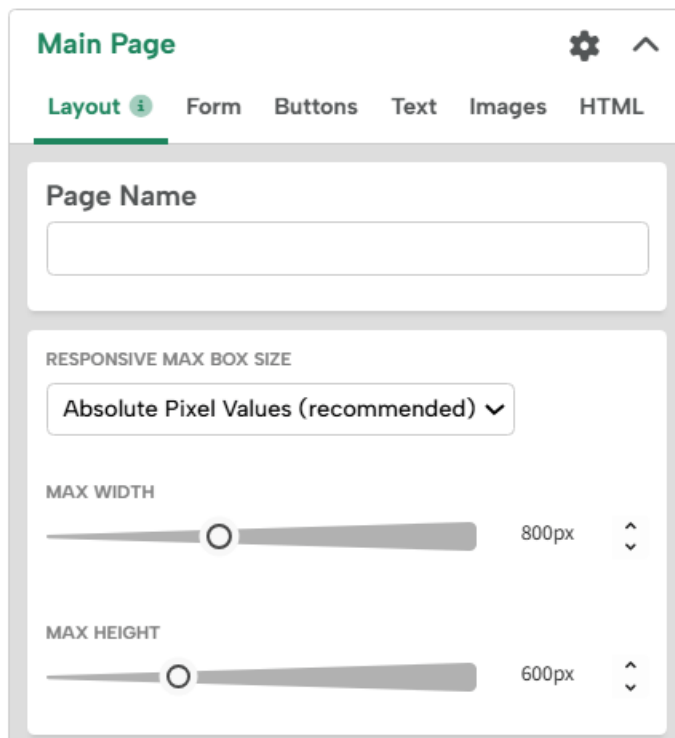


In the Digioh editor, go to Settings > Campaign Settings and for "How should the campaign behave on screen?" select "Responsive".



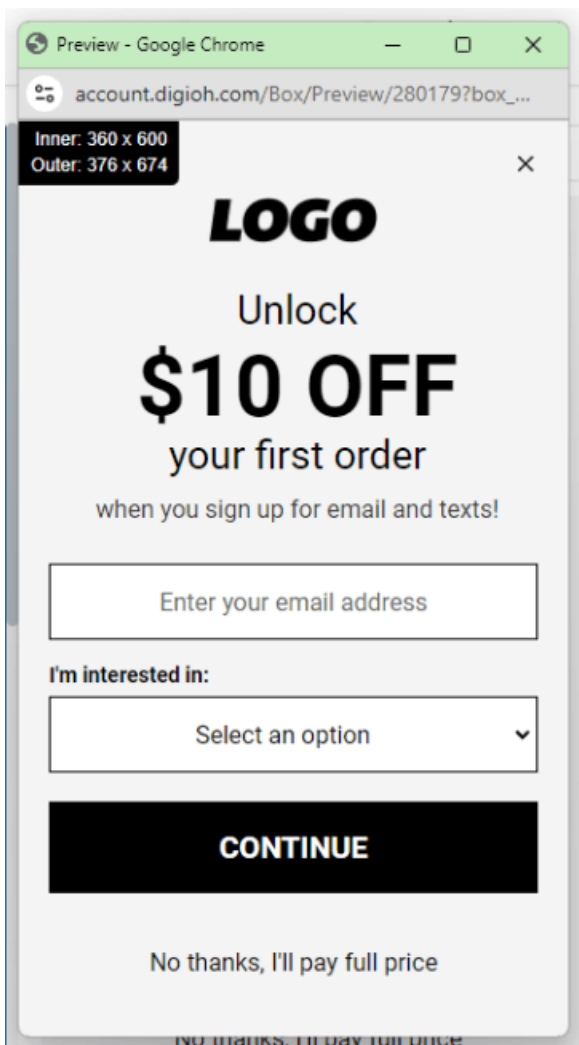
Click "Apply & Close" and go back to the Layout tab of the editor to configure the Responsive Window Settings.

We recommend using "Absolute Pixel Values" which will let you set the maximum height and width of your design. If the screen resolution goes below that size, your pop-up will scale down and adjust to fit. However, if the screen resolution is larger than the Absolute Pixel values, your design won't scale up any larger.

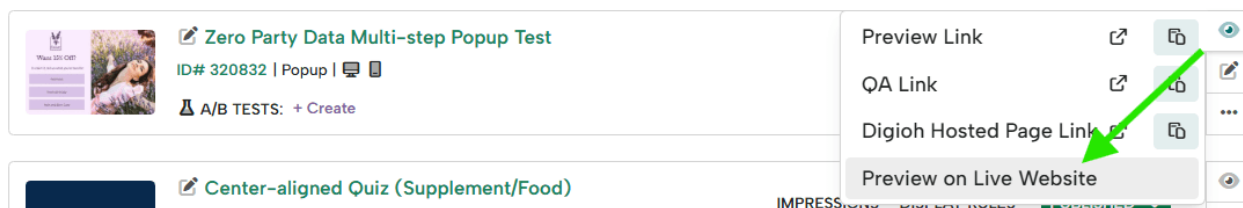


Preview and Test

Always double-check what your pop-ups look like in a preview window and make sure you resize the window to simulate a mobile screen's height and width.



But keep in mind that just previewing a pop-up in a desktop window won't give you the full mobile experience. We recommend using the preview on live site feature:



Once you have the preview link, load it on your mobile device to see the pop-up live on your device.