Configuration Extraction Guide

Parameters Extracted from Widget JavaScript

I've analyzed your widget JavaScript code and extracted all configurable parameters, organizing them into **business-focused JSON configurations**.

Auto-Close Behaviors & User Experience

Auto-Hide After Inactivity

```
javascript
// JavaScript Widget Code (Basic)
autoHideDelay: 30000,
// → Enhanced JSON Configuration
"display": {
  "autoHide": {
    "enabled": true,
    "delay": 30000,
                                    // 30 seconds of inactivity
    "onInactivity": true,
                                     // Only during user inactivity
    "fadeOutWarning": 5000,
                                      // 5-second warning before closing
    "pauseOnInteraction": true,
                                     // Reset timer when user interacts
    "warningMessage": "Closing in {{seconds}} seconds...",
    "extendOnEngagement": {
     "formFocus": 30000,
                                      // +30s if user clicks in form
     "scrolling": 15000,
                                      // +15s if user scrolls content
      "socialProofClick": 10000
                                      // +10s if user clicks social proof
    }
  }
}
```

Business Logic:

- **0-30s:** User reads content (timer paused during interaction)
- **30s:** User stops interacting → inactivity timer starts
- **55s:** 25 seconds of inactivity → warning appears
- **60s:** Popup closes automatically

Auto-Close After Submission

```
javascript
```

```
// JavaScript Widget Code (Basic - immediate close)
handleFormSubmission: function() {
    this.setCookie(this.config.submittedCookieName, 'true', 365);
   this.close(); // Immediate close
}
// → Enhanced JSON Configuration
"display": {
  "closeAfterSubmission": {
    "enabled": true,
    "delay": 3000,
                                             // Wait 3 seconds before closing
    "showSuccessMessage": true,
    "successMessage": " Welcome! Check your email for confirmation.",
    "allowManualCloseAfterSubmission": true, // User can close before 3s
    "cancelAutoCloseOnManualClose": true, // Stop timer if user clicks 'X'
    "successAnimation": "fadeOut",
    "instantCloseOption": {
     "enabled": false,
     "buttonText": "Got it!",
     "position": "bottom-right"
    }
  }
}
```

Business Logic:

- 0s: User submits form successfully
- **0s:** Success message appears
- **0-3s:** User can manually close anytime (stops auto-close timer)
- 3s: Popup closes automatically if user doesn't close manually

Cookie Behavior Scenarios

Scenario 1: User Closes Without Submitting

```
javascript

// What happens in widget code:
this.setCookie('email_optin_dismissed', 'true', 7); // 7 days

// JSON Configuration:
"frequency": {
   "cooldownAfterDismissal": 7 // Show again after 7 days
}
```

Timeline:

- **Day 1:** User closes popup → (dismissed) cookie set for 7 days
- Day 2-7: Popup won't show (cookie active)
- **Day 8:** Cookie expires → Popup can show again

Scenario 2: User Submits Form Successfully

```
javascript

// What happens in widget code:
this.setCookie('email_optin_submitted', 'true', 365); // 365 days

// JSON Configuration:
"frequency": {
   "cooldownAfterSubmission": "never" // Effectively permanent
}
```

Timeline:

- **Day 1:** User submits form → (submitted) cookie set for 365 days
- Day 2-365: Popup won't show (user is converted)
- **Day 366:** Cookie expires (but user is already subscribed)

Manual Close Priority (Critical UX)

```
json
"display": {
 "manualClose": {
   "escKey": true,
                                    // ESC key always works
   "overlayClick": true,
                                    // Click outside always works
                                     // X button always works
   "closeButton": true,
   "priorityOverAutoClose": true // Manual always overrides auto
 },
  "closeAfterSubmission": {
   "allowManualCloseAfterSubmission": true, // X button works during success
    "cancelAutoCloseOnManualClose": true // Stops 3-second timer
 }
}
```

Key Principle: User control always trumps automation - manual close works instantly even during autoclose timers.

Device-Specific Auto-Close

```
javascript
```

```
// JavaScript Widget Code (Basic responsive)
@media (max-width: 768px) {
   .email-optin-container { width: 95% !important; }
}
// → Enhanced JSON Configuration
"mobile": {
 "autoHide": {
   "enabled": true,
   "delay": 20000,
                           // Shorter timeout on mobile (20s vs 30s)
   "onInactivity": false,
                          // Always close after 20s on mobile
   "fadeOutWarning": 3000
                            // Shorter warning on mobile
 "closeAfterSubmission": {
   "enabled": true,
   "delay": 2000,
                            // Faster close on mobile (2s vs 3s)
   }
}
```

Mobile Logic: Shorter attention spans require faster auto-close timings.

What Was EXTRACTED (Business Settings)

From JavaScript (defaultConfig) Object:

Display Behavior

```
javascript
// JavaScript Widget Code
mode: "popup",
triggerDelay: 5000,
autoHideDelay: 30000,
userInteractionRequired: true,

// → JSON Configuration
"display": {
   "mode": "popup",
   "triggerDelay": 5000,
   "autoHideDelay": 30000,
   "userInteractionRequired": true
}
```

Scheduling Settings

```
javascript
// JavaScript Widget Code
scheduleEnabled: false,
scheduleStart: "2024-12-01T09:00:00Z",
scheduleEnd: "2024-12-31T17:00:00Z",
timezoneOffset: 0,

// → JSON Configuration
"schedule": {
    "enabled": false,
    "startDate": "2024-12-01T09:00:00Z",
    "endDate": "2024-12-31T17:00:00Z",
    "timezone": "America/New_York"
}
```

Content & Messaging

```
javascript
// JavaScript Widget Code
headline: "Stay Updated!",
subheading: "Get the latest updates delivered to your inbox",
closeButtonText: "x",

// → JSON Configuration
"content": {
    "headline": "Stay Updated!",
    "subheading": "Get the latest updates delivered to your inbox",
    "closeButtonText": "x"
}
```

Visual Styling

javascript

```
// JavaScript Widget Code
primaryColor: "#007bff",
textColor: "#333333",
backgroundColor: "#ffffff",
overlayColor: "rgba(0, 0, 0, 0.6)",
fontFamily: "Arial, sans-serif",
fontSize: "16px",
borderRadius: 12,
boxShadow: "0 20px 60px rgba(0, 0, 0, 0.3)",
// → JSON Configuration
"styling": {
  "colors": {
    "primary": "#007bff",
    "text": "#333333",
    "background": "#ffffff",
    "overlay": "rgba(0, 0, 0, 0.6)"
  },
  "typography": {
    "fontFamily": "Arial, sans-serif",
    "fontSize": "16px"
  },
  "design": {
    "borderRadius": 12,
    "boxShadow": "0 20px 60px rgba(0, 0, 0, 0.3)"
 }
}
```

Popup Dimensions

// JavaScript Widget Code popupWidth: "90%", popupMaxWidth: "600px", popupHeight: "80%", popupMaxHeight: "700px", // → JSON Configuration "dimensions": { "width": "90%", "maxWidth": "600px",

javascript

Animation Settings

}

"height": "80%",
"maxHeight": "700px"

```
javascript
// JavaScript Widget Code
animationType: "scale",
animationDuration: 300,

// → JSON Configuration
"animation": {
   "type": "scale",
   "duration": 300
}
```

Auto-Close & Cookie Behavior

```
javascript
```

```
// JavaScript Widget Code
autoHideDelay: 30000,
dismissedCookieExpiry: 7, // days
submittedCookieExpiry: 365, // days
// → JSON Configuration
"display": {
  "frequency": {
    "cooldownAfterDismissal": 7, // Close without submission
   "cooldownAfterSubmission": "never" // Close with submission
  },
  "autoHide": {
    "enabled": true,
    "delay": 30000,
                                      // Auto-close after 30s inactivity
    "onInactivity": true,
    "fadeOutWarning": 5000,
    "pauseOnInteraction": true
  },
  "closeAfterSubmission": {
    "enabled": true,
    "delay": 3000,
                                      // Auto-close 3s after submission
    "showSuccessMessage": true,
    "successMessage": "Welcome! Check your email.",
    "allowManualCloseAfterSubmission": true, // User can close before 3s
    "cancelAutoCloseOnManualClose": true // Stop timer if manual close
  },
  "manualClose": {
                                      // ESC always works
    "escKey": true,
    "overlayClick": true,
                                      // Click outside always works
    "closeButton": true
                                      // X button always works
 }
}
```

Cookie Behavior Logic

```
javascript
// JavaScript Widget Code - Cookie Management
setCookie: function(name, value, days) {
    var expires = new Date();
    expires.setTime(expires.getTime() + (days * 24 * 60 * 60 * 1000));
    document.cookie = name + '=' + value + ';expires=' + expires.toUTCString() + ';path=/';
}
// → JSON Configuration
"display": {
  "frequency": {
    "// USER CLOSES WITHOUT SUBMITTING": "",
    "cooldownAfterDismissal": 7,
                                      // Show again after 7 days
    "maxDismissalsPerWeek": 2,
                                      // Limit dismissals per week
    "// USER SUBMITS FORM SUCCESSFULLY": "",
    "cooldownAfterSubmission": "never", // Never show again (365 days)
    "allowReengagement": false,
                                   // Don't show for different campaigns
    "// ADVANCED FREQUENCY CONTROLS": "",
    "maxImpressionsPerSession": 1,  // Only once per browsing session
```

// Maximum 2 times per day

// Honor user opt-out preferences

// Total lifetime limit

Analytics Tracking

}

}

```
javascript
// JavaScript Widget Code
trackImpressions: true,
trackInteractions: true,

// → JSON Configuration
"analytics": {
  "trackImpressions": true,
  "trackInteractions": true
}
```

"maxImpressionsPerDay": 2,

"maxImpressionsPerUser": 5,

"respectGlobalOptOut": true

X What Was REMOVED (Technical/Builder Settings)

Technical Implementation Details

javascript

```
// REMOVED - Builder should handle these
targetContainer: "#email-optin-container",
dismissedCookieName: "email_optin_dismissed",
submittedCookieName: "email_optin_submitted",
googleSheetsUrl: "",
sendToDataLayer: true,
debugMode: false
```

Why Removed: These are one-time technical setup parameters that should be configured in the builder admin panel, not managed per campaign.

Integration URLs

```
javascript
// REMOVED - Builder integration setup
opnFormUrl: "https://opnform.duckdns.org/forms/your-form-id",
```

Why Removed: The OpnForm URL should be configured once in the builder's integration settings, then referenced by form ID in business configs.

Enhanced Business Features Added

Beyond the basic extracted parameters, I've added business-focused enhancements:

Campaign Management

```
"campaign": {
    "name": "Holiday Email Newsletter 2024",
    "id": "holiday_newsletter_2024",
    "status": "active",
    "priority": "high"
}
```

Advanced Targeting

A/B Testing

Mobile Optimization

```
"mobile": {
    "enabled": true,
    "behavior": {
        "swipeToClose": true,
        "keyboardAware": true
    }
}
```

How to Use These Configurations

Basic Setup (Minimal Config)

Use the first JSON artifact for simple campaigns:

```
"campaign": {"name": "Newsletter Signup"},
  "display": {
    "mode": "popup",
    "triggerDelay": 5000,
    "autoHideDelay": 30000
},
  "content": {
    "headline": "Stay Updated!",
    "subheading": "Get our latest updates"
}
}
```

Advanced Setup (Full Config)

Use the comprehensive JSON artifact for sophisticated campaigns with A/B testing, targeting, and advanced features.

GTM Integration

```
javascript

// In GTM, just reference your JSON file
window.emailOptinConfig = {
    jsonConfigUrl: "/campaigns/your-campaign.json"
};
```

Widget Builder Integration

The widget JavaScript will:

- 1. Load configuration from JSON file
- 2. Merge with any GTM overrides
- 3. Apply all business settings
- 4. Handle technical implementation internally

📋 Configuration Mapping

JavaScript Parameter	JSON Section	Business Purpose
mode	(display.mode)	Popup vs inline display
(triggerDelay)	(display.triggerDelay)	When to show widget
(autoHideDelay)	(display.autoHide.delay)	When to auto-close after inactivity
(dismissedCookieExpiry)	(display.frequency.cooldownAfterDismissal)	How long to wait after user dismisses
(submittedCookieExpiry)	(display.frequency.cooldownAfterSubmission)	How long to wait after user submits
headline	content.headline	Main message
(primaryColor)	(styling.colors.primary)	Brand color
(popupWidth)	(dimensions.width)	Widget size
(animationType)	(animation.type)	Visual effect
OverlayColor	(styling.overlay.color)	Background overlay opacity
(borderRadius)	(styling.design.borderRadius)	Container corner rounding
<pre>fontFamily</pre>	(styling.typography.fontFamily)	Text font selection

New Auto-Close Mappings:

Business Need	JSON Configuration	User Experience Impact
Auto-close after reading	(display.autoHide.delay)	Respects user's time
Success message timing	display.closeAfterSubmission.delay	Shows appreciation
Manual close priority	<pre>display.manualClose.*</pre>	User control always wins
Mobile optimization	(mobile.autoHide.delay)	Shorter mobile attention spans
Cookie behavior	<pre>display.frequency.*</pre>	Balances persistence vs politeness
4	•	•

© Key Benefits

Business Users Can Now:

- Manage campaigns without touching code
- A/B test different messages and designs
- **Z** Target specific audiences with relevant content
- Schedule campaigns for specific dates/times
- **Optimize for mobile** with device-specific settings
- **Track performance** with comprehensive analytics
- Control auto-close timing for optimal user experience

- Customize success messages and post-submission behavior
- **Set cookie policies** for dismissed vs submitted users
- **Balance lead generation** with user respect through smart frequency controls

Developers Can:

- Separate business logic from technical implementation
- **Version control configurations** independently
- Deploy changes without code updates
- **Scale configurations** across multiple sites/campaigns
- **Implement consistent UX patterns** across all popups
- **Mandle edge cases** like manual close during auto-close timers
- **Optimize performance** with smart engagement detection

User Experience Benefits:

- Manual close always works user control trumps automation
- Smart timing popups don't overstay their welcome
- Success feedback users know their submission worked
- Mobile optimization faster timing for mobile users
- Respectful frequency different behavior for dismissed vs converted users
- Context awareness different timing for different page types

This extraction creates a clean separation between **what the business controls** (campaigns, content, targeting) and **what the developer controls** (integrations, technical implementation, system behavior).

Auto-Close Implementation Best Practices

Always Include These Settings:

```
json
{
 "display": {
   "autoHide": {
    "enabled": true,
     "pauseOnInteraction": true,
                                 // Reset timer on user engagement
     "fadeOutWarning": 5000
                                 // Give user warning before closing
   },
   "closeAfterSubmission": {
     "allowManualCloseAfterSubmission": true, // User can always close
     "cancelAutoCloseOnManualClose": true // Manual close stops timers
   },
   "manualClose": {
     "escKey": true,
                                 // ESC always works
     "overlayClick": true,
                                 // Click outside always works
     "closeButton": true
                                 // X button always works
   }
 }
}
```

o Recommended Timing by Use Case:

E-commerce (Quick Decisions):

• Auto-hide: 25 seconds

• Success message: 2 seconds

Mobile: 20 seconds auto-hide

Newsletter (Relationship Building):

• Auto-hide: 45 seconds with pause on interaction

Success message: 4 seconds with "Got it!" option

• Mobile: 30 seconds auto-hide

Lead Magnet (High Value):

• Auto-hide: 60 seconds with engagement extensions

• Success message: 6 seconds with important instructions

• Mobile: 45 seconds auto-hide

B2B Professional (Respectful):

• Auto-hide: 50 seconds with polite warning

- **Success message:** 1.5 seconds (quick and professional)
- **Mobile:** Same as desktop (business users)

X Auto-Close Anti-Patterns to Avoid:

- **Don't** set auto-hide below 15 seconds (too aggressive)
- Don't disable manual close during any state
- **Don't** force users to wait for auto-close after submission
- **Don't** ignore device context (mobile users are different)
- **Don't** make auto-close timers too long (over 90 seconds)

A/B Testing Auto-Close Behaviors:

```
json
  "variants": {
    "patient_approach": {
      "display": {
        "autoHide": {"delay": 60000},
        "closeAfterSubmission": {"delay": 5000}
      }
    },
    "efficient_approach": {
      "display": {
        "autoHide": {"delay": 25000},
        "closeAfterSubmission": {"delay": 2000}
      }
    }
  }
}
```

Test which approach gives better conversion rates while maintaining positive user experience scores.