



# Best Practices for Exit Intent Pop-Ups

*This is an extra resource to go along with the original article:*

[\*How to Craft a More Compelling Exit Intent Pop-Up\*](#)

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- ★ Give them your best possible offer. Don't offer a "subscribe to my newsletter"— offer an irresistible lead magnet.
- ★ Get to the point quickly on your pop-up's headline.
- ★ Use simple language.
- ★ Lead with benefits. Show the visitor what they stand to gain.
- ★ Use visuals to immediately engage them.
- ★ Offer multiple exit intent pop-ups depending on what content the visitor is reading.
- ★ Add pop-ups on your checkout page to reduce cart abandonment.
- ★ Do A/B testing continuously. You won't know what works unless you test.
- ★ Use cookies to avoid showing the same pop-up to repeat visitors.