19 Different Ways To Use Website Pop-Ups

Pop-ups are dialogue boxes that appear on top of your content to capture a user's attention. When used the right way, pop-ups can generate leads, reduce bounce rates and increase conversions. Misuse them, and chances are, you'll do serious damage to your conversion rate, SEO, and brand perception. We'll be looking at 19 ways to use pop-ups and how you can create high-converting pop-ups to support your digital marketing goals.

Should You Use Website Pop-Ups?

Aside from the fact that they are nearly impossible to ignore, pop-ups have other notable benefits. Here's why you should be using website pop-ups:

Higher ROI

Pop-ups are a low-cost way to maximise profits from your current traffic. Considering how costly it is to generate traffic, pop-ups provide a high return on investment.

Personalisation

80% of consumers are more likely to buy from a company that provides a personalised experience. The right pop-ups can take potential customers on a personalised journey that emphasises your value proposition and reflects your brand personality.

Enhanced user experience

When used right, pop-ups can create a seamless customer experience. Because pop-ups draw attention to a single message, potential customers are less distracted and better able to take action.

More opportunities to convert

Pop-ups are a great way to reinforce your value proposition. If a potential customer doesn't respond to your website's main message, pop-ups give you another opportunity to make them another offer.

What’s The Usual Conversion Rate For Website Pop-Ups?

According to Optimonk, the average pop-up conversion rate is 11.09%. Sumo states that pop-ups have an average conversion rate of 3.09%, with the best-performing pop-ups converting up to 10% of the time. Some of the most effective pop-ups even boast conversion rates of between 40 and 60 percent!

So, it's a mixed bag, and this is because pop-ups can be used in so many ways. Different pop-up campaigns yield different conversion rates. A pop-up at the bottom of your funnel will convert more than one at the top of your funnel. Naturally, this is because customers at these points of your funnel are at very different stages of the decision-making process.

Pop-up design also influences conversation rates. Well-designed pop-ups convert up to 10 times more than poorly designed ones.

What Are The Different Types Of Pop-Ups?

Whether you’re trying to increase engagement or boost conversions, there’s a pop-up to help you meet your goals.

Standard pop-ups

Standard pop-ups are windows that appear on top of your webpage. These blocks usually cover a considerable portion of a webpage, making them a great way to convey information or deliver relevant CTAs.

Fullscreen pop-ups

Unlike standard pop-ups, full-screen pop-ups fill the entire screen. As they are impossible to ignore, they tend to be used to deliver important prompts like licence agreements and payment processing.

Side pop-ups

Side messages pop up on the left or right side of a webpage. They aren't as obstructive as standard pop-ups, so they're great for delivering relevant information or CTAs to enhance a visitor's experience.

Gamified pop-ups

Pop-ups that include game elements are called gamified pop-ups. Using game elements is a great way to infuse fun into your pop-ups. Gamified pop-ups like spin wheels, slot machines, and scratch-offs have an average conversion rate of 13.23%.

How Can You Use Website Pop-Ups?

Pop-ups are versatile: they can support your funnels and enhance customer experience. If you want to add pop-ups to your digital marketing strategy, here are 19 different ways to do so.

1. Building an email list

Considering that email marketing is 40 times more effective at acquiring customers than Facebook or Twitter, using pop-ups to build email lists is a smart move. When paired with incentives like discounts, email pop-ups have conversion rates of up to 7.65%.

2. Promoting your lead magnets

Lead magnets are free resources, items, or services that compel visitors to give up their email addresses. Visitors provide their contact information at an average rate of 1.95%. Using pop-ups with lead magnets has been proven to push that rate up to 7.65%, making them an effective way to generate qualified leads.

3. Reducing shopping cart abandonment

When a visitor makes it all the way to checkout, they want what you're selling. To close sales, pop-ups providing limited-time offers, or free shipping are extremely effective. With conversion rates of up to 17.12%, shopping cart abandonment pop-ups can optimise conversions.

4. Providing incentives

Pop-ups offering incentives like first-time buyer discounts encourage potential customers to spend more time on your website. The longer visitors interact with your products and services, the more likely they are to make a purchase. In fact, 60% of customers who receive a coupon are eager to try a new product.

5. Delivering timely offers

Pop-ups that are automated to appear after a visitor has been on your site for a specific amount of time drive better conversions than those that appear immediately. As these pop-ups give visitors the opportunity to look around first, they’re more likely to deliver timely offers.

6. Varying specials

Pop-ups promoting discounts and sales effective all year round. However, to optimise sales, consider using seasonal pop-ups, too. Seasonal pop-ups are offers limited to a specific day, holiday, or event. The urgency associated with seasonal offers can boost conversions by up to 11.88%.

7. Sharing important information

Pop-ups are hard to ignore, meaning they’re perfect for sharing important information with potential and existing customers. They can keep visitors in the loop about new products, policy updates, or changes to your terms and services.

8. Promoting events

Whether you're hosting an online or in-person event, pop-ups are a great way to generate interest. When paired with a promotional aspect, like a discount, higher attendance rates are guaranteed.

9. Optimising conversions

Instead of redirecting prospects to separate landing pages, pop-ups can deliver capture forms and relevant information on the same page. This simplifies the sign-up process, which in turn, leads to more conversions.

10. Reducing bounce rates

Pop-ups can be set to appear when a visitor attempts to leave your page. These are known as exit intent pop-ups and they're designed to turn a negative situation into a win. If you make an irresistible offer, a visitor might just change their mind.

11. Getting feedback

With feedback pop-ups, your customers can share their thoughts and feelings. Customers appreciate the gesture as it demonstrates a commitment to continuous improvement. Plus, being included in the process makes them feel valued. For this reason, feedback pop-ups have conversion rates of up to 12.62%

12. Increasing engagement

Did you know that by adding gaming elements to your website, engagement time can increase by as much as 30%? With gamification pop-ups promising conversion rates of up to 18%, it's no wonder they're the new way to generate leads and increase conversions.

13. Welcoming visitors

Putting your best foot forward can set you apart from competitors, which is why welcome pop-ups are a good idea. These types of pop-ups appear when a visitor enters your website. Although they get a bad rap, welcome pop-ups are great for building mailing lists, offering discounts, or promoting ongoing sales.

14. Retaining customers

Considering that acquiring new customers costs five times more than keeping existing ones, your efforts are best spent retaining loyal customers. A great way to do this is to use pop-ups offering discounts for future purchases.

15. Personalisation

Personalisation is best achieved through the use of conversational pop-ups. These pop-ups engage customers, get their preferences and make recommendations. This personalised approach allows you to build relationships, grow lists and convert at the same time. Paired with incentives like discounts, conversational pop-ups can double your conversion rate.

16. Helping visitors find what they need

When customers aren't able to find what they need, they're more likely to leave a website. Trigger pop-ups are pop-ups that are activated by visitor behaviour. Pop-ups can be set to provide relevant information or enticing promotional offers when customers are on certain pages.

17. Giving customers what they want

Give customers exactly what they want by making use of click trigger pop-ups. These pop-ups are activated when a visitor clicks on a link. Compared to other pop-ups, click trigger pop-ups convert up to 12 times more This is because potential customers initiate the pop-up themselves.

18. Creating a sense of urgency

Countdown timer pop-ups give a visitor a set amount of time to take action. As they create a sense of urgency and play on the fear of missing out, timer pop-ups are very effective. As a matter of fact, the average conversion rate for pop-ups with a countdown timer is 14.41% while the average for those without is 9.86%.

19. Addressing fears

Customers often perceive online purchases as risky because they can’t actually see the products they want to buy. These fears are amplified when the products in question are costly. Pop-ups providing social proof or money-back guarantees are great ways to address customers' concerns.

How To Create High-Converting Website Pop-Ups

The highest-converting pop-ups tend to have:

- Context
- Value
- Optimum timing and frequency
- A clear and direct message
- Consistent brand personality
- A clear call to action

Here's how you can create your own high-converting website pop-ups:

Understand your Audience

Understanding what drives, deters, and persuades your visitors helps provide the best user experience. This information also provides context and context is what gives the best pop-ups conversion rates over 40%.

Get the timing right

Out of the best-performing pop-ups, 92% display after 4 seconds. The lowest-performing pop-ups have a display time of between 0 and 4 seconds. Clearly, pop-ups that really convert don’t pop up immediately; they offer visitors value at critical points of their decision-making process. Using Google Analytics can help you figure out the best time to show your pop-up. Simply establish how long the average customer spends on a page and use that to guide your timing decisions.

Provide clear content and CTAs

An unclear headline or offer will lower your conversion rates. For an effective pop-up, lead with your offer and provide a clear CTA. Infusing a bit of personality into your pop-ups helps too — just remember to keep it consistent with your brand image and tone.

Provide value

Pop-ups that lack value are the main reason pop-ups are considered annoying. Visitors should perceive your pop-ups as valuable and relevant for them to engage and convert.

Reduce customer anxiety

Visitors might be hesitant to give out their details due to privacy concerns. So, let them know how you plan to use their information, and how often you plan to use it, and assure them that it won’t be misused.

Prioritise ease

Forms that ask for too many details may cause customers to abandon your page. Having fewer form fields leads to more conversions. Therefore, when it comes to pop-ups, stick to the basics: email address and first name — you'll have more conversions that way.

Create a sense of urgency

Once a customer is invested in your value proposition, creating a sense of urgency is more likely to get them to take action. This is easily achieved through making limited-time offers.

How To Create Pop-Up Ads On Websites

Step 1: Determine your goals and objectives

Do you want more leads? Do you want to make more sales? Figure out what you would like your pop-ups to do first. Knowing what you want to achieve makes optimising your pop-ups easier.

Step 2: Consider your website and visitors

Next, consider your visitors' needs. Think about their user experience. Your daily traffic consists of visitors who are at different stages of their purchasing journey. How can you enhance their experience and provide value through pop-ups?

Step 4: Optimise your pop-ups

Poorly designed pop-ups can frustrate visitors and reduce conversion rates. So, optimise your pop-ups for relevance, clarity, and attractiveness.

Step 5: Test and iterate

Creating and choosing the best pop-ups can be tricky, even when you know your audience well. A/B testing your pop-ups is a great way to see what works. You can also make use of usability testing to ensure your pop-ups don't frustrate users.

What Can You Use Instead Of Pop-Ups?

If you would rather not use pop-ups, here are some great alternatives:

Sticky bars

A sticky bar is a small banner across the top of your webpage. It's "sticky" because it stays in view as a visitor scrolls down. Sticky bars are great for delivering information without interrupting a visitor's browsing experience.

Feature boxes

Feature boxes are more prominent than sticky bars but still allow visitors a seamless browsing experience. Should customers not want to sign up, they can simply scroll down. Signing up is as easy as scrolling up again.

Embedded forms

Embedded forms can be included after content such as reports, articles, and blogs, allowing visitors to glean value from your posts first before giving up their contact information.

Side navigation bars

Your website's sidebar is a less distracting location for a subscription box or mailing list opt-in. Visitors can enjoy interruption-free browsing and still have easy access to these dialogue boxes.

Final thoughts

Pop-ups can be a great addition to your digital marketing strategy, however, tread with caution: poorly designed pop-ups can do more harm than good. Remember, the best pop-ups leverage the right copy, context, location, size, and timing to deliver customers exceptional value. Get in touch if you would like us to help you with your pop-up strategy.