Complete Parameter Mapping: JSON Configuration ← JavaScript Widget

II Comprehensive Parameter Reference Table

Topic	JSON Configuration	JavaScript Widget Code	Business Purpose	Example Usage	
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6 DISPLAY BEHAVIOR

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Display Mode	<pre>"display": {"mode": "popup"}</pre>	(mode: "popup")	Choose popup overlay or inline embedding	"popup" for overlay, "inline" for page embedding
Trigger Delay	<pre>("display": {"triggerDelay": 5000})</pre>	(triggerDelay: 5000)	How long to wait before showing widget	3000 = 3 seconds, $10000 = 10$ seconds
User Interaction Required	<pre>"display": {"userInteractionRequired": true}</pre>	<pre>userInteractionRequired: true</pre>	Wait for user activity before showing	true = wait for scroll/click, false = show immediately
Target Container	<pre>"display": {"targetContainer": "#sidebar"}</pre>	<pre>targetContainer: "#sidebar"</pre>	Where to place inline widgets	"#sidebar" ".widget- area", "#content- bottom"

OVER SETTINGS

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose
Auto-Hide Delay	("autoHide": {"delay": 30000})	(autoHideDelay: 30000)	Auto-close after inactivity
Inactivity Detection	<pre>("autoHide": {"onInactivity": true})</pre>	OnInactivity: true	Only close during user inactivity
Fade Warning	<pre>"autoHide": {"fadeOutWarning": 5000}</pre>	fadeOutWarning: 5000	Warning before auto-close
Pause on Interaction	<pre>"autoHide": {"pauseOnInteraction": true}</pre>	(pauseOnInteraction: true)	Reset timer when user engages
Close After Submission	<pre>"closeAfterSubmission": {"enabled": true, "delay": 3000}</pre>	<pre>closeAfterSubmission: {enabled: true, delay: 3000}</pre>	Auto-close after form success
Success Message	<pre>"closeAfterSubmission":</pre>	successMessage: "Thanks!"	What to show after submission
Manual Close After Submission	<pre>("closeAfterSubmission": {"allowManualCloseAfterSubmission":</pre>	(allowManualCloseAfterSubmission: true	User can close during success message



© COOKIE MANAGEMENT

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Dismissed Cookie Name	<pre>"cookies": {"dismissedCookieName":</pre>	dismissedCookieName: "campaign_dismissed"	Campaign- specific dismissal tracking	("holiday_dismi ("newsletter_di
Submitted Cookie Name	<pre>"cookies": {"submittedCookieName":</pre>	<pre>submittedCookieName: "campaign_submitted")</pre>	Campaign- specific conversion tracking	<pre>"holiday_submi "newsletter_su</pre>
Dismissal Cooldown	<pre>"frequency": {"cooldownAfterDismissal": 7}</pre>	dismissedCookieExpiry: 7	Days to wait after user dismisses	1 = 1 day, 14 = 30 = 1 month
Submission Cooldown	<pre>"frequency": {"cooldownAfterSubmission":</pre>	<pre>submittedCookieExpiry: 365</pre>	Days to wait after user submits	"never" = perm = 3 months
Cookie Prefix	<pre>"cookies": {"cookiePrefix":</pre>	<pre>cookiePrefix: "holiday_2024_"</pre>	Namespace cookies by campaign	"spring_", "blackfriday_" "b2b_"
Max Impressions Per Day	<pre>"frequency":</pre>	<pre>maxImpressionsPerDay: 2</pre>	Limit daily popup shows	1 = once daily, (3 times daily



MANUAL CLOSE OPTIONS

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
ESC Key Close	<pre>"manualClose": {"escKey": true}</pre>	escKeyClose: true	ESC key closes popup	<pre>true = enable, false = disable</pre>
Overlay Click Close	<pre>("manualClose": {"overlayClick": true})</pre>	<pre>overlayClickClose: true</pre>	Click outside closes popup	true = enable, false = disable
Close Button	<pre>("manualClose": {"closeButton": true})</pre>	<pre>showCloseButton: true</pre>	X button in popup	true = show button, (false) = hide button
Close Button Text	<pre>("content":</pre>	closeButtonText:	What close button displays	"x", "Close", "X"

CONTENT & MESSAGING

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Headline	<pre>("content":</pre>	headline: "Holiday Deals!"	Main popup message	"Stay Updated!", " Special Offer!"
Subheading	<pre>"content": {"subheading": "Get exclusive offers"})</pre>	subheading: "Get exclusive offers"	Supporting description	"Join 10,000+ subscribers", "Limited time only"
Social Proof	<pre>"content": {"socialProof": {"message": "Join {{count}} subscribers"}}</pre>	<pre>(socialProofMessage: "Join {{count}} subscribers")</pre>	Build credibility	<pre>"Trusted by {{count}} customers", " {{count}} downloads"</pre>
Urgency Message	<pre>"content": {"urgency": {"message": "Expires in {{days}} days!"}}</pre>	<pre>urgencyMessage: "Expires in {{days}} days!"</pre>	Create scarcity	<pre>"Only {{hours}} hours left!", "Limited to {{count}} people"</pre>
Privacy Note	<pre>"content": {"legal": {"privacyNote": "We respect your privacy"}}</pre>	privacyNote: "We respect your privacy"	Legal compliance	"No spam, ever", "Unsubscribe anytime"

*** VISUAL STYLING**

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Parameter	JSON Configuration	Implementation	Purpose	Example
Primary Color	<pre>"styling": {"colors": {"primary":</pre>	<pre>(primaryColor: "#007bff")</pre>	Brand color for buttons/headers	("#ff6b6b") = red, ("#4ecdc4") = teal
Background Color	<pre>"styling": {"colors": {"background":</pre>	<pre>backgroundColor: "#ffffff")</pre>	Popup background	"#ffffff" = white, "#f8f9fa" = light gray
Text Color	<pre>"styling":</pre>		Main text color	("#333333") = dark gray, ("#2c3e50") = navy
Overlay Color	<pre>"styling": {"overlay": {"color":</pre>	<pre>overlayColor: "rgba(0,0,0,0.6)"</pre>	Background darkening	"rgba(0,0,0,0.3)") = light, "rgba(0,0,0,0.8)") = heavy
Font Family	<pre>"styling": {"typography": {"fontFamily":</pre>	<pre>fontFamily: "Arial")</pre>	Text font	<pre>"Inter, sans- serif", "Georgia, serif"</pre>
Font Size	<pre>("styling":</pre>	(fontSize: "16px")	Base text size	("14px") = small, ("18px") = large
Border Radius	<pre>"styling":</pre>	(borderRadius: 12)	Corner rounding	0 = square, 20 = very rounded
Box Shadow	<pre>"styling": {"design":</pre>	boxShadow: "0 20px 60px rgba(0,0,0,0.3)"	Popup shadow effect	Light: "0 4px 12px rgba(0,0,0,0.1)"

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Width	<pre>"dimensions":</pre>	popupWidth: "90%"	Popup width	"80%"), ("500px"), "100%")
Max Width	<pre>"dimensions": ["maxWidth": "600px"]</pre>	<pre>popupMaxWidth: "600px"</pre>	Maximum popup width	("400px") = narrow, ("800px") = wide
Height	<pre>("dimensions": {"height": "auto"})</pre>	<pre>popupHeight: "auto"</pre>	Popup height	<pre>"auto" = content- based, ("500px") = fixed</pre>
Max Height	<pre>("dimensions":</pre>	<pre>popupMaxHeight: "80vh"</pre>	Maximum popup height	("70vh") = 70% viewport, ("600px") = fixed

ANIMATION SETTINGS

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Animation Type	<pre>("animation": {"type": "scale"})</pre>	<pre>(animationType: "scale")</pre>	How popup appears	<pre>"scale", "slide", "fade"</pre>
Animation Duration	<pre>("animation":</pre>	animationDuration: 300	Animation speed (ms)	200) = fast, (500) = slow
Animation Easing	<pre>"animation": {"easing": "ease-in- out"}</pre>	<pre>(animationEasing: "ease-in-out")</pre>	Animation curve	<pre>"ease", "linear", "bounce"</pre>

MOBILE OPTIMIZATION

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Mobile Enabled	<pre>"mobile": {"enabled": true}</pre>	(mobileEnabled: true	Use mobile optimizations	<pre>false = enable, as desktop</pre>
Mobile Width	<pre>"mobile":</pre>	(mobileWidth: "95%")	Mobile popup width	"90%"), "100%"), "350px"
Mobile Trigger Delay	<pre>"mobile": {"display": {"triggerDelay":</pre>	(mobileTriggerDelay:	Longer delay on mobile	5000 = 5 seconds, 10000 = 10 seconds
Mobile Auto-Hide	<pre>"mobile": {"autoHide":</pre>	(mobileAutoHideDelay: 20000)	Faster auto- close on mobile	(15000) = 15 seconds, (25000) = 25 seconds
Swipe to Close	<pre>"mobile": {"behavior": {"swipeToClose": true}}</pre>	<pre>mobileSwipeClose: true</pre>	Swipe down to close	true = enable swipe, false = disable

II ANALYTICS & TRACKING

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Track Impressions	<pre>"analytics": {"trackImpressions": true}</pre>	<pre>trackImpressions: true</pre>	Count popup shows	<pre>true = track views, false = no tracking</pre>
Track Interactions	<pre>"analytics": {"trackInteractions": true}</pre>	trackInteractions:	Track user engagement	true = track clicks/hovers, false = no tracking
Google Sheets URL	<pre>"analytics": {"googleSheetsUrl": "sheet-url"}</pre>	googleSheetsUrl: "sheet-url"	Where to send data	Campaign-specific spreadsheet URLs
Send to DataLayer	<pre>"analytics":</pre>	sendToDataLayer: true	Push to GTM dataLayer	<pre>false = no GTM events</pre>
Tracking Prefix	<pre>"analytics": {"trackingPrefix":</pre>	<pre>trackingPrefix: "holiday_2024"</pre>	Namespace analytics events	<pre>"newsletter", "blackfriday", "b2b"</pre>

A/B TESTING

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Variants Enabled	<pre>"variants": {"enabled": true}</pre>	variantsEnabled: true	Enable A/B testing	<pre>true = test variants, false = single version</pre>
Variant Weight	<pre>"variants": {"tests": {"variant_a": {"weight":</pre>	variantWeight: 50	Traffic allocation	25 = 25% traffic, (75) = 75% traffic
Variant Content	<pre>"variants": {"tests": {"variant_a": {"content":</pre>	<pre>variantContent: {headline: "New Headline"}</pre>	Different content per variant	Different headlines, colors, timing

6 SMART TARGETING

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Page- Specific	<pre>"targeting": {"pageSpecific": {"/blog/*": {"content": {"headline": "Blog Headline"}}}</pre>	<pre>pageTargeting: {"/blog/*": {headline:</pre>	Different content per page	<pre>/products/* /checkout /pricing</pre>
Traffic Source	<pre>"targeting": {"trafficSource":</pre>	<pre>trafficSourceTargeting: {social: {triggerDelay: 4000}}</pre>	Customize by referrer	Organic), (paid), (direct), (email)
User Type	<pre>"targeting": {"userBehavior": {"new_visitor": {"content": {"headline": "Welcome!"}}}}</pre>	<pre>(userTypeTargeting:</pre>	New vs returning users	<pre>returning_visitor engaged_user</pre>
Geographic	<pre>"targeting": {"geographic":</pre>	<pre>geoTargeting: {US: {headline: "us For US Readers"}}</pre>	Location- based content	UK, CA, EU, international

SCHEDULING

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Schedule Enabled	<pre>"schedule": {"enabled": true}</pre>	scheduleEnabled: true	Time- based activation	true = use schedule, false = always active
Start Date	<pre>"schedule": {"startDate": "2024-12- 01T09:00:00Z"}</pre>	scheduleStart: "2024-12- 01T09:00:00Z"	Campaign start time	ISO date strings
End Date	<pre>"schedule": {"endDate": "2024-12-31T17:00:00Z"}</pre>	scheduleEnd: "2024- 12-31T17:00:00Z"	Campaign end time	ISO date strings
Timezone	<pre>"schedule":</pre>	<pre>timezone:</pre>	Campaign timezone	"UTC", "Europe/London", "Asia/Tokyo"
Active Hours	<pre>"schedule": {"activeHours":</pre>	<pre>activeHours: {start: "09:00", end: "17:00"}</pre>	Daily active time window	Business hours only

TESTING & DEBUGGING

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
Debug Mode	<pre>("testing": {"debugMode": true})</pre>	(debugMode: true)	Console logging for testing	true = verbose logs, false = production
Preview Mode	<pre>"testing": {"previewMode": true})</pre>	(previewMode: true)	Test before going live	true = preview only, false = live
Test Emails	<pre>("testing":</pre>	<pre>(testEmails: ["test@company.com"])</pre>	Who can see test campaigns	Array of email addresses

Ø INTEGRATION SETTINGS

Parameter	JSON Configuration	JavaScript Implementation	Business Purpose	Example
OpnForm URL	<pre>"opnForm": {"formUrl": "https://opnform.com/form- id"}</pre>	<pre>opnFormUrl: "https://opnform.com/form- id"</pre>	Form service integration	Campaign-speci form URLs
Email Platform	<pre>"integrations":</pre>	<pre>emailPlatform: "mailchimp"</pre>	Email service integration	"mailchimp", "convertkit" "activecampa
CRM Integration	<pre>"integrations": {"crm": {"enabled": true,</pre>	<pre>crmEnabled: true, crmPlatform: "hubspot"</pre>	CRM data	<pre>"salesforce" "pipedrive") "hubspot"</pre>

o Usage Examples by Business Scenario

E-commerce Holiday Sale

B2B Newsletter Signup

```
{
    "display": {"triggerDelay": 10000, "userInteractionRequired": true},
    "content": {"headline": "Weekly Industry Insights", "socialProof": {"message": "Join {{count}}
    "autoHide": {"delay": 50000, "pauseOnInteraction": true},
    "closeAfterSubmission": {"delay": 4000, "successMessage": "Welcome to our professional commur
    "targeting": {"pageSpecific": {"/resources/*": {"content": {"headline": "More Resources Like}
}
```

Mobile App Download

This comprehensive table provides the complete mapping between JSON business configurations and JavaScript widget implementation, enabling both business users and developers to understand exactly how each parameter works and when to use it.