

# Scroll Depth Popup Trigger Best Practices

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## What You'll Learn in This Article:

- Recommended scroll depths for publishers and eCommerce sites
- Which offers to show at each scroll depth
- How to combine scroll depth with time on page
- What to test and track to measure success

We recommend running A/B tests to determine the best time to display a pop up when a visitor is engaging with your content. The right scroll depth depends on your specific audience and business. Publishers are measuring reading intent on long-form content, while eCommerce sites are measuring purchase intent on shorter product and category pages.

As a starting point, we recommend testing a scroll depth between 25-40% for most content, since it shows intent but appears before the visitor has finished reading or shopping.

Digioh allows you to target a visitor's scroll depth in percentage or pixels. This article focuses on the **Scroll Percent** display rule. To learn more about each rule, see [Display Rules: What Does Each Rule Do?](#)

## Display Rules for #123456: Newsletter Signup

Display Rules are the rules for where and when the Campaign will be displayed, and who will see it.

Scroll Percent The scroll % rule shows the Campaign based on how far down the page the visitor has scrolled. This is amazing for blog posts. Once they get to the bottom of your content, offer another blog post to read, or capture their email address with a 'Free eBook'.

Scroll Percent

Greater than

25

Add New Rule

OR

Save

Save & Publish

Make Ruleset

Close

## Scroll Depth Trigger Timing

| Scroll Depth | Publishers                                 | eCommerce                                                        |
|--------------|--------------------------------------------|------------------------------------------------------------------|
| 25-40%       | Ideal for most content                     | Ideal for product and category pages                             |
| 50%          | Ideal for long-form content (2,000+ words) | Ideal for long-form buying guides and comparison pages           |
| 60-75%       | N/A                                        | Ideal after key purchase info (price, reviews, specs) is visible |



#### Not Recommended:

- **0-10%:** Too aggressive, with a high bounce risk
- **80-100%:** Too late to convert

## What to Offer at Each Depth

We also recommend A/B testing different types of pop ups and offers at various scroll depths. Generally, a larger scroll depth indicates a higher engagement level, but what that engagement should convert into differs by business type.

### Publishers

| Scroll Depth | User Signal    | Best Offer                                         |
|--------------|----------------|----------------------------------------------------|
| 25-35%       | Interested     | Newsletter signup / "Save this article"            |
| 40-60%       | Engaged reader | App download / account creation / subscription CTA |
| 70%+         | Highly engaged | Metered paywall / premium upsell                   |

### eCommerce

| Scroll Depth | User Signal                                  | Best Offer                                                    |
|--------------|----------------------------------------------|---------------------------------------------------------------|
| 25-35%       | Browsing                                     | Email capture / "Save this product"                           |
| 40-60%       | Considering (has seen price and description) | Discount code / free shipping threshold nudge                 |
| 60-75%       | High intent (has seen reviews and specs)     | Cart reminder / limited-stock urgency message / bundle upsell |

## Combine Scroll with Time

Use AND logic to filter out fast scrollers who aren't actually reading. Add the **Scroll Percent** and **Total Seconds on Page** rules to the same group so that both must be true before the campaign displays. To learn more about AND and OR logic, see [Digioh Display Rules Overview](#).

- **Publisher example:** Scroll Percent Greater than 30 AND Total Seconds on Page Greater than 10 (test values between 10 and 15 seconds)
- **eCommerce example:** Scroll Percent Greater than 40 AND Total Seconds on Page Greater than 8 (test values between 8 and 12 seconds) on a product page. This filters out visitors who scrolled past without reading the price or reviews.

## Measuring Success

Test scroll depth to find the best percentage for your audience, and track different outcomes depending on your business type. To get started, see [How to Set Up An A/B Test](#) .

### Test and Track (Publishers)

- Conversion rate by trigger depth (A/B test 25% vs. 40% vs. 50%)
- Scroll abandonment rate after the pop up fires
- Article completion rate with vs. without the pop up

### Test and Track (eCommerce)

- Conversion rate by trigger depth (A/B test 25% vs. 40% vs. 60%)
  - Add-to-cart rate with vs. without the pop up
  - Cart and checkout abandonment rate after the pop up fires
  - Average order value lift from discount vs. urgency offers
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