

Enable the newsletter pop-up

Catalina Maruri-Ramos

Exported on 04/05/2024

Table of Contents

Enable the newsletter pop-up.....	3
When to enable the newsletter pop-up?	3
How the pop-up looks like	3
Steps	4
Contact and Support.....	9

Enable the newsletter pop-up

You can now enable a newsletter pop-up on your brand site. In this guide, you can follow the steps on how to set it in (system).

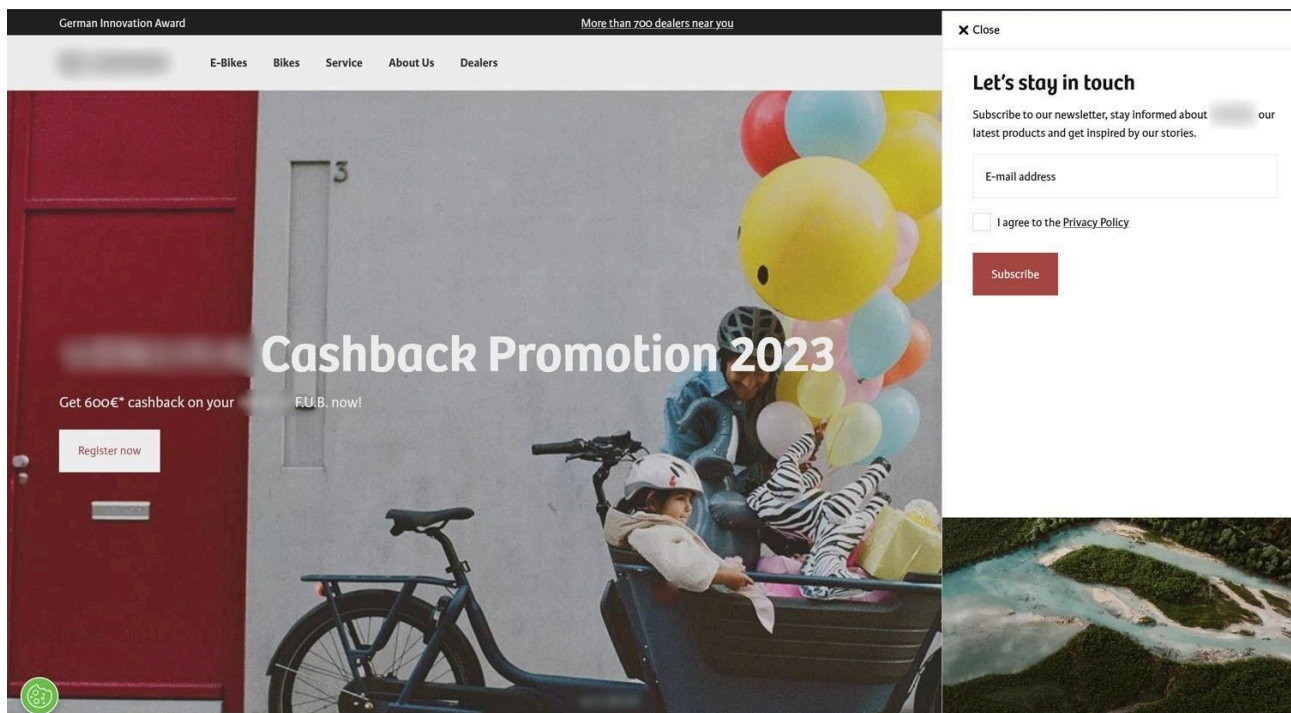
When to enable the newsletter pop-up?

Newsletter pop-ups are a useful feature to increase visibility and conversion on newsletter subscriptions. However, it is also important to use it purposefully. For example, you can use it when you want to:

- Offer updates on products
- Offer a promotion

How the pop-up looks like

The newsletter pop-up will show as an off-canvas panel on the right side of the page. You can reach out to [the UX team for more information](#) on the design.



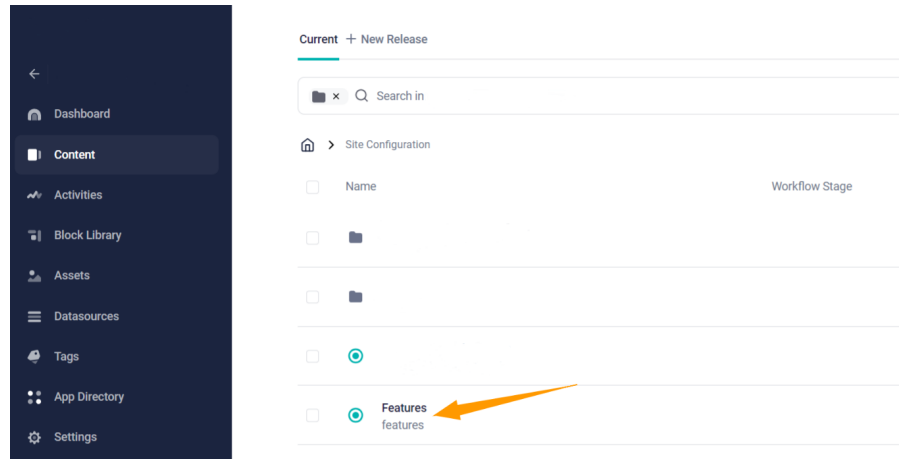
1 Example from brand



Newsletter pop-ups will only show if visitors have accepted cookies.

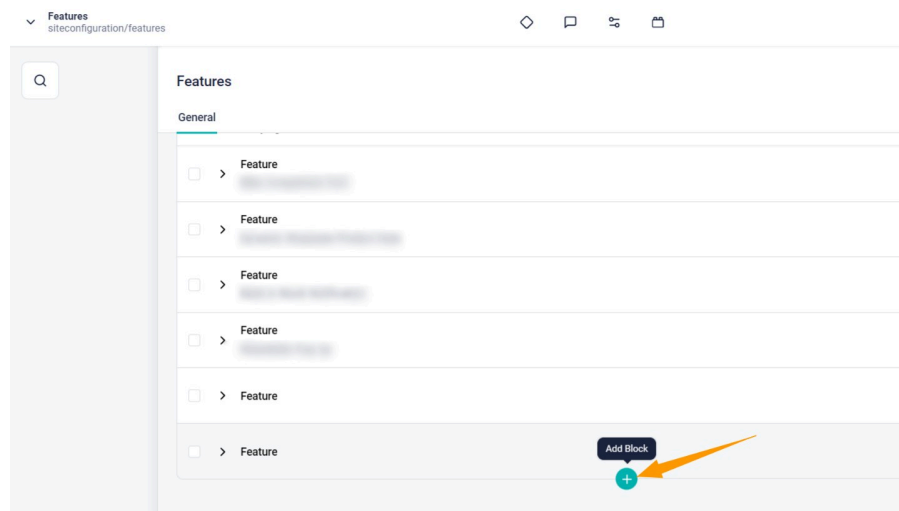
Steps

1. On (system), go to:
Site configuration →
Features.



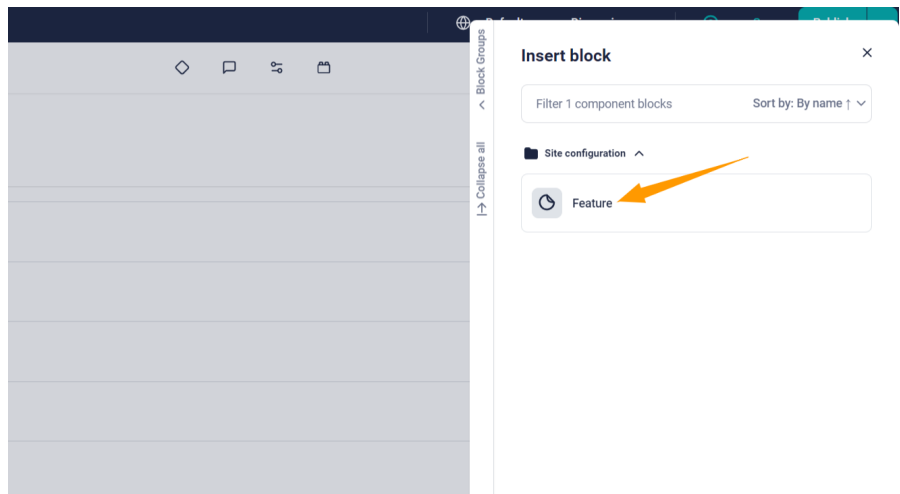
2 Features entry

2. Click on **+ Add block.** A panel will open.



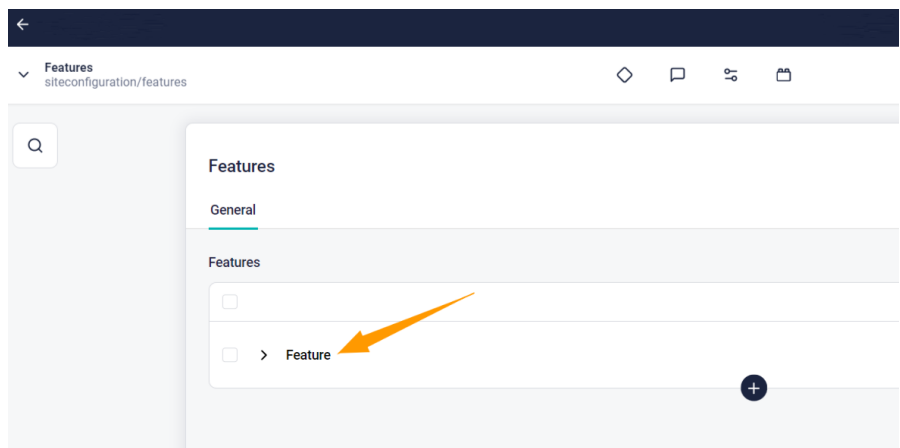
3 Adding a new feature block

3. Select the **Feature** component.



4 Selecting feature component

4. Expand the feature component by clicking on it.



5 Expanding the feature component

5. Fill in the details:

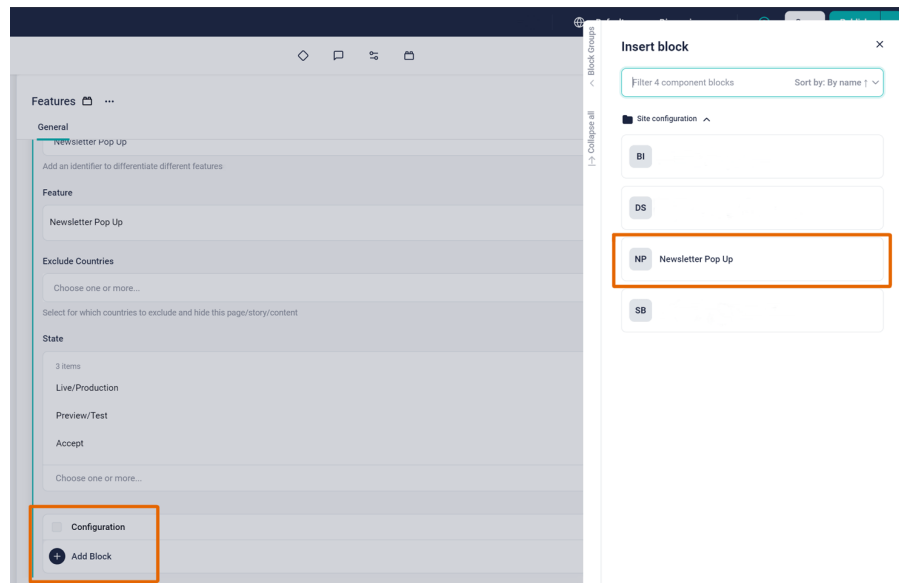
- (1) **Name:** Add an identifier to differentiate internally.
- (2) **Feature:** Select “newsletter pop-up” from the dropdown list.
- (3) **Exclude countries:** Select which countries not to show the pop-up.
- (4) **State:** Select the environment(s) where the pop-up should display.
- (5) **Configuration:** The space to add the pop-up copy. (follow [step 6](#) onwards for it.)

The screenshot shows a configuration page for a 'Feature'. The page has a dark blue header with a globe icon. Below the header, there are navigation icons (back, forward, search, and a folder icon). The main content area is a light gray box with a white border. It contains a 'Feature' header with a folder icon and a dropdown menu. Below this, there are five numbered sections:

- 1 Name:** A text input field containing 'Newsletter Pop Up'. Below it is a hint: 'Add an identifier to differentiate different features'.
- 2 Feature:** A dropdown menu with 'Newsletter Pop Up' selected.
- 3 Exclude Countries:** A dropdown menu with 'Choose one or more...' selected. Below it is a hint: 'Select for which countries to exclude and hide this page/story/content'.
- 4 State:** A dropdown menu with '3 items' listed: 'Live/Production', 'Preview/Test', and 'Accept'. Below it is a hint: 'Choose one or more...'.
- 5 Configuration:** A section with a checkbox labeled 'Configuration'. Below it is a text input field containing 'Newsletter Pop Up' and 'Let's stay in touch'.

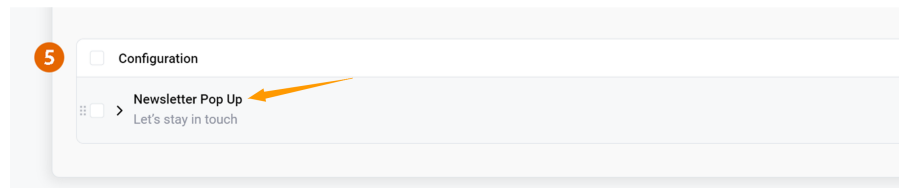
6 Feature fields

6. Under the **Configuration** section, click on **+ Add block**, and select the *Newsletter pop-up* component.



7 Adding the copy component

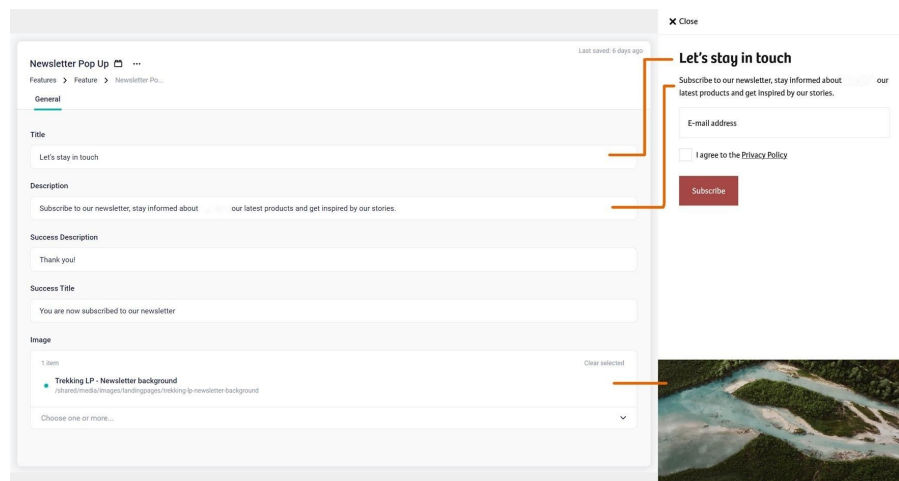
7. Expand the component by clicking on it.



8 Expanding component

8. Fill in the visual copy of your pop up. In this block there is room for:

- A **title**.
- A **description**.
- A **success title** and **success description** (shown when the subscription is successful).
- An **image** that appears on the bottom of the pop-up.



9 Adding the newsletter pop-up copy

Save and **publish** and that's it! The newsletter pop-up should become available after the website updates.



The pop up will show some seconds after a user has entered the website.

Contact and Support

Are you stuck with a step? Do you need more technical help? Check out [how to get digital support](#) or who to [contact for different topics](#).