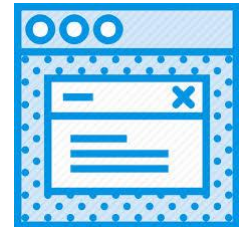# 46 & Spruce

Website Pop Ups

Like anything in marketing, we need to first define our audience. If you're emailing all consumers the same way, the same offer, and with the same cadence, you're missing out on a lot of profit. We generally break down the email audience segments into three categories:

- **Tirekickers** - little purchasing intent, just browsing
- **Shoppers** - interested in products, wanting to buy
- **Customers** - people who have bought from you before

Overview
Opportunities for Email Capture

The **Tirekickers** segment offers the most opportunities for email capture, as statistically more people will fall into this segment. There are a litany of potential capture points we can explore based on your product and audiences, but we need to be careful as to not disrupt the path to checkout completion.

The opportunity to capture email addresses for the **Shoppers** segment primarily occurs on the checkout page. In addition to the various capture points, there are a few different email capture styles we can deploy.

Email Capture Points Along the User's Journey:

- Home page entrance pop up
- Home page exit pop up (consumers leaving the screen)
- Home page timed duration (best for consumers on mobile)
- Category page exit pop up (consumers leaving the screen)
- Product detail page exit pop up (consumers leaving the screen)
- Cart page exit pop up (consumers leaving the screen)
- Blog/article scrolling pop up (great for blog content)

Examples of Email Capture Bait:

- Informational Articles
- Product Guides
- Product Comparison Guide
- Free Shipping
- 10% off (don't give discounts to customers who are not ideal clients)
- $15 off
- Free Product Giveaway

Our Recommendations
46 & Spruce Pop Ups

We have created email capture flows for your Tirekickers and Shoppers.
This consists of 4 pop ups:

- **Tirekicker**
  - Home Page: Entrance Pop Up
  - Product Detail Page: Exit Pop Up
  - Category Page: Exit Pop Up

- **Shopper**
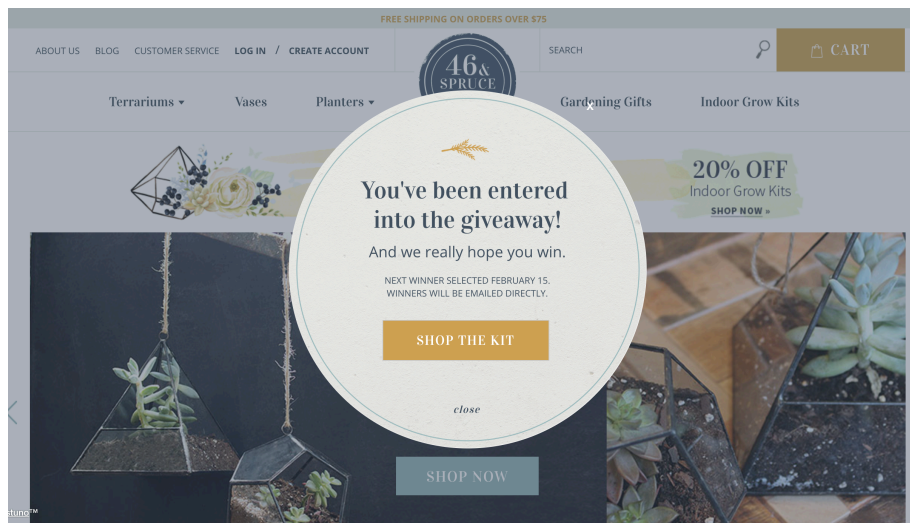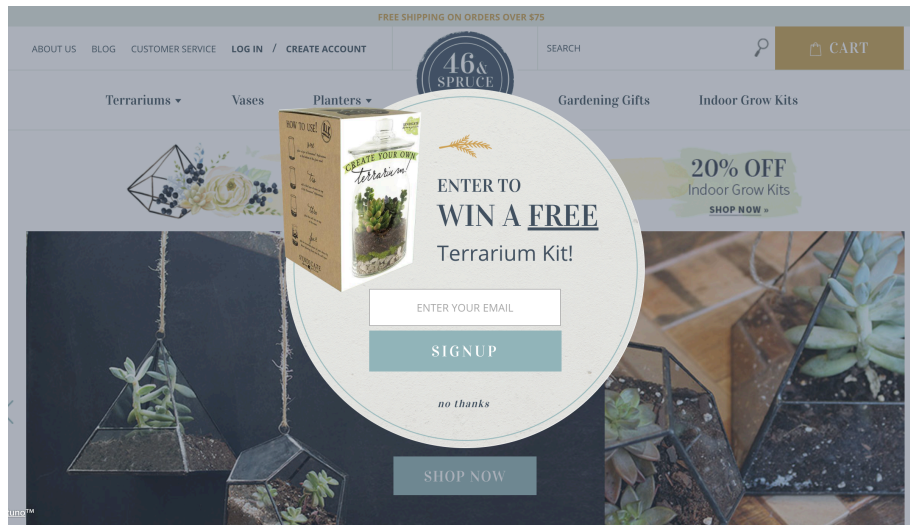 - Cart Page: Exit Pop Up

Home Page

ENTRANCE POP UP

Audience: Tirekicker

Rules:

Show pop-up to visitors upon landing on the homepage, after 8 seconds.

Do not show to anyone that has recently visited the site, within 5 days.

Do not show to anyone that has already engaged with the pop up during this session.

What happens next:

Email address is added to a specific email list.

Giveaway Welcome Series is deployed (4 emails spanning 3 days).

Giveaway Welcome Series is halted if/when this person purchases from the site.

Winner is chosen for the Giveaway.

Personal Email is sent to winner of the Giveaway.

Date is updated for the next Giveaway.
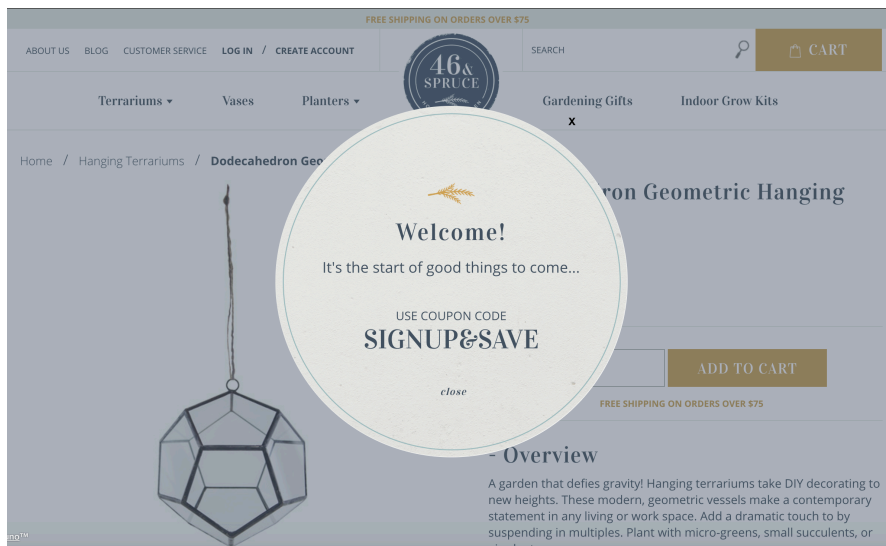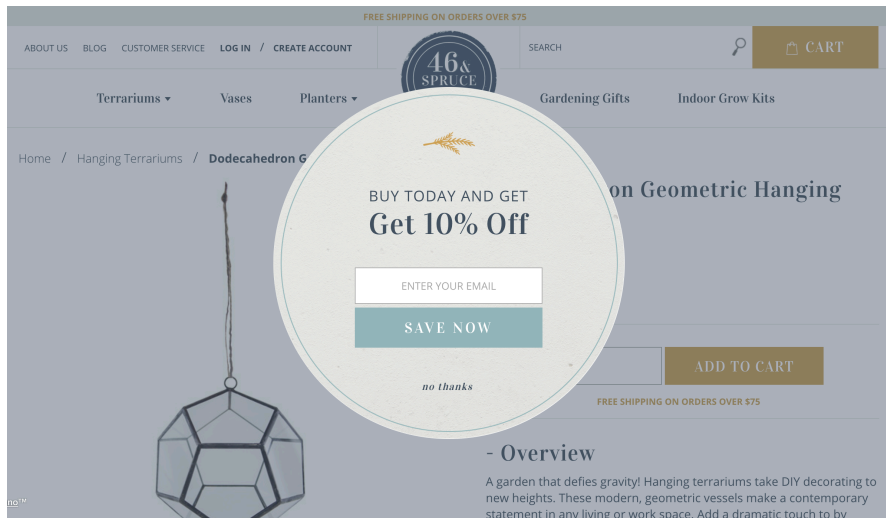
Product Detail Page

EXIT POP UP

Audience: Shopper

Rules:

Show pop-up to visitors upon attempting to exit the page.

Do not show to anyone that has already engaged with this pop up during this session.

Do not show to anyone who has engaged with a category or cart pop up during the same session.

What happens next:

Email address is added to a specific email list.

Welcome Nurture Series is deployed (4 emails spanning 3 days).

Welcome Nurture Series is halted if/when this person purchases from the site.

Discount Code is presented after email is provided.

Discount Code can only be used once per email address.
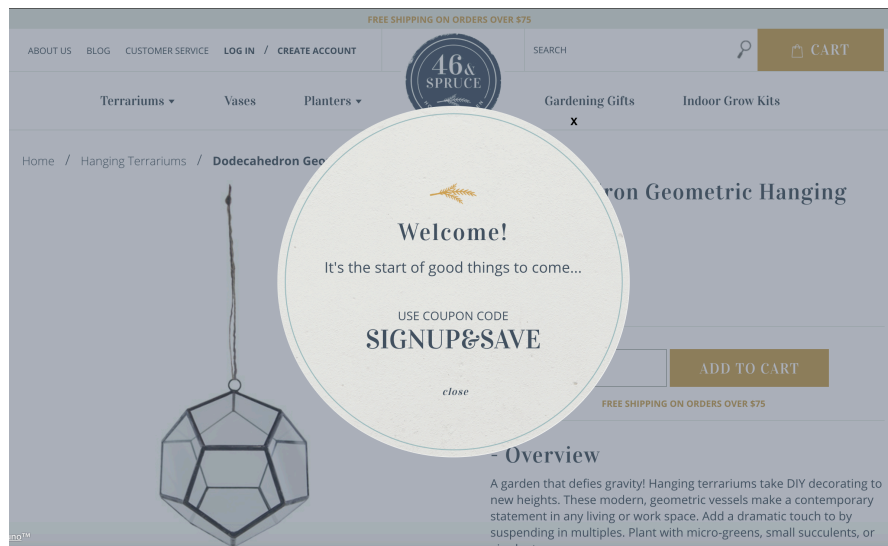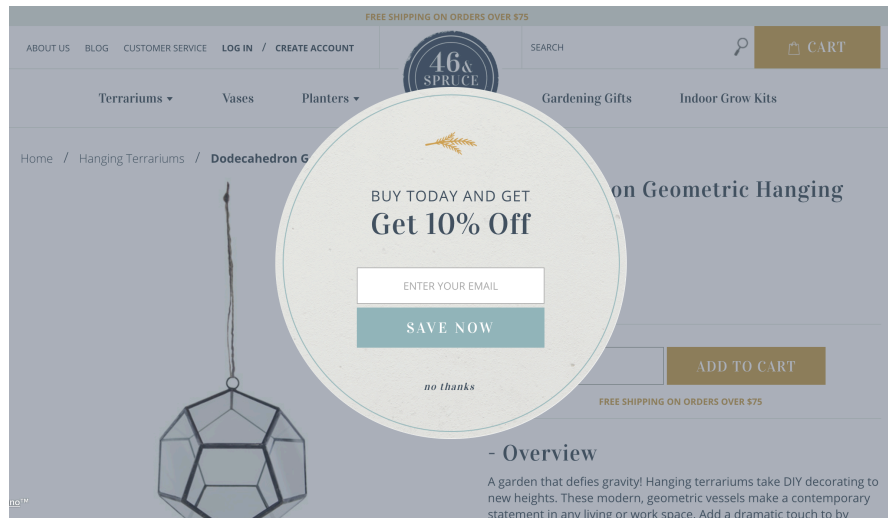
Category Page

EXIT POP UP

Audience: Shopper

Rules:

Show pop-up to visitors upon attempting to exit the page.

Do not show to anyone that has already engaged with this pop up during this session.

Do not show to anyone who has engaged with a product detail or cart pop up during the same session.

What happens next:

Email address is added to a specific email list.

Welcome Nurture Series is deployed (4 emails spanning 3 days).

Welcome Nurture Series is halted if/when this person purchases from the site.

Discount Code is presented after email is provided.

Discount Code can only be used once per email address.
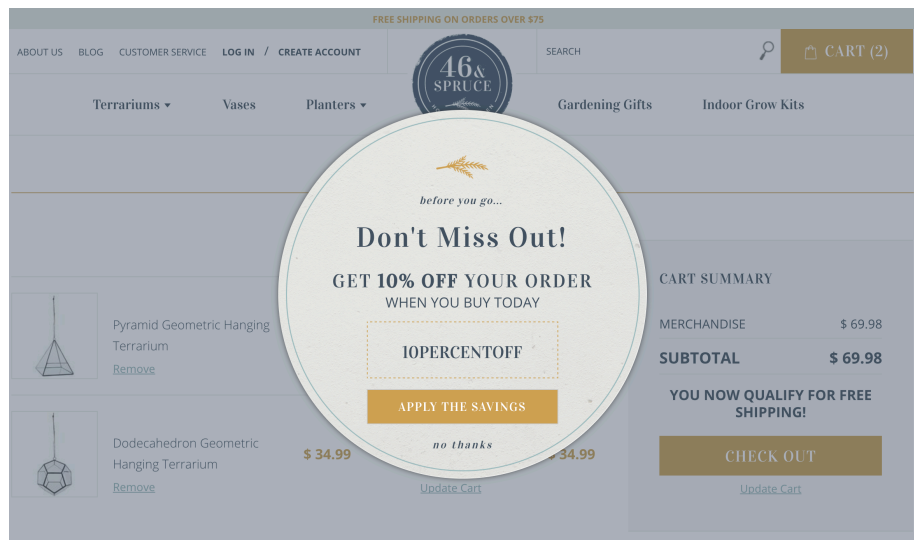
Cart Page

EXIT POP UP

Audience: Shopper

Rules:

Show pop-up to visitors upon attempting to exit the page.
Do not show to anyone that has already engaged with the pop up during this session.
Do not show to anyone who has engaged with product detail pop up or category
pop up during this session.

What happens next:

User clicks button to apply savings.
User is taken to the Checkout Page where the Discount Code is pre-populated.
User must take next steps to checkout by entering email address.
If entered, email address is added to Abandoned Checkout Email Series.
If a purchase is completed, user is sent transaction confirmation emails and will not
get any emails from Abandoned Checkout Series.
Discount Code can only be used once per email address.