Enable the newsletter pop-up

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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).
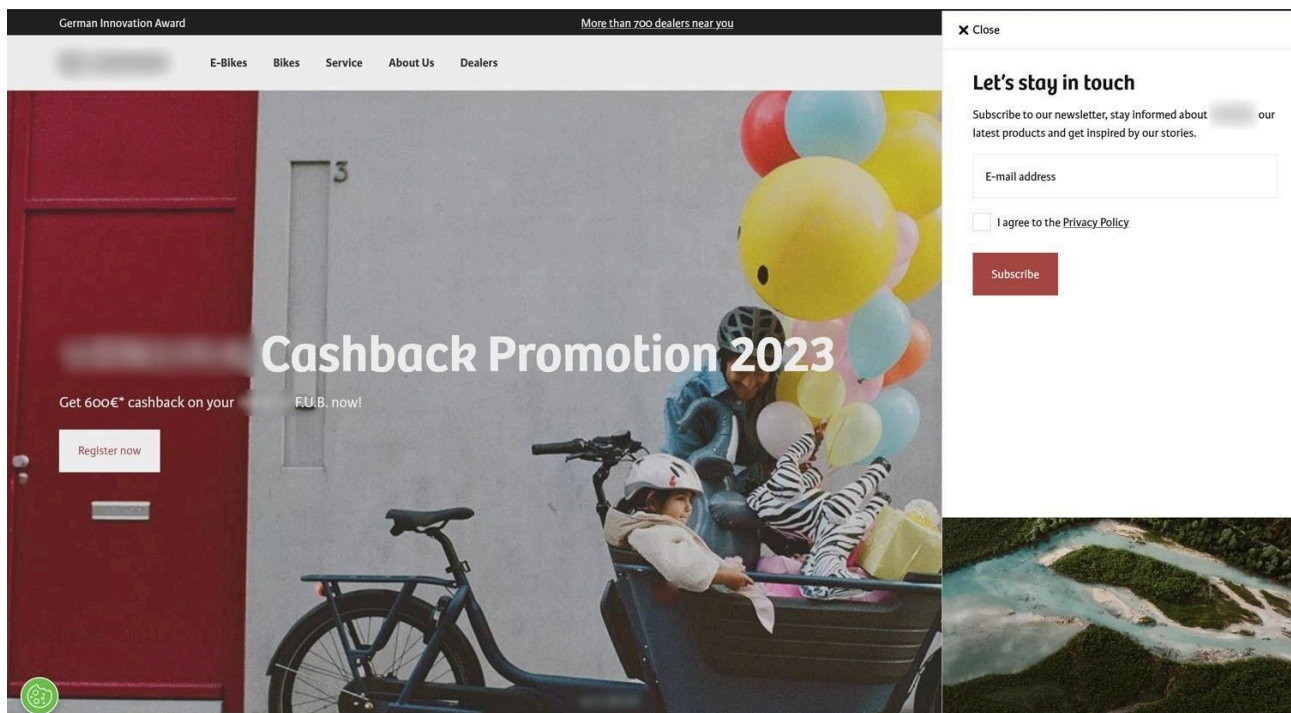
When to enable the newsletter pop-up?

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.
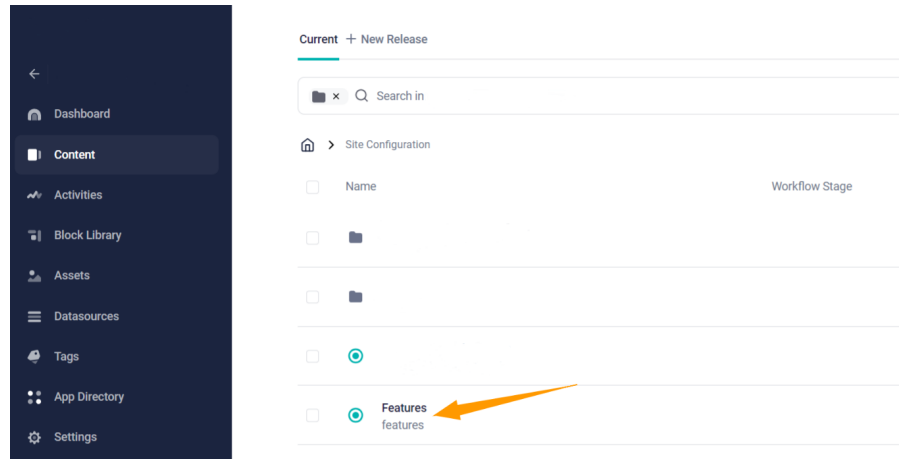

1 Example from brand

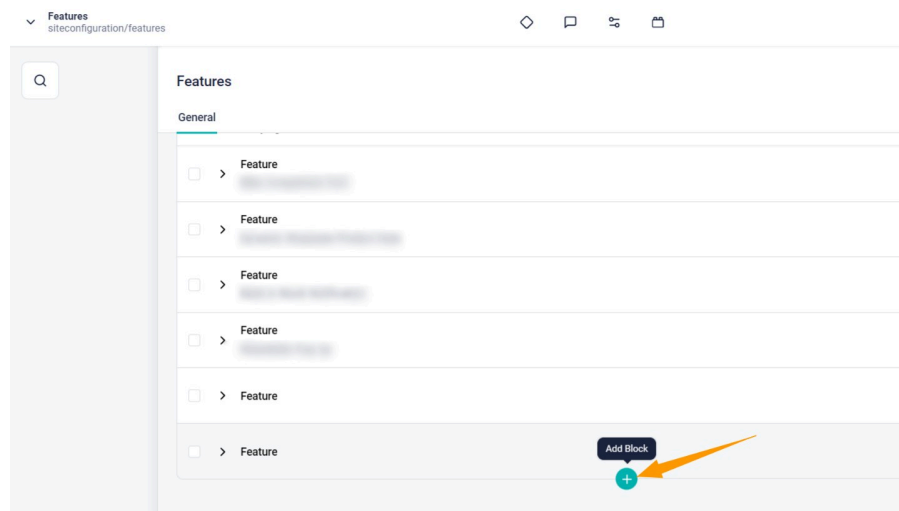ⓘ   Newsletter pop-ups will only show if visitors have accepted cookies.

Steps

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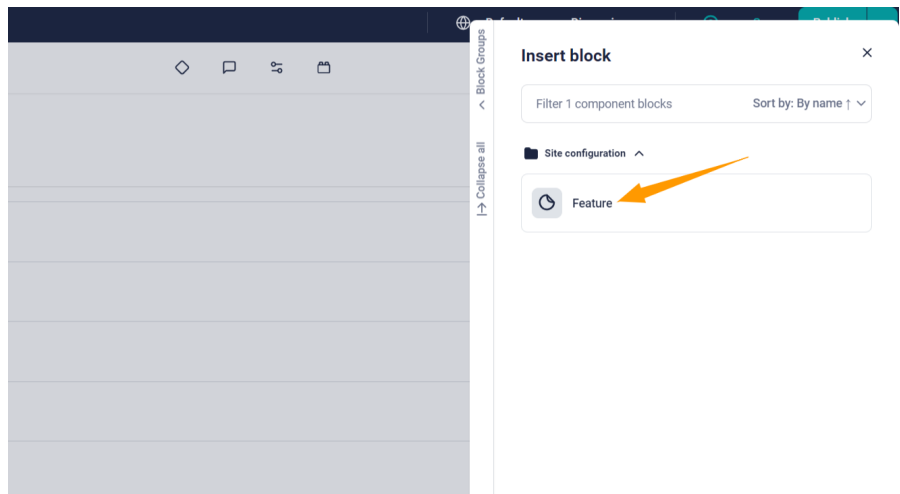Features**.

2 Features entry

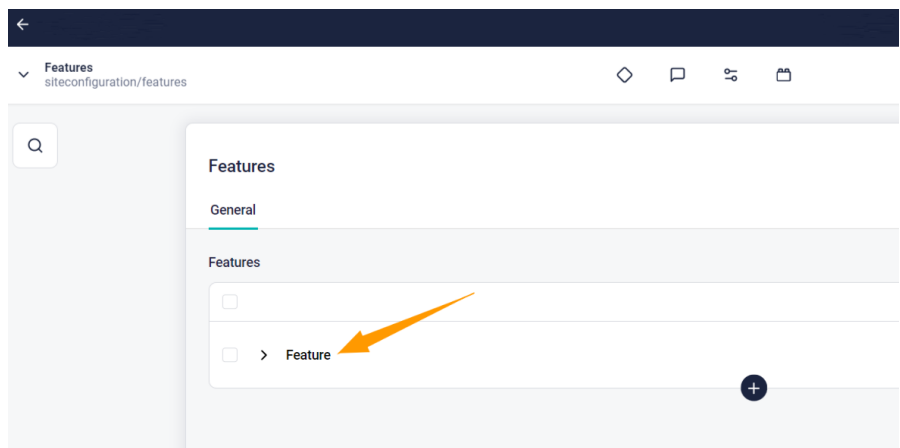**2.** Click on **+ Add block**. A
panel will open.

3 Adding a new feature block

3. Select the **Feature** component.

4 Selecting feature component

4. Expand the feature component by clicking on it.
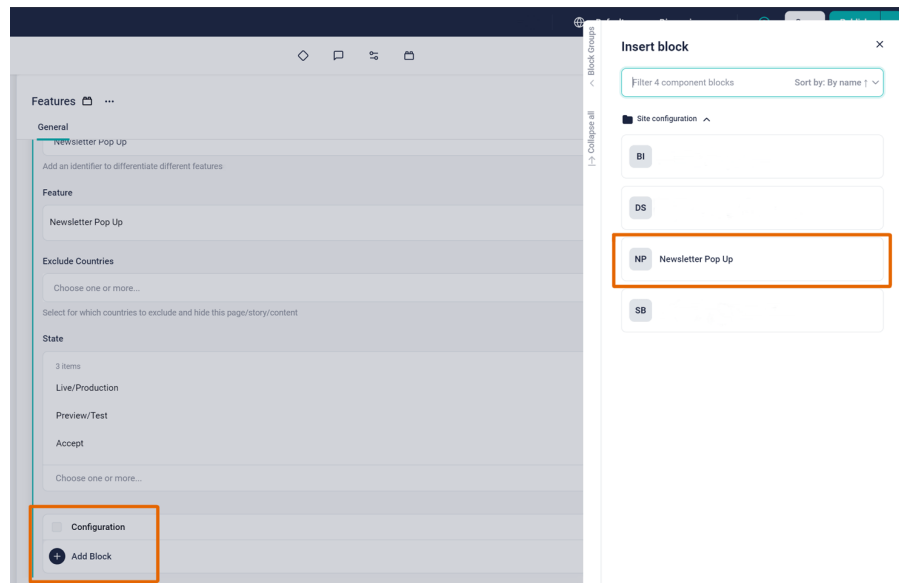

5 Expanding the feature component

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.)

Feature 📅 ...
Features > Feature

General

1 Name
Newsletter Pop Up
Add an identifier to differentiate different features

2 Feature
Newsletter Pop Up

3 Exclude Countries
Choose one or more...
Select for which countries to exclude and hide this page/story/content

4 State
3 items
⠿ Live/Production
⠿ Preview/Test
⠿ Accept
Choose one or more...

5 ☐ Configuration
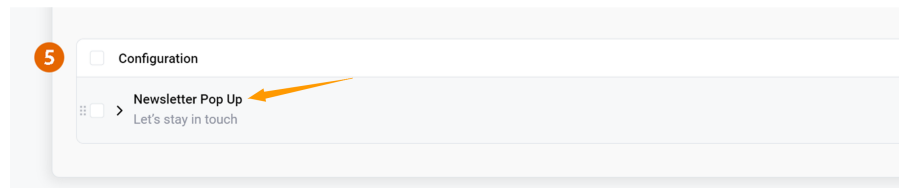⠿ ☐ ❯ **Newsletter Pop Up**
Let's stay in touch

6 Feature fields

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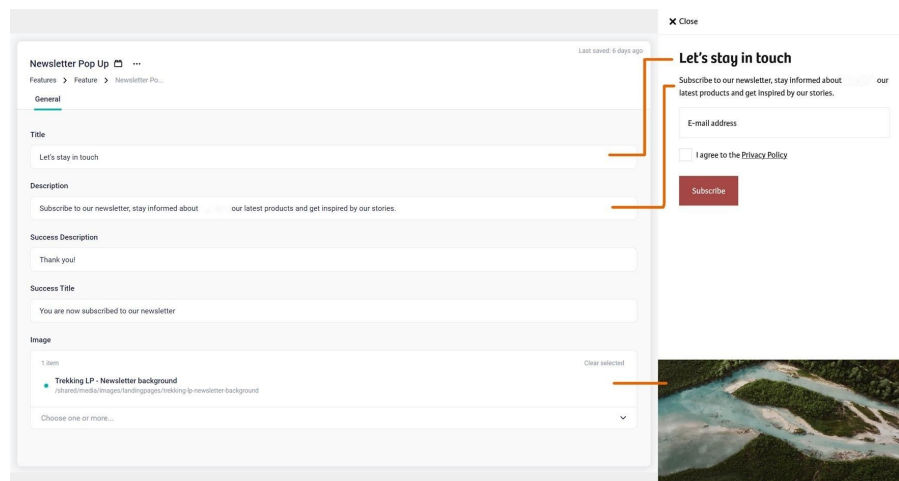

7 Adding the copy component

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.**