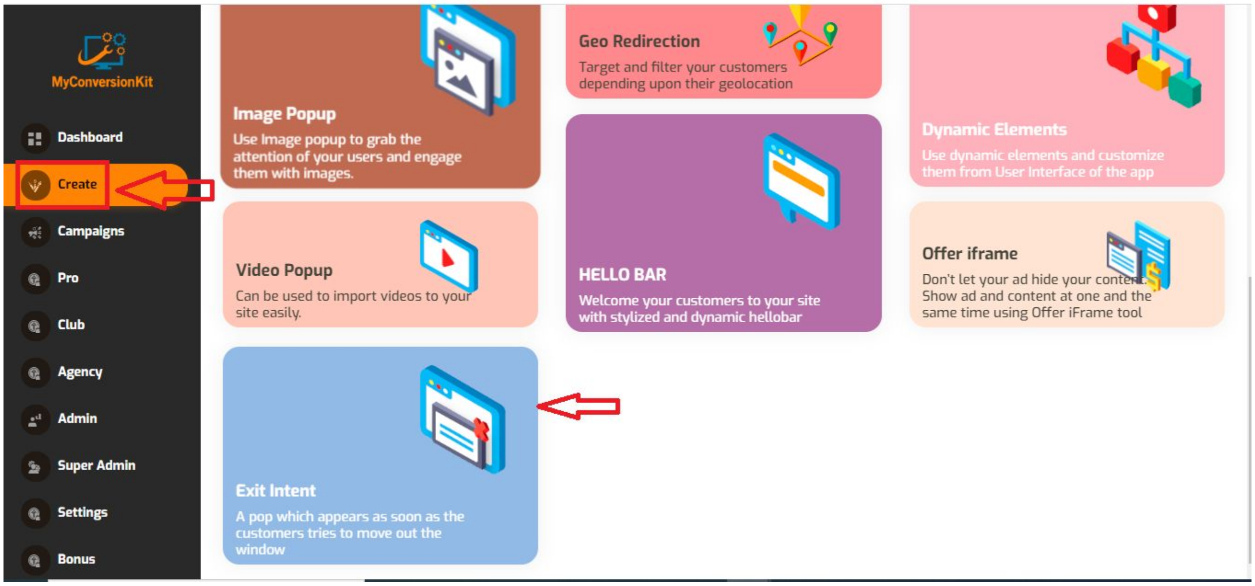
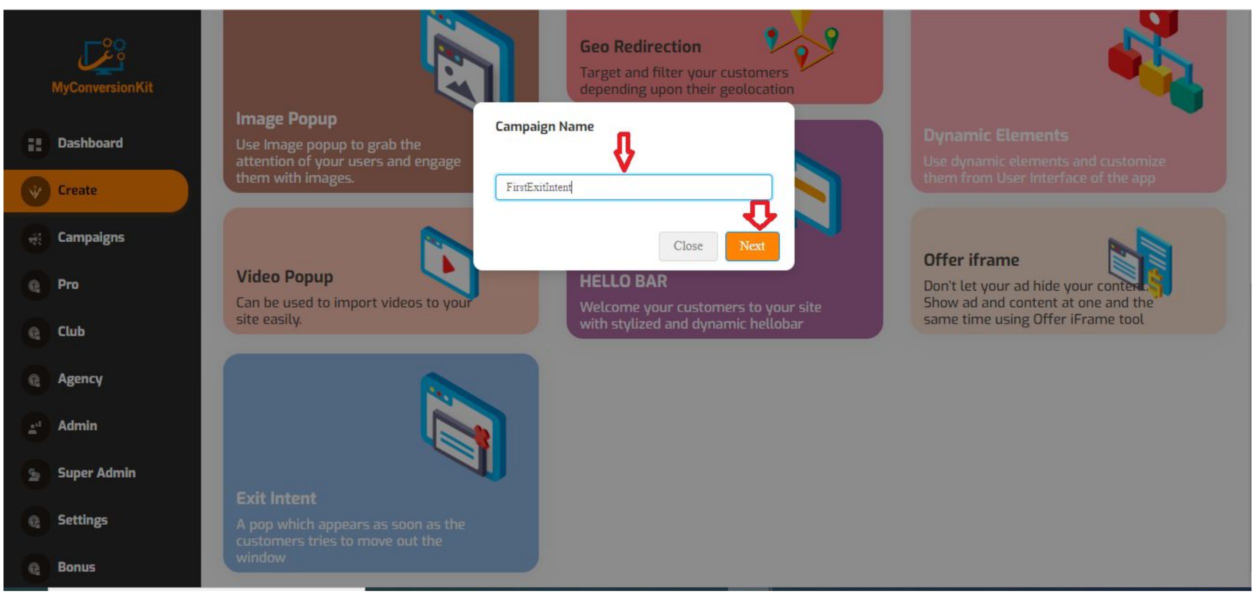
In order to set up a “Exit Intent” campaign, follow the below mentioned steps:

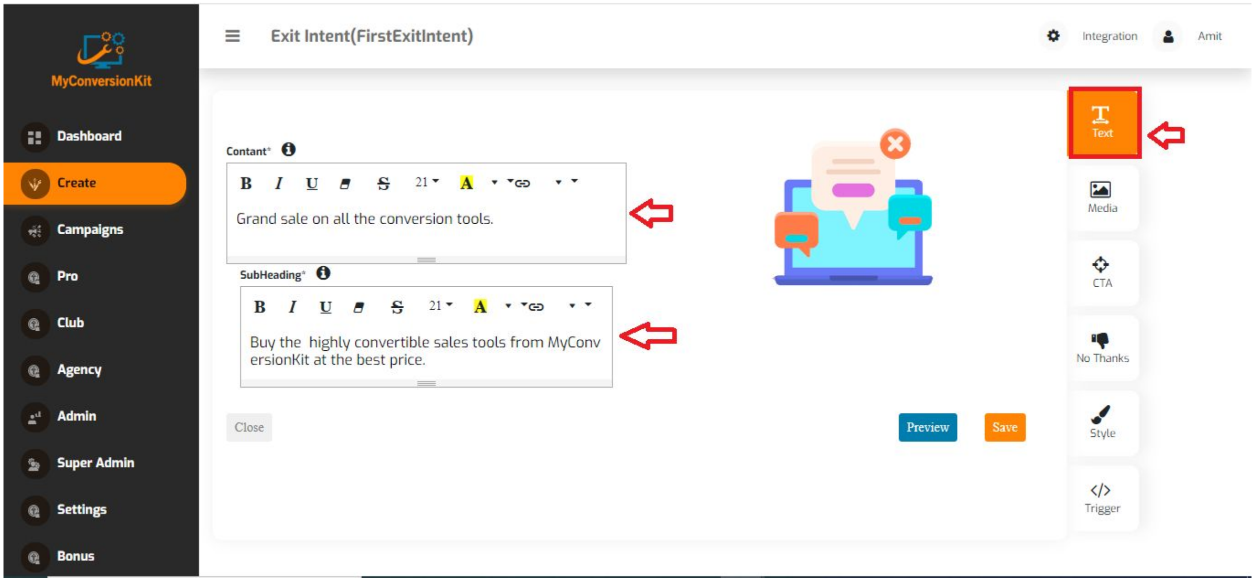
Step1: In your MyConvesionKit dashboard, first select the Create option and then click on the “Exit Intent” icon.



Step2: A pop-up window will open up, give a name to your campaign and click on “Next”.

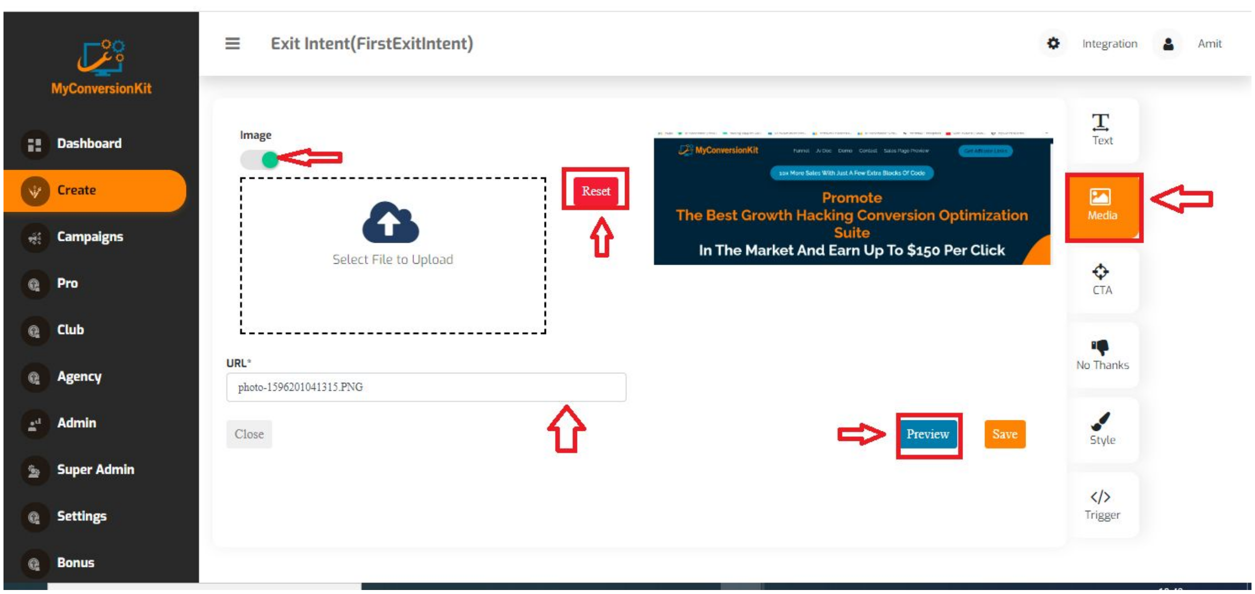


Step3: Click on the “Text” icon. Fill the heading and the sub-heading of the message, which has to be displayed to the customer, under the text box of “Content” and “Sub-Heading” respectively.



You can customize the fonts of both the heading as well the sub-heading using the options provided.

Step4: Click on the “Media” icon. Here you can upload the image or the video URL,.For switching between the Image or Video, a toggle button is provided on the media tab. This will be triggered for the user, when he/she is about to leave the website.

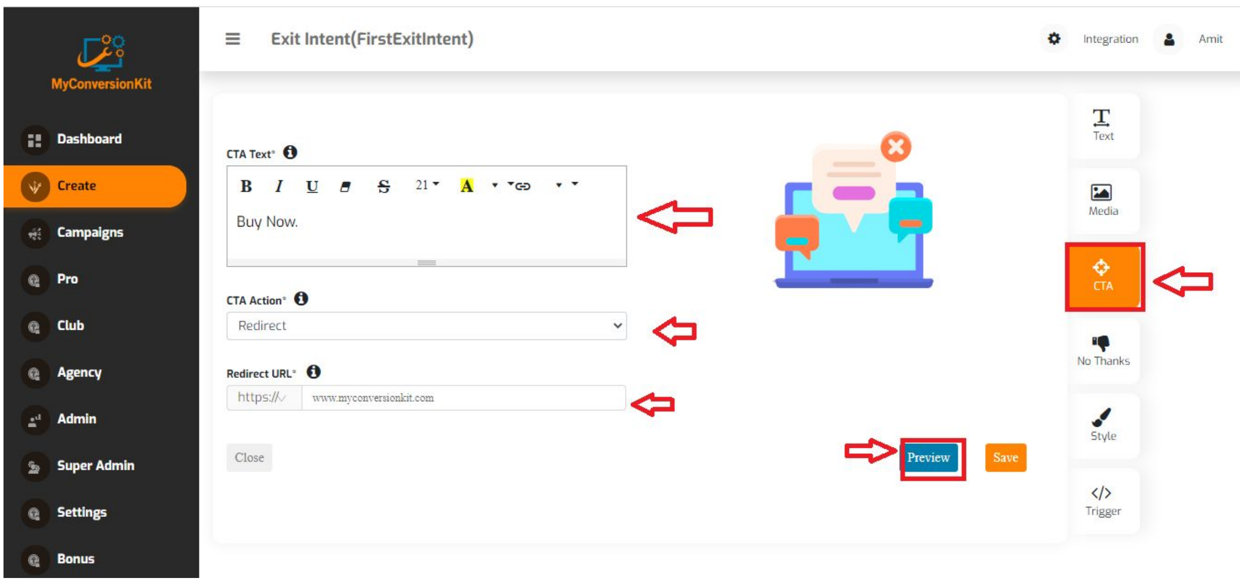


After uploading the media, if you want to change it due to some reason, then you can clear the previous media using the “Reset” button.You can also monitor the intermediary view of the Exit Intent at any moment, by just clicking on the “Preview” button.

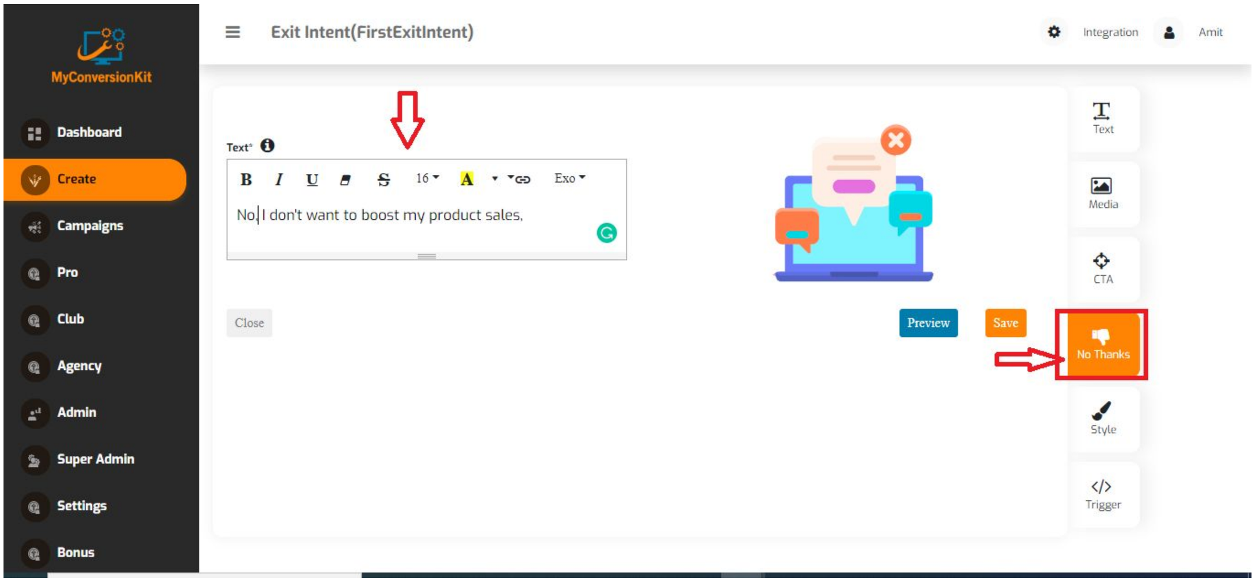
Step5: Click on the CTA(Call-To-Action) icon and fill the text message for the action button. Same like the text message, font customizations are also available for the CTA.

Fill the action to be performed upon, when the button is clicked by the customer. There are 3 options which are as below:

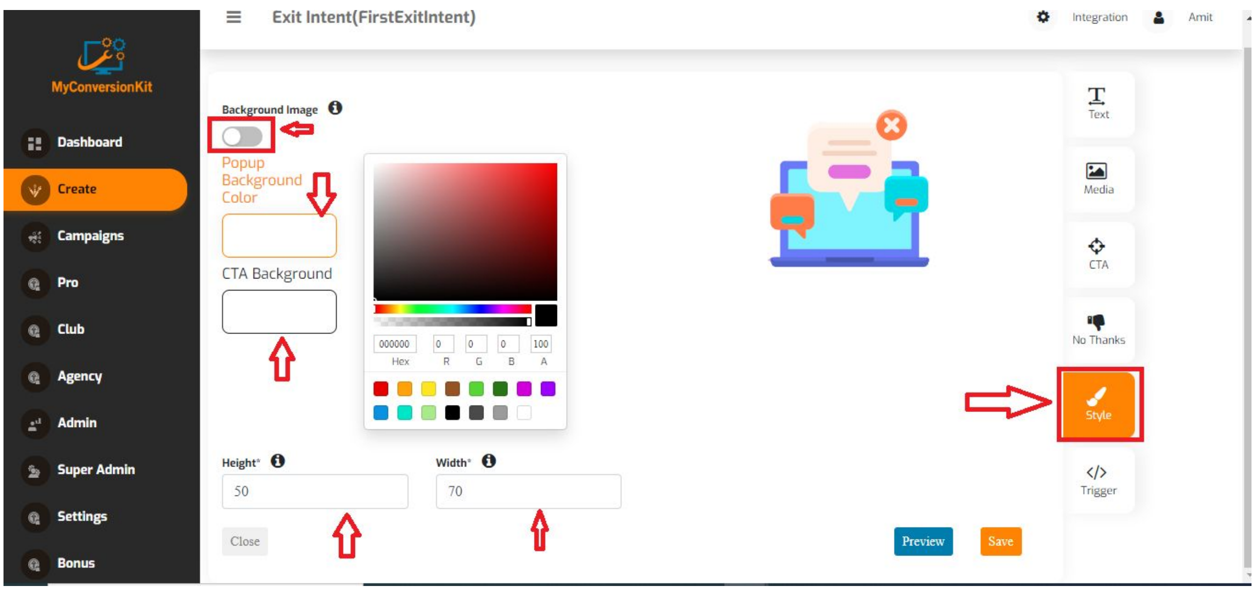
1. **Redirect**: If you select this option then you have to give the URL/Domain, where the customer has to be redirected upon when he/she clicks on the button.
2. **Scroll**: Just paste the Id of the section. Refer to “How to find the Id of a section.” tutorial for more details.
3. **Redirect in new tab**: It is the same as the “Redirect” option, just an additional difference is that the given URL/Domain will open up in a new tab, instead of the same tab in the browser.



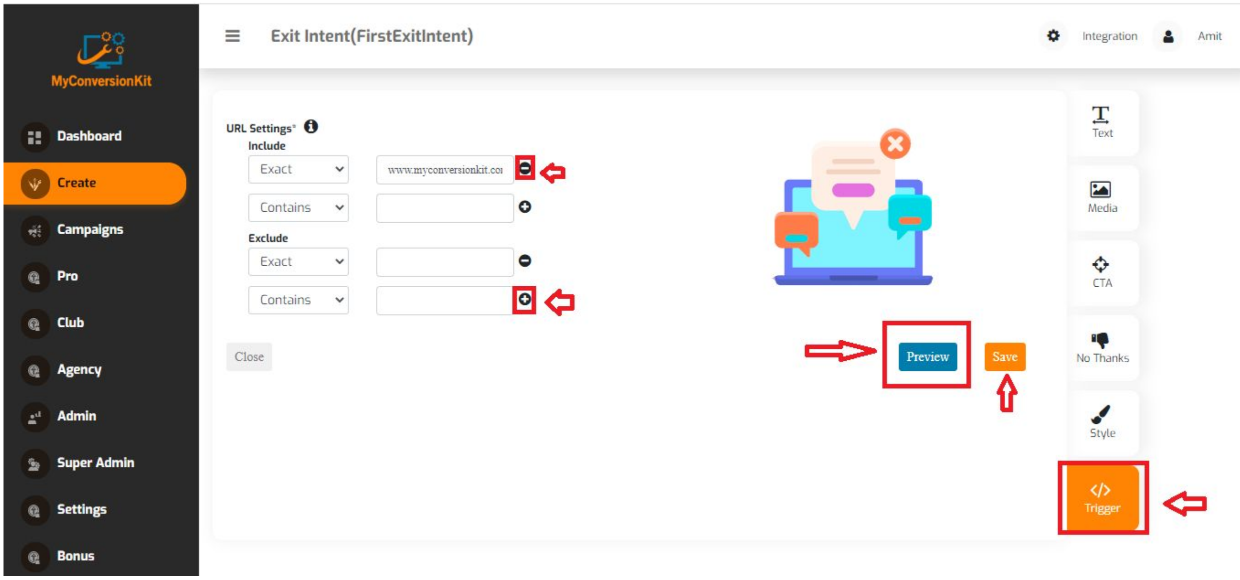
Step6: Click on the “No Thanks” icon, here you have to fill the message for the button, which the customer has to press when he/she is not interested in the Exit Intent offer.



Step7: Click on the "Style" icon. Here you can customize the view of various fields in your Exit Intent campaign. Like, you can add a background image,change the background color of the CTA or Popup and even modify the size of the pop up.



Step8: Click on the "Trigger" button. Here you have to configure, on which all url(s)/domain(s) in your website,you want to enable or disable the campaign.
You can add or remove any number of URL(s)/Domain(s) by using the Add or Remove option.

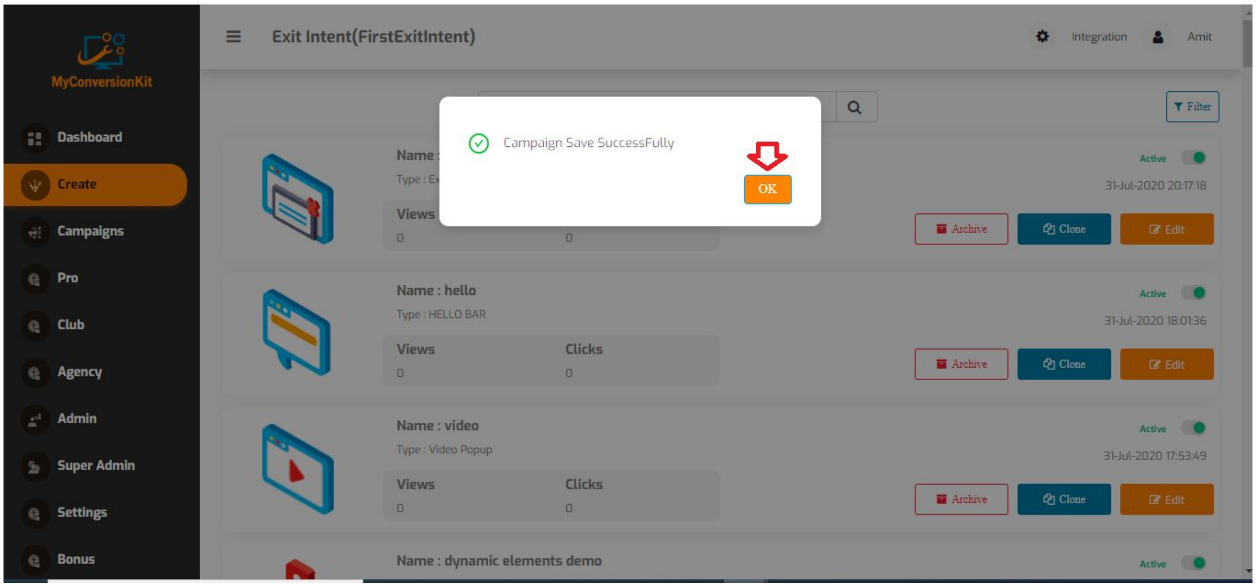


You will notice that, for each of the **Include** and **Exclude** fields you have 2 options to pass the url(s)/domain(s).

1:**Contains**: Assume on your website, for each url you have multiple sub-url(s) and you want to enable/disable this campaign on a url along with all its sub-url(s).In this case, under Include/Exclude, you will use the **Contains** option and just parent the parent url. This will automatically enable/disable the campaign on the URL along with all its sub-url(s).

1:**Exact**: Assume on your website, for each url you have multiple sub-url(s) and you want to disable this campaign for some of the url(s) but also want to keep it enable on some of the url/sub-url(s).In this case, under Include/Exclude, you will use the **Exact** option and and do your choices accordingly.

Once you have added the URL(s)/Domain(s), click on the Save button.



Once the pop up appears, click on the “OK” button.Congratulations, your campaign is live now.