AI Smart Rules: Bring Your Campaign Back at the Right Moment

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What are Smart Rules?

Many visitors close a popup without signing up. They aren't saying no for good; the timing just wasn't right. **Smart Rules** shows the Campaign to those visitors **one more time**, on a later page, once they're engaged with your site again.

Smart Rules is **Powered by AI Signals**. Every night it learns from what actually converted and gets better at choosing the right moment to show your Campaign again.

How it works

- **Your first display doesn't change.** The settings under **Where**, **Who**, and **When** still decide when the Campaign first appears.
- **One extra chance per visit.** If a visitor closes the Campaign without signing up, Smart Rules shows it again once, on a later page.
- **It waits for engagement.** The second display happens only when the visitor is actively engaged again, not right after they close it.
- **It keeps learning.** Smart Rules gets better at timing every night.

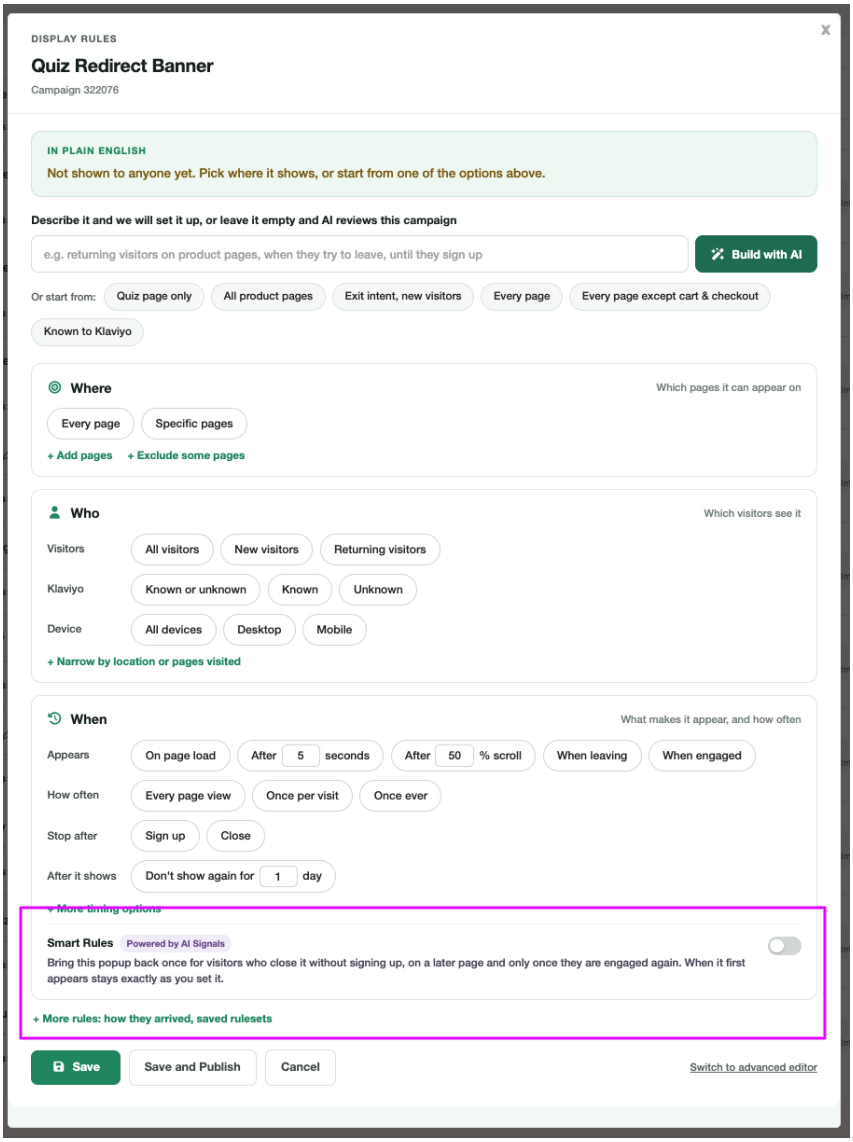
Measuring results

Smart Rules keeps a **10% control group** of visitors who see the Campaign with your original rules only. Comparing them with everyone else shows the real lift Smart Rules adds. You can see these results in the Campaign editor.

Visitors who arrive from your emails or from tagged links count too.

How to turn on Smart Rules

1. Open your Campaign and go to **Display Rules**.
2. Set up **Where**, **Who**, and **When** as usual. These control the first display.
3. At the bottom of the **When** section, switch **Smart Rules** on.
4. Click **Save and Publish**.



> **Don't see Smart Rules?** We're rolling it out account by account. Contact Support and we'll turn it on for you.

Best practices

- **Start with your main sign-up popup.** Welcome and lead-capture Campaigns have the most visitors who close without signing up.
- **Use it on Campaigns with steady traffic.** More visits mean faster learning and clearer results.
- **Set Stop after to Sign up.** The Campaign then stops for visitors who converted, and Smart Rules can still bring it back for visitors who closed it.

FAQ

Will Smart Rules change my existing Display Rules?
No, your first display works exactly as before. One thing to know: if How Often is set to Once ever, or you use Don't show again for a certain number of days, Smart Rules can't bring the Campaign back.

Will visitors see my Campaign over and over?
No. It comes back at most once per visit, only after they closed it without signing up, and if they close it again it waits 7 days.

Does it show again to people who signed up?
No. Smart Rules only brings the Campaign back for visitors who closed it without signing up.