How To Capture Email Addresses Using An Exit Intent Popup

Exit intent popups serve as a critical touchpoint to re-engage visitors when they intend to leave your website. By capturing email addresses at this crucial juncture, you can transform potential exits into new leads.

Leveraging exit intent popups not only helps grow your email list but also enhances your ability to personalize and target your marketing efforts. It ultimately helps drive higher conversions and customer engagement.

Steps To Capture Email Addresses Using An Exit Intent Popup In Mautic

Follow the steps given below to start capturing email addresses using an exit intent popup.

Step 1: Create A Form In Mautic

Navigate to the “Components” menu in the main navigation and select “Forms.” After this, Click on "New" to create a new form. You will now have to choose between a “Campaign form” and a “Standalone form.”

Read ‘How To Capture Email Addresses Using A Form And Assets’ to learn more about campaign forms and standalone forms.

In this case, let’s assume that you end up choosing “Standalone forms.” Design your form with all the details you want to capture, like name and email.

You can use the “Text” field to capture the first and last names. Remember to use the “Matching Field” option to assign the desired attributes to your “Text” Field.

Mark the email field as “Required.” This will ensure that your visitor cannot skip this field.

After you have configured all the settings, save the form.

Additional Tips To Ensure Higher Popup Form Submissions

While designing the form, follow the given tips to boost the popup engagement:

- **Keep the form simple:** Try to limit the form fields to only email and name. Remember that the exit intent popup will be triggered when the visitor is about to exit the website. A user who is about to leave will not be willing to dedicate much time to filling the form out.
- **Define What Happens After Form Submission:** In the form details, use the “Successful Form Submit” option to define what happens after the visitor submits the form. Use this option to reward the visitor for submitting the form. For example, offer a free ebook or a personalized consultation to users after successful form submission.

Step 2: Create A New Focus Item

Focus Items enable you to engage users on your site using bars, modals, notifications, popups, and lightboxes. You can trigger Focus Items at various times and through different actions, such as exit intent.

To create a new focus item, go to “Channels” in the main navigation and click on “Focus items.” Create a new focus item by clicking on “+New.”

Now, enter the focus item's name and the URL of the landing page where you want to trigger it.

Now, go to “Builder” to customize your focus item. Here, you have to choose “Collect Data.” This option will allow you to integrate the Mautic form with the focus item.

In the “When to engage” option, choose “Visitor intends to leave” to trigger the popup before the user exits.

Understanding Other Setup Options

“**Timeout before engage**” delays the popup for the set time. This is useful when you want to trigger the popup as soon as the user visits a website. For an exit popup, leave it empty.

“**Activate on link clicks**” determines whether you want to trigger the popup only after the visitor clicks on a specific link on the website. This is useful for targeting users who show interest in specific content or actions on your site.

For example, if you have a special offer or detailed content link, you might set the popup to trigger after a click on that link. If that's not an important criteria for you, choose "No."

"**How often to engage**" determines the frequency of triggering the popup. To prevent overwhelming the visitor, choose "Once per session."

"**Stop Engaging after a conversion**" allows you to pause the popup trigger for a visitor after you have successfully converted them to a lead. So, you need to choose "Yes" for this option.

Now, you have to choose how the popup will appear on your website. The "Bar" and "Notification" styles are often overlooked as they appear at the top and corner of the screen, respectively.

If you want to grab the visitor's attention without a "Full Page" popup, you can use the "Modal" popup design, displayed in the middle of the page. You can preview your popup before proceeding further.

Now, enter the popup details and choose the form you created in Step 1.

After you have created your exit intent popup, save and close the focus item.

Step 3: Implement The Focus Item On Your Website

To start triggering the popup whenever a visitor decides to exit your website, you need to integrate the focus item with your landing page. Click on the focus item, and you will see an embed code at the top right side.

Mautic suggests placing the embed code before the closing tag. If you are using a Mautic landing page, go to “Landing Pages” in the main navigation of Mautic, click on your landing page, and place the embed code under “Script inside Footer.”

Additional Consideration

Remember to publish the focus item in Mautic so that it can start triggering the popup. To do this, click on the toggle beside the focus item.

Step 4: Test Your Setup

To test the setup on your desktop, you can do any one of the following.

1. Visit the website and attempt to leave to trigger the popup. Then, you can fill out the form to ensure the data is captured in Mautic.
2. You can also test the form in Mautic by using the “Preview” option under “Form Settings.” This will only test the form and not the popup trigger.

Unlike desktops, where exit intent can be detected through mouse movements, exit intent popups work on mobile devices by detecting actions like the user tapping the back button or scrolling quickly to the top of the page.

To test the setup on a mobile device, you can do any of the following.

1. Ensure your pop-up script includes logic for mobile detection, such as scrolling up quickly or switching tabs. Here's a basic example:

```
document.addEventListener('touchstart', handleTouchStart, false);docu
ment.addEventListener('touchmove', handleTouchMove, false);let xDown
= null;let yDown = null;function getTouches(evt) {  return evt.touche
s || evt.originalEvent.touches;}function handleTouchStart(evt) {  con
st firstTouch = getTouches(evt)[0];  xDown = firstTouch.clientX;  yDo
wn = firstTouch.clientY;}function handleTouchMove(evt) {  if (!xDown
|| !yDown) {    return;  }  const xUp = evt.touches[0].clientX;  cons
t yUp = evt.touches[0].clientY;  const xDiff = xDown - xUp;  const yD
iff = yDown - yUp;  if (Math.abs(yDiff) > Math.abs(xDiff)) {    if (y
Diff > 0) {      // User is scrolling up      // Trigger the exit int
ent pop-up      showExitIntentPopup();    }  }  xDown = null;  yDown
= null;}function showExitIntentPopup() {  // Code to display your Mau
tic pop-
up  document.getElementById('mauticPopup').style.display = 'block';}
```

(Source: Touch events - Web APIs | MDN)

1. You can also use third-party plugins like Ninja Popups for WordPress websites.

Step 5: Monitor And Analyze

You can create a form submissions report in Mautic to track the form submissions in the exit intent popup. Go to the reports option and click on "+New."

Enter a name for the report and choose "Form Submissions" from the dropdown menu under “Data Source.”

Now, go to the “Data” tab and choose the data that you want to track in the report. Click on “Save” after you configure the report.

The report will automatically track all the chosen data from the form submissions. You can also export the report as an HTML file.

Alternatively, you can click on the target form in the “Forms” menu under “Components.” Here, you can see a graphical representation of the total form submissions in the past 30 days.

You can also click on “Results” to access the data captured by the form.

Mautic also allows you to export this data as CSV, Excel, and HTML for analysis and backup. To access the data for any particular individual, click on the visitor's "Contact ID."

How To Leverage Exit Intent Popups In Your Marketing Strategy

Once you have set up an exit intent popup in Mautic, the next step is to use the data you gather to enhance your marketing strategies. Here's what you can do:

- **Segmented Offers**

Utilize Mautic's segmentation features to display personalized exit intent popups based on visitor behavior and preferences. For instance, offer different incentives to first-time visitors compared to returning visitors.

- **Dynamic Content**

Implement dynamic content in your popups to make the message more relevant. Customize the content based on the visitor's location, browsing history, or referral source.

- **Follow-Up Campaigns**

Use the email addresses captured through exit intent popups to initiate follow-up campaigns. Send welcome emails, nurture series, or exclusive offers to engage and convert these leads.

- **Integration With CRM**

Integrate Mautic with your CRM to ensure that the captured leads are seamlessly transferred and managed. This helps maintain a cohesive marketing strategy and improves lead management.

- **Cross-Channel Marketing**

Leverage the email addresses collected to create cross-channel marketing campaigns. Combine email marketing with social media, retargeting ads, and other channels to maintain engagement and drive conversions.

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