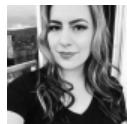


# Learning the Unbounce Platform



Olivia McCormack

Last Updated January 17, 2023 11:52

This article will describe all the components of the Unbounce Conversion Intelligence™ (CI) Platform once logged in to app.unbounce.com.

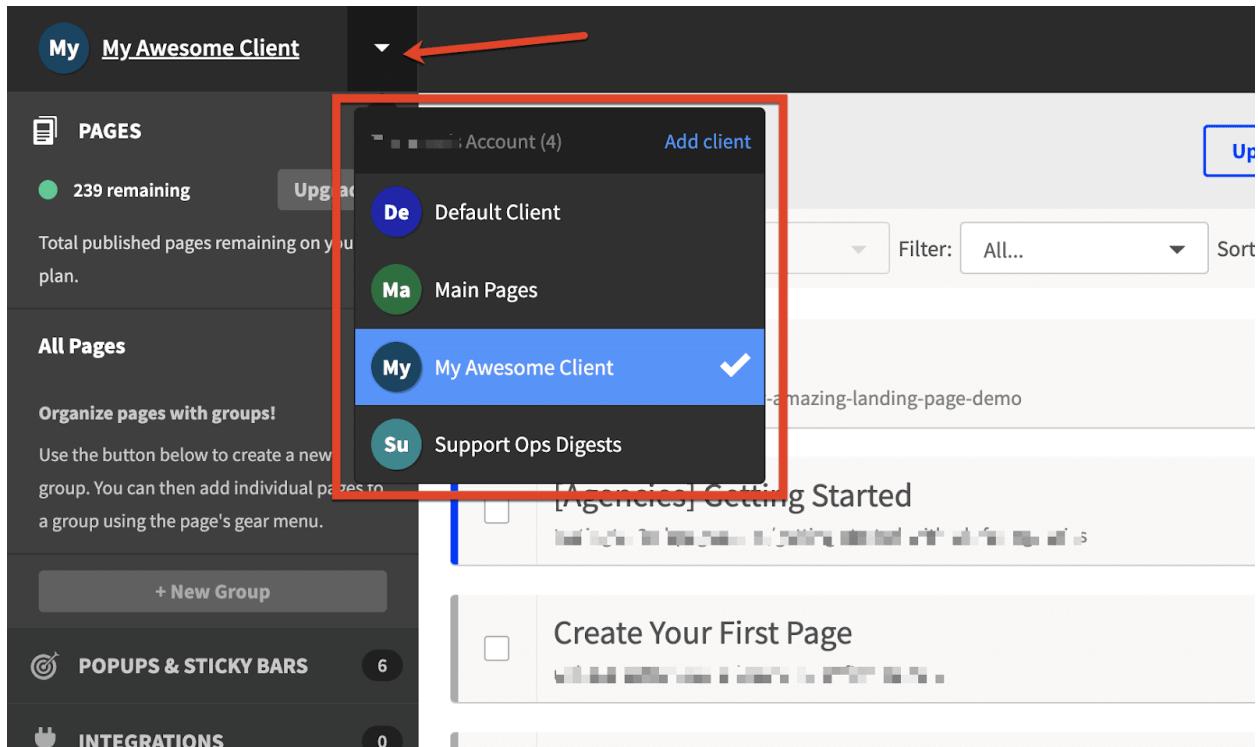
## Top Header

On the top of the Unbounce CI Platform, you'll notice information relating to your traffic allocations, account, and more:

The screenshot shows the Unbounce Conversion Intelligence (CI) Platform interface. At the top, there's a dark header bar with the following elements from left to right: a user profile icon labeled "My Awesome Client", a dropdown menu, a "Traffic" section showing "832/500,000", a help icon, and a "TA" button. Below this is a secondary navigation bar with links: "Upload an Unbounce Page", "Download Your Leads CSV", and "Create New". On the far left is a vertical sidebar with the following sections and their counts: PAGES (238 remaining), POPUPS & STICKY BARS (6), INTEGRATIONS (0), DOMAINS (2), USERS (2), SETTINGS (1), and LABS (1). An arrow points from the text "Clients are sub-folders in the same Unbounce account; it allows you to segment pages into different subcategories easily:" to the "My Awesome Client" dropdown in the top header.

## Clients tab

Clients are sub-folders in the same Unbounce account; it allows you to segment pages into different subcategories easily:

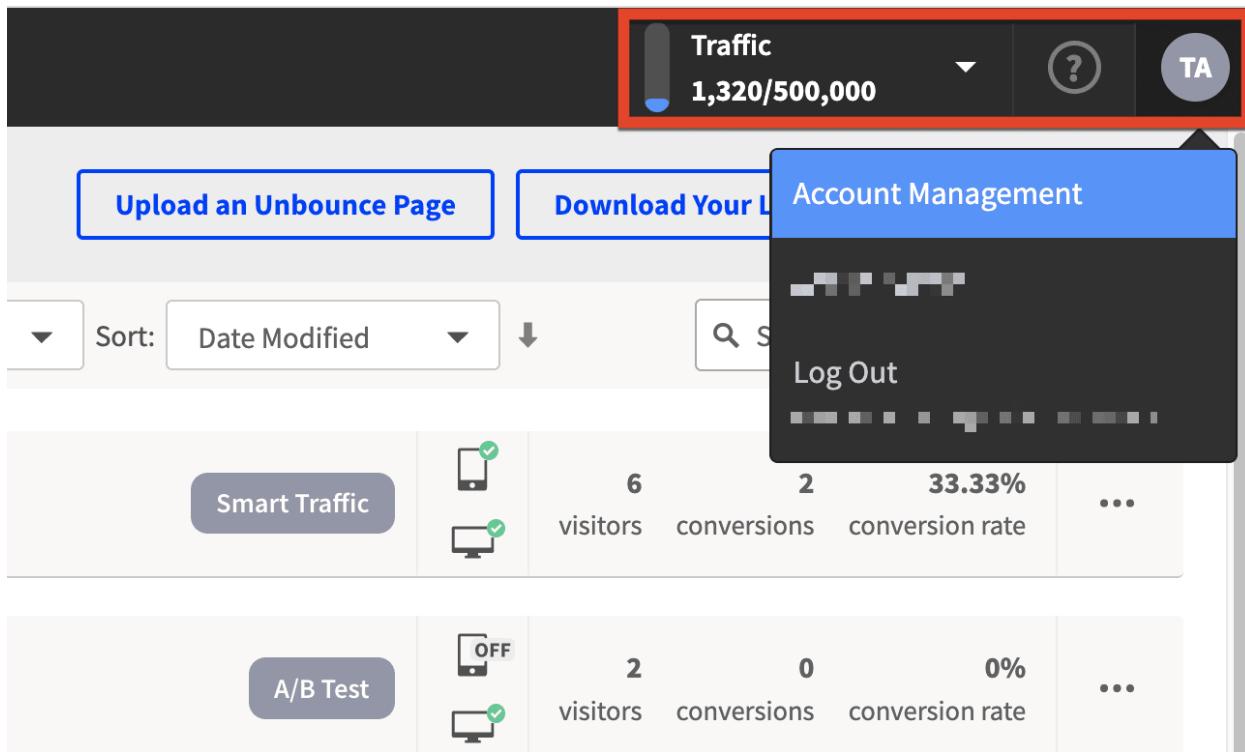


Use this drop-down menu to switch between other Clients.

To learn more about Clients, see our documentation: [Working with Clients](#).

## Traffic Allocations, Account Management, and Support

Here, you can locate your monthly traffic allocations for your landing pages. In this example, the number of monthly visitors allocated for this account is 500,000, and so far, there have been 1,317 visitors:



Click the question mark icon (?) to contact our Support team. See [How Do I Contact the Support Team?](#) to learn more.

Click the Account Management button to view all information relating to your account, such as your subscription plan details, billing information, Users, Clients, and more: [Managing Your Account](#).

## Viewing All Pages (All Pages Screen)

Once you log in, a page with a curated list of all your pages will appear.

You can navigate back to this list of pages by clicking the Pages button on the left-hand side of the Unbounce CI Platform:

The screenshot shows the 'All Pages' section of the Unbounce platform. On the left, there's a sidebar with navigation links: PAGES (highlighted with a red box), POPUPS & STICKY BARS, INTEGRATIONS, DOMAINS, USERS, SETTINGS, and LABS. The main area displays a list of pages with columns for name, status (e.g., A/B Test, Standard, Beta), device support (Mobile, Desktop), visitors, conversions, conversion rate, and three-dot actions. The top right features traffic stats (1,317/500,000) and buttons for 'Upload an Unbounce Page', 'Download Your Leads CSV', and 'Create New'.

Name	Status	Device	Visitors	Conversions	Conversion Rate	Action
[Agencies] Getting Started	A/B Test	Mobile	2	0	0%	...
Create Your First Page	Standard	Mobile	0	0	0%	...
Main Page	Standard	Mobile	0	0	0%	...
My Amazing Landing Page!	Standard	Mobile	0	0	0%	...
Summer/Fall Webinar	Beta	Mobile	1	1	100%	...
Demo Digital	Standard	Mobile	6	2	33.33%	...

You can perform bulk actions from the All Pages screen, such as [publishing or unpublishing pages](#), [set filters to view certain pages](#), and more.

You can also group your pages to help you better organize your content based on campaigns, industry, page purpose, etc. See [Grouping Your Pages](#) to learn more.

If you click on a page, the Page Overview screen will appear.

## About the Page Overview

Click on a page from the All Pages screen to launch the Page Overview:

The screenshot shows the Unbounce platform interface. At the top, there's a header with the company name "FreshGoods Company" and traffic stats "Traffic 196/500,000". Below the header is a navigation bar with links for "Upload an Unbounce Page", "Download Your Leads CSV", and "Create New". On the left, a sidebar lists various management sections: PAGES (258 remaining), All Pages (3 items), POPUPS & STICKY BARS (0), INTEGRATIONS (0), DOMAINS (1), USERS (3), SETTINGS, and LABS. The main content area is titled "All Pages" and displays three landing pages: "Fall Campaign" (Standard, 0 visitors, 0 conversions, 0% conversion rate), "FreshGoods" (Smart Traffic, 4 visitors, 1 conversions, 25% conversion rate), and "Spring/Summer Promo" (Beta, 0 visitors, 0 conversions, 0% conversion rate). Each page card includes a gear icon for more options.

Here, you will see additional tabs relating to your landing page.

## Overview Tab

The screenshot shows the Unbounce platform interface for "My Awesome Client". The top header shows traffic stats "Traffic 1,317/500,000". The main content area is titled "Demo Digital" and shows the "Overview" tab selected. It includes a "Page Details" section with a "Preview" and "Publish" button. Below this is a summary section with metrics: 6 VISITORS, 11 VIEWS, 2 CONVERSIONS, and a 33.33% CONVERSION RATE. A "Reset stats" button is available. To the right, there's a "Conversion Rate" chart with a date range set to "Last 30 days" and a checkbox for "Data To Include" (Page Conversion Rate, Variant A). The sidebar on the left is identical to the one in the first screenshot, listing PAGES (239 remaining), All Pages (6 items), POPUPS & STICKY BARS (6), INTEGRATIONS (0), DOMAINS (2), USERS (2), SETTINGS, and LABS.

The Overview tab provides detailed insight into your landing page, such as page views, visitors, or conversions.

To learn more about the Page Overview, see our documentation: [What is the Page Overview?](#)

You can also enable testing features like [Smart Traffic](#) or [A/B testing](#) from the Page Overview.

## Leads Tab

Click the Leads table to see leads collected for this page:

0 of 4 selected.									Delete	Download CSV
<input type="checkbox"/>	#	Submitted	Date/Time	Variant	First Name	Last Name	Work Email	Company	parameter_1	
<input type="checkbox"/>	1	about 1 year ago	2021-06-18 22:09 UTC	A	Jane	Doe	jane.doe@unbounce.com	Unbounce		
<input type="checkbox"/>	2	about 1 year ago	2021-06-17 18:17 UTC	A	Jane	Doe		Unbounce		
<input type="checkbox"/>	3	about 1 year ago	2021-06-14 22:51 UTC	A	John	Smith		Unbounce		
<input type="checkbox"/>	4	about 1 year ago	2021-06-14 22:51 UTC	A	Jane	Doe		Unbounce		

See [Getting Your Leads](#) for more information.

## Integrations Tab

Integrations work to send lead information from your landing page to a third-party CRM or app of yours, such as [HubSpot](#), [Mailchimp](#), a custom endpoint URL via a [Webhook](#), and more.

Set up or view integrations for your landing page from the Integrations tab:

The screenshot shows the Unbounce landing page editor interface. At the top, there's a header with "Demo Digital" and buttons for "Preview", "Publish", and "..." (more options). Below the header, a navigation bar has tabs for "Overview", "Leads", "Integrations" (which is highlighted in blue), and "Reporting". Under the "Integrations" tab, there's a section titled "Native Integrations" with a count of 1. It includes a "Powered by Zapier" badge and a "Webhooks" link. Below this, there's a grid of integration cards. One card, "Email Notifications", is highlighted with a green background and a checkmark icon. Other cards include "MailChimp", "Campaign Monitor", "AWeber", "Speak2Leads", "HubSpot", "Salesforce", "Infusionsoft", and "Marketo", each with a plus sign icon to add them to the page.

See [Integrating with Unbounce](#) for a list of [Integrations](#) and setup instructions.

## Reporting Tab

If you've enabled Smart Traffic on your landing page, you'll have access to more granular data about the performance of your landing page:

The screenshot shows the Unbounce reporting interface for a landing page titled "[PPC] LP - Templates [WD]". The top navigation bar includes "Preview", "Unpublish", and a three-dot menu. Below the navigation is a horizontal menu with tabs: "Overview", "Leads", "Integrations", and "Reporting", with "Reporting" being the active tab. On the left, there's a section for "Behavior Sets" with a "Beta" badge, showing data since last publish on October 6, 2021. It lists three behavior sets: "Outside of United States", "United States, Outside of New York", and "United States, New York", each with a red border around it. To the right is a table showing visitor and conversion data:

	Visitors	Conversions	Conversion Rate
733	430	58.7%	
427	240	56.2%	
174	111	63.8%	
132	79	59.8%	

See the following resources to learn more:

[What is Smart Traffic](#)

[Analyzing Reports from Smart Traffic Behavior Sets.](#)

[Popups and Sticky Bars Page](#)

On the left-hand side of the Unbounce CI Platform, click the Popups & Sticky Bars button:

The screenshot shows the Unbounce dashboard for a client named "My Awesome Client". The top navigation bar displays "Traffic 1,320/500,000" and other account details. On the left, a sidebar lists "PAGES" (6), "POPUPS & STICKY BARS" (6, highlighted with a red box), "INTEGRATIONS" (0), "DOMAINS" (2), "USERS" (2), "SETTINGS", and "LABS". The main content area is titled "Popups & Sticky Bars" and includes a "Create New" button. It features a search/filter bar with "Filter: All" and "Sort: Date Modified". Below this is a table listing six items:

Preview	Type	URL	Status	Visitors	Conversions	Conversion rate	Actions
	Sticky Bar	documentation.unbounce.com	Desktop: ✓   Mobile: ✓	9036 visitors	34 conversions	0.38% conversion rate	
	Sticky Bar	documentation.unbounce.com	Desktop: ✓   Mobile: ✓	425 visitors	16 conversions	3.76% conversion rate	
	Popup			0 visitors	0 conversions	0% conversion rate	
	Popup			0 visitors	0 conversions	0% conversion rate	
	Sticky Bar	documentation.unbounce.com	Desktop: ✓   Mobile: ✓	0 visitors	0 conversions	0% conversion rate	

Here is where you can see existing popups & sticky bars, or create new ones.

Click on a popup or sticky bar from the list to launch the Popups & Sticky Bars Overview page:

The screenshot shows the Unbounce A/B Test Centre interface. At the top, there are three summary metrics: 9036 VISITORS, 34 CONVERSIONS, and 0.38% CONVERSION RATE. Below this is a table for the 'A/B Test Centre' containing one row for the 'Champion' variant. The champion variant is labeled 'First Variant' and was updated 4 months ago. It has a weight of 100%, 9036 visitors, 34 conversions, and a 0.38% conversion rate. Below the table is a call-to-action button: 'Start with a copy' or 'Start from scratch'. The 'Targeting' section below includes 'URL Targeting' and a 'Domain' input field containing 'documentation.unbounce.com'.

A/B Test Centre							
			Weight	Visitors	Conversions	Conversion Rate	
A	First Variant Updated 4 months ago		Edit	100%	9036	34	0.38%

Optimize your conversion rate by testing additional variants

Start with a copy or Start from scratch

Targeting

URL Targeting

Domain

To learn more about popups & sticky bars, this resource:

[Working with Popups & Sticky Bars.](#)

## Integrations Page

On the left-hand side of the Unbounce CI Platform, click the Integrationsbutton:

The screenshot shows the Unbounce CI Platform's interface. On the left, a dark sidebar lists navigation options: PAGES (220), POPUPS & STICKY BARS (11), INTEGRATIONS (3), DOMAINS (2), USERS (4), SETTINGS, and LABS. The main content area is titled "Integrations" and displays two active integrations: "Email Notifications" (created January 16, 2020) and "MailChimp" (created May 8, 2020). Below these, there is a link to "Login to view & manage Zapier Integrations". A search bar at the bottom right says "Search Integrations...".

Here, you will see a list of all integrations you've embedded onto your landing pages or other available integrations.

To help you get started, see a list of [available Integrations](#) in Unbounce, and review the following documentation: [Unbounce Integrations](#).

## Domains Page

On the left-hand side of the Unbounce CI Platform, click the Domains button:

The screenshot shows the Unbounce Client Platform interface. At the top, there's a header with 'My' and 'My Awesome Client'. On the right, it displays 'Traffic 1,320/500,000' and other navigation icons. The left sidebar has a dark background with white text and icons for 'PAGES' (6), 'POPUPS & STICKY BARS' (6), 'INTEGRATIONS' (0), 'DOMAINS' (2), 'USERS' (2), 'SETTINGS' (dropdown), and 'LABS'. The main content area is titled 'Domains' with a 'Add a Domain' button. It shows two domain entries: one with a lock icon and another with a padlock icon. Both entries show '1 page is using this domain' and are marked as 'Working and Secure'. A note at the bottom says: 'All Custom Domains should have a CNAME pointing to [unbouncepages.com](#). If you have any questions about setting up your Custom Domains, please try setting one up by [following our handy guide](#)'.

You can set up your custom domain in Unbounce for this specific Client.

There are several ways to add a domain to Unbounce; the primary ways are via,

- a [CNAME record](#),
- the [WordPress Plugin](#), or a
- [custom & free ubpages.com domain](#).

To learn more about domains, see these articles:

[Why Should I Connect My Domain in Unbounce?](#)

[How Do I Add My Domain To Unbounce?](#)

To enable SSL on your domain, see [How Do I Secure my Landing Page Domain with SSL?](#)

## Users Page

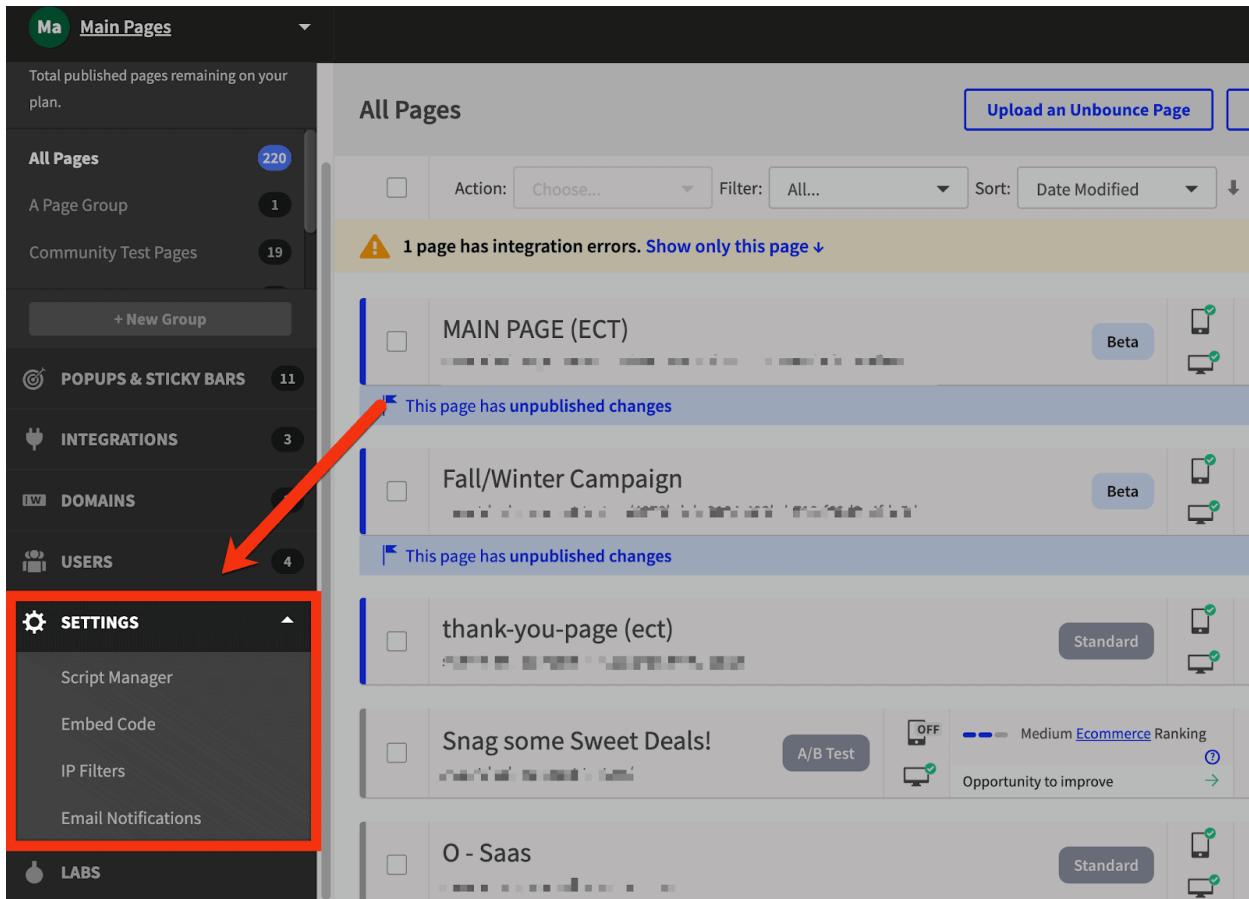
On the left-hand side of the Unbounce CI Platform, click the Users button:

The screenshot shows the 'My Awesome Client' dashboard. On the left, a sidebar lists 'PAGES' (6), 'POPUPS & STICKY BARS' (6), 'INTEGRATIONS' (0), 'DOMAINS' (2), 'USERS' (2), 'SETTINGS', and 'LABS'. The 'USERS' section is currently selected. The main area displays 'Users' with a note '(There are 2 total users in this client)'. A blue 'Invite' button is at the top right. Below it is a search bar with 'Search User Name...'. A filter dropdown is set to 'All Users (2)'. Under 'Users with access to all clients', there are two entries: one for 'John Doe' with a green 'Owner' badge and another for 'Jane Smith' with a blue 'Administrator' badge. At the bottom, a section for 'My Awesome Client (0)' notes 'No authors or viewers added to this client'.

You can add different users with different permissions and roles. See [Working with Users & User Role Permissions](#) to learn more.

## Settings Menu

Click the Settings button, and a drop-down of additional options will appear in the list:



## Script Manager

Script Manager is a custom Unbounce feature that allows you to add custom scripts or code (JavaScript, CSS, tracking scripts from Google Analytics, Google Tag Manager, or other third-party apps) onto all pages simultaneously.

Script Manager saves you from navigating to each page to add custom scripts. See these articles to learn more:

[Adding Your Custom Scripts Using Script Manager](#)

[Hiding your Pages From Search Engines with Script Manager](#)

## Embed Code

This page provides a quick & short-hand way to copy your embed code for your popup & sticky bar.

**Note:**

Within the same Unbounce Client, each popup & sticky bars will have the same embed code. So, you can have multiple sticky bars and popups, but the embed code is the same.

One single embed code is allocated per Client.

## IP Filters

Adding an IP filter can help you exclude unwanted traffic or conversions from specific IP addresses.

For example, if you want to share the landing page with your team members, but don't want their visits or conversions to skew page data, you can filter their IP address.

Only Account Owners and Admin users can add IP filters to the Unbounce Client.

See our documentation on [filtering IP addresses](#) to learn more.

## Email Notifications

Once you've set up the [email notification](#) integration for your landing page, you can customize the look and appearance of how lead notification emails deliver to subscribers. See [Customizing New Lead Email Notifications](#) to learn more.

## Labs

Labs Features page is a fun & interactive way to check out current projects that Unbounce is working on.

See [What are Labs Features?](#) to learn more.

# **Signing up & Logging in: Getting Started with Unbounce's Conversion Intelligence™ Platform**



Tas Kurtu

Last Updated December 21, 2022 15:17

Welcome to Unbounce!

This article will explain the following actions to help you get started with the Unbounce Conversion Intelligence™ (CI) Platform.

1. [Choosing a Plan](#)
2. [Signing up](#)
3. [Logging in](#)
4. [Ending your Trial Period](#)

## **Choosing a Plan**

1. Navigate to <https://unbounce.com/>.
2. Click the Start My Free Trial button at the top right-hand corner.
3. The pricing page will appear with two plan options: [Smart Builder +](#) and [Smart Copy](#).

Not sure which plan is right for you? Click the Help widget at the bottom right-hand corner of this article. From the widget, click the Get in Touch button - our teams will be happy to point you in the right direction about which plan type is right for you.

**Smart Builder + (includes Smart Builder, and the Classic Builder, Popups, and Sticky Bars)**

Navigate to the Smart Builder+ tab to access different plans types. Each plan type - Launch, Optimize, and Accelerate - includes access to the following features:

- Smart Builder, including [Unbounce Apps](#)
- Classic Builder
- Popups & Sticky Bars

Plans differ based on monthly allocated conversions, traffic, number of domains, users, testing features, etc. You can choose between monthly or yearly plans by toggling the button at the top of the plan offerings.

Click the Compare Plan Features button on our [pricing page](#) to learn more.

## Smart Copy

[Smart Copy](#) is an AI-powered copywriting assistant that helps you create high-converting copy for all your professional writing needs. Whether you're creating landing pages, emails, or blog posts, Smart Copy will help you ideate, iterate, and write original content in seconds.

Toggle the button on the pricing page to choose between monthly or yearly plans.

## Signing Up

All plans consist of a 14-day free trial period; your credit card won't be charged until the 15th day of using the Conversion Intelligence™ (CI) Platform; this applies to both Smart Builder + and Smart Copy.

Need help choosing a plan? Reach out to our team: [Contact Us](#).

1. Choose the plan to sign up with, and follow the sign-up prompts. Include the following info:
  - Account Info (first and last name, email, etc.)

- Billing details (reminder: you will not be charged till after the 14-day free trial).
  - You can also sign-up using Google's SSO.
- 2. Navigate to the inbox for the email you used to set up your account.
- 3. Confirm your email address.
  - The free trial will begin *after* you've confirmed your email address.

Navigate back to Unbounce to [log in with your credentials](#).

## Logging In

You can access Smart Builder + or Smart Copy moments after you've signed up to Unbounce's Conversion Intelligence™ platform. See the steps below to log in!

1. From the [Conversion Intelligence™ Platform login page](#), select either Smart Builder & Classic Builder, or Smart Copy (depending on which

product you signed up for):



Choose an account to log into

A screenshot showing two separate login boxes, each with a blue border. The top box contains a "Login" link and the text "Smart Builder &amp; Classic Builder". The bottom box also contains a "Login" link and the text "Smart Copy Formerly Snazzy.AI". Both boxes have a light gray background and a thin blue border.

[Need Help?](#)

2. The login page will appear.
3. Enter the email address & password credentials for your account.
  - You can select Remember this browser for 14 days to remain logged in to Smart Copy or Smart Builder +.

**Note:**

If you want to add an extra layer of security to your account, you can check out our documentation on [enabling 2-factor authentication!](#)

## Google's SSO

Want to link the Unbounce CI Platform with your Google credentials? See our documentation to learn more: [Using Google Single Sign On \(SSO\)](#).

## Ending your Trial Period

There's no obligation to continue beyond your trial period. Your credit card won't be charged until your 15th day using Unbounce.

For instructions on canceling your trial, check out [canceling your subscription](#).

## Helpful Resources

Ready to get started with Unbounce's Conversion Intelligence™ Platform? Check out these resources:

[Getting Started with Unbounce](#)

[Building Your First Landing Page](#)

[What is Smart Copy?](#)

[Resetting your Password](#)

# Viewing & Updating Your Account Information



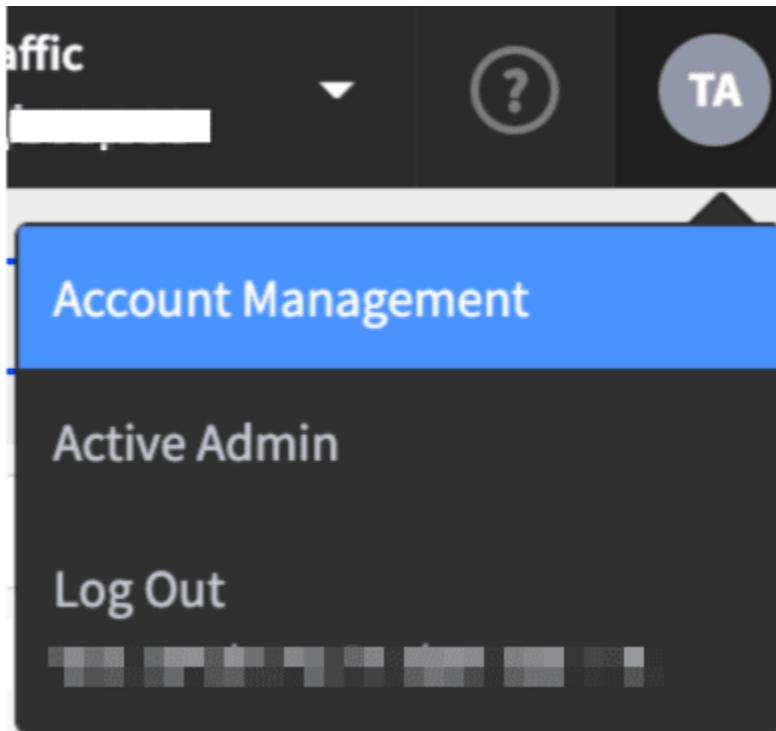
Olivia McCormack

Last Updated October 19, 2022 15:31

This article will explain how and where to access & update your account information within the Account Management page. Within the Account Management page, you can also review plan allocations and upgrade/downgrade your subscription.

## Viewing Your Account Information

1. From the [Conversion Intelligence™ Platform login page](#), select Smart Builder & Classic Unbounce.
2. Once logged in, navigate the top right-hand corner and click the avatar.
3. Select Account Management from the drop-down menu:



A page will appear with additional menu options on the left-hand side. You can update your password/sign-in email and review other account information such as your subscription, billing details, number of Clients, Users, and more.

The screenshot shows the 'Account Management' page with a sidebar on the left. The sidebar has a red border around the 'SIGN-IN AND SECURITY' section. This section contains the 'ACCOUNT PRIMARY' tab, which is highlighted in blue. Below the tabs are several menu items: Overview, Subscriptions, Billing, Audit Log, API Access, Clients (with 4 notifications), Domains (with 5 notifications), Users (with 5 notifications), Page Packs (with 0 notifications), and Convertable Packs (with 0 notifications). The main content area is titled 'Sign-in and Security'. It includes fields for 'Full Name' (with a placeholder 'John Doe' and an 'Edit Name' button) and 'Profile Photo' (with a placeholder 'TA' and an 'Edit photo at gravatar.com' button). Below this is a 'Manage Log-ins' section with fields for 'Email' (placeholder 'john.doe@example.com') and 'Password' (placeholder '\*\*\*\*\*'). There is also a 'Google SSO' section stating 'Google Single Sign On (SSO) is currently enabled for [redacted]. You can disable this by revoking access to Google.' with a 'Learn more' link and a 'Revoke Access' button.

## Updating Your Account Information

### Sign-in and Security

From the Sign-in and Security section within the Account Management page, update login and security details relating to your account. In this section, you can:

- Change your name by clicking click the Edit Name button.
- Update your profile picture by clicking the Edit photo at gravatar.com button.
- Edit your account email and password within the Manage Log-ins tab.
- Enabled Google's SSO on your account to allows for seamless login; see our documentation to learn more: [Using Google Single Sign On \(SSO\)](#).

- Set up **2 Factor Authentication (2FA)** on your account to incorporate an extra layer of security for when you log in.

The screenshot shows the 'Sign-in and Security' section of the Account Management page. It includes fields for 'Full Name' (with a placeholder 'John Doe') and 'Edit Name', and a 'Profile Photo' section with a placeholder 'TA' and a link to 'Edit photo at gravatar.com'. Below this is a 'Manage Log-ins' section with fields for 'Email' (placeholder 'john.doe@example.com') and 'Edit email', and 'Password' (placeholder '\*\*\*\*\*') and 'Edit password'. A note about Google SSO states that it is currently enabled and can be disabled by revoking access, with a 'Revoke Access' button. At the bottom is a 'Manage Authentications' section with a 'Two Factor Authentication' link, a descriptive text about two-factor authentication, and a 'Set up Two Factor Authentication' button.

## Account Overview

The Account Overview section provides you with details about your subscription and options to update account information.

1. From the left-hand menu of the Account Management page, select Overview.
2. A new page will appear with details about your current plan type. Within the Subscription Details tab, you can find details about:
  - Your current subscription.
  - Your account stats, such as the number of connected domains or Users.

- Your plan limit usage; in other words, how many published pages, popups & sticky bars, Clients, and allocated traffic are left.

The screenshot shows the 'Account Overview' page. At the top right is a red button labeled 'Cancel My Plan'. Below it is a section titled 'Subscription Details' with a heading 'Hi, [REDACTED] Account' and a message 'You are currently on the Unbounce plan.' There is a placeholder image and a 'Change Plan Type' button. To the right is a section titled 'Your Account Stats' with three items: '5 Custom Domains', '2 AMP Pages', and '5 Users', each with a 'Manage' link. Below these sections is a large box titled 'Your Plan Limit Usage' containing four circular progress indicators:

Category	Value	Description
Clients	4	out of 15 available on your plan type.
Published Popups & Sticky Bars	8	out of 40 available on your plan type.
Published Pages	130	out of 375 available on your plan type.
Traffic	45	out of 500,000 available on your plan type this month.

3. Scroll down to the Account Information tab to input information relating to your business, such as:

- Your industry.
- The number of team members who work at your company/agency.
- What you're hoping to achieve with Unbounce.

The screenshot shows the 'Account Information' tab. It contains three form fields with 'Edit' links to the right:

- What is your business industry?** - Status: Please Select, Edit link
- How many people work at your company/agency?** - Status: Please Select, Edit link
- What are you hoping to achieve with Unbounce?** - Status: Please Select, Edit link

## Subscriptions

Navigate to the Subscriptions section of the Account Management page to upgrade, downgrade, or cancel your subscription plan.

See the following articles to learn more: [changing your subscription or plan type](#) and [canceling your subscription](#).

## Billing

Click the Billing section of the Account Management page to update payment methods for your account. See [Adding a Payment Method](#) and [Editing Billing Details](#) to learn more.

## Audit Logs

This feature is only available for Concierge plans. See [Working With Audit Logs](#) to learn more.

## API Access

Navigate to API Access to get started on Unbounce's open API.

Do note that APIs fall outside the scope of our Support. If you'd like to work with our open API, here is our [developer documentation to help you started](#).

## Reviewing Your Account Allocations

Depending on your subscription plan, you will have access to a set number of monthly conversions, monthly traffic, and allocated domains:

Plan Type	Monthly Conversions	Monthly Traffic	Number of Domains	Number of Users
Launch	500	20,000	1	2
Optimize	1000	30,000	5	Unlimited
Accelerate	2,500	50,000	10	Unlimited

If you exceed the given number of conversions, traffic, domains, or Users for your subscription plan, you will need to upgrade to access more.

See our documentation for more on [changing your subscription plan and length](#), or [reach out to our Support team](#) for insight into which subscription plan would work best for you.

## Related Resources

[Getting Started with Unbounce's Conversion Intelligence™ Platform: Logging In](#)

[Working with Users](#)

[Working with Clients](#)

# How Do I Contact the Support Team?



Leslee Teehankee

Last Updated Thursday at 16:40

Our friendly Support team is always happy to help you with any questions that you may have.

There are three methods to reaching out to our Support team: [live chat](#), [email](#), and by [phone](#) (be sure to check out our [availability](#)).

Are you currently evaluating Unbounce and want to hear more about our different pricing options? Please contact our sales team at [sales@unbounce.com](mailto:sales@unbounce.com).

## Start a Live Chat

To reach out to Support within the Unbounce platform to start a live chat, follow these steps:

1. Click the Question Mark in the top right corner of Unbounce, and select Contact Us from the drop-down menu:

The screenshot shows the Unbounce dashboard with the 'All Pages' view. On the far right, there's a floating support window. At the top of this window is a red arrow pointing to the 'Upload an Unbounce Page' button. To the right of the button is a red box containing a question mark icon, which is part of the 'Support & Help Information' section. Other options in this menu include 'Contact Us', 'Documentation', and 'System Status'.

2. A chat window will appear in the bottom right corner.
3. Type in your question, and our Answerbot will present you with support articles from our Help Center.
4. If none of the options presented help, click the Get in touch button. You'll be given two options:
  - Live Chat: you'll be connected to our chat queue, and our next available support team member will join you at the earliest availability.
    - Using our live chat is the most effective way of getting Unbounce support! Through live chat, our support team can help you with screenshots and screencast videos to make the troubleshooting process a smooth & effortless experience.
  - Leave a Message: Your message will be submitted to our ticket queue, and a member of our support team will reach out to you by email to help you with your issue.

## Send an Email via our Request Form

If you're calling after hours and out of our availability, the live chat option may not be available; please leave a message or email us here: [support request form](#).

## Our Contact Info

You can [submit a ticket to our Support team](#) at any time, or contact us by phone:



Worldwide: +1 604 484 1354



North America (Toll-Free): +1 888 515 9161



Australia: +61 1800 861 218



UK: +44 808 178 0202



Germany: +49 800 505 2740

## Our Availability

For more info about our availability, see our [contact page](#).

Monday-Friday: 6 AM to 6 PM PST - phone, live chat, and email support.

Saturday-Sunday: 9 AM to 9 PM PST - email only.

You may experience slight delays in response times outside of normal weekday support hours.

# Building Your First Landing Page



Leslee Teehankee

Last Updated December 14, 2022 18:09

Ready to build your first landing page? This article will break down some design elements of what makes a great landing page, and how to get started building your first landing page in either Smart Builder or the Classic Builder.

## What is a Landing Page?

A landing page is a standalone page used in marketing - it's where a visitor 'lands' when they click one of the ads from your campaign.

Landing pages do not usually link to your homepage; their purpose is to encourage visitors to complete the desired action on your page, such as completing a form, clicking a button, or watching a video. This is known as a [call to action](#).

Take a look at our blog post to learn more about landing pages and why they're great for your campaign: [What is a Landing Page?](#)

## Building Your First Page in Unbounce

Unbounce is one platform, but with two very powerful landing page builders: Smart Builder and Classic Builder.

Smart Builder pairs your marketing expertise with Unbounce Conversion Intelligence™ and AI insights (data pulled from 1.5 billion conversions) to help you launch higher-converting landing pages.

In contrast, the original Classic Builder helps you create & optimize landing pages with drag-and-drop controls and widgets, custom code, and pixel-perfect precision.

See this article to help you learn more about which builder to choose: [Which Builder Should I Choose: Smart Builder or Classic Builder?](#)

## Best Practices for Building Landing Pages

Not sure how best to design a landing page? The Classic Builder and Smart Builder provide templates to help you get started. For more details, see these resources:

- [What Are Some Best Practices When Designing My Landing Page?](#)
- [What Size Should My Landing Page Be? \(Classic Builder\)](#)
- [The Anatomy of a Landing Page](#)
-

# Which Builder Should I Choose: Smart Builder or Classic Builder?



Tas Kurtu

Last Updated January 17, 2023 11:52

So you've signed into Unbounce and you're ready to create a landing page! To get started, click the Create New button at the top of the All Pages screens:

The screenshot shows the Unbounce interface. On the left is a sidebar with navigation links: PAGES (237 remaining), All Pages (+ New Group), POPUPS & STICKY BARS, INTEGRATIONS, DOMAINS, USERS, SETTINGS, and LABS. The main area is titled 'All Pages' and displays two landing pages. The first page is labeled 'Smart Traffic' and has metrics: 3 visitors, 1 conversion, and 33.33% conversion rate. The second page is labeled 'Standard' and also has 'Opportunity to improve'. At the top right of the main area, there are three buttons: 'Upload an Unbounce Page', 'Download Your Leads CSV', and a blue 'Create New' button. A red arrow points from the bottom right towards the 'Create New' button, which is highlighted with a red box.

A new page appears where you can select a builder. We understand that it can be tricky to decide which builder to get started with, so here's a video to help get started:

## Creating a Page in Smart Builder

First, check to see if Smart Builder [fits your current business needs](#). Our teams are working hard to iterate and improve Smart Builder frequently, so some features you require may not be available just yet.

Next, See [Creating a Page With Smart Builder \(Beta\)](#) to create your first page, and learn about all of [Smart Builder's handy Controls & Tools](#).

After you've made your first page, you can begin customizing it. Take a look at the articles listed in this category to help you get started: [Working in Smart Builder \(Beta\)](#).

## Creating a Page in the Classic Builder

The original Classic Builder helps you create & optimize landing pages with drag-and-drop controls and widgets, custom code, and pixel-perfect precision.

See [Creating a Page With the Classic Builder](#) to create your first page!

Next, you'll want to go over the layout of the [Classic Builder](#) so that you can familiarize yourself with its different features and page-building options.

Then, you'll want to start working on page sections, images, and more! See the following videos and articles in our webinar to help you get started editing in the Classic Builder: [Learning the Classic Builder](#).

Or, visit the following category: [Working in the Classic Unbounce Builder](#).

See these sections to get started:

[Working in Smart Builder \(Beta\)](#)

[Working in the Classic Unbounce Builder](#)

# How Can I Drive Traffic to My Landing Pages?



Leslee Teehankee

Last Updated October 19, 2022 17:00

Now that you've got that amazing Unbounce landing page, you're probably wondering: how can I make sure I drive traffic to my landing pages so I get those sweet conversions I'm craving?

Here's a quick Traffic 101 with some of the most common ways of drumming up some hits for your landing page:

## Search Engine Marketing (Pay Per Click)

Search Engine Marketing, which is often referred to as PPC (Pay Per Click) works by picking select search terms that you feel your customers would use to search for your product. You then bid to search engines for placement whenever that specific term comes up. When your customer clicks on your sponsored ad, you pay the price that you bid for that 'click' to the search engine.

The most ubiquitous PPC online advertising is [Google Ads](#).

Do you want to know more? Check out Unbounce's comprehensive PPC page to understand more about how PPC works:

[Get Better ROI From Your Paid Spend](#)

## Social Media Marketing

Social media is massive growing market. As adoption of social media becomes more prevalent, so does your potential to get hits from this huge

potential audience. Facebook, LinkedIn and Twitter all have their own forms of PPC Ads. In addition, adding your landing page as a Facebook tab for your business page is a great way to draw attention to your new campaign.

You can also make posts to your social media accounts, that you can [customize with information regarding your landing page](#).

You can get more insight and tips by checking out the [social media](#) section of the Unbounce blog.

## Email Campaigns

Creating an effective email campaign that points to your landing page is one of the most effective ways of pushing traffic to your page and getting those conversions. An email tailored to match your landing page with a strong call to action message will draw your customers in and encourage them to seek more information.

We've got more great tips about how to make effective email marketing right [here](#).

# What Are Some Best Practices When Designing My Landing Page?



Alex Ozolins

Last Updated March 08, 2023 17:37

Ready to start a new campaign? Have those ads or e-mails ready? What about your landing page?

Whether you're building your content from scratch or using a template, there are plenty of best practices to consider to ensure maximum results! This guide will cover a few tried and true foundation strategies.

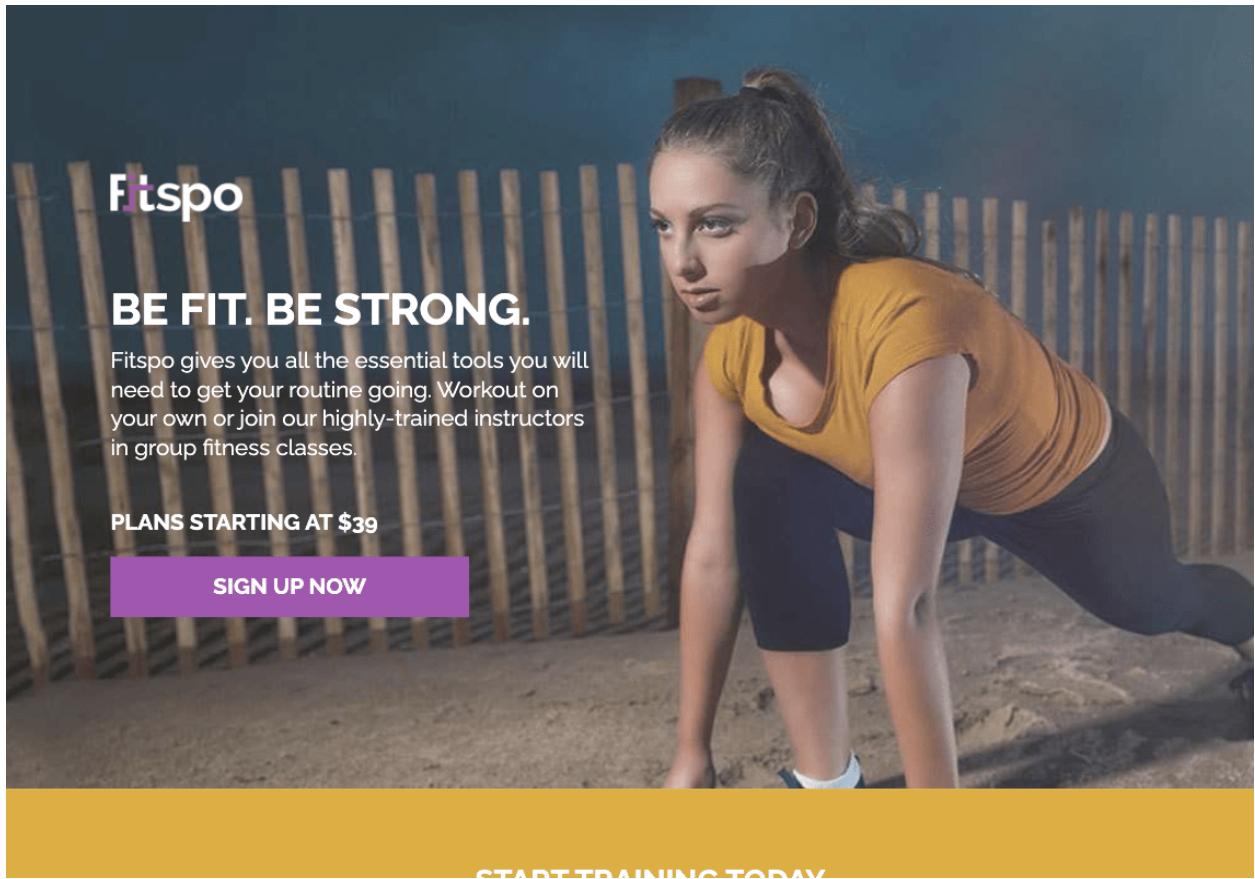
## A Compelling Call-to-Action (CTA)

The most successful landing pages have a clear call-to-action or goal that it would like the visitor to complete. This could be submitting a form/lead generation, clicking through to another page, purchasing a product, etc.

A great rule of thumb is the five-second test - upon arriving on the page, do you have a good sense of that page's objective? Would the visitor understand right away what is being asked of them?

## A Captivating Hero Image

This example emphasizes a fitness service by using a strong headline ("Be Strong, Be Fit") and hero image:



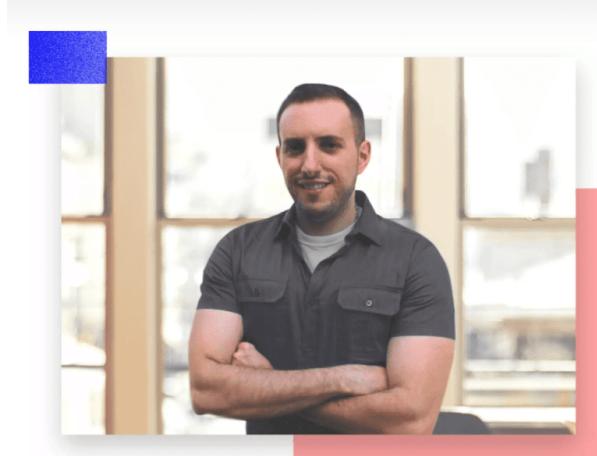
Within the same hero image is the page's call-to-action button with the label Sign Up Now. Combining these key elements altogether, your visitors will have a clearer understanding of what the page is about and what it is asking the visitor to do as soon as we arrive on the page.

## Social Proof

You might have the clearest call-to-action in the world, the most compelling copy, or the most amazing design! But what do your users think? Social proof can easily enhance or deter the success of your business.

Using a real image if the individual is comfortable (versus a stock photograph) adds a human element to the user experience. Here's an example of a social

proof testimonial:



"We've seen **conversion increases of over 70%**, just by switching a client's landing page over to Unbounce. We're also able to test and iterate more rapidly, which is a win for everyone."

Nicholas Scalice, Founder of Earnworthy

 earnworthy

In your social proof, try to be as specific as possible (how exactly did your business contribute to the user's success?) by using actual numbers/data.

## What to Avoid on your Landing Page

Blurry Images: try whenever possible to include crisp, high-resolution images. Fuzzy or pixelated images may look unprofessional or cause visitors to hesitate about the authenticity of your page.

Spelling/Grammar Errors: everyone makes the odd typo now and again, but consistent spelling or grammatical errors can easily cultivate concern or distrust of the page.

Too Little Text: the attention ratio of your landing page should be 1:1 - which means that your visitors should have a clear understanding of what your landing page's goal/CTA is within 5 seconds or so of arriving on the page.

Too Much Text: on the other hand, too much text can be overwhelming and could cause the visitor to bounce simply because there is too much information to make sense of.

## Additional Resources

- [The Five Elements of a Winning Landing Page](#)
- [The Unbounce Landing Page Course](#)
- [The Anatomy of a Landing Page](#)

# How to Preview a Page



Tas Kurtu

Last Updated June 09, 2023 11:43

Previewing your landing page is a great way to see how it'll appear for page visitors once it's published, but without having to publish your page just yet.

Previewing your page is also an excellent method to test features on your page, such as custom scripts & custom code.

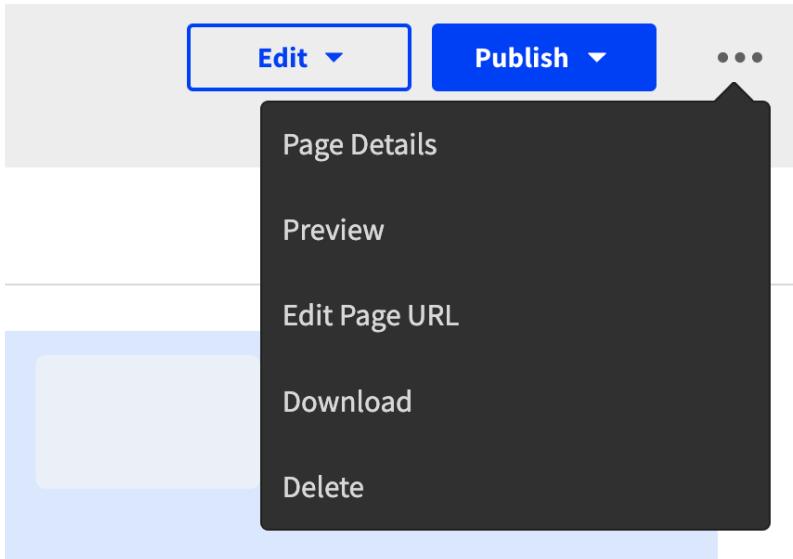
## Previewing your Page from the Page Overview

The Page Overview is your one-stop shop for conducting all your page actions.

1. Log in to the Unbounce Conversion Intelligence™ Platform, and click on a page from the All Pages screen to launch the Page Overview:

The screenshot shows the Unbounce Conversion Intelligence Platform interface. The top navigation bar includes a user icon, account name "FreshGoods Company", traffic stats ("Traffic 196/500,000"), and various navigation links. The left sidebar contains sections for PAGES (258 remaining), POPUPS & STICKY BARS (0), INTEGRATIONS (0), DOMAINS (1), USERS (3), SETTINGS, and LABS. The main content area is titled "All Pages" and displays three landing pages: "Fall Campaign" (Standard, Opportunity to improve, 0 visitors, 0 conversions, 0% conversion rate), "FreshGoods" (Smart Traffic, Opportunity to improve, 4 visitors, 1 conversions, 25% conversion rate), and "Spring/Summer Promo" (Beta, 0 visitors, 0 conversions, 0% conversion rate). Each page card includes a gear icon for more options.

2. On the right-hand side of the Page Overview, click the ellipses icon (three dots) to view more options:



3. Select Preview from the list.
4. The Preview mode of your page will appear.

## Previewing your Page in Smart Builder

In Smart Builder, most features and [Apps](#) work in Preview mode.

For example, if you want to see how an embedded video appears and plays on your Smart Builder page, you will need to Preview the page to view/test this video.

1. Navigate to your page in Smart Builder.
2. At the top-right-hand corner, toggle the Preview button on.

3. The preview version of your landing page will appear in Smart Builder:

The screenshot shows the Smart Builder interface with the following elements:

- Header:** "Eastside Groomers" with a logo icon, "Give feedback Beta", "Preview off on" (with "off" selected), a desktop icon dropdown, "Save", and "Publish" buttons.
- Toolbar:** Icons for text, image, list, link, and other page components.
- Content Area:** A landing page layout.
  - A title section with the text: "Pet grooming that your 'furrrriends' will love!"
  - A text block: "Our expert groomers are here to pamper your pup or kitty with everything from a simple shampoo and bath to an over the top spa treatment complete with blow dry, nail trim, and more!"
  - A button: "Book an appointment today" (orange button).
  - A dynamic image placeholder: "Dynamic Image Replacement" containing two dogs (a terrier mix and a Corgi) walking on a path through tall grass.
- Bottom Tools:** Icons for gear (settings), image (replace image), and refresh (refresh page).

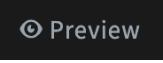
To exit Preview mode, toggle the Preview button off.

While in preview mode, you can also click the arrow button next to the desktop icon to toggle between the preview mode of different versions of your

landing page: desktop, tablet, and mobile versions:

The screenshot shows the Unbounce Classic Builder interface. At the top, there's a navigation bar with a campaign icon, the name "Fall/Winter Campaign", a "Give feedback" button, a "Beta" badge, a "Preview" toggle switch set to "on", a screen size dropdown, and "Save" and "Publish" buttons. The main content area displays a landing page with the title "Unbounce — Build Landing Pages That Convert". Below the title is a "SIGN UP NOW" button. To the right of the title is a graphic of a blue book titled "OPTIMIZATION TOOLKIT" with a white letter "T" on it, resting on a stack of other colorful books. The background of the page features a faint grid pattern.

## Previewing your Page in the Classic Builder

1. Navigate to your page in the Classic Builder.
2. At the top-right-hand corner, click the Preview  button.

3. The preview version of your landing page will appear in Classic Builder:

The screenshot shows the Classic Builder interface with a landing page titled "LET'S MEET UP AT INFOFORCE". The page features a large blue background with white text. On the right side, there is a form with fields for "First Name \*", "Last Name \*", "Work Email \*", and "Company \*". At the bottom right is a yellow button labeled "RSVP FOR YOUR DEMO". The top navigation bar includes options like "Overview", "Variant A", "Demo Digital", "Save", "Republish", "Preview", and "Support". A sidebar on the left contains icons for various tools.

While in preview mode, click the Mobile button next to the Desktop button to switch between the different versions of your landing page:

The screenshot shows the preview mode in the Classic Builder interface. The landing page has a mobile-friendly layout with a smaller font size and a simplified form. The "RSVP FOR YOUR DEMO" button is now located at the bottom center of the page. The top navigation bar remains the same, with the "Mobile" button highlighted next to the "Desktop" button.

Do you agree or disagree with this statement: This article helped me find the information I needed quickly and easily.

# How Do I Create, Edit, Promote, Delete, or Duplicate Variants?



Deanna Lo

Last Updated June 27, 2023 15:34

A page variant is a different instance of the same landing page. For example, say you want to test which landing page design, messaging, or content will boost more conversions or page views; you can compare two variants of a landing page to test which one performs better.

So, if you're about to enable [Smart Traffic](#), or want to run an [A/B test](#), setting up your variants is the first place to start.

This article will explain the different actions you can do with your page variants:

1. [Creating Variants](#),
2. [Editing a Variant](#),
3. [Previewing Variants](#),
4. [Duplicating Variants](#),
5. [Promoting Variants](#) (A/B testing only)
6. [Creating New Pages from Variants](#),
7. [Moving Variants to other Pages](#),
8. [Deactivating Variants](#), and

## Creating Variants

To get started with A/B testing or Smart Traffic, you'll need to create a page variant.

1. Navigate the Page Overview of the landing page you want to create a new variant for.
2. Scroll to the bottom and click Create New Variant:

The screenshot shows the Unbounce Page Overview interface. At the top, there are tabs for Overview, Leads, Integrations, and Reporting. Below the tabs, there's a summary section with metrics: 1 VISITORS, 1 VIEWS, 1 CONVERSIONS, and a 100% CONVERSION RATE. A blue callout box says "We've found opportunities to improve conversion rates on this page." with a "Learn More" link. To the right, there's a "Conversion Rate" chart showing a single data point at 100% conversion on June 31st. The chart has a date range set to "Last 30 days" and includes checkboxes for "Page Conversion Rate" and "Variant A". At the bottom left, a green button says "Create a new variant".

3. Once you've created a new variant, you can continue to add new variants.

## Editing a Specific Variant

You may want to view only a specific variant to test the changes you've made. To access your page variant, follow these steps:

1. From the list of pages in Unbounce, select the page you'd like to edit. This will bring up your Page Overview.

2. Scroll down to the A/B or Smart Traffic test center, and click on the Edit button:

The screenshot shows the 'Page Traffic Mode' section. Under 'Setup', 'Smart Traffic' is selected. In the 'Active Variants' table, there are two rows:

Active Variants	Visitors	Views	Conversions	Conversion Rate	
<b>Hero - Image</b> Updated 4 months ago	72	102	3	<b>4.17%</b>	<b>Edit</b>
<b>Hero - Video</b> Updated 3 months ago	1	4	1	<b>100%</b>	<b>Edit</b>

A red arrow points to the 'Edit' button for the 'Hero - Image' variant, which is highlighted with a red box.

3. The Classic Builder or Smart Builder will appear, where you may edit the variant.
4. Once you're finished editing your variant, click the Save & Publish button on the top right corner of the Classic or Smart Builder.

## Previewing a Variant

Previewing your page variant is a great way to compare one variant with another and gauge how your page(s) will appear before it's published.

1. Click the ellipses icon for the variant you want to duplicate from the Page Overview.

## 2. Select Preview from the drop-down menu:

The screenshot shows the 'Page Traffic Mode' section. Under 'Page Traffic Mode', 'Smart Traffic' is selected. Below it, there's a 'Setup' progress bar with three steps: '1. Enable Smart Traffic' (checkmark), '2. Add a 2nd variant' (checkmark), and '3. Publish Page'. In the 'Active Variants' table, there are two variants: 'Hero - Image' (A) and 'Hero - Video' (B). The 'Hero - Image' variant has 72 visitors, 102 views, 3 conversions, and a 4.17% conversion rate. The 'Hero - Video' variant has 1 visitor, 4 views, 1 conversion, and a 100% conversion rate. To the right of the variants is a context menu with options: Edit, Preview (highlighted with a red box), Duplicate, \* Public, Create new page from variant, Move to another page, and Deactivate this variant.

Active Variants	Visitors	Views	Conversions	Conversion Rate	Actions
<b>Hero - Image</b> Updated 4 months ago	72	102	3	4.17%	<b>Edit</b> <b>...</b>
<b>Hero - Video</b> Updated 3 months ago	1	4	1	100%	<b>Edit</b> <b>...</b>

## 3. The Preview mode of your landing page will appear.

See our article to learn more about [Previewing Your Page](#).

## Duplicating and Adding Variants

To start a Smart Traffic or A/B test, you will need to create multiple variants for your test. The quickest & recommended way would be to duplicate one variant, and edit the duplicated variant as needed. To duplicate a variant:

1. Click the ellipses icon for the variant you want to duplicate from the Page Overview.

## 2. Select Duplicate from the drop-down menu:

The screenshot shows the 'Page Traffic Mode' setup screen. At the top, there are three options: 'Standard', 'Smart Traffic' (which is selected and highlighted with a blue border), and 'A/B Test'. Below this is a 'Setup' section with three steps: '1. Enable Smart Traffic' (completed with a green checkmark), '2. Add a 2nd variant' (in progress with a green checkmark), and '3. Publish Page' (not yet started). The main area displays 'Active Variants' with two entries: 'Hero - Image' (Variant A) and 'Hero - Video' (Variant I). A context menu is open over the 'Hero - Image' row, with the 'Duplicate' option highlighted by a red box. Other options in the menu include 'Edit', 'Preview', '\* Publish', 'Create new page from variant', 'Move to another page', and 'Deactivate this variant'.

3. The duplicated variant will appear within the list; here, you can add variant weights (A/B testing) or include this variant within your Smart Traffic test.
4. Be sure to Save & Publish your page to finalize these changes.

## Promoting a Variant to Champion

You'll only see this option if you're conducting an [A/B test](#).

If you'd like to change the current Champion Variant, you must first promote another challenger variant to the Champion.

1. While in the Page Overview, select the A/B Test Page Traffic Mode.
2. Click the ellipses icon for the variant you'd like to set up as a Champion/leading variant.

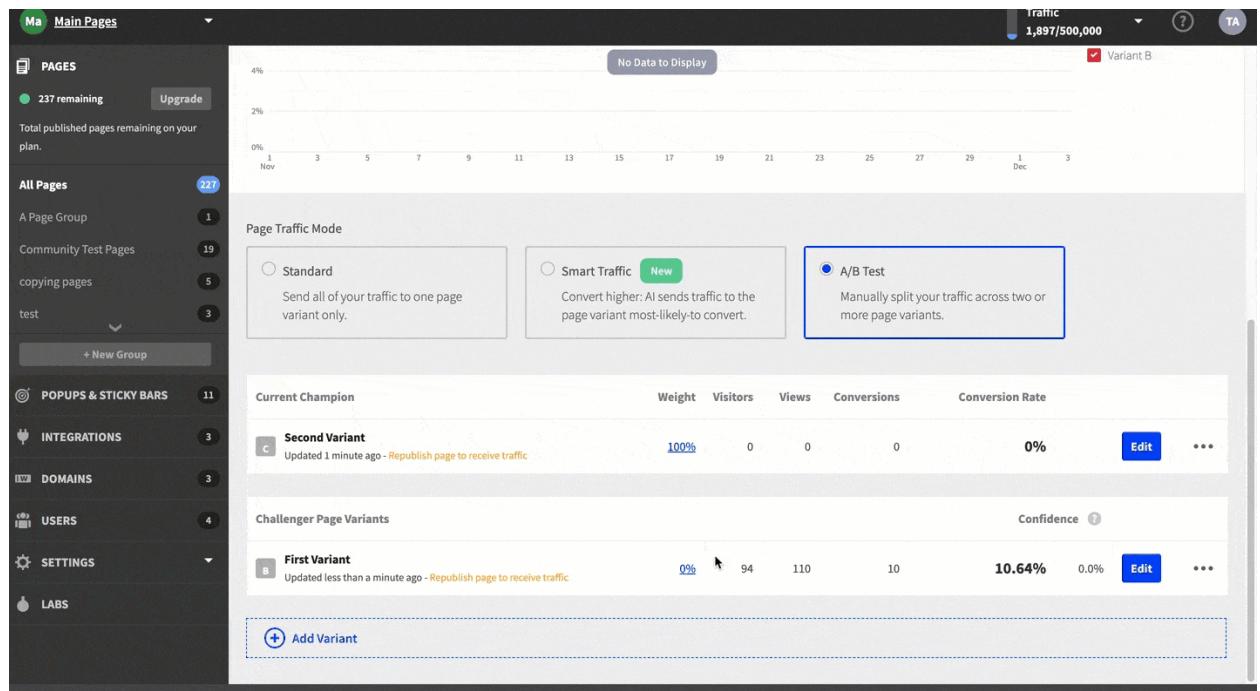
### 3. From the drop-down, select Promote to Champion:

The screenshot shows the 'Page Traffic Mode' section of the Optimizely dashboard. It displays three traffic distribution modes: Standard, Smart Traffic, and A/B Test. The A/B Test mode is selected. Below this, the 'Current Champion' section shows 'First Variant' with 100% weight, 1 visitor, 1 view, 0 conversions, and 0% conversion rate. The 'Challenger Page Variants' section shows 'To-be Champion' with 0% weight, 0 visitors, 0 views, 0 conversions, and 0% conversion rate. A context menu is open on the 'To-be Champion' row, with the 'Promote to Champion' option highlighted in a red box.

- This will automatically discard the previous Champion Variant.
4. To continue A/B testing, be sure to re-add the Champion variant back to the test by clicking the ellipses icon, the Add to test:

The screenshot shows the main dashboard with the 'Main Pages' tab selected. On the left sidebar, there are sections for PAGES (237 remaining), POPUPS & STICKY BARS (11), INTEGRATIONS (3), DOMAINS (3), USERS (4), SETTINGS, and LABS. The main content area shows a chart titled 'No Data to Display' with a timeline from Now to Dec. Below the chart, the 'Page Traffic Mode' section is shown again with the A/B Test mode selected. The 'Current Champion' section shows 'First Variant' with 100% weight, 94 visitors, 110 views, 10 conversions, and a 10.64% conversion rate. The 'Challenger Page Variants' section shows 'Second Variant' with 0% weight, 0 visitors, 0 views, 0 conversions, and 0% conversion rate. At the bottom, a dashed blue box highlights the '+ Add Variant' button.

## 5. Lastly, set the traffic weights, and be sure to Republish your page:



See [How to Run an A/B Test](#) to learn more.

### Creating a New Page from a Variant

Are you looking to create a completely new page from one of your more successful page variants? Follow these steps to learn how.

#### Note:

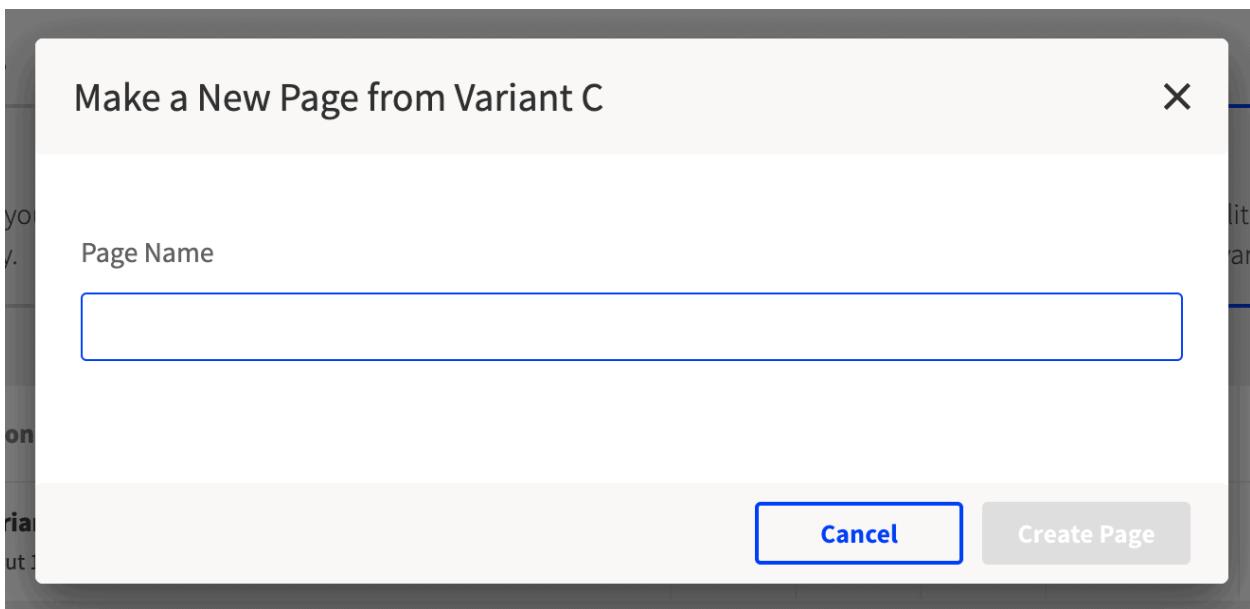
At this time, the feature to create new pages from variants is not available for pages built with Smart Builder.

1. Click the ellipses icon for the variant you'd like to create a new page for.

2. Select Create new page from variant from the drop-down menu:

The screenshot shows the 'Page Traffic Mode' section. Under 'A/B Test', there is a context menu with the following options: Edit, Preview, Duplicate, Create new page from variant (highlighted with a red box), Move to another page, and Deactivate this variant. Below this, there's a table for 'Current Champion' and 'Challenger Page Variants'. At the bottom, there's a button labeled '+ Add Variant'.

3. In the new dialog box that appears, enter the page name:



4. Click Create Page at the bottom right corner of the dialog box.

5. The Page Overview of the newly created page will appear.

Rest assured, the variant will still exist on the original page as well.

### Move Variant to Another Page

If you feel a page variant is better suited for a different landing page and a different A/B or Smart Traffic test, you can move variants from page to page.

**Note:**

At this time, the feature to move variants to other pages is not available for pages built with Smart Builder.

1. Click the ellipses icon for the variant you'd like to move.
2. Select Move to another page from the drop-down menu:

The screenshot shows the 'Page Traffic Mode' section with three options: 'Standard', 'Smart Traffic' (marked as 'New'), and 'A/B Test'. The 'A/B Test' option is selected and highlighted with a blue border. A dropdown menu is open next to the 'Move to another page' button, which is also highlighted with a red box. The dropdown menu includes options: 'Edit', 'Preview', 'Duplicate', 'Create new page from variant', and 'Move to another page'. Below this, the 'Current Champion' and 'Second Variant' are listed with their respective performance metrics. At the bottom, the 'Challenger Page Variants' section shows the 'First Variant' with its details.

3. In the dialog box that appears, select which page you want to move the variant to from the drop-down menu:

The screenshot shows a modal dialog titled 'Move Variant C'. It contains a question 'Which page do you want to move this variant to?' followed by a dropdown menu with a list of pages. A note at the bottom states: 'This variant is currently the champion, so you cannot get rid of it without promoting a new champion first. We will move a copy to your chosen page and leave this one where it is.' At the bottom right are two buttons: 'Cancel' and 'Move Variant', with 'Move Variant' highlighted with a blue box.

4. Once you've chosen a page, click Move Variant.
5. You'll be redirected to the Page Overview where the variant has moved to; the variant name will have [moved] next to it.

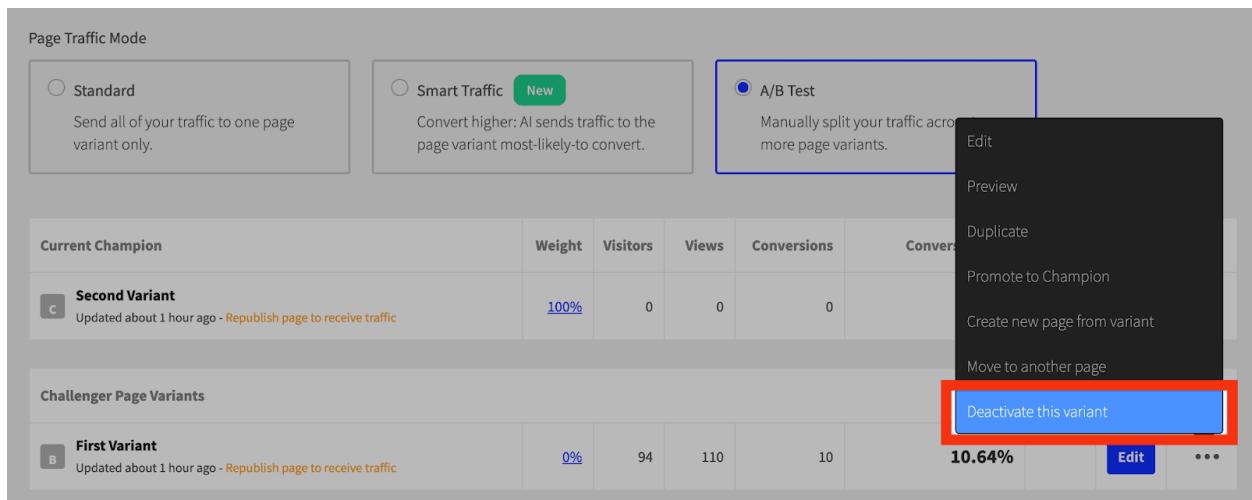
Rest assured, the variant will still exist on the original page as well.

## Deactivating or Deleting a Specific Variant

Do note: A Champion Variant cannot be deactivated or deleted. You must first a) [promote another challenger variant to the Champion](#), then, b) deactivate or delete the previous Champion Variant.

To deactivate a specific variant:

1. Navigate to the Page Overview of the landing page you'd like to edit.
2. Click the ellipses icon of the challenger variant, and then select Deactivate this variant in the drop-down menu:



3. Be sure to Save & Publish your page within the Page Overview to finalize these changes.

You must first deactivate a variant before you delete it. To delete a deactivated variant:

1. Click the ellipses icon in the deactivated variant.

2. Select Delete this variant from the drop-down menu:

The screenshot shows the Unbounce A/B testing interface. At the top, there's a table with columns for 'Current Champion', 'Weight', 'Visitors', 'Views', 'Conversions', and 'Conversion Rate'. Below this, there's a section titled 'Inactive Variants (1)'. A red box highlights this section, and a red arrow points from it to a blue box containing the 'Delete this variant' option in a dropdown menu. The dropdown menu also includes other options like 'Edit', 'Preview', 'Duplicate', 'Add to test', 'Create new page from variant', and 'Move to another page'.

Current Champion	Weight	Visitors	Views	Conversions	Conversion Rate
<b>Second Variant</b> Updated about 1 hour ago - Republish page to receive traffic	<u>100%</u>	0	0	0	10.64%

**Inactive Variants (1)**

**First Variant**  
Updated less than a minute ago

0% 94 110 10 10.64% Edit ...

Edit  
Preview  
Duplicate  
Add to test  
Create new page from variant  
Move to another page  
**Delete this variant**

- You can only delete variants once they are inactive.

3. Be sure to Save & Publish your page to finalize these changes.

## Frequently Asked Questions

### Can I view a specific published page variant in my browser?

You may want to view only a specific variant to test out the changes you've made. Once you've published your page, you can use the variant-specific URL.

The variant-specific URL follows the format:

[the URL of the page] + [variant letter] + .html

For example, if your landing page was on the URL

<http://unbouncepages.com/my-landing-page>, then the variant-specific URL for Variant A would be:

<http://unbouncepages.com/my-landing-page/a.html>

#### Note:

Avoid directing traffic to a variant-specific URL, as statistics like visitors, views, and conversions will not track.

Are you still seeing your variant by using the direct, variant-specific URL after deleting or deactivating? Rest assured, the variant will continue to be active until the cache is cleared but will ONLY be available by using the specific URL.

Remember: do not direct traffic to your variant-specific URL, as this can affect your page stats.

### How do I change a variant's name?

Hover over the variant name to rename/change the variant's name (or any variant from the list). Click the pen icon. In the field that appears, update the variant's name:

The screenshot shows the 'Smart Traffic' setup interface. At the top, there are three options: 'Standard' (Send all of your traffic to one page variant only), 'Smart Traffic' (selected, Convert higher: AI sends traffic to the page variant most-likely-to convert), and 'A/B Test' (Manually split your traffic across two or more page variants). Below this, the 'Setup' section has three steps: 1. Enable Smart Traffic (checked), 2. Add a 2nd variant (checked), and 3. Publish Page (warning icon). The 'Learning Status' is \* Publish page to see learn. The 'Active Variants' table lists two variants:

		Visitors	Views	Conversions	Conversion Rate
A	<b>Variant 1</b> Updated about 2 hours ago	6	11	2	<b>33.33%</b>
B	<b>Variant 2</b> Updated 2 minutes ago	0	0	0	<b>0%</b>

# How Do I Create, Edit, Promote, Delete, or Duplicate Variants?



Deanna Lo

Last Updated June 27, 2023 15:34

A page variant is a different instance of the same landing page. For example, say you want to test which landing page design, messaging, or content will boost more conversions or page views; you can compare two variants of a landing page to test which one performs better.

So, if you're about to enable [Smart Traffic](#), or want to run an [A/B test](#), setting up your variants is the first place to start.

This article will explain the different actions you can do with your page variants:

1. [Creating Variants](#),
2. [Editing a Variant](#),
3. [Previewing Variants](#),
4. [Duplicating Variants](#),
5. [Promoting Variants](#) (A/B testing only)
6. [Creating New Pages from Variants](#),
7. [Moving Variants to other Pages](#),
8. [Deactivating Variants](#), and

## Creating Variants

To get started with A/B testing or Smart Traffic, you'll need to create a page variant.

1. Navigate the Page Overview of the landing page you want to create a new variant for.
2. Scroll to the bottom and click Create New Variant:

The screenshot shows the Unbounce Page Overview interface. At the top, there are tabs for Overview, Leads, Integrations, and Reporting. Below the tabs, there's a summary section with metrics: 1 VISITORS, 1 VIEWS, 1 CONVERSIONS, and a 100% CONVERSION RATE. A blue callout box says "We've found opportunities to improve conversion rates on this page." with a "Learn More" link. To the right, there's a "Date Range" dropdown set to "Last 30 days" and a "Data To Include" section with checked boxes for "Page Conversion Rate" and "Variant A". Below these, there's a chart titled "Conversion Rate" showing data from June 9 to June 31. A cursor is hovering over the chart area. At the bottom left, there's a button labeled "Create a new variant".

3. Once you've created a new variant, you can continue to add new variants.

## Editing a Specific Variant

You may want to view only a specific variant to test the changes you've made. To access your page variant, follow these steps:

1. From the list of pages in Unbounce, select the page you'd like to edit. This will bring up your Page Overview.

2. Scroll down to the A/B or Smart Traffic test center, and click on the Edit button:

The screenshot shows the 'Page Traffic Mode' section. Under 'Setup', 'Smart Traffic' is selected. In the 'Active Variants' table, there are two rows:

Active Variants	Visitors	Views	Conversions	Conversion Rate	
<b>Hero - Image</b> Updated 4 months ago	72	102	3	<b>4.17%</b>	<b>Edit</b>
<b>Hero - Video</b> Updated 3 months ago	1	4	1	<b>100%</b>	<b>Edit</b>

A red arrow points to the 'Edit' button for the 'Hero - Image' variant, which is highlighted with a red box.

3. The Classic Builder or Smart Builder will appear, where you may edit the variant.
4. Once you're finished editing your variant, click the Save & Publish button on the top right corner of the Classic or Smart Builder.

## Previewing a Variant

Previewing your page variant is a great way to compare one variant with another and gauge how your page(s) will appear before it's published.

1. Click the ellipses icon for the variant you want to duplicate from the Page Overview.

## 2. Select Preview from the drop-down menu:

The screenshot shows the 'Page Traffic Mode' section. Under 'Page Traffic Mode', 'Smart Traffic' is selected. Below it, there's a 'Setup' progress bar with three steps: '1. Enable Smart Traffic' (checkmark), '2. Add a 2nd variant' (checkmark), and '3. Publish Page'. In the 'Active Variants' table, there are two variants: 'Hero - Image' (A) and 'Hero - Video' (B). The 'Hero - Image' variant has 72 visitors, 102 views, 3 conversions, and a 4.17% conversion rate. The 'Hero - Video' variant has 1 visitor, 4 views, 1 conversion, and a 100% conversion rate. To the right of the variants is a context menu with options: Edit, Preview (highlighted with a red box), Duplicate, \* Public, Create new page from variant, Move to another page, and Deactivate this variant.

Active Variants	Visitors	Views	Conversions	Conversion Rate	Actions
<b>Hero - Image</b> Updated 4 months ago	72	102	3	4.17%	<b>Edit</b> <b>...</b>
<b>Hero - Video</b> Updated 3 months ago	1	4	1	100%	<b>Edit</b> <b>...</b>

## 3. The Preview mode of your landing page will appear.

See our article to learn more about [Previewing Your Page](#).

## Duplicating and Adding Variants

To start a Smart Traffic or A/B test, you will need to create multiple variants for your test. The quickest & recommended way would be to duplicate one variant, and edit the duplicated variant as needed. To duplicate a variant:

1. Click the ellipses icon for the variant you want to duplicate from the Page Overview.

## 2. Select Duplicate from the drop-down menu:

The screenshot shows the 'Page Traffic Mode' setup screen. At the top, there are three options: 'Standard', 'Smart Traffic' (which is selected and highlighted with a blue border), and 'A/B Test'. Below this is a 'Setup' section with three steps: '1. Enable Smart Traffic' (completed with a green checkmark), '2. Add a 2nd variant' (in progress with a green checkmark), and '3. Publish Page' (not yet started). The main area displays 'Active Variants' with two entries: 'Hero - Image' (Variant A) and 'Hero - Video' (Variant I). Each variant has columns for 'Visitors', 'Views', 'Conversions', and 'Conversion Rate'. The 'Hero - Image' variant has 72 visitors, 102 views, 3 conversions, and a 4.17% conversion rate. The 'Hero - Video' variant has 1 visitor, 4 views, 1 conversion, and a 100% conversion rate. To the right of the variants is a 'Variants' column with a dropdown menu. The 'Duplicate' option in this menu is highlighted with a red box.

3. The duplicated variant will appear within the list; here, you can add variant weights (A/B testing) or include this variant within your Smart Traffic test.
4. Be sure to Save & Publish your page to finalize these changes.

## Promoting a Variant to Champion

You'll only see this option if you're conducting an [A/B test](#).

If you'd like to change the current Champion Variant, you must first promote another challenger variant to the Champion.

1. While in the Page Overview, select the A/B Test Page Traffic Mode.
2. Click the ellipses icon for the variant you'd like to set up as a Champion/leading variant.

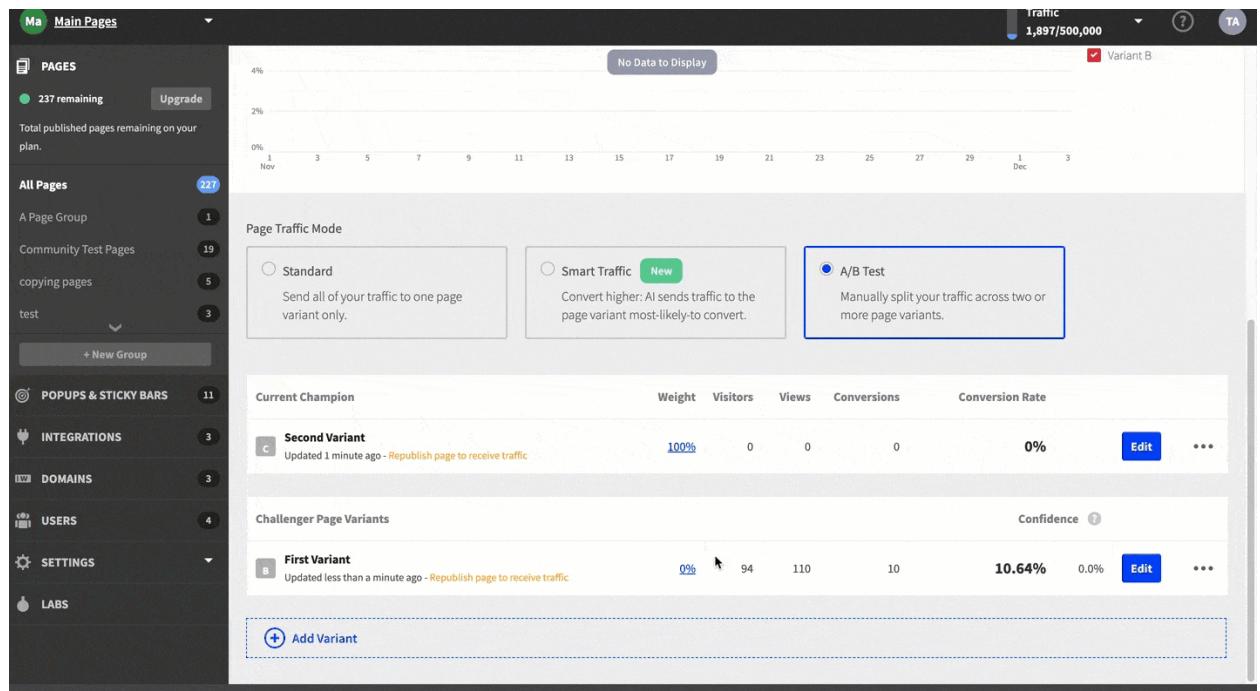
### 3. From the drop-down, select Promote to Champion:

The screenshot shows the 'Page Traffic Mode' section of the Optimizely dashboard. It displays three traffic distribution modes: Standard, Smart Traffic, and A/B Test. The A/B Test mode is selected. Below this, the 'Current Champion' section shows 'First Variant' with 100% weight, 1 visitor, 1 view, 0 conversions, and 0% conversion rate. The 'Challenger Page Variants' section shows 'To-be Champion' with 0% weight, 0 visitors, 0 views, 0 conversions, and 0% conversion rate. A context menu is open on the 'To-be Champion' row, with the 'Promote to Champion' option highlighted in a red box.

- This will automatically discard the previous Champion Variant.
4. To continue A/B testing, be sure to re-add the Champion variant back to the test by clicking the ellipses icon, the Add to test:

The screenshot shows the main dashboard with the 'Main Pages' tab selected. On the left sidebar, there are sections for PAGES (237 remaining), POPUPS & STICKY BARS (11), INTEGRATIONS (3), DOMAINS (3), USERS (4), SETTINGS, and LABS. The main content area shows a chart titled 'No Data to Display' with a date range from Now to Dec 3. Below the chart, the 'Page Traffic Mode' section is shown again with the A/B Test mode selected. The 'Current Champion' section shows 'First Variant' with 100% weight, 94 visitors, 110 views, 10 conversions, and a 10.64% conversion rate. The 'Challenger Page Variants' section shows 'Second Variant' with 0% weight, 0 visitors, 0 views, 0 conversions, and 0% conversion rate. At the bottom, a dashed blue box highlights the '+ Add Variant' button.

## 5. Lastly, set the traffic weights, and be sure to Republish your page:



See [How to Run an A/B Test](#) to learn more.

### Creating a New Page from a Variant

Are you looking to create a completely new page from one of your more successful page variants? Follow these steps to learn how.

#### Note:

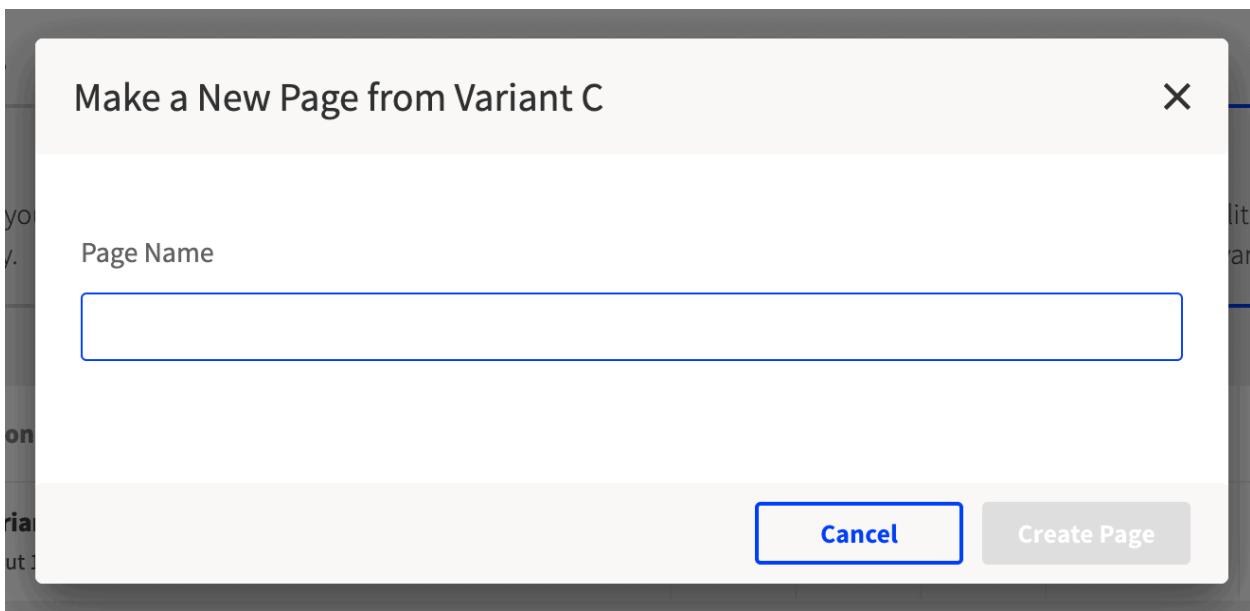
At this time, the feature to create new pages from variants is not available for pages built with Smart Builder.

1. Click the ellipses icon for the variant you'd like to create a new page for.

2. Select Create new page from variant from the drop-down menu:

The screenshot shows the 'Page Traffic Mode' section. Under 'A/B Test', there is a context menu with the following options: 'Edit', 'Preview', 'Duplicate', 'Create new page from variant' (which is highlighted with a red box), 'Move to another page', and 'Deactivate this variant'. Below this, there is a table for the 'Current Champion' variant (Second Variant) and a table for 'Challenger Page Variants' (First Variant). At the bottom left, there is a button labeled '+ Add Variant'.

3. In the new dialog box that appears, enter the page name:



4. Click Create Page at the bottom right corner of the dialog box.

5. The Page Overview of the newly created page will appear.

Rest assured, the variant will still exist on the original page as well.

### Move Variant to Another Page

If you feel a page variant is better suited for a different landing page and a different A/B or Smart Traffic test, you can move variants from page to page.

**Note:**

At this time, the feature to move variants to other pages is not available for pages built with Smart Builder.

1. Click the ellipses icon for the variant you'd like to move.
2. Select Move to another page from the drop-down menu:

The screenshot shows the 'Page Traffic Mode' section with three options: 'Standard', 'Smart Traffic' (marked as 'New'), and 'A/B Test'. The 'A/B Test' option is selected and highlighted with a blue border. A dropdown menu is open next to the 'Move to another page' button, which is also highlighted with a red box. The dropdown menu includes options: 'Edit', 'Preview', 'Duplicate', 'Create new page from variant', and 'Move to another page'. Below this, the 'Current Champion' and 'Second Variant' are listed with their respective performance metrics. At the bottom, the 'Challenger Page Variants' section shows the 'First Variant' with its details.

3. In the dialog box that appears, select which page you want to move the variant to from the drop-down menu:

The screenshot shows a modal dialog titled 'Move Variant C'. It contains a question 'Which page do you want to move this variant to?' followed by a dropdown menu with a list of pages. A note at the bottom states: 'This variant is currently the champion, so you cannot get rid of it without promoting a new champion first. We will move a copy to your chosen page and leave this one where it is.' At the bottom right are two buttons: 'Cancel' and 'Move Variant', with 'Move Variant' highlighted with a blue box.

4. Once you've chosen a page, click Move Variant.
5. You'll be redirected to the Page Overview where the variant has moved to; the variant name will have [moved] next to it.

Rest assured, the variant will still exist on the original page as well.

## Deactivating or Deleting a Specific Variant

Do note: A Champion Variant cannot be deactivated or deleted. You must first a) [promote another challenger variant to the Champion](#), then, b) deactivate or delete the previous Champion Variant.

To deactivate a specific variant:

1. Navigate to the Page Overview of the landing page you'd like to edit.
2. Click the ellipses icon of the challenger variant, and then select Deactivate this variant in the drop-down menu:

The screenshot shows the 'Page Traffic Mode' section with three options: 'Standard', 'Smart Traffic' (marked as 'New'), and 'A/B Test' (selected). Below this, the 'Current Champion' is listed as 'Second Variant' with 100% weight. The 'Challenger Page Variants' section lists 'First Variant' with 0% weight. A dropdown menu is open over the 'Second Variant' card, showing options like 'Edit', 'Preview', 'Duplicate', 'Promote to Champion', 'Create new page from variant', 'Move to another page', and 'Deactivate this variant'. The 'Deactivate this variant' option is highlighted with a red box.

3. Be sure to Save & Publish your page within the Page Overview to finalize these changes.

You must first deactivate a variant before you delete it. To delete a deactivated variant:

1. Click the ellipses icon in the deactivated variant.

2. Select Delete this variant from the drop-down menu:

The screenshot shows the Unbounce A/B testing dashboard. At the top, there's a table with columns: Current Champion, Weight, Visitors, Views, Conversions, and Conversion Rate. The 'Current Champion' row has a status 'Second Variant' with a note 'Updated about 1 hour ago - Republish page to receive traffic'. The 'Weight' column for this variant is 100%. Below this table is a button '+ Add Variant'. Underneath the table, there's a section titled 'Inactive Variants (1)'. This section contains a single variant named 'First Variant' with a note 'Updated less than a minute ago'. The 'Weight' column for this variant is 0%. To the right of the 'Inactive Variants' section is a vertical menu with options: Edit, Preview, Duplicate, Add to test, Create new page from variant, Move to another page, and Delete this variant. The 'Delete this variant' option is highlighted with a blue box and an arrow pointing from the 'Inactive Variants' section towards it.

- You can only delete variants once they are inactive.
3. Be sure to Save & Publish your page to finalize these changes.

## Frequently Asked Questions

### Can I view a specific published page variant in my browser?

You may want to view only a specific variant to test out the changes you've made. Once you've published your page, you can use the variant-specific URL.

The variant-specific URL follows the format:

[the URL of the page] + [variant letter] + .html

For example, if your landing page was on the URL

<http://unbouncepages.com/my-landing-page>, then the variant-specific URL for Variant A would be:

<http://unbouncepages.com/my-landing-page/a.html>

#### Note:

Avoid directing traffic to a variant-specific URL, as statistics like visitors, views, and conversions will not track.

Are you still seeing your variant by using the direct, variant-specific URL after deleting or deactivating? Rest assured, the variant will continue to be active until the cache is cleared but will ONLY be available by using the specific URL.

Remember: do not direct traffic to your variant-specific URL, as this can affect your page stats.

### How do I change a variant's name?

Hover over the variant name to rename/change the variant's name (or any variant from the list). Click the pen icon. In the field that appears, update the variant's name:

The screenshot shows the 'Smart Traffic' setup interface. At the top, there are three options: 'Standard' (Send all of your traffic to one page variant only), 'Smart Traffic' (selected, Convert higher: AI sends traffic to the page variant most-likely-to convert), and 'A/B Test' (Manually split your traffic across two or more page variants). Below this, the 'Setup' section has three steps: 1. Enable Smart Traffic (checked), 2. Add a 2nd variant (checked), and 3. Publish Page (warning icon). The 'Learning Status' is \* Publish page to see learn. The 'Active Variants' table shows two variants:

		Visitors	Views	Conversions	Conversion Rate
A	<b>Variant 1</b> Updated about 2 hours ago	6	11	2	<b>33.33%</b>
B	<b>Variant 2</b> Updated 2 minutes ago	0	0	0	<b>0%</b>

# Performing Bulk Actions on Your Pages



Samantha Tsang

Last Updated November 30, 2022 14:57

The bulk actions feature in Unbounce gives you access to quickly update several pages simultaneously. Publishing, unpublishing, moving, deleting, or copying pages between Clients is easier & quicker with bulk actions.

This article will explain how to perform bulk actions for your landing pages.

1. In the [Unbounce platform](#), click the square box next to the landing page you'd like to update using bulk actions:

The screenshot shows the Unbounce platform's interface. On the left, there's a sidebar with navigation links: PAGES (238 remaining), POPUPS & STICKY BARS (0), INTEGRATIONS (0), DOMAINS (1), USERS (2), SETTINGS, and LABS. The main area is titled 'All Pages' and shows two landing pages: 'Training Template' and 'FreshGoods'. Each page has a checkbox to its left. A red arrow points to the checkbox next to 'Training Template'. The top right of the screen shows traffic statistics: 'Traffic 1,235/500,000' and other buttons for 'Upload an Unbounce Page', 'Download Your Leads CSV', and 'Create New'.

- To select several pages at a time, tick the uppermost square box next to the Action drop-down menu.
2. Navigate to the Action drop-down menu.

3. Select a bulk action from the list; you can perform any of the following five actions on multiple pages at once:

The screenshot shows the Unbounce interface for managing pages. On the left, there's a sidebar with various sections: PAGES (238 remaining), POPUPS & STICKY BARS, INTEGRATIONS, DOMAINS, USERS (2), SETTINGS, and LABS. The main area is titled 'All Pages' and lists two pages: 'Training Template' and 'FreshGoods'. Each page card includes a gear icon for more options, traffic source icons (Smart Traffic), and performance metrics (visitors, conversions, conversion rate). At the top right, there are buttons for 'Upload an Unbounce Page', 'Download Your Leads CSV', and 'Create New'.

## Add Pages to Page Groups

This screenshot shows a modal window titled 'All Pages' with a list of selected pages: 'Training Template' and 'FreshGoods'. The 'Action:' dropdown is set to 'Choose...', and the 'Filter:' dropdown is set to 'All...'. A sub-menu is open under 'Choose...' with the 'Add to groups' option highlighted in blue. Other options in the menu include 'Copy to a client', 'Publish pages', 'Unpublish pages', and 'Delete pages'.

This bulk action option adds the selected page(s) to your desired page group(s). If you have not yet created any page groups, you will receive a prompt to create a new group.

See our documentation to learn more about page groups: [Grouping Your Pages](#).

## Copy Pages to a Client

The screenshot shows a list of pages titled "All Pages". At the top left, there is a checkbox labeled "2 of 2 selected". To its right is an "Action:" dropdown menu with the following options: "Choose...", "Add to groups", "Copy to a client" (which is highlighted in blue), "Publish pages", "Unpublish pages", and "Delete pages". To the right of the dropdown is a "Filter:" dropdown set to "All...". Below the header, there are two rows of pages. The first row contains a page titled "Training" with the subtitle "freshgoods.com" and a checked checkbox. The second row contains a page titled "FreshG" with the subtitle "freshgoods.com" and a checked checkbox. On the far right, there is a "Smart Traffic" button with icons for mobile and desktop devices.

This bulk action option copies the selected page(s) to a different Client; this won't remove the page from its previous Client(s).

Do note that the stats and leads from the original page will not move over once you copy the page over to another Client.

Once you've copied the page to a new Client, the new page(s) will start unpublished, with 0 views, visitors, and conversions.

See our documentation to learn more about Clients: [Working with Clients](#).

## Publish Pages

The screenshot shows the 'All Pages' section of the Unbounce dashboard. At the top, there's a header with 'All Pages' and some filters. Below it, a message says '2 of 2 selected'. Two pages are listed: 'Training' and 'FreshG...'. Both pages have a checked checkbox next to them. A 'Smart Traffic' button is visible on the right. A context menu is open over the first page, with 'Publish pages' highlighted in blue. Other options in the menu include 'Choose...', 'Add to groups', 'Copy to a client', 'Unpublish pages', and 'Delete pages'.

This bulk action option publishes your selected page(s). It may take a few minutes to see your published changes reflected, so please wait a few minutes and refresh if you don't see your new content immediately.

See our documentation to learn more about publishing pages: [Publishing a Page in Unbounce](#).

## Unpublish Pages

## All Pages

The screenshot shows a list of pages titled "All Pages". At the top left, there is a checked checkbox labeled "2 of 2 selected". To its right are "Action:" and "Filter:" dropdown menus. The "Action:" menu is open, showing options: "Choose...", "Add to groups", "Copy to a client", "Publish pages", "Unpublish pages" (which is highlighted in blue), and "Delete pages". To the right of the menu, there is a "Smart Traffic" button with icons for mobile and desktop devices. The background shows two page cards: "Training" and "FreshGo".

This bulk action option unpublishes your selected page(s). It may take a few moments for your page to unpublish; wait a few moments and refresh a few times if you don't see a change immediately.

See our documentation to learn more about unpublishing pages: [Unpublishing your Page\(s\)](#).

## Delete Pages

## All Pages

The screenshot shows the 'All Pages' section with two pages selected. A bulk action menu is open, showing options like 'Choose...', 'Add to groups', 'Copy to a client', 'Publish pages', 'Unpublish pages', and 'Delete pages'. The 'Delete pages' option is highlighted with a blue background.

Action:	Choose...	Filter:	All...
2 of 2 selected	Choose...	Add to groups	
Training	Copy to a client		
freshgoods	Publish pages		
FreshGo	Unpublish pages		
freshgoods	Delete pages		

Smart Traffic

This bulk action option deletes your selected page(s). Accidentally deleted a page? See our documentation to learn more: [How Do I Retrieve a Deleted Landing Page?](#)

### Republishing your Pages in Bulk

Sometimes, you may need to republish several pages at a time.

Though there isn't a drop-down feature to bulk republish your pages, the workaround is to publish your pages again from the Action drop-down menu.

Here is a demo:

The screenshot shows the Unbounce Page Overview interface. At the top, there's a header with the company name "Acme Company", traffic information ("Traffic 1,373/500,000"), and navigation links ("Upload an Unbounce Page", "Download Your Leads CSV", "Create New"). On the left, a sidebar lists categories: PAGES (239 remaining), POPUPS & STICKY BARS (0), INTEGRATIONS (0), DOMAINS (1), USERS (2), SETTINGS (0), and LABS (0). A large "All Pages" section displays two entries: "Training Template" (Standard, Opportunity to improve, 0 visitors, 0 conversions, 0% conversion rate) and "FreshGoods" (Smart Traffic, Opportunity to improve, 3 visitors, 1 conversions, 33.33% conversion rate). A prominent blue "Publish" button is located on the right side of the page.

To republish pages individually, navigate back to the Page Overview, as explained in this article: [How to Republish Your Pages](#).

# What is the Page Overview?

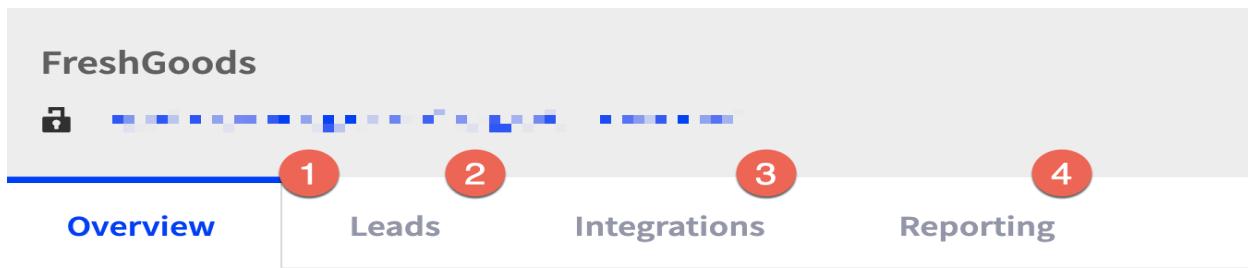


Leslee Teehankee

Last Updated June 09, 2023 10:22

The Page Overview will be your go-to source for reviewing and managing your page, enabling different testing features, viewing your leads, setting up integrations, and more!

This article will explain each of the different tabs within the Page Overview:



1. [Overview](#)
2. [Leads](#)
3. [Integrations](#)
4. [Reporting](#)

Clicking each tab will load a new page, giving you access to different functions or features for your landing page.

## Overview

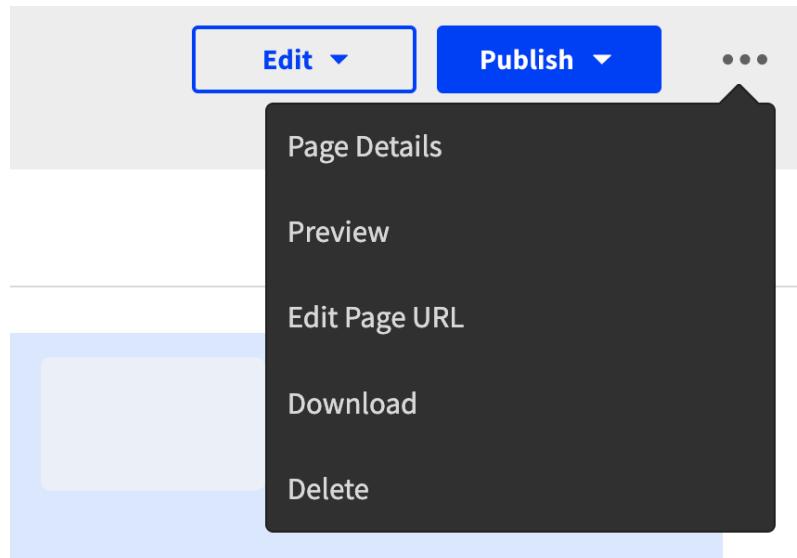
Log in to the Unbounce Conversion Intelligence™ Platform, and click on a page from the All Pages screen to launch the Page Overview:

Here, you will see additional tabs relating to your landing page. You can access the following functions within the Overview tab:

1. Change the title of your page by hovering over the title and typing in a new page name.
2. Customize your page's URL by updating the page's domain and page path by clicking the Change URL button. See these articles to learn more:
  - [Why Should I Connect My Domain in Unbounce?](#)
  - [Connecting your Domain to Unbounce](#)
  - [How Can I Change My Display URL?](#)
3. These stats show your page's all-time tracking. You can refresh the stats, which will start tracking from 0 again; refreshing stats is irreversible.
4. Review a visual graph of your conversion rate over a specific date range (and, if applicable, for each page variant).
  - To set up conversions, see [Setting Conversion Goals in the Classic Builder](#) or [Setting Conversion Goals in Smart Builder](#).
  - You can click the Date Range drop-down menu on the left-hand side to break down page stats by 30, 60, or 90 days.
5. Click the Edit button to edit any one of your page variants.

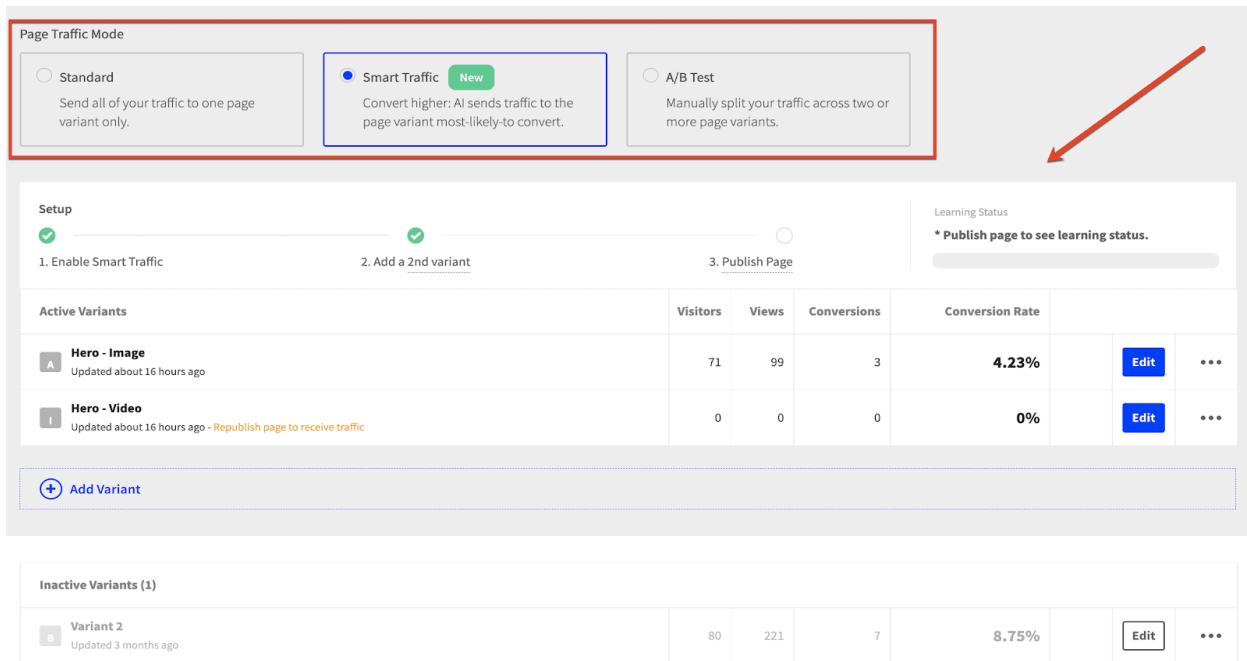
When you're ready to publish your page, click the [Publish](#) button or the drop-down to [schedule publishing](#) at a specific time.

- Click the ellipses icon (three dots) to view more options, such as [previewing your page](#), [changing the URL](#), [downloading](#) your page, and more:



- Once your page is published, you'll also see an option to Unpublish your page.
6. Powered by years of conversion data, you can view tips and tricks on improving your page's conversion rate. Click the Learn More button to see insights on optimizing your page.

If you've created a variant for your page, scroll down the Overview page to see the different Page Traffic Mode options:



The screenshot shows the 'Page Traffic Mode' section of the Unbounce interface. It includes three options: 'Standard' (Send all traffic to one page variant), 'Smart Traffic' (selected, Convert higher: AI sends traffic to the page variant most-likely-to-convert), and 'A/B Test' (Manually split traffic across two or more page variants). Below this, the 'Setup' section shows steps 1. Enable Smart Traffic, 2. Add a 2nd variant, and 3. Publish Page. The 'Active Variants' table lists 'Hero - Image' (Conversion Rate 4.23%) and 'Hero - Video' (Conversion Rate 0%). A blue 'Edit' button is visible next to each variant. The 'Inactive Variants' section shows one entry: 'Variant 2' (Conversion Rate 8.75%).

Active Variants	Visitors	Views	Conversions	Conversion Rate		
<b>Hero - Image</b> Updated about 16 hours ago	71	99	3	<b>4.23%</b>	<b>Edit</b>	...
<b>Hero - Video</b> Updated about 16 hours ago · Republish page to receive traffic	0	0	0	<b>0%</b>	<b>Edit</b>	...

Inactive Variants (1)						
<b>Variant 2</b> Updated 3 months ago	80	221	7	8.75%	<b>Edit</b>	...

Click the blue Edit button on the right-hand side of a page variant to launch the builder.

After you've edited your page, you can choose between three modes of testing:

- Standard: One version of your landing page (i.e., variant) published at a time.
- Smart Traffic:** Unbounce's AI-powered algorithm directs specific audiences to variants that they're most likely to complete a conversion on.

- [A/B Testing](#): Split testing where you can control variants' weights and how much of your page traffic you send to each variant.

## Leads

Review form responses from your visitors by navigating to the Leads tab:

Demo Digital

Page Details ▾

Preview    Publish ▾    ...

	#	Submitted	Date/Time	Variant	First Name	Last Name	Work Email	Company	parameter_1
<input type="checkbox"/>	1	about 1 year ago	2021-06-18 22:09 UTC	A	Jane	Doe	jane.doe@unbounce.com	Unbounce	
<input type="checkbox"/>	2	about 1 year ago	2021-06-17 18:17 UTC	A	Jane	Doe		Unbounce	
<input type="checkbox"/>	3	about 1 year ago	2021-06-14 22:51 UTC	A	John	Smith		Unbounce	
<input type="checkbox"/>	4	about 1 year ago	2021-06-14 22:51 UTC	A	Jane	Doe		Unbounce	

See our documentation to learn more: [Getting Your Leads](#).

**Note:**

If you have a form on your landing page, the responses will appear here within the Leads table.

## Integrations

Navigate to the Integrations tab to connect your landing page to third-party CRM platforms or lead management tools:

The screenshot shows the 'Integrations' tab selected in the navigation bar of the Unbounce interface. The 'Native Integrations' section is highlighted, showing a list of pre-built connections. Other tabs like 'Overview', 'Leads', and 'Reporting' are also visible. The 'Powered by Zapier' badge indicates additional integration capabilities.

- Connect your landing page to any of Unbounce's [built-in native integrations](#).
- Connect to hundreds of different tools and software with [Zapier integrations](#).
- Send lead data to an endpoint URL via a custom [webhook](#).

## Reporting

If you've enabled Smart Traffic on your landing page(s), you have access to viewing additional reporting data via Behavior Sets:

The screenshot shows a landing page titled "[PPC] LP - Templates [WD]" with a "Page Details" dropdown, "Preview", "Unpublish", and three-dot menu buttons. Below the title is a navigation bar with tabs: "Overview", "Leads", "Integrations", and "Reporting". The "Reporting" tab is selected and highlighted in blue. On the left, there's a section titled "Behavior Sets" with a "Beta" badge and a note that data is from October 6, 2021. A red box highlights a list of behavior sets: "Outside of United States", "United States, Outside of New York", and "United States, New York". To the right, a table displays conversion metrics for these sets. A red box highlights the table's header and the first row of data.

Visitors	Conversions	Conversion Rate
733	430	58.7%
427	240	56.2%
174	111	63.8%
132	79	59.8%

See the following resources to learn more:

[What is Smart Traffic](#)

[Analyzing Reports from Smart Traffic Behavior Sets.](#)

# What is Smart Traffic?



Leslee Teehankee

Last Updated March 21, 2023 14:05

Smart Traffic is an AI-powered algorithm that matches visitors to the variant they're most likely to convert on. Boost your marketing confidence by enabling Smart Traffic on your landing pages!

See the video below to learn more:

Using [contextual multi-armed bandit theory](#), Smart Traffic eliminates a "one-page-fits-all" approach to conversion optimization by delivering the most relevant content to each visitor.

It automatically analyzes and learns from a visitor's attributes (including their location and device, among other attributes) to send them to the variant where they're most likely to convert.

It never stops learning and adjusting, always working on getting you the highest conversion rate possible.

Here is what it looks like in comparison to a traditional A/B test:

## AB Testing VS. Smart Traffic

Let's pretend that the traffic to a page is represented by these dots. The blue dots are people from New York , and the yellow are from San Francisco. There are 16 dots in total, 5 are blue and 11 yellow.

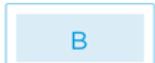
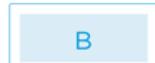
People from San Francisco



People from New York



Now, let's route these visitors using A/B Testing vs. Smart Traffic:

With an AB Test	With Smart Traffic
<ul style="list-style-type: none"> <li>- An AB test can't tell that there are different coloured dots</li> <li>- the dots are sorted randomly, splitting the traffic by weight to the different variants.</li> </ul>	<ul style="list-style-type: none"> <li>- Smart Traffic can see the colour of the dots</li> <li>- It sends the dot to the variant it is most likely to convert on</li> </ul>
50% of the dots are sent to Variant A.	The 11 yellow dots get sent to Variant A.
  (1/2 of the yellow dots convert, blue dots never do)	  (1/2 of the yellow dots convert, blue never do)
3 conversions	5 conversions
38% CR	50% CR
Overall Conversion Rate = 33%	
Overall Conversion Rate = 59%	

Converted 

Lost 

Converted 

Lost 

**Insights:**

- \* B is getting "less traffic", because there just happen to be fewer blue dots (people from New York), and we know that the yellow dots (people from San Francisco) are most likely to convert on variant A.
- \* Drive more blue dots (people from New York) to your page, as they are most likely to convert.
- \* If you are trying to get more yellow dots (people from San Francisco) consider making a new variant based on variant A.

As the amount of traffic to your variants grows, Smart Traffic learns in real time which demographic of visitors are more likely to convert to which variant and will direct that demographic to the appropriate variant.

The longer you use Smart Traffic, the more your results will improve.

You'll receive more conversions as it parses and uses the data to drive traffic to the variant most likely to lead to a conversion.

**Note:**

Smart Traffic has an initial learning phase and will optimize your traffic when your visitor count hits 30. When adding additional variants not present from the start, Smart Traffic requires an additional 30 visitors per variant added to its initial learning phase.

## Why Should I Use Smart Traffic?

Smart Traffic helps to solve 3 key market problems to improve your conversion rates:

1. While still a valid testing method, A/B testing takes a "one-size-fits-all" approach to conversion optimization by crowning just one champion page variant. At best, this helps serve up a single landing page that appeals to as many visitors as possible. But not all visitors are the same, and potential conversions fall through the cracks when someone hits a champion variant that just isn't right for them. It's best to have *various* pages tailored to different prospects, devices, and traffic sources—and to route each visitor to the perfect page for them.
2. A/B testing has long been marketers' go-to conversion optimization method, but these tests can be challenging to set up correctly and the results can be hard to interpret. A/B Testing can be very **complex**, and

often demands long test duration (which can cause delays), high traffic volume, and generous ad budgets you may not have.

3. Traditionally, testing a new idea for your landing pages comes with a certain level of risk because doing it incorrectly produces poor results and decreasing performance.

Without a firm grasp of the nuances of conversion rate optimization and testing, these risks increase. A solid hypothesis is critical to the success of an A/B test, while a bad one may produce inaccurate results. You need the confidence to optimize your conversions without having to interpret complex results yourself (or rely on experts).

## What Are the Benefits of Using Smart Traffic?

- The ability to try multiple strategies and hypotheses at one time. For example, one variant sells the product, while the other sells the customer story.
- Getting the most conversions in the least amount of time. Smart traffic is effective with as few as 30 visitors to your landing page.
- Serves up the right variant for each traffic source going to the same URL, despite having multiple traffic sources.
- Risk free testing of new designs. If your new content is not performing, traffic will quickly and automatically be redirected to your old standard.
- An adaptable system that improves over time. New traffic sources, and new reactions to variants will be accounted for as the system learns and adapts to the changes and automatically routes the traffic to the appropriate variant.

## Are there any Scenarios where I should use A/B Testing over Smart Traffic?

For the great majority of our customers, Smart Traffic would be the best option to get the most conversions possible. The only situation where using A/B testing may be preferable is when you have access to someone with a high level of conversion rate optimizer expertise, time to devote to a long test duration, significantly high traffic volume, and a generous ad budget.

## Current Known Limitations of Smart Traffic

- Currently, Smart Traffic is only available on landing pages on custom domains.
- Each of your variants will require a conversion goal.
- Pages currently running Smart Traffic will continue to route traffic per the last configuration for 10 minutes upon republish. It will take these 10 minutes for Smart Traffic to push through a new algorithm. Note: this does not affect publishing of new pages with Smart Traffic.
- Changing of the domain of a page requires an unpublish and republish in order to reactivate Smart Traffic.
- Not available on Popups, or Sticky Bars.

# Enabling Smart Traffic on Your Landing Pages



Leslee Teehankee

Last Updated March 20, 2023 10:54

Step-by-step setup now simplifies your path to Smart Traffic-powered optimization.

- Select Smart Traffic from the Page Traffic Mode section of the Page Overview.
- Create another page variant
- Publish your variants to begin the Smart Traffic test
- Let your page learn with each unique visitor
- Once your pages have completed a Learning Phase, it's now primed for optimization, and AI will automatically route new visitors to the variant upon which they're most likely to convert.

This article will explain how to set up and enable Smart Traffic onto your landing pages, and how to analyze your Smart Traffic stats.

---

To enable Smart Traffic on a landing page, you'll need at least two active variants.

1. Navigate to the landing page where you'd like to activate Smart Traffic.
2. Scroll down the page to the Page Traffic Mode section and select Smart Traffic.

The screenshot shows the 'Page Traffic Mode' section. It has two options: 'Standard' and 'Smart Traffic'. 'Smart Traffic' is selected and highlighted with a red box and a red arrow pointing to it from the top right. Below 'Smart Traffic' is a description: 'AI matches each visitor to the variant that's most likely to convert.' To the right of 'Smart Traffic' is another option, 'A/B Test', which is described as 'Manually split your traffic across two or more page variants.' Below this section is a 'Setup' navigation bar with three steps: 1. Enable Smart Traffic (checkmark), 2. Add a 2nd variant (highlighted with a blue underline and a plus sign icon), and 3. Publish Page. To the right of the setup bar is a 'Learning Status' section with a progress bar and the text '\* Publish page to see learning status.' Below the setup bar is a table titled 'Active Variants' with one row labeled 'First Variant'. The row contains columns for Active, Visitors (0), Views (0), Conversions (0), Conversion Rate (0%), Edit button, and three dots menu.

3. After you enable Smart Traffic on active variants, you must remember to Republish the page to activate this test.

## Adding a Variant to Smart Traffic

You can add multiple variants to a Smart Traffic test.

1. To add a new variant, click Add Variant at the bottom of the Page Traffic Mode section.
2. You can add new variants by three different methods:
  - Duplicating an existing variant
  - Starting from scratch
  - Starting from a template
    - To learn more about duplication, updating, or removing variants, see our documentation: [How Do I Edit, Promote, Delete, or Duplicate Variants?](#)

- Once you've selected which method you'd like to use, click Create Variant at the bottom right corner of the dialog box.

**Smart Traffic**

**PAGES**  
28 remaining **Upgrade**

**Reset stats**

**352** VISITORS   **356** VIEWS   **88** CONVERSIONS   **25%** CONVERSION RATE

**Page Traffic Mode**

- Standard: Send all of your traffic to one page variant only.
- Smart Traffic **Beta**: Automatically split your traffic across two or more page variants.
- A/B Test: Manually split your traffic across two or more page variants.

Active Variants	Visitors	Views	Conversions	Conversion Rate		
<b>First Variant</b> Updated 3 months ago	161	161	25	<b>15.53%</b>	<b>Edit</b>	***
<b>First Variant copy 1</b> Updated 3 months ago	191	195	63	<b>32.98%</b>	<b>Edit</b>	***

**Add Variant**

- Make any required edits to this new variant as needed.
- Be sure to Republish your landing page to re-enable the Smart Traffic test.

## Enabling an Inactive Variant to Smart Traffic

To enable an inactive variant to a Smart Traffic test, you'll require active variants.

- Click on the ellipsis (three dots) on the right side of the variant you'd like to make active, and select Add to active variants.

2. Doing so will include the variant to the Smart Traffic test:

The screenshot shows the Smart Traffic dashboard interface. On the left, there's a sidebar with navigation links: PAGES (28 remaining), All Pages (37), POPUPS & STICKY BARS (1), AMP (1), INTEGRATIONS (1), DOMAINS (2), USERS (5), and SETTINGS. The main area is titled "Smart Traffic" and displays two tables: "Active Variants" and "Inactive Variants (3)".

Active Variants	Visitors	Views	Conversions	Conversion Rate	
First Variant Updated 3 months ago	159	159	23	14.47%	<button>Edit</button> <button>...</button>
First Variant copy 1 Updated 3 months ago	183	186	56	30.60%	<button>Edit</button> <button>...</button>

A blue dashed box highlights the "Add Variant" button at the bottom of the "Active Variants" section.

Inactive Variants (3)	Visitors	Views	Conversions	Conversion Rate	
First Variant copy 2 Updated 3 months ago	0	0	0	0%	<button>Edit</button> <button>...</button>
First Variant copy 2 Updated 3 months ago	0	0	0	0%	<button>Edit</button> <button>...</button>
First Variant copy 3 Updated less than a minute ago	0	0	0	0%	<button>Edit</button> <button>...</button>

3. Be sure to Republish your page once you've added this previously inactive variant to the test.
4. Once you've published your variants, Smart Traffic will go into the Learning Phase.

The screenshot shows a status bar at the top of the screen. It includes the "Smart Traffic" logo, a "Status" icon, the word "Learning", a progress bar, and the percentage "53.35%".

See more about these status details in the next section.

## Smart Traffic Status Details

Once you've enabled Smart Traffic on your landing page, you'll see a Smart Traffic status bar with three possible statuses:

- Awaiting Publish - Smart Traffic is ready and will start working once the page is published.
- Learning Phase - Every variant added to a test will increase the amount of learning time that Smart Traffic will require before it can optimize its traffic direction algorithm; this is the Learning Phase.
  - During this Learning Phase, Smart Traffic's AI analyzes incoming visitors and learns about their behavior and attributes. The

Learning Phase will continue until you exceed a visitor count over 30. The best part? Smart Traffic will continue to learn even after it has begun optimizing.

- Optimizing - Smart Traffic has learned about your visitors and has started to route visitors to the pages with the highest likelihood for them to convert. Smart Traffic will begin optimizing in as little as 30 visitors, at which point it will show an Optimizing state.



**Note:**

Any time you add a new variant to your Smart Traffic test, be sure to Republish the page to save these changes. This will also cause Smart Traffic to revert to the Learning Phase given this newly added variant.

Smart Traffic will display the lift percentage achieved once the Learning Phase has been completed and optimizing has begun.

## Viewing Your Smart Traffic Results

The [lift percentage](#) numbers will appear above your conversion rates.

As Smart Traffic optimizes and learns your visitors' behaviors, you'll notice a lift in conversions over time.

The screenshot shows a page titled "CV-1430" with the URL <https://4.tynan.ca/cv-1430/>. The "Overview" tab is selected. A red box highlights the text "Extra number of conversions you've received from Smart Traffic." above the stats. Below the stats, a red box highlights the "Conversion Rate" section showing a 2.6% increase. A red arrow points from this section to a text box stating "The conversion rate increase due to Smart Traffic." The "Page Traffic Mode" section shows "Smart Traffic" (Beta) is selected. At the bottom, there's a "Smart Traffic" button and a status bar indicating "+1 Conversions" and "Status Optimizing".

Visitors	Views	Conversions	Conversion Rate
352	356	88	25%

**Page Traffic Mode**

- Standard: Send all of your traffic to one page variant only.
- Smart Traffic Beta: Automatically split your traffic across two or more page variants.
- A/B Test: Manually split your traffic across two or more page variants.

Smart Traffic      +1 Conversions      Status Optimizing

## Deactivate Variant Insight

Deactivate variant is a Smart Traffic Reporting Insight that helps you focus your efforts on iterating and improving high-performing variants by recommending variants to deactivate.

This Insight highlights what variants are not resonating with your audience, which is just as important as knowing which do.

Create campaigns that perform better, and focus your ad spend on content that will convert!

### How does Deactivate Variant Insight work?

The Insight informs you about an existing variant that is not best performing for any segments nor contributing to positive lift, and therefore, can be removed from the test.

The Deactivate Variant Insight will appear on accounts that have

- Smart Traffic enabled on a page,

- two or more variants are running, and
- received at least 100 total page visitors within the last 28 days or since last publish (whichever is greater).

So, though you may have enabled Smart Traffic on a few of your pages, you may not see the prompt to deactivate a variant unless our machine-learning algorithm determines that this variant is not performing as well as other variants.

## Applying Deactivate Variant Insight to your Landing Page

If your page qualifies for variant deactivation suggestions, you may see prompts and messages in the Page Overview to deactivate a variant from the test. Follow these instructions to complete the deactivation of the variant:

1. Navigate to the Page Overview of your landing page.
2. Scroll down to the Page Traffic Mode section to view information about your Smart Traffic test.
3. A suggestion to Deactivate variant will appear for specific variants in your test:

Active		Visitors	Views	Conversions	Conversion Rate	
A Banana Updated, 4 days ago	Suggestion: Deactivate Variant	500	500	21	4.2%	<button>Edit</button> ...
B Apple Updated, 4 days ago	Suggestion: Deactivate Variant	624	624	16	2.6%	<button>Edit</button> ...
C Orange Updated, 4 days ago	Suggestion: Deactivate Variant	500	500	21	4.2%	<button>Edit</button> ...
D Grape Updated, 4 days ago	Suggestion: Deactivate Variant	624	624	16	2.6%	<button>Edit</button> ...
E Kiwi Updated, 4 days ago	Suggestion: Deactivate Variant	500	500	21	4.2%	<button>Edit</button> ...
F Lime Updated, 4 days ago	Suggestion: Deactivate Variant	624	624	16	2.6%	<button>Edit</button> ...

[\(+\)](#) Add Variant

- Click the drop-down arrow next to the variant you'd like to deactivate, and click Deactivate:

The screenshot shows the 'Page Traffic Mode' section of the Unbounce dashboard. Under 'Smart Traffic', the 'Suggestion: Deactivate Variant' dropdown is open for variant C (Orange). A tooltip message states: 'This variant is not converting with any of your visitors. we recommend deactivating it.' It includes a 'Close' button and a prominent blue 'Deactivate' button.

		Visitors	Views	Conversions	Conversion Rate		
A	Banana Updated, 4 days ago	500	500	21	4.2%	<button>Edit</button>	...
B	Apple Updated, 4 days ago	624	624	16	2.6%	<button>Edit</button>	...
C	Orange Updated, 4 days ago	500	21	4.2%	<button>Edit</button>	...	
D	Grape Updated, 4 days ago	624	16	2.6%	<button>Edit</button>	...	
E	Kiwi Updated, 4 days ago	500	21	4.2%	<button>Edit</button>	...	
F	Lime Updated, 4 days ago	624	16	2.6%	<button>Edit</button>	...	

[Add Variant](#)

- A confirmation dialog will appear, confirming the deactivation. Click OK:

app.unbounce.com says

The more variants you have the better Smart Traffic performs.

Are you sure you want to deactivate this variant?



- A confirmation message will appear at the top of the Page Overview confirming the variant deactivation:

Variant was deactivated. Republish for changes to be reflected on the live page.

- Click the Republish button at the top right-hand corner of the Page Overview to save and publish these changes.

Remember: You must republish your page for the deactivated variant to take effect, but rest assured, this will not [restart the learning phase for Smart Traffic](#).

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Looking for more resources about Smart Traffic? Take a read of the following docs:

[What is Smart Traffic?](#)

[Getting Started with Smart Traffic](#)

[Smart Traffic FAQ](#)

# How to Run an A/B Test



Alex Ozolins

Last Updated June 02, 2022 10:08

A/B testing (or 'Split Testing') is a fantastic way to experiment with new ideas and test variations ('variants') of your landing pages, pop-ups, or sticky bars.

This article will explain:

- [What is an A/B Test](#)
- [How to start an A/B test](#)
- [Duplicating an Existing Variant](#)
- [Creating a New Variant from Scratch \(or With an Unbounce Template\)](#)
- [Setting Variant Weights](#)
- [Replacing your Champion Variant](#)
- [What to Test with an A/B Test](#)
- [Frequently Asked Questions](#)

## What is an A/B Test?

A/B testing is a simultaneous experiment between two or more variants of your landing page to see which one performs the best, whether that be more page views or more conversions.

Some of your page visitors will land on one variant of your landing page, and the others on another variant.

## How to Start an A/B Test in Unbounce

Select a page you would like to test to reach the Page Overview screen.

Scrolling down the Page Overview screen, you will see options to change the Page Traffic Mode.

O - Saas

Page Details ▾

Preview Publish ...

Overview Leads Integrations

Change URL http://unbouncepages.com/sass-example/

Reset stats

4 VISITORS 6 VIEWS 3 CONVERSIONS 75% CONVERSION RATE

Conversion Rate

No Data to Display

Date Range Last 30 days

Data To Include  Page Conversion Rate  Variant A

Standard Mode is used when you only have a single variant running - no kind of testing is currently underway.

In contrast, Smart Traffic is Unbounce's AI-driven page testing mode that uses machine learning to drive traffic to the variant it feels your visitor is most likely to convert on. Learn more about Smart Traffic here within our documentation: [What is Smart Traffic?](#)

And then finally, we have A/B Test Mode, which is what this article will walk through.

## Should I use Smart Traffic or A/B Testing?

Whereas with A/B testing you can set a specific percentile between your page variants, Smart Traffic handles all of that for you. It considers several other variables to determine which variant it believes your visitor is most likely to convert on.

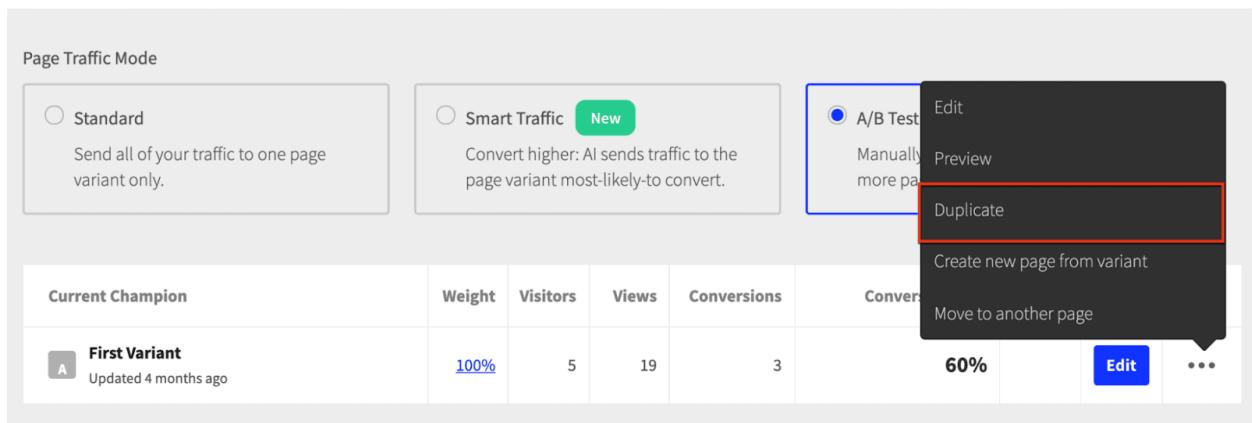
See our documentation for more information on the differences between Smart Traffic and A/B testing: [Smart Traffic vs. A/B Testing: Which is Better for Me?](#)

## Creating Multiple Variants

Once you've selected A/B Test Mode, you can then proceed to add a new variant. You can choose to either 1) duplicate an existing variant as a starting point for your experiment, or 2) you can create a new variant from scratch or use an Unbounce template.

### Duplicating an Existing Variant

1. Click the ellipses (three dots) to the right of the variant within the Page Overview.
2. From the drop-down menu, select Duplicate:



### Creating a New Variant from Scratch or With an Unbounce Template

1. Scroll down to the bottom of the Page Overview, and click the Add Variant button.
2. You will see a prompt to create a new variant from scratch (a blank page) or a template.

Duplicating an existing variant is a quick and easy way to test subtle or more moderate changes to your page design - such as different copy, placement of images, or colors.

On the other hand, using a new variant from scratch or a template may be a better choice if you want to test two completely different concepts against one another.

## Setting Variant Weights

If you're starting an A/B for the first time, it would be best to start with two variants at 50/50 traffic weights each. If you had three variants, then it would be 33/33/34.

If you're hoping to begin an A/B test with an existing landing page, give the new variants a smaller percentage of traffic than the current champion variant, such as 70/30 or 80/20.

New variants you choose to test are called 'Challenger' variants, whereas the variant you first start with is your 'Champion' variant.

Once your variants are ready to go, you'll need to set traffic weights for each variant:

The screenshot shows a digital marketing interface for managing page variants. At the top, there's a navigation bar with a traffic counter (0/500,000), a help icon, and an 'AL' button. Below this is a section titled 'Page Traffic Mode' with three options: 'Standard', 'Smart Traffic' (marked as 'New'), and 'A/B Test'. The 'A/B Test' option is selected and highlighted with a blue border. The main content area displays 'Current Champion' details for a page named 'Get Your Guide [Anchor Buttons Format]' (updated over 7 years ago), which has a weight of 100%, 0 visitors, 0 views, 0 conversions, and a 0% conversion rate. Below this is a 'Challenger Page Variants' section for a page named 'Get Your Guide [Form at the top of the page]' (updated 1 minute ago - Republish page to receive traffic), which has a weight of 0%, 0 visitors, 0 views, 0 conversions, and a 0% conversion rate. At the bottom, there's a dashed-line box containing a '+ Add Variant' button.

1. Select the Weight number for either variant.
2. Adjust the percentage to the desired value. If you are testing multiple variants, they must all add up to 100, or you will not be able to save the changes.

3. Select the Republish button within the Overview screen to apply the new settings to your live page.

The weight settings are probability-based - for example, if you had two variants running at 50% each, the visitor would have a 50% chance to hit either-or. Think of this more as a coin flip versus 1, 2, 1, 2, 1, 2. It is not uncommon to have an uneven distribution of traffic to one variant or another.

## Replacing Your Champion Variant

Over time you may decide that a 'Challenger' variant is performing better than your 'Champion' and you may wish to replace it.

Select the '...' symbol on the right side of the overview settings (near the Edit button).

From the list, select the option to Promote to Champion.

This will move your old Champion into the Inactive Variants section near the bottom of the screen:

The screenshot shows the Optimizely A/B Test Overview screen. At the top, there are three traffic mode options: Standard, Smart Traffic (New), and A/B Test (selected). Below this is a table for the 'Current Champion'. The champion variant is labeled 'Get Your Guide [Anchor Buttons Format]' (Variant B) and has a weight of 50%. To the right of the champion's table is a context menu with options: Edit, Preview, Duplicate, Promote to Champion (highlighted with a red box), Create new page from variant, Move to another page, and Deactivate this variant. Below the champion is a table for 'Challenger Page Variants', which contains a single row for 'Get Your Guide [Form at the top of the page]' (Variant C) with a weight of 50%. At the bottom left is a dashed blue box containing the '+ Add Variant' button.

Current Champion	Weight	Visitors	Views	Conversions	Conversion Rate
B Get Your Guide [Anchor Buttons Format] Updated over 7 years ago	50%	0	0	0	0%

Challenger Page Variants	Weight	Visitors	Views	Conversions	Conversion Rate
C Get Your Guide [Form at the top of the page] Updated 7 minutes ago - <a href="#">Republish page to receive traffic</a>	50%	0	0	0	0%

Inactive variants are archived and are still accessible if you wish to review them or include them in future tests.

## What to Test with an A/B Test

The great idea behind A/B Testing is that you are continually optimizing your page with new ideas to maximize your conversions.

Some common things to A/B test are:

- An engaging Hero image/animation (you might want to test an image versus a video background)
- A solid and engaging headline (experiment with different words, fonts, and layouts)
- A clear Call to Action (CTA) (different positioning of a form, a button click)
- Different kinds of social proof or testimonials

## Frequently Asked Questions

Why is a variant with 0% still receiving traffic?

If you've published a page with multiple variants at any point, for example, variant A with 100% and variant B with 0%, both variants are still technically active - even variant B.

Returning visitors who had previously landed on variant B will continue to see variant B, even if its weight is 0%, while new visitors will be routed to variant A.

If you would like a variant to be inaccessible to returning visitors, you have to [deactivate that variant](#) and republish your page:

The screenshot shows the Optimizely A/B testing interface. At the top, there are three traffic mode options: 'Standard', 'Smart Traffic' (marked as 'New'), and 'A/B Test' (selected). Below this, the 'Current Champion' is listed as 'Second Variant' (C) with 100% weight, 0 visitors, 0 views, 0 conversions, and 0 conversions per view. The 'Challenger Page Variants' section shows 'First Variant' (B) with 0% weight, 94 visitors, 110 views, 10 conversions, and 10.64% conversion rate. A context menu is open over the 'Second Variant' card, listing options like 'Edit', 'Preview', 'Duplicate', 'Promote to Champion', 'Create new page from variant', 'Move to another page', and 'Deactivate this variant'. The 'Deactivate this variant' option is highlighted with a red box.

Once you've deactivated the variant, there may still be a few visitors to that variant since their browsers have cached the page.

Rest assured, for most users, the browser cache will often refresh (if they're using their browser a lot), and they'll be re-routed to active variants only.

## Further Reading

- [How to Interpret Your A/B Test Results](#)
- [Landing Page Best Practices](#)
- [An in-depth guide on what to A/B test](#)

# Connecting Your Domain to Unbounce



Leslee Teehankee

Last Updated June 08, 2023 16:13

Purchasing a custom domain at a domain registrar and connecting that domain to your landing page is an excellent way of ensuring strong brand alignment, improved Google indexing, and better Google Ads compatibility. Check out this article for more information on why [to connect to your own custom domain](#).

*How does connecting a domain work in Unbounce?*

Through the use of a subdomain via CNAME record! A subdomain is an extension of the root domain that helps you organize different pages or directories on your website. For example, www. is a subdomain; other examples are about.mywebsite.com, get.mywebsite.com, or learn.mywebsite.com. The prefixes before 'mywebsite.com' are examples of subdomains.

Adding a CNAME record within your domain hosting provider's DNS settings will point your users to a landing page on Unbounce's servers.

Follow the steps below to add your domain to Unbounce:

1. [Add Your Domain to Unbounce](#) (two options depending on subscription type):
  - Connecting your Domain via a CNAME Record (Essential, Premium plans, or prior), or
  - Connecting your Domain Automatically (Launch, Optimize, Accelerate, or Assisted plans)
2. [Enabling SSL](#),
3. [Changing the URL of Your Landing Page](#), and

## 4. Adding Integrations & Publishing your Page

### Step 1: Add Your Domain to Unbounce

Got a WordPress domain? Check out [Connecting Your Domain Using the WordPress Plugin](#) for more information.

#### **Update: January 2023**

We've simplified our domain setup experience! If you're on a Launch, Optimize, Accelerate, or Assisted plan, you'll no longer need to log into your DNS settings to add a CNAME record (you can still access the manual setup steps if you prefer).

If you're on a different plan (Essential, Premium, etc.), you must connect your custom domain using a CNAME record, which involves access to your DNS settings.

Connect your domain depending on your plan type:

#### **Connecting your Domain via a CNAME Record (Essential, Premium plans, or prior)**

- 
- 

- 1.
- 2.

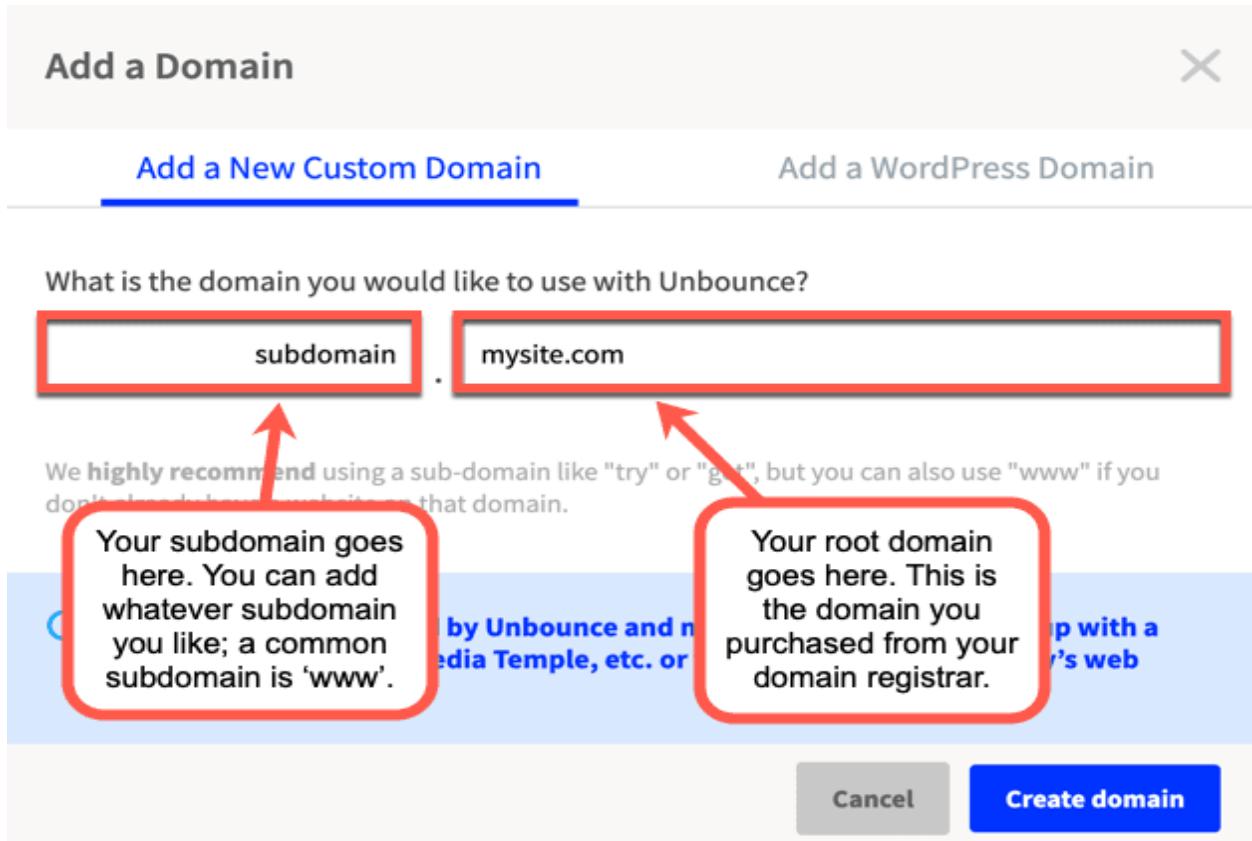
3.

The screenshot shows the Unbounce platform's interface. On the left, there's a sidebar with various sections: PAGES (235 remaining), All Pages (3), POPUPS & STICKY BARS (0), INTEGRATIONS (0), DOMAINS (1), USERS (3), SETTINGS, and LABS. The 'DOMAINS' section is highlighted with a red box and has a red arrow pointing to it from the left. The main area is titled 'All Pages' and shows three pages: 'Spring/Summer Promo' (Beta), 'FreshGoods' (Smart Traffic), and 'Training Template' (Standard). Each page card includes metrics like visitors, conversions, and conversion rate.

4.

The screenshot shows the 'Domains' management screen. The sidebar on the left is identical to the previous screenshot. The main area is titled 'Domains' and features a 'Connect a Wordpress Domain' button and a 'Connect a Custom Domain' button, both highlighted with red boxes. There's also a 'Force 'HTTPS'' toggle switch and a search bar. Below these, a message says '3 pages are using this domain' and 'Working and Secure'. At the bottom, there's a link 'Follow our handy guide or try connecting a domain manually'.

5.



6.

7.

## Connect your domain with a CNAME record

**ⓘ You must follow the correct setup with your provider for this step to work.**

To connect your domain with Unbounce, you'll need to set up a CNAME record in your domain provider's DNS settings.

1. Log in to your domain provider for [REDACTED] and navigate to anything related to DNS Settings or something close to it.
2. Add a CNAME record for **testing-tas** and paste the following so it points to:  
**e224ad94c42743f7ba8408abe183c632.unbouncepages.com**

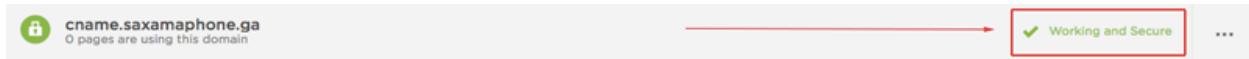
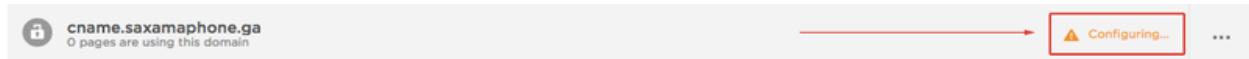
**Copy to Clipboard**

And that's it! Hang in there, though — it can take up to a few days to complete the setup depending on the domain provider.

Need help? Check out a more in-depth [step by step guide](#).

**Got It!**

- ● ● ● ● ● ● ● ●



## Connecting your Domain Automatically (Launch, Optimize, Accelerate, or Assisted plans)

- 1.
- 2.
- 3.

The screenshot shows the Unbounce dashboard for 'Acme Company'. The left sidebar has sections for PAGES (235 remaining), All Pages (3 items), POPUPS & STICKY BARS (0), INTEGRATIONS (0), DOMAINS (1, highlighted with a red box and an arrow pointing to it), USERS (3), SETTINGS, and LABS. The main area is titled 'All Pages' and shows three page cards: 'Spring/Summer Promo' (Beta, Smart Traffic), 'FreshGoods' (Opportunity to improve), and 'Training Template' (standard). The top right shows traffic stats: 282/500,000.

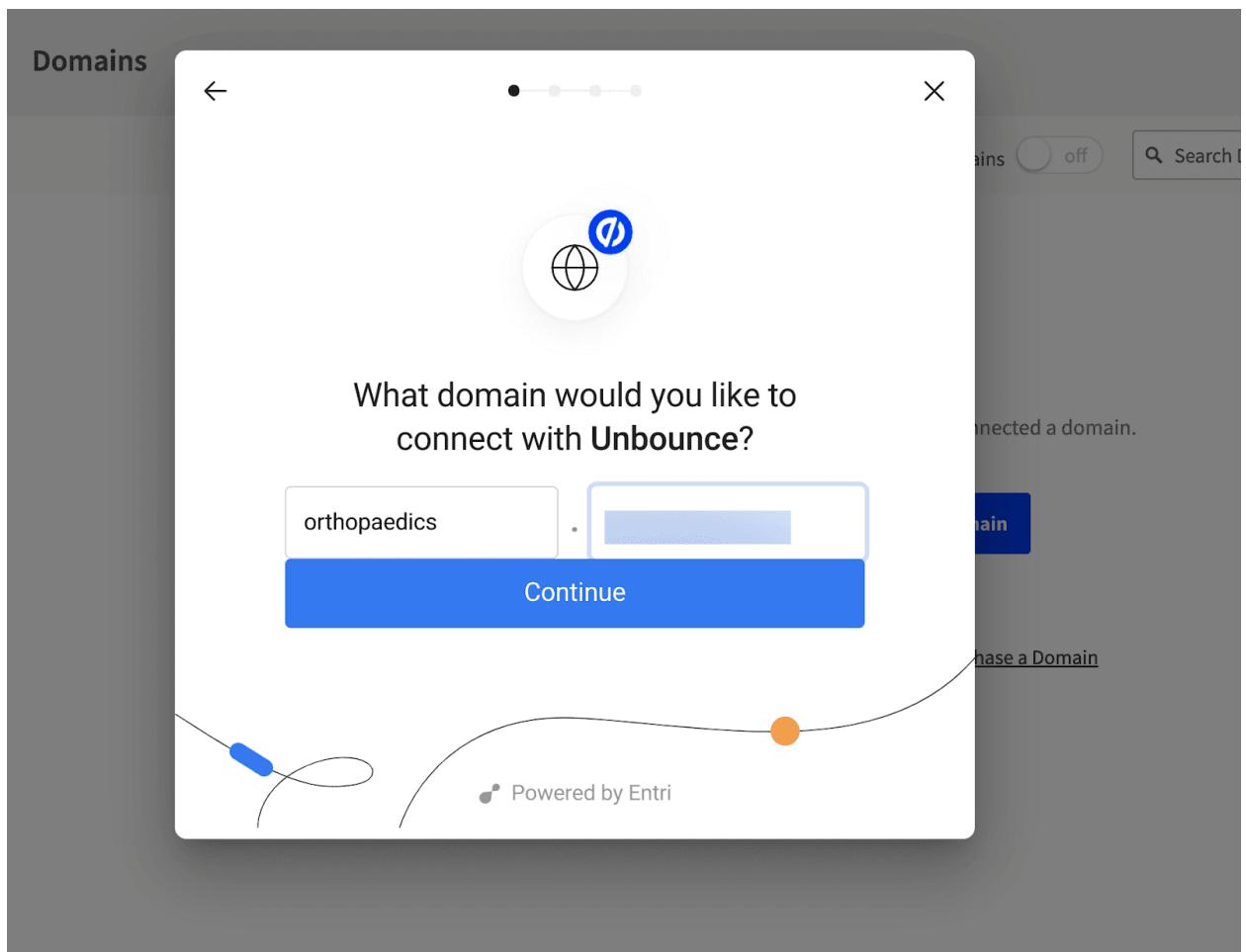
4.

The screenshot shows the Unbounce dashboard for 'Acme Company'. The left sidebar includes 'PAGES' (3), 'POPUPS & STICKY BARS' (0), 'INTEGRATIONS' (0), 'DOMAINS' (1), 'USERS' (3), 'SETTINGS', and 'LABS'. The main area is titled 'Domains' and contains a 'Connect a Wordpress Domain' button and a 'Connect a Custom Domain' button, with the latter being highlighted by a red box. A toggle switch for 'Force 'HTTPS' on all non-WordPress domains' is set to 'on'. A search bar for 'Search Domains...' is also present.

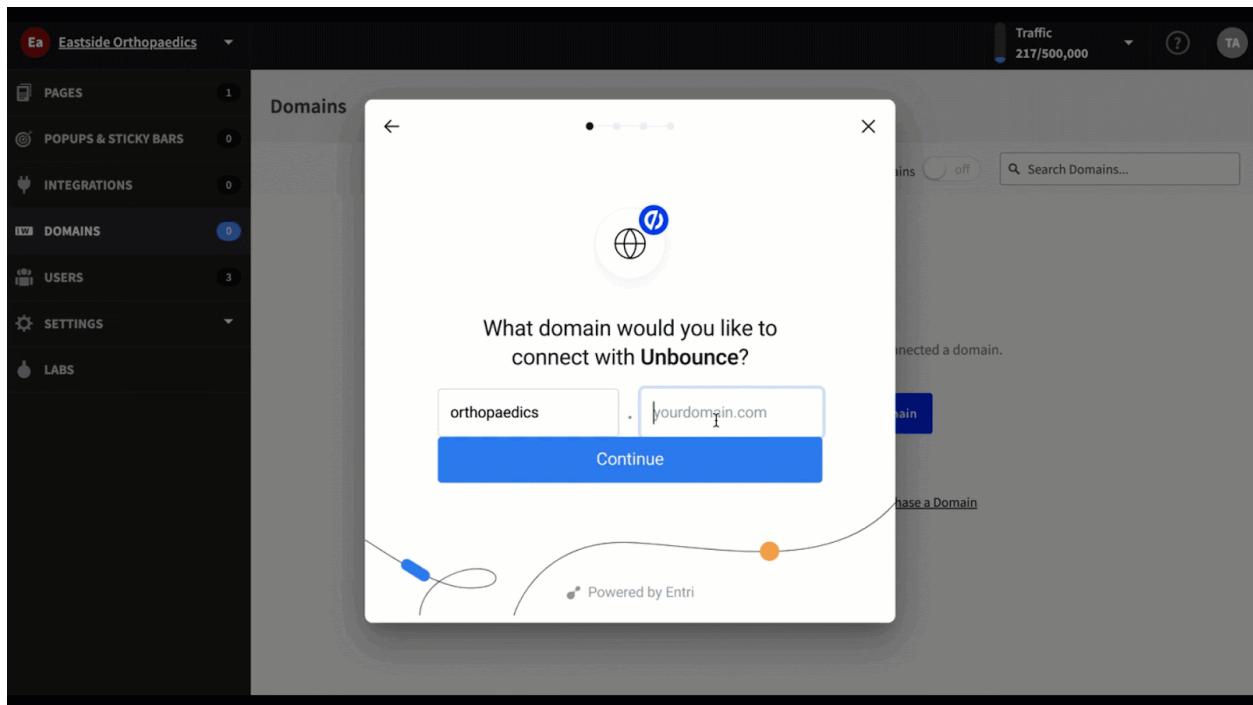
5.

A modal window titled 'Domains' is displayed. It features a logo with a blue circle containing a white '0' and a black speechmark icon. Below the logo, the text reads: 'Unbounce uses Entri to easily configure your domain'. Two sections are listed: 'Secure' (with a lock icon) and 'Easy' (with a checkmark icon). Under 'Easy', it says: 'No developer needed, automatically configure your domain settings to work with Unbounce'. At the bottom of the modal is a large blue 'Continue' button. A note at the bottom states: 'By selecting "Continue" you agree to the Entri [Terms of Service](#) and [Privacy Policy](#)'.

6.



7.

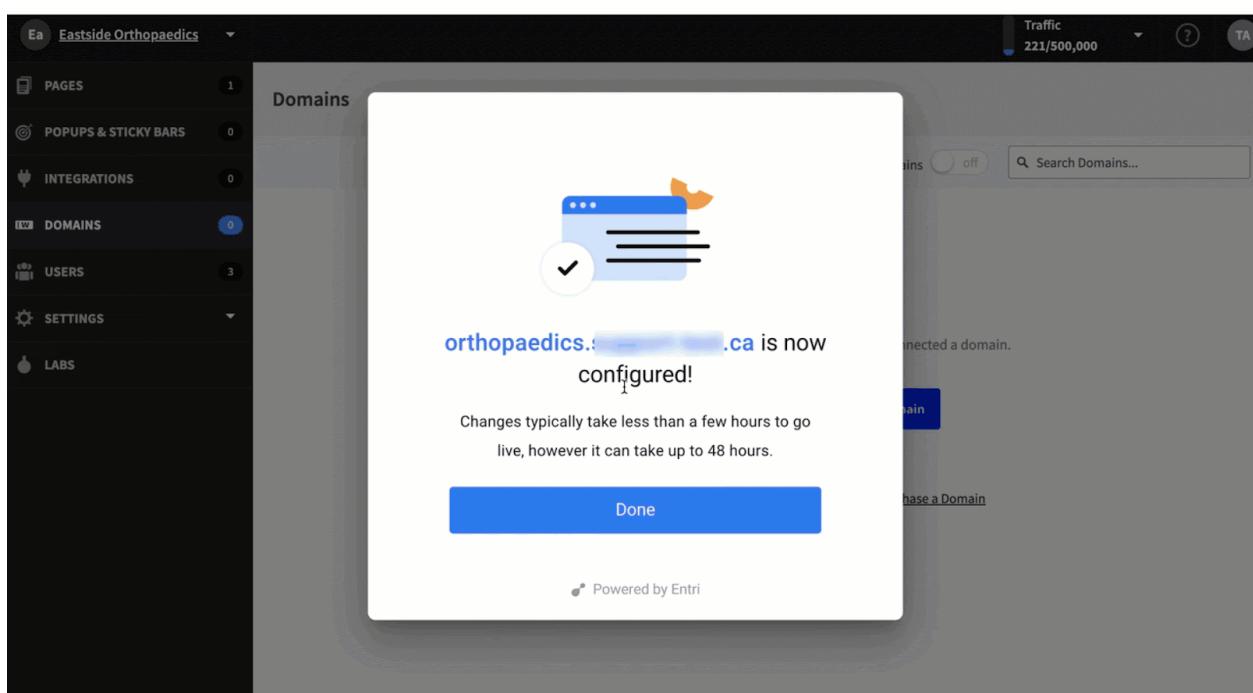


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8.

9.



A screenshot of the Unbounce Domains tab. At the top, there are two buttons: "Connect a Wordpress Domain" and "Connect a Custom Domain". Below them is a search bar with a placeholder "Search Domains...". A toggle switch labeled "Force 'HTTPS' on all non-WordPress domains" is set to "off". In the main list, there is one domain entry: "orthopaedics.ca" with a green lock icon, indicating it is secure. The status next to it says "Configuring..." with a yellow warning icon. A red arrow points from the bottom right towards this status message.

A screenshot of the Unbounce Domains tab, similar to the first one but with a successful connection. The domain "orthopaedics.ca" is now listed with a green lock icon and the status "Working and Secure" with a green checkmark icon. A red arrow points from the bottom right towards this status message.

## Step 2: Enabling SSL

Once you've set up your domain, you can add an extra layer of security & encryption by enabling SSL. This will provide an additional security layer, protecting visitors interacting with your landing page.

You can enable SSL (HTTPS) on all Unbounce domains connected via CNAME in a few easy steps.

1. Navigate to the Domains tab on the left-hand side of the Unbounce platform.

2. Toggle the Force' HTTPS' on all non-WordPress domains button on the top-right corner of the Domains page:

The screenshot shows the Unbounce platform's 'Domains' section. On the left is a sidebar with navigation links: 'PAGES' (217), 'POPUPS & STICKY BARS' (11), 'INTEGRATIONS' (3), 'DOMAINS' (1), 'USERS' (4), 'SETTINGS', and 'LABS'. The 'DOMAINS' link has a red circle with the number '1' above it. The main area is titled 'Domains' and contains a table with two rows. Each row shows a green lock icon, a progress bar, and the text '0 pages are using this domain' or '18 pages are using this domain'. To the right of the table is a status indicator 'Working and Secure' with a green checkmark. At the top right of the main area is a blue button labeled 'Force 'HTTPS' on all non-WordPress domains' with the word 'on' next to it. A red arrow points from the text in step 2 to this button. A red circle with the number '2' is placed over the 'on' button.

Check out our documentation for more information about securing your pages with SSL, and some best practices to ensure that your page content is secure: [How Do I Secure my Landing Page Domain with SSL?](#)

Enabling SSL on WordPress domains must be set up outside of Unbounce. Follow our documentation for more insight on [enabling SSL on WordPress domains](#).

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### Step 3: Changing the URL of Your Landing Page

Follow the steps below to change the URL of your landing page to include your newly added custom domain:

1. Navigate to the [Page Overview](#) for the relevant landing page.

2. Click on the current URL at the top of the Page Overview:

The screenshot shows the Unbounce platform interface for a page named "FreshGoods".

**Header:** FreshGoods Company, Traffic 186/500,000, Edit, Publish, Help, TA.

**Sidebar:** PAGES (257 remaining), Upgrade, POPUPS & STICKY BARS (0), INTEGRATIONS (0), DOMAINS (1), USERS (3), SETTINGS, LABS.

**Page Title:** FreshGoods, URL: http://unbouncepages.com/freshgoods-summer-sale/

**Overview Tab:** Leads, Integrations, Reporting.

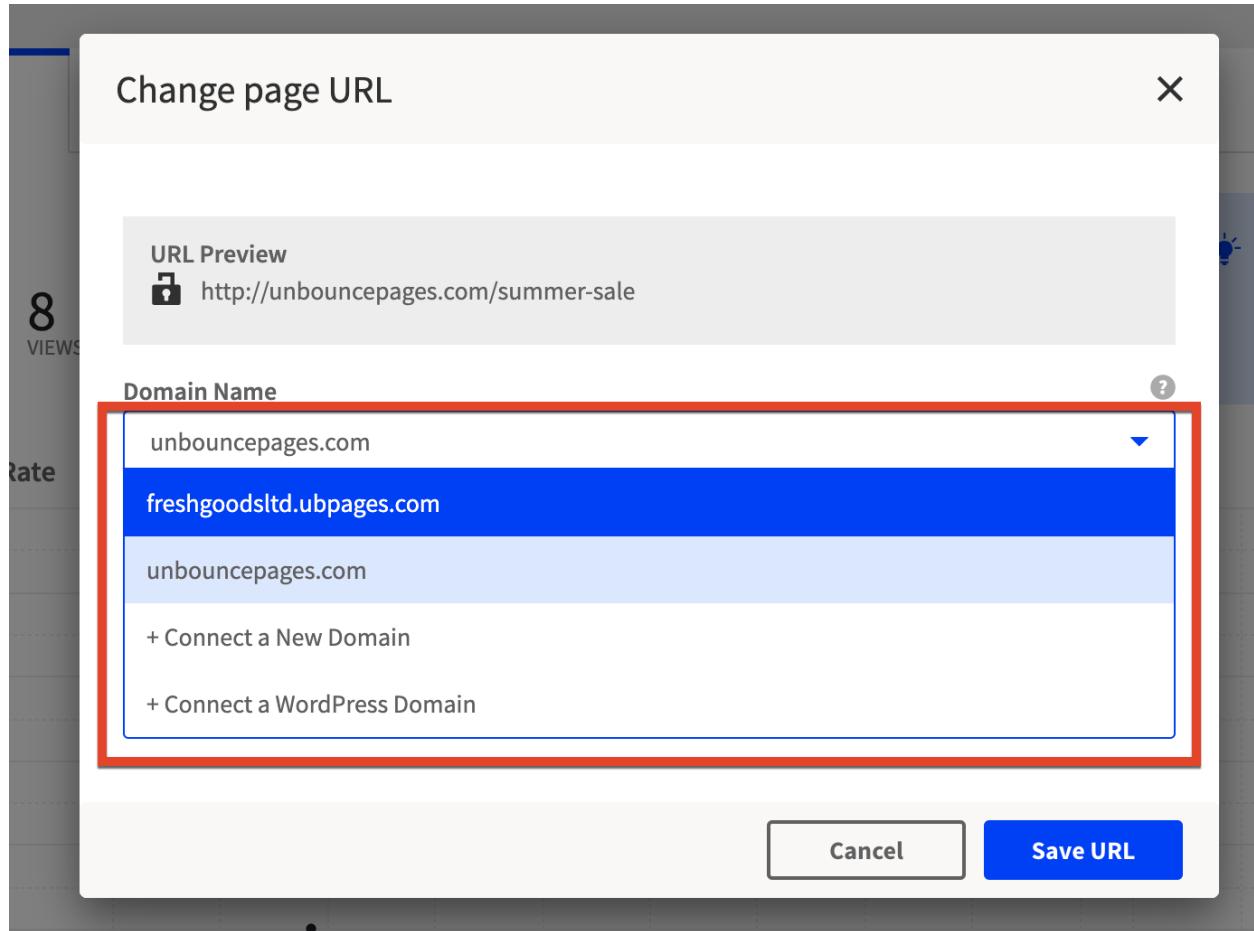
**Key Metrics:** 4 VISITORS, 8 VIEWS, 1 CONVERSIONS, 25% CONVERSION RATE.

**Conversion Rate Chart:** A line chart showing conversion rates over time from June 9 to June 30. The chart shows a peak around June 17.

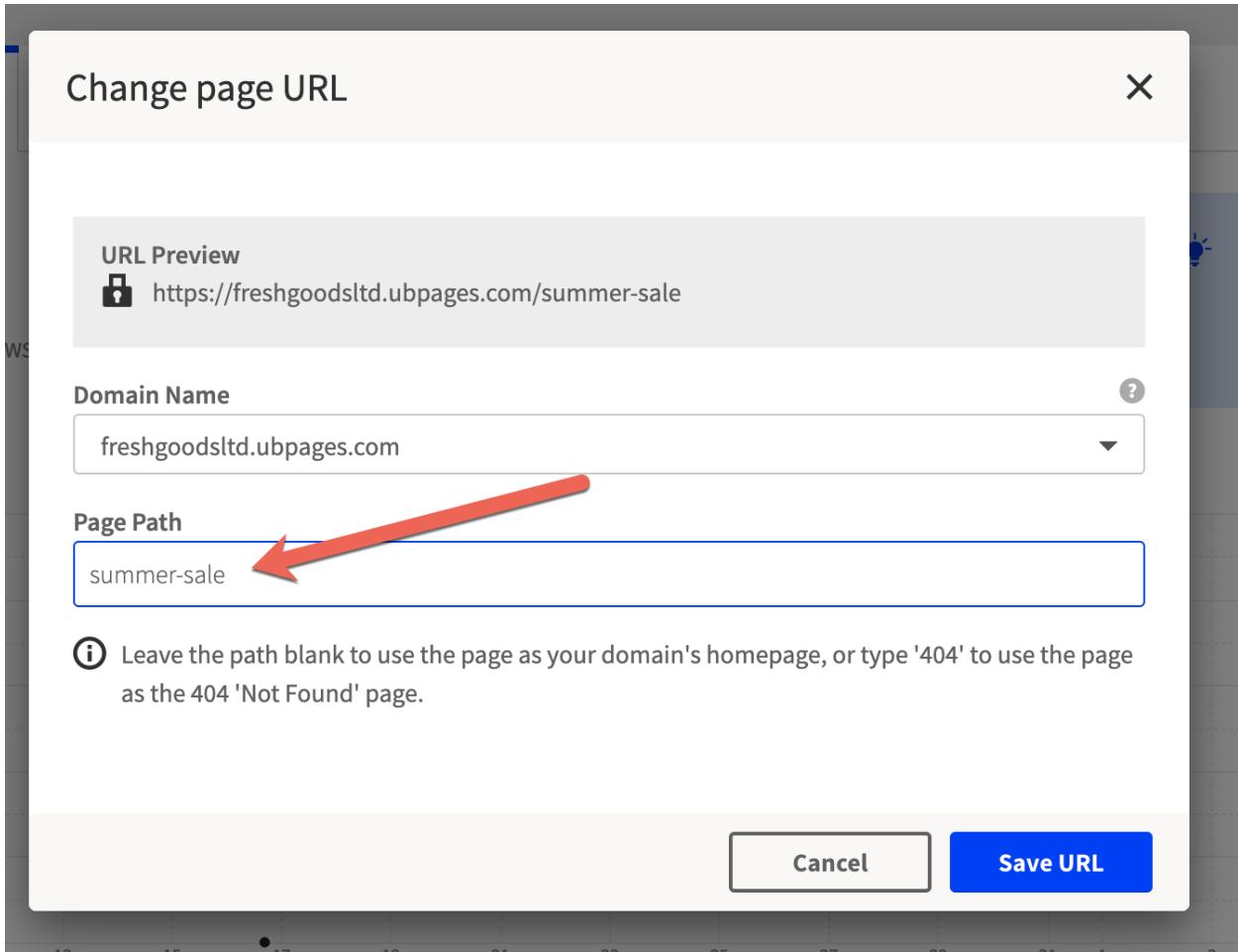
**Callout:** We've found opportunities to improve conversion rates on this page. Learn More.

**Page Traffic Mode:** Standard (selected), Smart-Traffic, AI Test.

3. Click the Domain Name drop-down menu to choose from your available domains:



4. Customize your page path as desired (/about, /contact-page, /homepage etc.):



5. Click the Save URL button to finalize the changes.

Congratulations, you've successfully set up your first custom domain for your Unbounce landing page!

For some FAQs on changing your display URL, see our documentation: [How Can I Change My Display URL?](#)

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#### Step 4: Adding Integrations & Publishing your Page

After adding your domain, next would be the best time to [add and test integrations](#).

Once you've connected your custom domain, enabled SSL, changed your display URL, and added some integrations, you're ready to publish your page.

See these articles to help you manage your page(s):

[Publishing a Page in Unbounce](#)

[Set up Scheduled Publishing](#)

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## Glossary

For more information about CNAME records, how they work, and additional DNS terminology, head over to our [DNS glossary](#).

## Connect Your Domain Checklist

We understand that connecting your domain can be a long and tedious process. Here's a to-do list to make your job a whole lot easier! You can download this checklist to keep track of what steps you've completed to connect your domain to Unbounce.

- [Connecting Your Domain Checklist](#)

## Frequently Asked Questions

### I have a WordPress domain; would I still need to set up a CNAME record?

No, you can install a plugin in WordPress that adds your WordPress domain automatically to Unbounce. Check out [Connecting Your Domain Using the WordPress Plugin](#) for more information.

### Can I add a naked domain to Unbounce?

If you want to ensure your visitors can reach your landing page without typing "www" in front of the domain, for example, *mywebsite.com* instead of

[www.mywebsite.com](http://www.mywebsite.com), then you'll have to follow some extra steps in your DNS provider to set up this naked domain.

Once you've set up a CNAME record for your domain, you can set up the naked domain as well: [Setting Up a Naked Domain in Unbounce](#).

### My CNAME record is stuck in Configuring status; what do I do?

If you're having trouble with CNAME record, running into errors, or your CNAME record is stuck in "Configuring" status, see this article for troubleshooting tips and tricks: [Why is my CNAME stuck in "Looking for CNAME" or "Configuring" status?](#)

### Can I connect my domain manually without using Entri?

Would you prefer a manual setup of your CNAME record, and manually add a CNAME record within your DNS hosting service? Click the try connecting a domain manually button on the Domains page:



The screenshot shows the Unbounce Domains page. At the top, there are two blue buttons: "Connect a Wordpress Domain" and "Connect a Custom Domain". Below them is a toggle switch for "Force 'HTTPS' on all non-WordPress domains" which is currently off. There is also a search bar labeled "Search Domains...". In the main list area, there is one domain entry: "orthopaedics.ca" with a green lock icon, indicating it is "Working and Secure". Below this entry is a link: "Need help setting up a domain? Follow our handy guide or [try connecting a domain manually](#)". The "try connecting a domain manually" link is highlighted with a red box.

A new dialog box will appear; enter the subdomain and root domain within the fields provided. Follow the steps in [Connecting your Domain via a CNAME Record \(Essential, Premium plans, or prior\)](#).

# Connecting Your Domain Using the WordPress Plugin



Olivia McCormack

Last Updated November 11, 2022 14:17

*If you're reading this in our web widget, consider expanding the article for a better reading experience.*

Great news! If you're an Unbounce customer on a paid plan, you can publish landing pages to your WordPress domain through our WordPress Plugin, without the complexity of DNS record and CNAME setup. Additionally, if you're an Agency user, you can hit the ground running and onboard WordPress clients and authors seamlessly.

What you will need:

- Self-hosted WordPress site
- Supported version of WordPress (4.1.5+), installed at either the root or subdomain.
- Tested up to 5.7
- Access to your site admin.
- PHP version 7.2 or higher.
- PHP cURL enabled version 7.34.0 or higher.
- OpenSSL version 1.0.1 or higher.
- TLS 1.2 or higher

This article will help you out with:

- [Adding a WordPress Domain to your Unbounce account.](#)
- [Adding the Unbounce Plugin to your WordPress account.](#)
- [Publishing Pages to your WordPress Domain.](#)

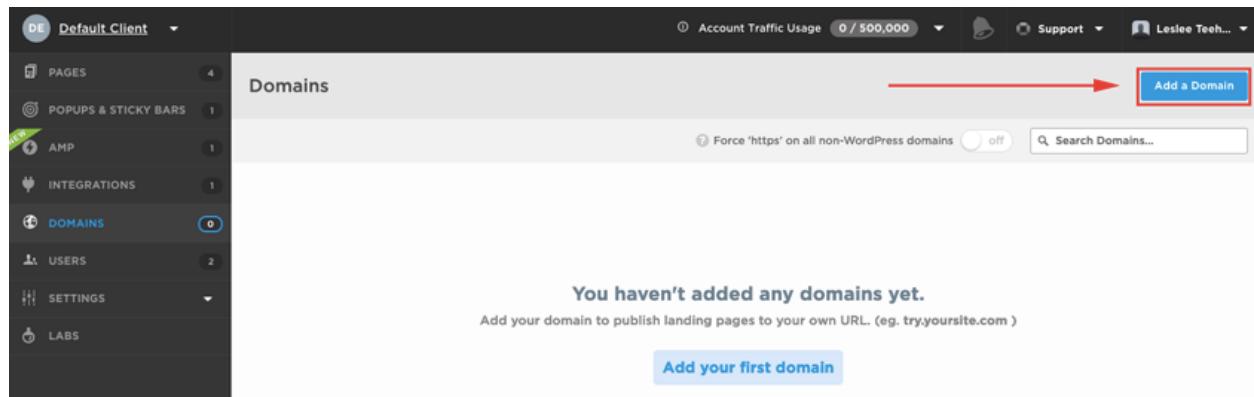
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## Adding a WordPress Domain to your Unbounce Account

WordPress must be installed on your root domain (such as [www.myawesomecompany.com](http://www.myawesomecompany.com)) or subdomain (such as [promo.myawesomecompany.com](http://promo.myawesomecompany.com)). WordPress sites installed on a path (such as [www.myawesomecompany.com/new](http://www.myawesomecompany.com/new)) are not currently supported. If your WordPress site is installed on a path, such as [www.myawesomecompany.com/new](http://www.myawesomecompany.com/new), lead tracking, conversion counters, and form submission will not work.

### Adding a WordPress Domain to Your Unbounce Account:

1. Log into your Unbounce account.
2. Navigate to the client account where you'd like to install a WordPress domain by clicking the arrow in the top left-hand corner of the screen. This will create a drop-down menu with all the clients in your account. If you're installing the domain on your own account, move on to Step number 3.
3. Click the Domains button on the left-hand side of the screen. A new screen will appear.
4. In the new Domains screen, click the Add a Domain button at the top right corner of the screen.



- 5.
6. In the new Add a Domain dialog box, select the Add a WordPress Domain tab. In this tab, enter your WordPress address (URL) in the blank field.
7. Click the blue Add a WordPress Domain button in the bottom right-hand corner of the dialog box to complete the addition.

**Add a Domain**

**Add a New Custom Domain**      **Add a WordPress Domain**

**What is the WordPress domain you would like to publish to?**

If you typically include "www" as part of your URL, please include it below.

ie: "mysite.com" or "www.mysite.com"

You will be required to login to your WordPress admin panel.

8. Cancel **Add a Wordpress Domain**

**Note:**

Make sure your domain within Unbounce matches your WordPress Address (URL) exactly, including capitalization. If your Wordpress is installed on the naked domain (no www) and you add the www to your Unbounce domain, the plugin won't be able to authorize.

## Adding the Unbounce Plugin to Your WordPress Account

There are three key steps to take in WordPress to enable the plugin with your Unbounce account: Install, Activate, and Authorize the plugin in WordPress.

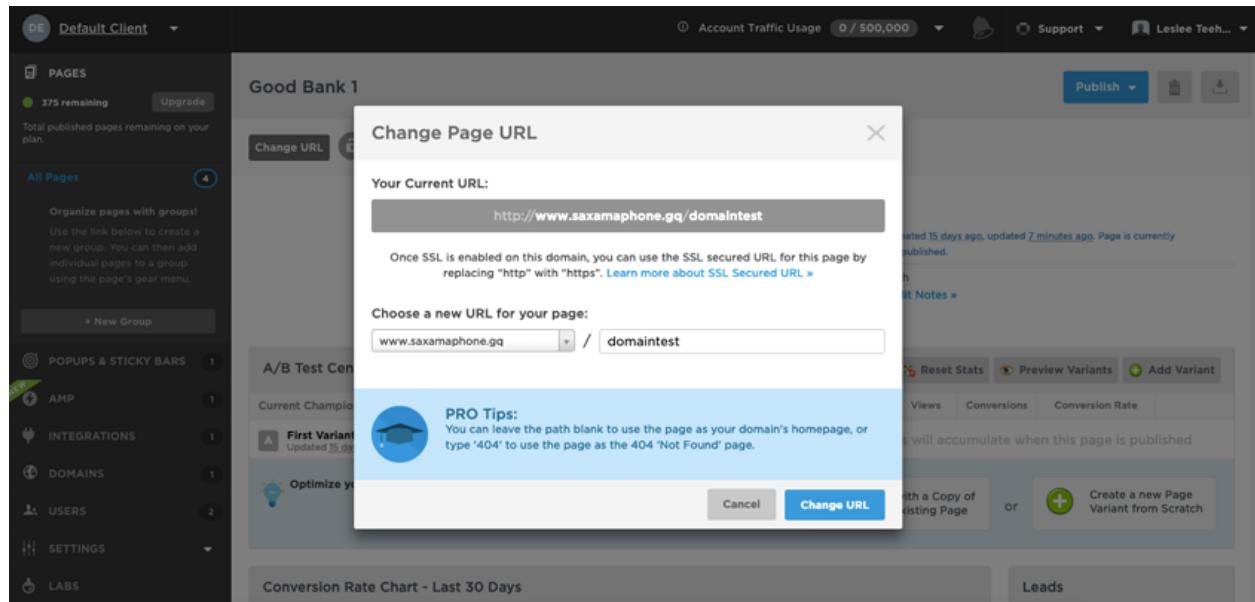
1. Log in to your WordPress account.
2. Navigate to the "Installed Plugins" section of your account.
3. Find the Unbounce WordPress Plugin and follow the on-screen instructions to install the Plugin
4. Next, Activate the plugin — within the Plugin Tab on the left-side menu
5. Lastly and most importantly, Authorize the plugin — by selecting the Unbounce Pages plugin from the left sidebar WordPress Menu, then click the Authorize with Unbounce button.
6. Wait a few minutes, and check back to Unbounce to see the domain as "Working with WordPress"

On your Installed Plugins screen in WordPress, your list of Unbounce pages published to WordPress will appear. If no pages appear, return to Unbounce Page Management and publish your pages to your WordPress domain from inside Unbounce.

---

## Publishing Pages to your WordPress Domain

1. To publish a page to your WordPress domain, use the Change URL button in the Unbounce Page Overview.



2.

---

## Additional Notes

### Publishing over pre-existing content

When you publish a page to a WordPress Domain and URL, that page will be served over top of any existing page that may be hosted on your WordPress site. Don't worry, your pre-existing content won't be deleted, but visitors to the URL will see the Unbounce content you've published there.

### Security and SSL

Please note that Unbounce cannot provision SSL certificates for WordPress domains that are not SSL secured. To publish SSL secured landing pages to a WordPress domain, make sure that you have purchased an SSL certificate for the WordPress domain.

More on that within our documentation: [How do I get an SSL certificate for my WordPress domain in Unbounce?](#)

### Mismatch of domain added

A common reason for the WordPress plugin failing to authorize is a mismatch between the domain added in Unbounce and the address in WordPress.

For example, if WordPress is installed on the domain www.comic-sans.com, but the domain added into Unbounce is comic-sans.com (without the 'www'), the plugin won't authorize. To resolve this, the domains must match exactly. To double-check your WordPress URL, log into WordPress, navigate to your Settings, then General Settings:



### Troubleshooting WordPress Plugin Technical Issues

Check out [Troubleshooting WordPress Plugin Technical Issues](#) for help with:

- Identifying common WordPress Plugin issues and diagnosing their potential causes.
- Providing our support team with the plugin diagnostics they'll need to diagnose potential causes for uncommon WordPress Plugin issues.

# Adding a Custom ubpages.com Domain



Tas Kurtu

Last Updated December 02, 2022 13:34

Publishing secure landing pages just got easier and faster! You can now connect your landing page to a custom Unbounce domain that's both SSL-secure and indexable within a matter of moments.

By connecting your landing pages to the ubpages.com domain, you can quickly publish your landing page to a secure domain, customize your subdomain with your company branding or campaign, and start capturing conversions straight away!

This domain is SSL-secure & indexable by Google search engines, which means you can use the domain to run actual campaigns and direct traffic to your landing page (paid or organic).

## Note:

At this time, ubpages.com is available on select Launch, Optimize, and Accelerate plans, and you can only add up to one ubpages.com subdomain per [Client](#) in an Unbounce account.

## Connecting your Page with the ubpages.com Domain

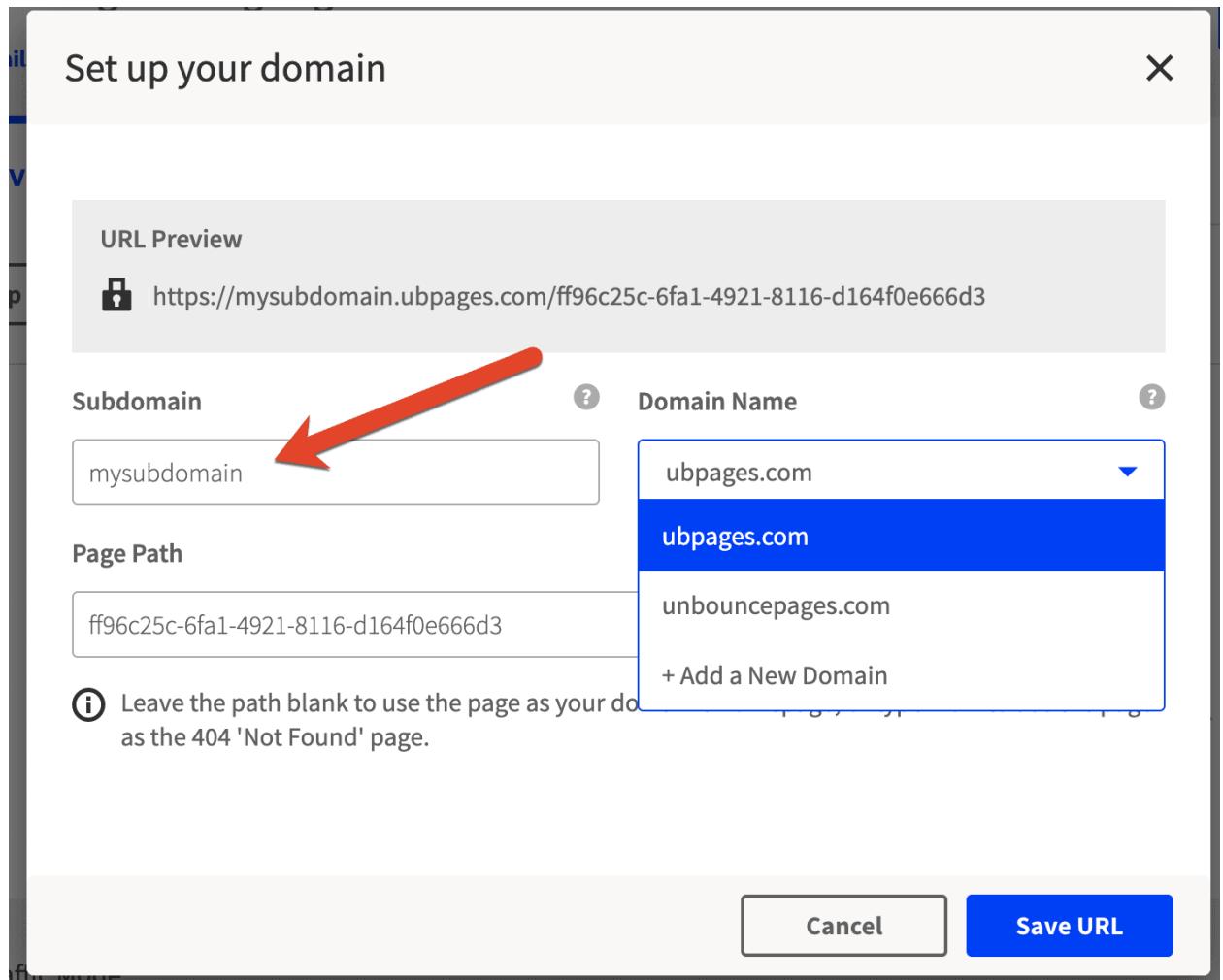
1. From the [All Pages](#) screen, click on the landing page you'd like to connect with the ubpages.com domain; the Page Overview will appear.

2. From the Page Overview, click the Set up your first domain button:

The screenshot shows the 'My Amazing Landing Page' overview page. On the left, there's a sidebar with sections for Pages (237 remaining), Upgrade, Total published pages, All Pages (1), Organize pages with groups!, + New Group, POPUPS & STICKY BARS (0), INTEGRATIONS (0), DOMAINS (0), USERS (2), and SETTINGS. The main area has tabs for Overview, Leads, Integrations, and Reporting. A prominent button labeled 'Set up your first domain' is highlighted with a red arrow. Below it, there's a message: 'This page is not yet published. Publish your page & start driving traffic to see your numbers climb.' A small line graph icon is also present.

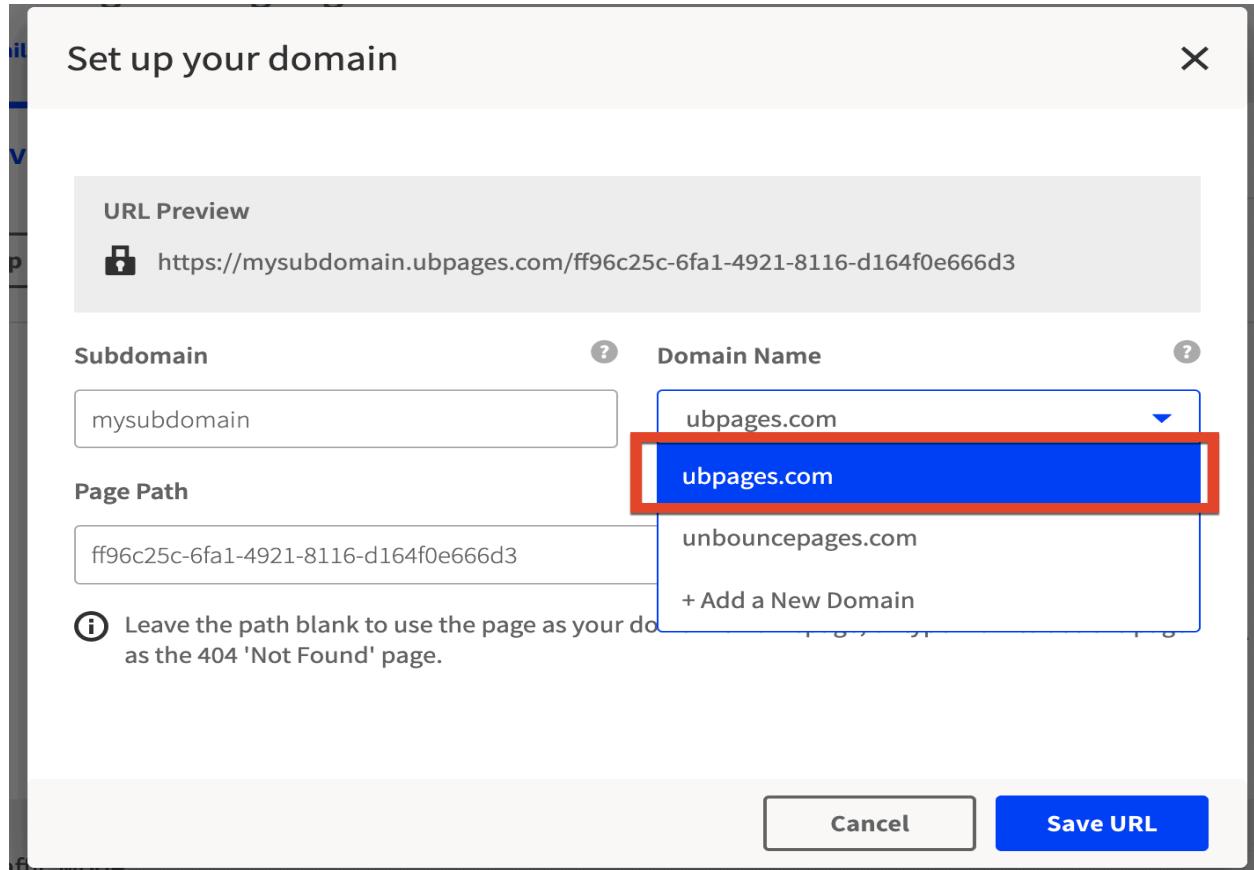
3. The Set up your domain pop-up will appear with options to change the URL.

4. Type in your subdomain:



For a DNS glossary, see our documentation here: [CNAME & DNS Glossary](#).

- From the Domain Name dropdown, be sure to select ubpages.com from the list:



- Lastly, update the Page Path.

For a DNS glossary, see our documentation here: [CNAME & DNS Glossary](#).

- Click the Save URL button when you're happy with this domain.

8. The landing page's domain will update with the custom ubpages.com domain and subdomain of your choosing:

The screenshot shows the Unbounce platform interface. On the left, a sidebar lists various sections: PAGES (237 remaining), POPUPS & STICKY BARS, INTEGRATIONS, DOMAINS (1), USERS (2), SETTINGS, and LABS. The main area is titled "My Amazing Landing Page!" under "Page Details". It has tabs for Overview, Leads, Integrations, and Reporting. The "Overview" tab is selected. A "Change URL" button is visible, followed by the current URL: "https://mysubdomain.ubpages.com/homepage/". This URL is highlighted with a red box. Below the URL, a message says "This page is not yet published" with a "Publish" button and a graph icon. At the bottom, there's a "Page Traffic Mode" section with three options: "Standard" (selected), "Smart Traffic" (with a "New" badge), and "AI".

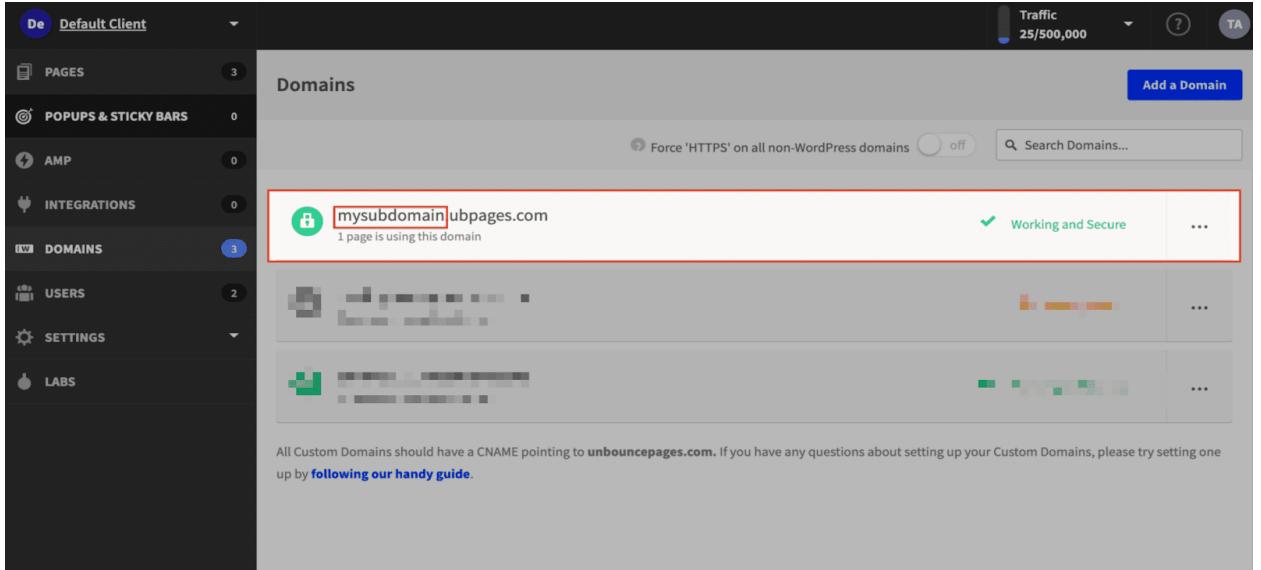
Once you've linked the custom ubpages.com domain to your landing page, be sure to [publish your landing page](#).

## Updating the ubpages.com Domain

To make changes to the subdomain connected to the ubpages.com domain, follow these steps.

1. From the left-hand side of the Unbounce platform, click the Domains tab.

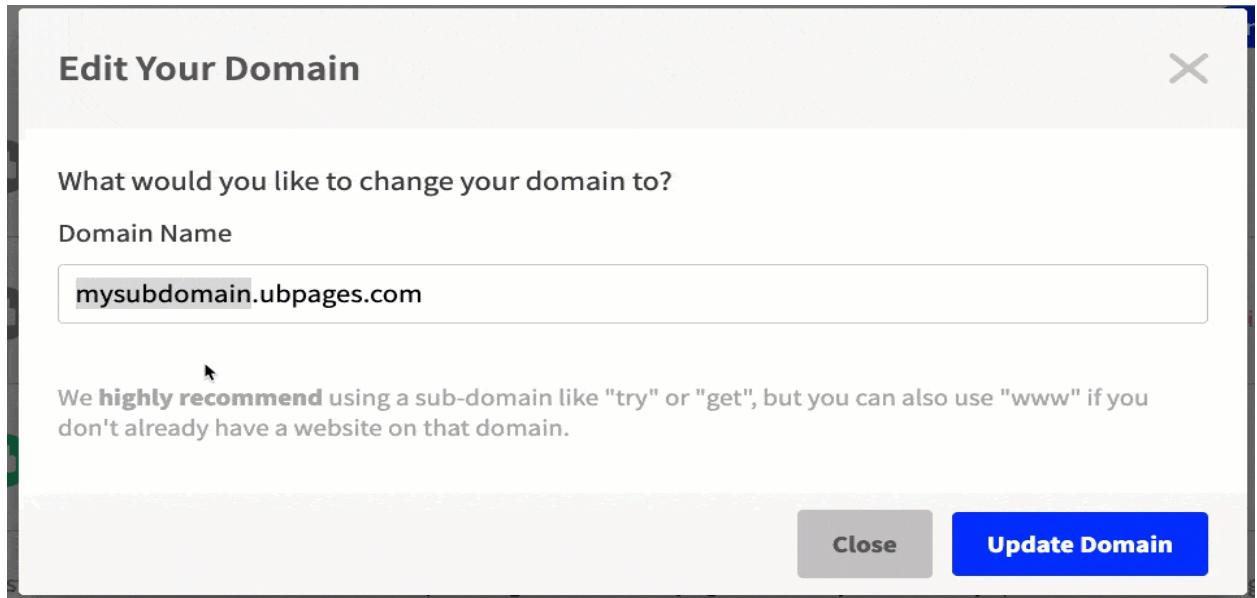
2. Here, you'll see a list of all the domains in your Client, including the domain created with ubpages.com:



The screenshot shows the Unbounce Client interface with the 'Default Client' selected. The left sidebar includes options like PAGES, POPUPS & STICKY BARS, AMP, INTEGRATIONS, DOMAINS (selected), USERS, SETTINGS, and LABS. The main area is titled 'Domains' with a sub-header 'Working and Secure'. It lists a single domain entry: 'mysubdomain.ubpages.com' with a green lock icon, followed by '1 page is using this domain'. There are three dots to the right of the domain name. Below the list, a note says: 'All Custom Domains should have a CNAME pointing to [unbouncepages.com](#). If you have any questions about setting up your Custom Domains, please try setting one up by [following our handy guide](#).' A 'Traffic' bar at the top indicates '25/500,000'.

3. Click three dots to the right of the domain, and from the dropdown menu, select Edit Domain.
  - A disclaimer will appear mentioning that any change to a domain (subdomain or root domain) will change the URL for all pages currently connected to that domain.  
Click Continue to proceed.
4. Next, a new window will appear with steps for editing the domain ubpages.com domain.

This step is key. Be sure to edit the subdomain only:



5. Click Update Domain to confirm these changes.

Allow the updated subdomain some time to configure, till you see a message stating that the domain is Working and Secure (refresh the Domains page if needed):

A screenshot of the Domains page in the Unbounce interface. The left sidebar shows "Default Client" and various sections like Pages, Popups & Sticky Bars, AMP, Integrations, Domains (with 3 items), Users, Settings, and Labs. The main area is titled "Domains" and shows a list of domains. One domain, "mynewsdomain.ubpages.com", is highlighted with a red border. It has a green lock icon, the URL "mynewsdomain.ubpages.com", "1 page is using this domain", and a "Working and Secure" status indicator with a checkmark. Other domains listed below it are partially obscured. A note at the bottom says: "All Custom Domains should have a CNAME pointing to unbouncepages.com. If you have any questions about setting up your Custom Domains, please try setting one up by [following our handy guide](#)."

And that it's! Updating the domain within the Domains page will automatically update all the pages currently linked to the domain.

## Frequently Asked Questions

## **Does connecting to this ubpages.com domain count toward my total domain allocations?**

The custom ubpages.com domain will not count toward your total domain count.

For example, if you're part of our Launch plan, and allocated only one domain, you can still connect to the ubpages.com domain *and* add another domain.

## **Can I use this domain for my SEO and organic search needs?**

Yes, you can! Pages published to a [ubpages.com](#) subdomain are SSL-secure, and search engines can easily crawl these pages still, meaning you can use pages connected to this domain for paid, organic, or social traffic web traffic.

## **How many ubpages.com domains can I add to my Unbounce account?**

You can add up to *one* ubpages.com subdomain per Client in an Unbounce account.

Depending on your Unbounce subscription, you can have multiple Clients in one account. Learn more about [Clients within our documentation](#).

## **Is publishing a domain to mycompany.ubpages.com, for example, just as good as using my custom domain?**

Publishing a page to mycompany.ubpages.com has the same benefits as publishing to a custom domain of your own, especially regarding security and the ability to send live traffic to your pages.

### Related Articles

[CNAME and Domain Glossary](#)

[Why Should I Connect My Domain?](#)

[Connecting Your Domain to Unbounce](#)

# Creating a Popup in Unbounce



Olivia McCormack

Last Updated May 12, 2023 13:05

Popups are smaller browser windows that appear over a landing page. You can add a popup for both desktop and mobile landing pages. Need some inspiration before you get started? Check out the [One-Stop Popup Shop](#) for use cases, success stories, and tips and tricks for creating the ultimate popup and sticky bar strategy.

This article will explain the following:

- [Building your Popup,](#)
- [Setting up your URL Targeting,](#)
- [Setting up your Trigger and Frequency,](#)
- [Adding a Close-on-Click Button,](#)
- [Enabling the Form Confirmation Dialog Auto-Close Option, and](#)
- [Publishing & Installing your Popup.](#)

What You'll Need:

- An Unbounce account with an active subscription.
- An Unbounce-compatible browser to create your popup by hopping over to [Supported Browsers for Building/Viewing Your Content](#).

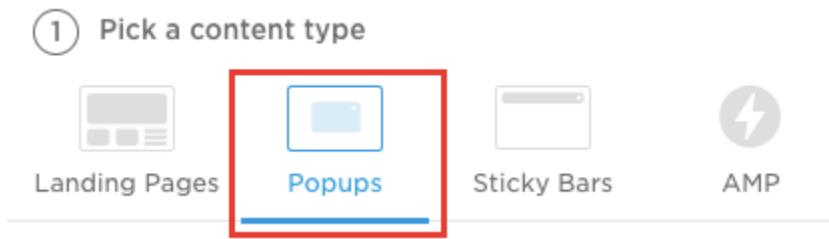
Follow these steps within our documentation, or, check out this video tutorial for more on [launching a popup](#).

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## Building your Popup

1. Log into the [Unbounce Conversion Intelligence™ Platform](#), and select Popups & Sticky Bars from the left-hand menu.

2. Click the blue Create New button on the right-hand side.
3. Select Popups under Pick a content type:



4. Select a template from our assortment of popup templates (or click Blank Popup if you prefer).
5. Name your page to suit your campaign and click Start with this Template.
6. Design your popup however you'd like, using the Desktop and Mobile toggle buttons to switch between Desktop and Mobile versions of your popup.
  - o If you're new to the Unbounce Builder, check out the [Main Features of the Page Builder](#) for some pointers. Learn more about [editing the mobile version of your landing page without changing the desktop version](#) within our documentation.

The image shows the Unbounce Builder interface. On the left, there's a sidebar with various icons for content elements. In the center, a 'Form Confirmation Dialog' is displayed with the headline 'GET 15% OFF TODAY' and a sign-up form. On the right, the 'Properties' panel is open, showing settings for the 'Popup' element, including geometry, background properties (solid color, #EEE), text style (text color #000, link color #000OFF), and element metadata (ID: #lp-pom-root, Class: lp-pom-root). At the bottom of the interface, there are three toggle buttons: a desktop icon with 'on', a mobile icon with 'on', and a question mark icon. A red box highlights the desktop and mobile toggle buttons.

- When you're done, click the Save button at the top right corner.
- Navigate back to the Popup Overview page (by clicking the Overview button at the left-hand corner of the builder) to edit its trigger settings and frequency.

## Setting URL Targeting

- Navigate back to the Overview Page of your popup.
- In the URL Targeting section, enter the domain where you'd like your popup to appear (in other words, your web page's address). Don't worry about including "http"/"https" at the start of the URL:

The screenshot shows the Popoci builder interface. At the top, it says "Popoci Saved" with "Publish" and "Duplicate" buttons. Below that, there's a "Popup" tab. The main area has a "URL Targeting" section with a "Domain" input field containing "www.yourawesomewebsite.com". Below this is a "URL Paths" section with a "Show" dropdown set to "on URLs that exactly match", a search bar with ".yourawesomewebsite.com/", and a "Add Rule" button. Under "Trigger", there are several options: "When a visitor arrives on the page.", "After a delay of 5 seconds.", "When a visitor tries to exit the page." (which is selected), "When a visitor scrolls up the page.", "When a visitor scrolls 100 percent of the way down the page.", and "When a visitor clicks an element with ID #ub-convertable-trigger".

### Note:

The domain that you enter within the URL Targeting section must match your page's domain exactly. For example, if the popup is set to appear on a page titled [www.mywebsite.com](http://www.mywebsite.com), then be sure to paste this in the field exactly, with the [www](http://www) subdomain and all.

- Add in the URL paths of your domain where you'd like your popup to be shown. Such as [www.yourawesomewebsite.com/signup](http://www.yourawesomewebsite.com/signup):

The screenshot shows the 'Targeting' section of a web interface. At the top, it says 'URL Targeting' and 'Domain' with the value 'www.yourawesomewebsite.com'. Below that is the 'URL Paths' section, which includes a 'Show' rule on 'Homepage' and a 'Don't show' rule on 'URLs that exactly match' 'signup'. A red box highlights the 'Add Rule' dropdown menu, which lists several options: 'URLs that exactly match' (selected), 'URLs that contain', 'URLs that start with', and 'URLs that end with'. The 'Trigger' section at the bottom shows the option 'When a visitor arrives' selected.

You can also select the page(s) of your domain on which you would like your popup not to show.

See [Targeting Your Popups/Sticky Bars](#) to learn more about URL targeting. Do note that Advanced URL Targeting is available for Accelerate and Concierge plans only.

## Setting the Trigger and Frequency

1. In the Trigger section, choose when you'd like the popup to appear on the page:

The screenshot shows the 'Trigger' and 'Frequency' settings for an 'Overlay'. At the top, it says 'Hello! I'm an Overlay!' and has 'Publish' and 'Delete' buttons. Below that is the 'Overlay' tab. The 'Trigger' section is highlighted with a purple box, showing the following options:

- When a visitor arrives on the page.
- After a delay of  seconds.
- When a visitor tries to exit the page.
- When a visitor scrolls up the page.
- When a visitor scrolls  percent of the way down the page.
- When a visitor clicks an element with  of

The 'Frequency' section below is also highlighted with a purple box, showing the following options:

- Show once per visitor.
- Show on every visit.
- Show only on visit
- Show every  visits.
- Don't show on first visit, show on all return visits.

2. In the Frequency section, choose how often your popup will be shown to visitors:

The screenshot shows a configuration interface for a popup. At the top, there's a preview window displaying the text "Hello! I'm an Overlay!". To the right are buttons for "Publish", "Delete", "Preview Design", "Edit Design", and "Duplicate". Below this, the "Overlay" tab is selected. The "Trigger" section contains several options: "When a visitor arrives on the page.", "After a delay of 5 seconds.", "When a visitor tries to exit the page." (which is selected), "When a visitor scrolls up the page.", "When a visitor scrolls 100 percent of the way down the page.", and "When a visitor clicks an element with ID #ub-convertable-trigger". The "Frequency" section is highlighted with a purple border and contains: "Show once per visitor.", "Show on every visit." (which is selected), "Show only on visit 2", "Show every 2 visits.", and "Don't show on first visit, show on all return visits.". At the bottom left, there's a link for "Advanced Targeting".

## Trigger Functionality

Trigger on Arrival (*"When a visitor arrives on the page"*)

The popup will appear on the page right when the visitor launches the landing page or website.

Trigger after a Delay (*"After a delay of \_\_ seconds"*)

The popup will appear on the page after the allocated number of seconds has passed.

Trigger on Exit (*"When a visitor tries to exit the page"*)

The popup will trigger by cursor movements that signal a page exit (e.g., mouse movement out of the browser window).

Trigger-on-exit popups will launch 1.5 seconds after a cursor moves to the left, right, or bottom borders of the screen, and they will launch immediately when a cursor moves up into the first 20 pixels at the top of a user's browser.

To cancel this trigger, your user must continue scrolling on the page or move their cursor to the middle of the screen. Do note that this trigger setting only works on desktop devices.

Trigger on Scroll Up: (*"When a visitor scrolls up the page"*)

The popup will trigger when a page visitor scrolls up the landing page or website.

Trigger on Percentage Scroll: (*"When a visitor \_\_\_ percent of the way down the page"*)

The popup will trigger when a page visitor scrolls down a certain percentage of the page. For example, if it's set to 25, then the visitor will see the popup after they scroll down a quarter of the page.

Trigger on Click: (*"When a visitor clicks an element with [ ] of [ ]"*)

The popup will trigger with a clickable element on your website, such as a button, a text link, or a photo.

To enable this feature, find the CSS selector, ID, or class of the element on your page that you'd like to trigger with the popup.

Keep in mind that if multiple elements are using the same selector, ID, or class will all trigger the popup when clicked. If your trigger element has a default click action (for example, a link to another page), this will still fire in addition to your popup being triggered.

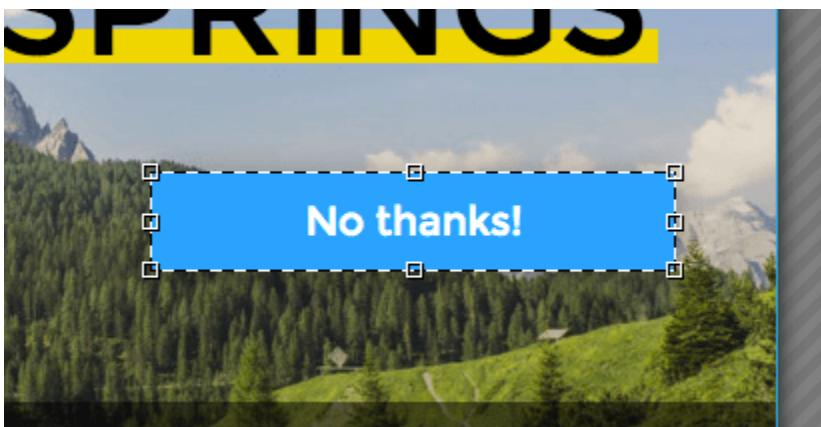
**Note:**

Even when published, your popup won't be live until you [install your Popup or Sticky Bar](#).

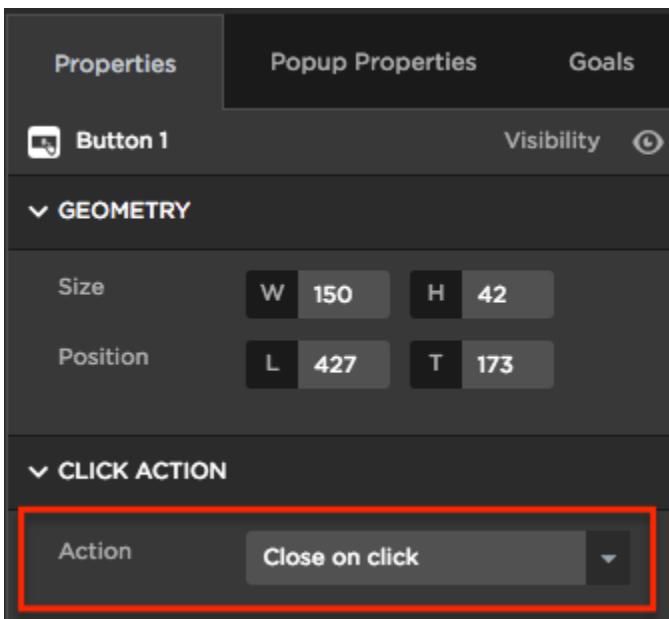
## Adding a Close-on-Click Button

Provide a more delightful experience to your visitors with a second Close button on your popup, in addition to the built-in "X" button.

1. Select your button in the Builder.



2. In the Properties pane on the right, click the "Action" drop-down menu and select "Close on click".



3. Click Save at the top right corner when you're done.

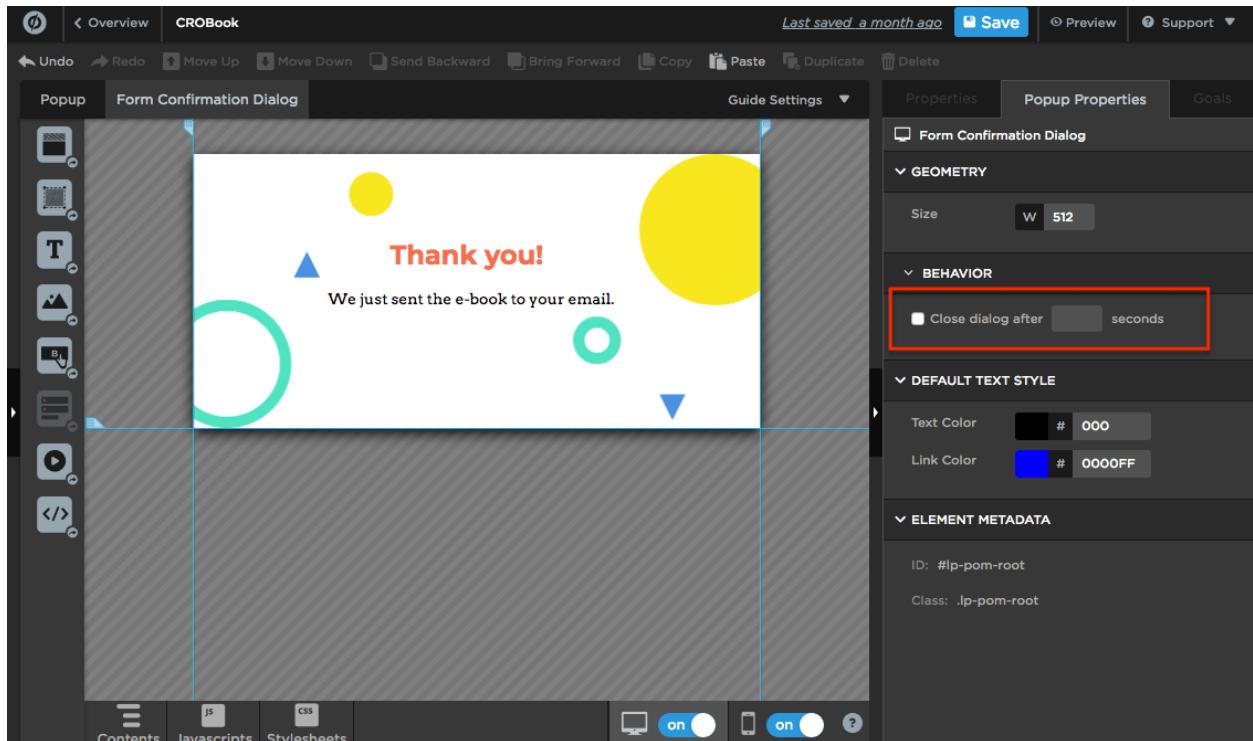
Your visitors now have two easy options for closing your Popup or Sticky Bar!

---

## Enabling the Form Confirmation Dialog Auto-Close Option

You can edit the form confirmation dialog within your popup to automatically close after users complete a form submission.

1. In the Form Confirmation Dialog tab for your form, click the Close dialog after    seconds box under the Behavior section:



2. Enter the *number of seconds* you wish your form confirmation dialog to wait after being triggered before automatically closing, and click Save to finalize these changes.

You're done! Your form confirmation dialog will now automatically close after your visitor converts, without them needing to manually dismiss the message.

---

## Publishing & Installing Your Popup

Before publishing your Popup, you will want to install its embed code on the website or landing page where you'd like this popup to appear.

1. Scroll down within the Overview page, and click Copy to grab your embed code:

Installation

Embed Code

Copy and paste this code onto your site. [?](#)

```
<script src="https://[REDACTED].js-integration.ubembed.com" async></script>
```

**Copy** or **Send to a developer**

Learn how to install this code onto your site with instructions for:

- WordPress - Page
- WordPress - Domain
- Google Tag Manager
- Shopify
- Magento
- Unbounce

2. Before you publish your Popup or Sticky Bar, you'll want to install this embed code to your page. Follow these steps for instructions on [installing your embed code in GTM \(Google Tag Manager\)](#), [Magento](#), [Shopify](#), [Unbounce](#), or [WordPress](#). Follow these steps for instructions on [installing your embed code anywhere else](#).
3. Once you've installed the embed code, click Publish from the top of the Overview page to publish your changes:

Furniture Saved

**Publish** **Duplicate**

0 VISITORS	0 CONVERSIONS	0% CONVERSION RATE
------------	---------------	--------------------

A/B Test Centre

Champion	Weight	Visitors	Conversions	Conversion Rate

[Reset Stats](#) [Preview Variants](#) [+ Add Variant](#)

1. If this is your first time publishing the sticky bar, another window will appear, confirming that you've installed the sticky bar embed code on your site.
2. Click the Installed. Publish Now! button to confirm the changes.

You're all set! To test your popup, load your website or landing page in a new window. Be sure to clear your browser cache and history to test the most up-to-date version of your page.

---

Check out these best practice/feature guides for some tips and tricks on getting the best conversion rate possible for your popups:

- [Best Practices for Creating High-Converting Popups](#)
- [How to Convert More on Every Page of your Website with Unbounce Popups](#)

See our documentation for more on [Targeting Your Popups/Sticky Bars!](#)

## Known Issues

- Auto-play for video backgrounds and embedded videos are currently not firing correctly for "Timed" and "On Exit" triggers.

## Glossary Terms

Popups & Sticky Bars: Conversion tools that allow you to show relevant, value-driven offers to targeted web page visitors. Frequency: How often your Popup or Sticky Bar will appear. Trigger: When your Popup or Sticky Bar will appear.

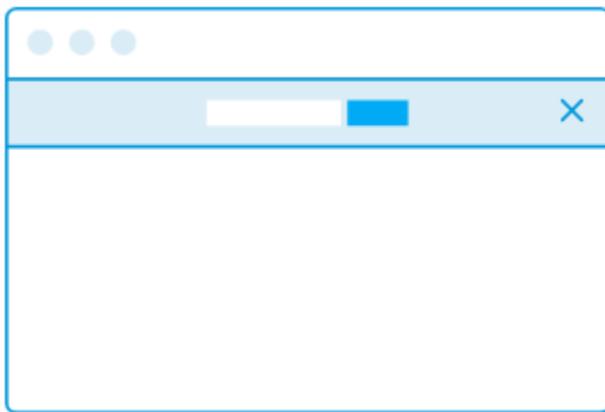
# Creating a Sticky Bar in Unbounce



Olivia McCormack

Last Updated May 12, 2023 13:03

Sticky bars are banners that appear above or below a page's content. They're available for both desktop and mobile landing pages.



This article will explain the following:

- [Building your Sticky Bar](#),
- [Setting up your URL Targeting](#),
- [Setting up Trigger & Frequency Settings](#),
- [Enabling the Form Confirmation Dialog Auto-Close Option](#), and
- [Publishing & Installing your Sticky Bar](#)

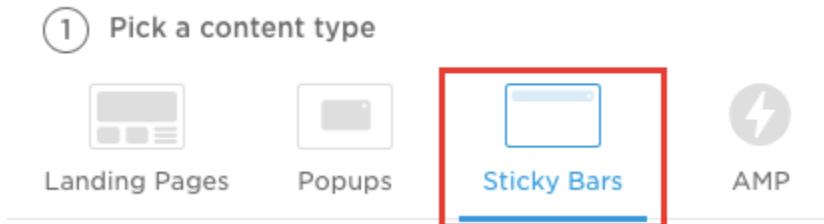
What You'll Need:

- An Unbounce account with an active subscription.
- An Unbounce-compatible browser to create your sticky bar by hopping over to [Supported Browsers for Building/Viewing Your Content](#).

---

## Building your Sticky Bar

1. Log into the [Unbounce Conversion Intelligence™ Platform](#), and select Popups & Sticky Bars from the left-hand menu.
2. Click the blue Create New button on the right-hand side.
3. Select Sticky Bars under Pick a content type:



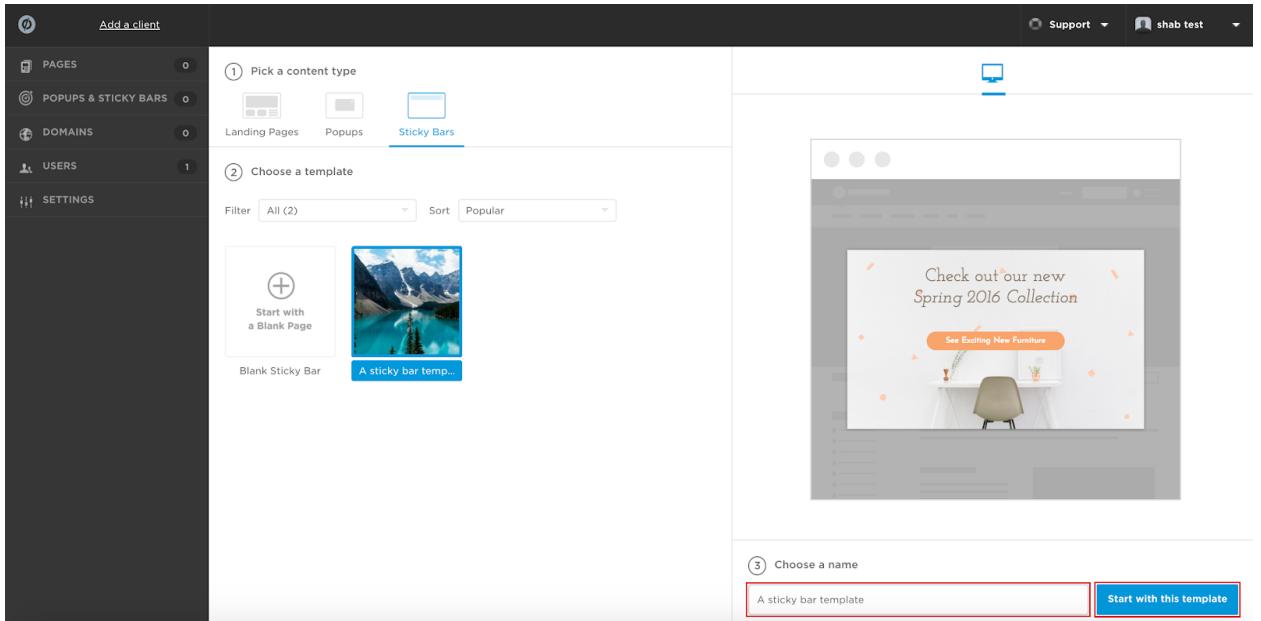
4. Select a template from our assortment of sticky bar templates (or click Blank Sticky Bar if you prefer).

A screenshot of the Unbounce interface showing the 'Choose a template' step. The sidebar on the left is visible. The main area shows two template options:

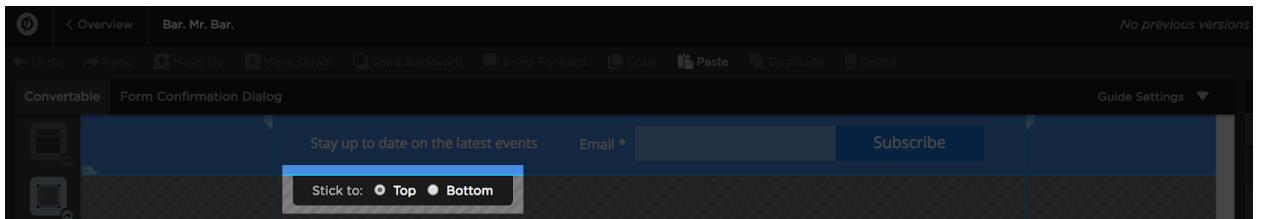
- 'Start with a Blank Page' (highlighted with a red box)
- 'A sticky bar temp...' (with a thumbnail image of a lake and mountains)

Below the templates are filter and sort dropdowns.

5. Name your page to suit your campaign and click Start with this Template.

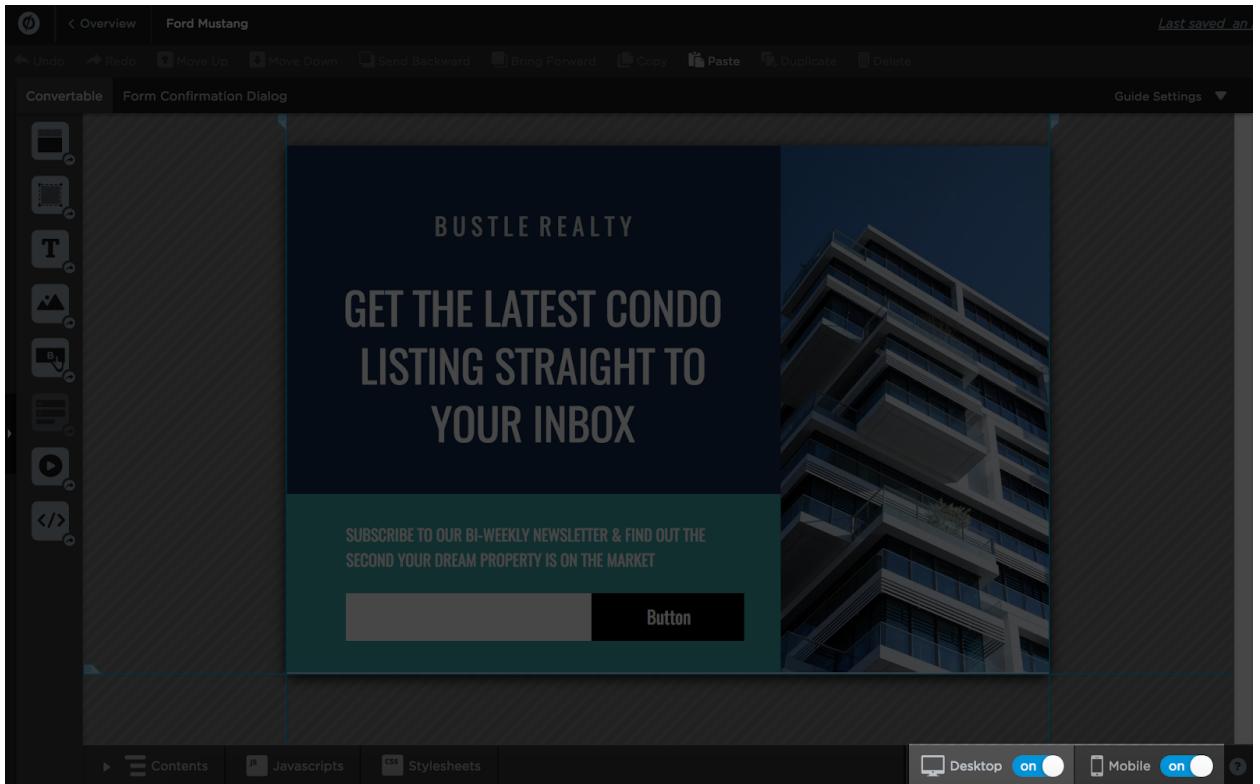


6. Once in the builder for your sticky back, click Top or Bottom to set your sticky bar to stick to the top or bottom of your web page.



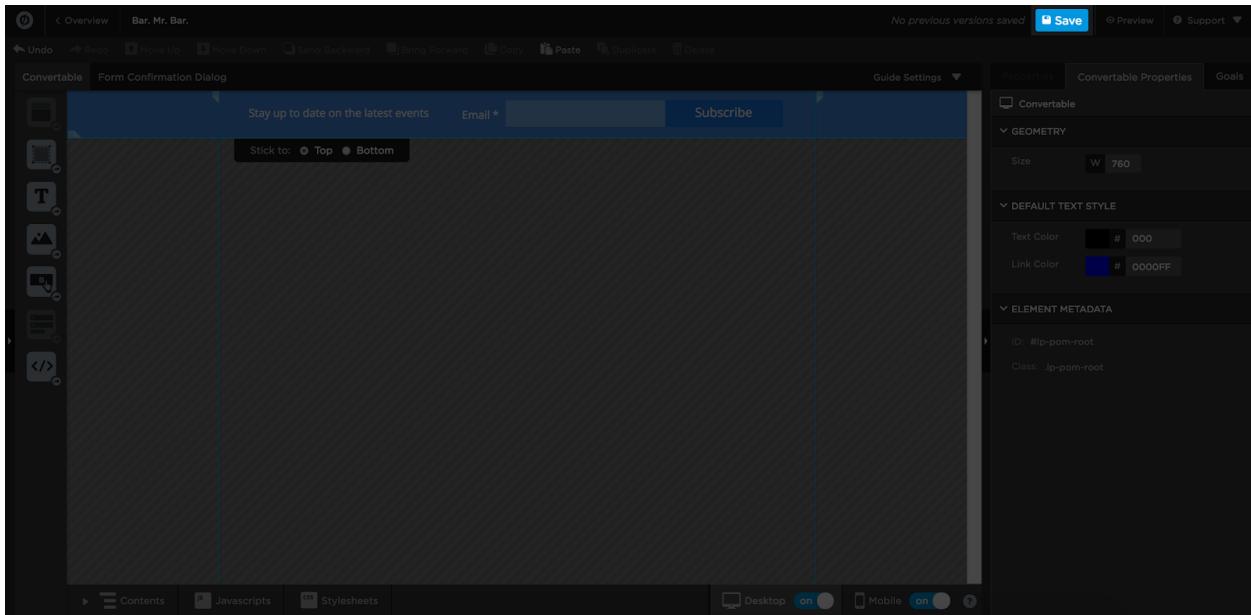
7. Design your Sticky bar however you'd like, using the Desktop and Mobile toggle buttons to switch between Desktop and Mobile versions of

your sticky bar.



- If you're new to the Unbounce Builder, check out the [Main Features of the Page Builder](#) for some pointers. Learn more about [editing the mobile version of your landing page without changing the desktop version](#) within our documentation.
- By default, the width of your sticky bar is 800 pixels. To adjust the width/dimensions of your sticky bar,
  1. Navigate to the Sticky Bar Properties panel on the left-hand side of the Builder.
  2. Locate the Geometry section.
  3. Type in the sticky bar's width.

- When you're done, click the Save button at the top right corner:



- Navigate back to the Sticky Bar Overview page (by clicking the Overview button at the left-hand corner of the builder) to edit its trigger settings and frequency.

---

## Setting URL Targeting

1. Navigate back to the Overview of your sticky bar.

2. In the URL Targeting section, enter the domain where you'd like your sticky bar to appear (in other words, your web page's address):

The screenshot shows the 'Targeting' section of the Convertible app. The 'Domain' field is set to 'www.yourawesomewebsite.com'. Under 'URL Paths', there are two rules: one for 'Homepage' and another for 'URLs that exactly match' 'www.yourawesomewebsite.com/' followed by 'signup'. The 'Trigger' section is set to 'When a visitor arrives on the page'.

### Note:

The domain that you enter within the URL Targeting section must match your page's domain exactly. For example, if the sticky bar is set to appear on a page titled [www.mywebsite.com](http://www.mywebsite.com), then be sure to paste this in the field exactly, with the [www](http://www) subdomain and all.

3. Add in the URL paths of your domain where you'd like your sticky bar to be shown. Such as [www.yourawesomewebsite.com/signup](http://www.yourawesomewebsite.com/signup):

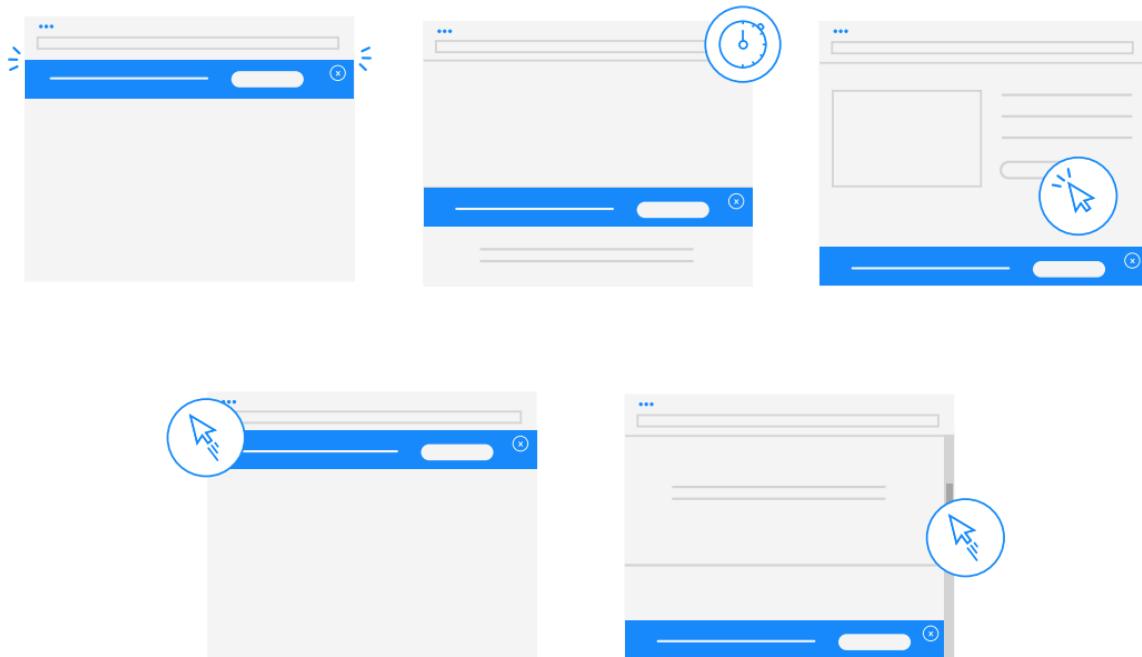
The screenshot shows the 'Targeting' section with the 'Domain' set to 'www.yourawesomewebsite.com'. In the 'URL Paths' section, the 'Show' rule is applied to 'Homepage'. A new rule is being added, with the 'URLs that exactly match' option selected. The 'signup' path is entered in the input field. The 'Trigger' section is set to 'When a visitor arrives on the page'.

You can also select the page(s) of your domain on which you would like your sticky bar not to show.

See [Targeting Your Popups/Sticky Bars](#) to learn more about URL targeting. Do note that Advanced URL Targeting is available for Accelerate and Concierge plans only.

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## Setting the Trigger and Frequency



1. In the Trigger section, choose when you'd like the sticky bar to appear on the page.

**Trigger**

- When a visitor arrives on the page.
- After a delay of  seconds.
- When a visitor tries to exit the page.
- When a visitor scrolls  percent of the way down the page.
- When a visitor clicks an element with  of

**Frequency**

- Show once per visitor.
- Show on every visit.
- Show only on visit
- Show every  visits.
- Don't show on first visit, show on all return visits.

Advanced Targeting

2. In the Frequency section, choose how often your sticky bar will be shown to visitors:

**Trigger**

- When a visitor arrives on the page.
- After a delay of  seconds.
- When a visitor tries to exit the page.
- When a visitor scrolls  percent of the way down the page.
- When a visitor clicks an element with  of

**Frequency**

- Show once per visitor.
- Show on every visit.
- Show only on visit
- Show every  visits.
- Don't show on first visit, show on all return visits.

Advanced Targeting

## Trigger Functionality

Trigger on Arrival ("When a visitor arrives on the page")

The sticky bar will appear on the page right when the visitor launches the landing page or website.

Trigger after a Delay ("After a delay of \_\_ seconds")

The sticky bar will appear on the page after the allocated number of seconds has passed.

Trigger on Exit ("When a visitor tries to exit the page")

The sticky bar will trigger by cursor movements that signal a page exit (e.g., mouse movement out of the browser window).

Trigger-on-exit sticky bar will launch 1.5 seconds after a cursor moves to the left, right, or bottom borders of the screen, and they will launch immediately when a cursor moves up into the first 20 pixels at the top of a user's browser.

To cancel this trigger, your user must continue scrolling on the page or move their cursor to the middle of the screen. Do note that this trigger setting only works on desktop devices.

Trigger on Percentage Scroll: ("When a visitor \_\_ percent of the way down the page")

The sticky bar will trigger when a page visitor scrolls down a certain percentage of the page. For example, if it's set to 25, then the visitor will see the sticky bar after they scroll down a quarter of the page.

Trigger on Click: ("When a visitor clicks an element with [ ] of [ ]")

The sticky bar will trigger with a clickable element on your website, such as a button, a text link, or a photo.

To enable this feature, find the CSS selector, ID, or class of the element on your page that you'd like to trigger with the sticky bar.

Keep in mind that if multiple elements are using the same selector, ID, or class will all trigger the sticky bar when clicked. If your trigger element has a default click action (for example, a link to another page), this will still fire in addition to your sticky bar being triggered.

## Sticky Bar Functionality

Once a visitor is converted on your sticky bar, Unbounce will not show the sticky bar to that visitor again.

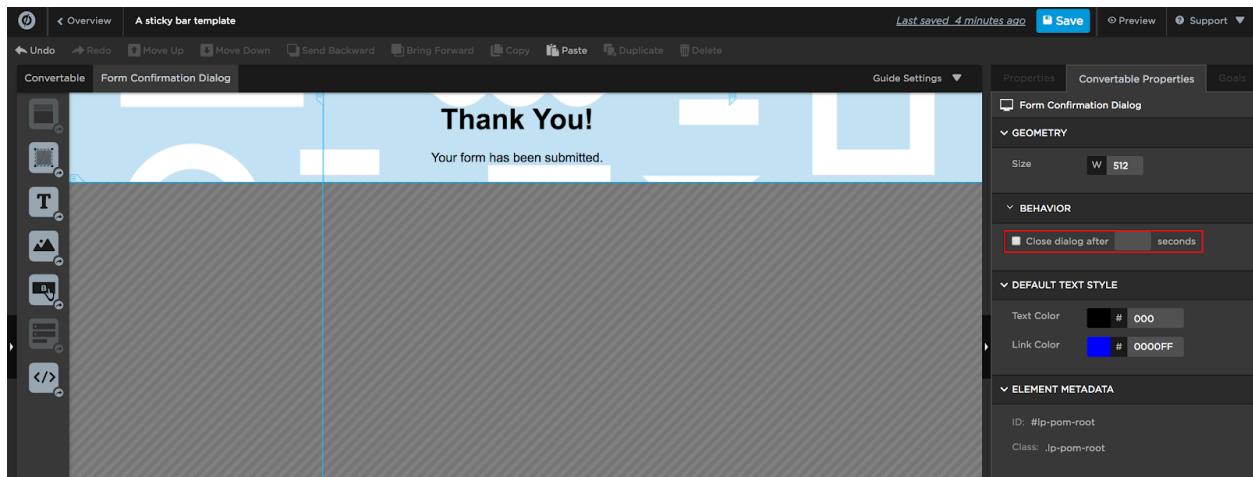
For example, if your sticky bar's conversion goal is a button click, and your visitor clicks on that button, then they will no longer see the sticky bar, since they have completed the conversion action.

---

## Enabling the Form Confirmation Dialog Auto-Close Option

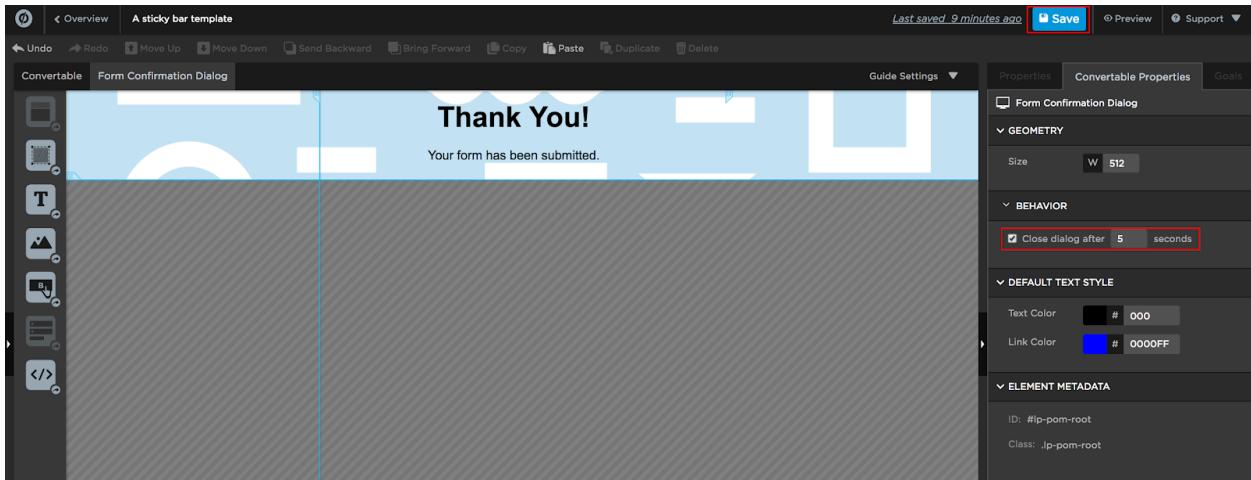
You can edit the form confirmation dialog within your sticky bar to automatically close after users complete a form submission.

1. In the Form Confirmation Dialog tab for your form, click the Close dialog after    seconds box under the Behavior section:



2. Enter the *number of seconds* you wish your form confirmation dialog to wait after being triggered before automatically closing, and click Save to

finalize these changes:



You're done! Your form confirmation dialog will now automatically close after your visitor converts, without them needing to manually dismiss the message.

## Publishing & Installing your Sticky Bar

Before publishing your sticky bar, you will want to install its embed code on the website or landing page where you'd like this sticky bar to appear.

1. Scroll down within the Overview page, and click Copy to grab your embed code:

Installation

Embed Code

Copy and paste this code onto your site. [?](#)

```
<script src="https://[REDACTED].js-integration.ubembe...</script>
```

[Copy](#) or [Send to a developer](#)

Learn how to install this code onto your site with instructions for:

[WordPress - Page](#) [WordPress - Domain](#) [Google Tag Manager](#) [Shopify](#) [Magento](#) [Unbounce](#)

2. Before you publish your Popup or Sticky Bar, you'll want to install this embed code to your page.

1. Follow these steps for instructions on [installing your embed code in GTM \(Google Tag Manager\), Magento, Shopify, Unbounce, or WordPress](#). Follow these steps for instructions on [installing your embed code anywhere else](#).
3. Once you've installed the embed code, click Publish from the top of the Overview page to publish your changes:

The screenshot shows the Unbounce A/B Test Centre Overview page. At the top, it says "Furnitura Saved". On the right, there are "Publish" and "Duplicate" buttons, with a red arrow pointing to the "Publish" button. Below this, there are three performance metrics: "0 VISITORS" (with a person icon), "0 CONVERSIONS" (with a website icon), and "0% CONVERSION RATE" (with a line graph icon). Further down, there's a table titled "A/B Test Centre" with a single row labeled "Champion". The table includes columns for "Weight", "Visitors", "Conversions", "Conversion Rate", and an empty column. At the bottom of the table are buttons for "Reset Stats", "Preview Variants", and "+ Add Variant".

1. If this is your first time publishing the sticky bar, another window will appear, confirming that you've installed the sticky bar embed code on your site.
2. Click the Installed. Publish Now! button to confirm the changes.

You're all set! To test your sticky bar, load your website or landing page in a new window. Be sure to clear your browser cache and history to test the most up-to-date version of your page.

---

Check out these best practice/feature guides for some tips and tricks on getting the best conversion rate possible for your sticky bars:

- [Best Practices for Creating High-Converting Sticky Bars](#)
- [How to Convert More on Every Page of your Website with Unbounce Sticky Bars](#)

See our documentation for more on [Targeting Your Popups/Sticky Bars!](#)

## Known Issues

- Auto-play for video backgrounds and embedded videos are currently not firing correctly for "Timed" and "On Exit" triggers.

## Glossary Terms

**Popups & Sticky Bars:** Conversion tools that allow you to show relevant, value-driven offers to targeted web page visitors.

**Frequency:** How often your Popup or Sticky Bar will appear.

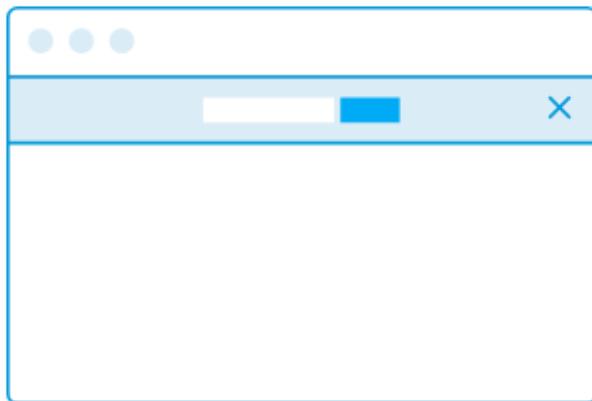
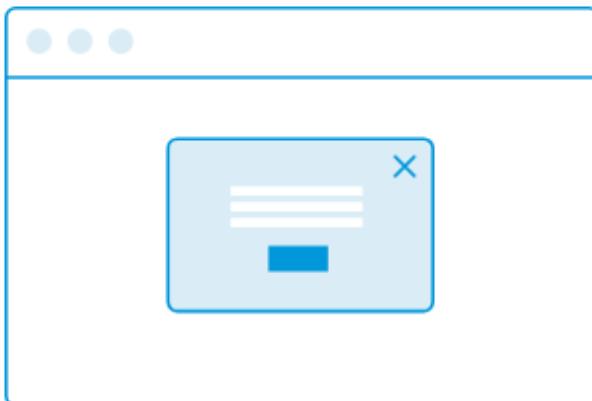
**Trigger:** When your Popup or Sticky Bar will appear.

# Targeting Your Popup/Sticky Bar



Olivia McCormack

Last Updated May 12, 2023 13:03



So you've created your first popup and/or sticky bar, and you're ready to customize it with some snazzy targeting and scheduling!

This article will explain how to:

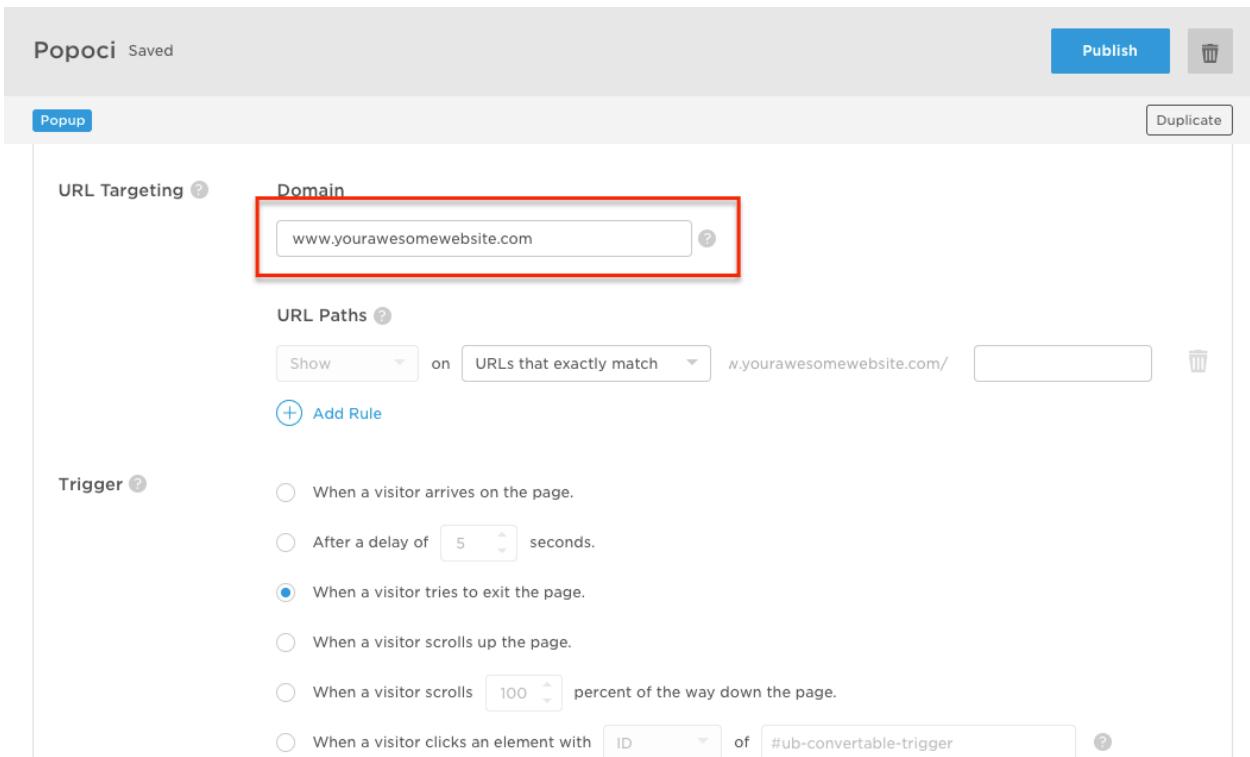
- Setup URL targeting for your popup/sticky bar, and

- Customize your popup/sticky bar with Advanced Targetting settings: [Location Targeting](#), [Cookie Targeting](#), [Referrer Targeting](#), and/or [Scheduling](#).

## Setting URL Targeting

Once you've created your popup/sticky bar, navigate to the Overview page to set up URL targeting. In other words, where you'd like this popup/sticky bar to appear.

1. Enter the full domain where you'd like your popup/sticky bar to appear:



The screenshot shows the Popoci software interface with a 'Popoci' project titled 'Saved'. The 'Popup' tab is selected. Under 'URL Targeting', the 'Domain' field contains 'www.yourawesomewebsite.com', which is highlighted with a red box. Below it, under 'URL Paths', there's a dropdown menu set to 'Show' and 'on URLs that exactly match', with a value of '/'. A red box highlights the URL path entry field. There is also an 'Add Rule' button. Under 'Trigger', the option 'When a visitor tries to exit the page.' is selected, indicated by a blue dot. Other trigger options include 'When a visitor arrives on the page.', 'After a delay of 5 seconds.', 'When a visitor scrolls up the page.', 'When a visitor scrolls 100 percent of the way down the page.', and 'When a visitor clicks an element with ID #ub-convertable-trigger'. The 'Trigger' section has a red box around its title and options.

### Note:

The domain that you enter within the URL Targeting section must match your page's domain exactly. For example, if the popup/sticky bar is set to appear on a page titled `www.mywebsite.com`, then be sure to paste this in the field exactly, with the `www` subdomain and all.

2. Use the URL Paths properties to customize pages of your domain where you'd like the popup/sticky bar to show, or not to show:

The screenshot shows the 'Targeting' section of the Unbounce interface. Under 'URL Targeting', a 'Domain' is set to 'www.yourawesomewebsite.com'. In the 'URL Paths' section, there are two rules defined:

- A rule where 'Show' is selected for 'Homepage'.
- A rule where 'Don't show' is selected for 'URLs that exactly match' 'signup'.

An open dropdown menu shows additional matching options: 'URLs that exactly match', 'URLs that contain', 'URLs that start with', and 'URLs that end with'. The 'URLs that exactly match' option is highlighted with a blue background and a red border, and its value 'signup' is also highlighted with a red border in the input field.

3. Republish to save the changes.

To adjust the Trigger & Frequency settings, follow the steps in our documentation: [Updating the Trigger & Frequency Settings](#).

## Using UTM Parameters

Unbounce popups/sticky bars allow you to create targeted experiences for your visitors based on different behaviors. Using UTM parameters, you can target specific traffic sources (e.g., Facebook, Google Ads, email) or campaigns.

You can use the URL Paths properties to configure a popup/sticky bar to display based on UTM parameters.

## Targeting

### URL Targeting ?

#### Domain

www.yourawesomewebsite.com ?

#### URL Paths ?

Show	on	URLs that contain	<input type="text" value="utm_source=facebook"/>
Show	on	Homepage	www.yourawesomewebsite.com

+ Add Rule

1. Enter the domain you'd like the popup/sticky bar to appear on.
2. Select a custom targeting rule: either Show or Don't Show on these pages.
3. Select URLs that contain from the dropdown menu
4. Input your UTM details (e.g., `utm_source=facebook`).
5. Republish to activate.

You can currently target multiple UTM parameters. For example, if you had “`utm_source=facebook`” and “`utm_medium=banner`,” the popup/sticky bar would appear for anyone who arrived if either or both of those UTM parameters were present in the URL.

Further Reading:

[How To Use UTM Parameters In Google Analytics \(from Kissmetrics\)](#)

## Setting the Location Targeting

This feature is available for all **Accelerate and Concierge** plans.

Location targeting allows you to show (or not show) your popup/sticky bar to users visiting from a specific city, region, and/or country based on their IP address. Note that some regions are not supported by our data provider (Google Places API).

**Pro-tip:**

Targeting by country will get you the most accurate results.

1. Scroll to the Advanced Targeting section.

The screenshot shows the 'Ford Mustang' page settings. At the top right, there are buttons for 'Upgrade your account', 'Publish', and 'Delete'. Below that is a row of buttons for 'Preview Design', 'Edit Design', and 'Duplicate'. The main area has sections for 'Trigger' (radio buttons for arrival, delay, exit, scroll, or click), 'Frequency' (dropdown set to 'Show on first visit only'), and 'Advanced Targeting'. The 'Advanced Targeting' section is highlighted with a purple border and contains three toggle switches: 'Location' (set to 'off'), 'Cookie' (set to 'off'), and 'Referrer' (set to 'off').

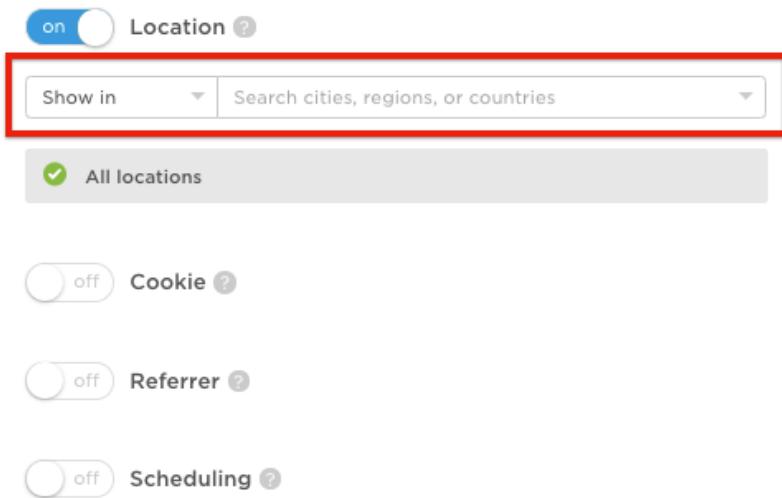
2. Click the "On/Off" switch to enable Location targeting. When this feature is turned off, the popup/sticky bar will be viewable from any location.

This screenshot is identical to the one above, but the 'Location' toggle switch in the 'Advanced Targeting' section is now turned on (the button is greyed out). All other settings remain the same.

3. Select one or more cities, regions, and/or countries (there is no limit) to customize your location targeting based on where users are visiting

from.

#### Advanced Targeting



4. When you're finished, click the "Publish" button at the top right of your screen.

The screenshot shows the 'A/B Test Centre' interface. At the top, it says 'Shenanigans Saved' and has a 'Sticky Bar' button. On the right, there is a large blue 'Publish' button with a red arrow pointing to it. Below this, there are three performance metrics: '0 VISITORS', '0 CONVERSIONS', and '0% CONVERSION RATE'. The main section is titled 'A/B Test Centre' and shows a 'Champion' row for 'First Variant' (Updated 5 months ago) with a weight of 100%. It also includes 'Edit' and 'Stats will accumulate after publishing' buttons. At the bottom, there are 'Start with a copy' and 'Start from scratch' buttons. The 'Targeting' section at the bottom shows 'URL Targeting' set to 'Domain' with the value 'www.saxamaphone.ga'.

Don't worry! Even when published, your popup/sticky bar won't be live until you [Install your Popup/Sticky Bar](#).

## Setting the Cookie Targeting

This feature is available for all **Accelerate** and **Concierge** plans.

Cookie targeting allows you to show (or not show) your popup/sticky bar to users based on the presence of a specific cookie they may have picked up that has been stored in their browser.

### Note

Server cookies are not available to our popup embed script. The cookie needs to be set as a client cookie.

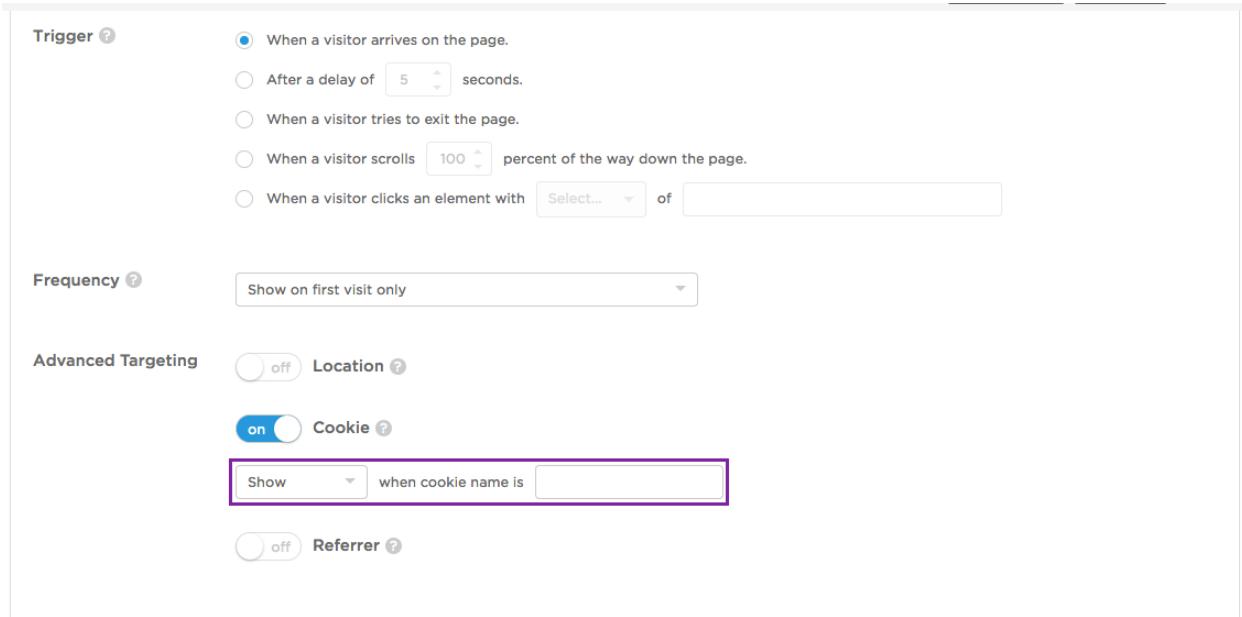
1. Scroll to the Advanced Targeting section.

The screenshot shows the 'Ford Mustang' design page in the Popup Editor. At the top right are buttons for 'Upgrade your account', 'Publish', 'Preview Design', 'Edit Design', and 'Duplicate'. Below these are sections for 'Trigger' (radio buttons for arrival, delay, exit, scroll, or click), 'Frequency' (dropdown set to 'Show on first visit only'), and 'Advanced Targeting' (checkboxes for Location, Cookie, and Referrer). The 'Cookie' checkbox is highlighted with a purple border.

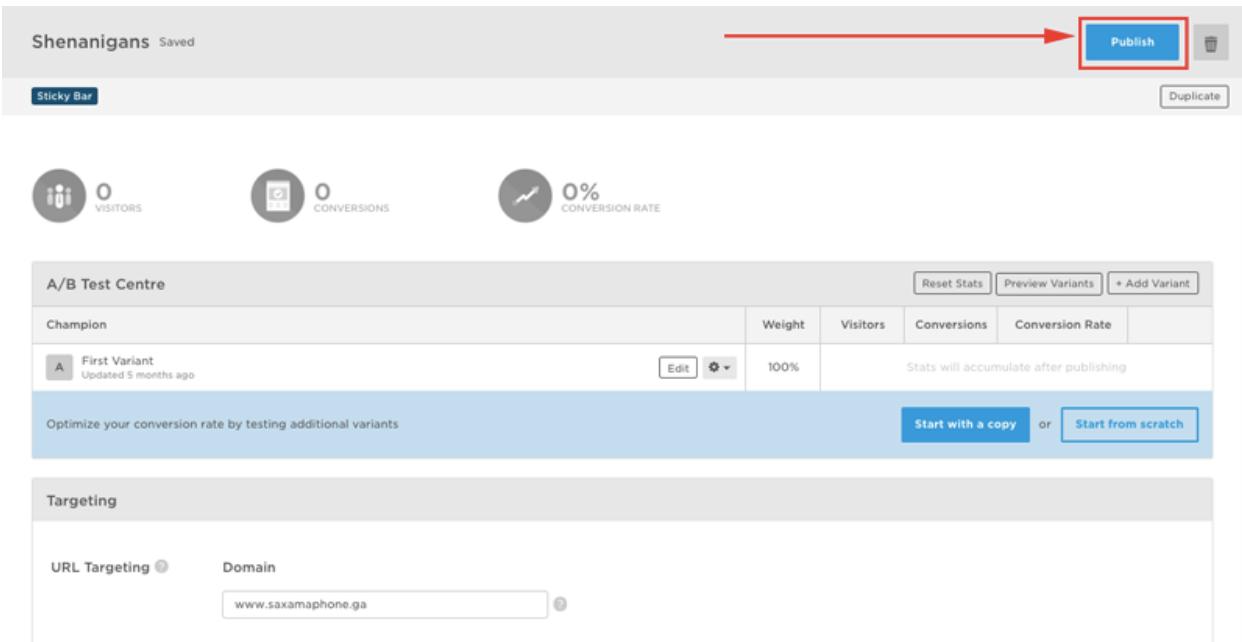
2. Click the "On/Off" switch to enable Cookie targeting.

The screenshot shows the same 'Ford Mustang' design page after enabling the 'Cookie' targeting. The 'Cookie' checkbox in the 'Advanced Targeting' section now has its switch turned 'on' (green), while the other targeting options remain 'off' (grey).

3. Use "Show" and/or "Don't Show" drop-down menus to customize your Cookie targeting based on the presence of a specific cookie. You can add just one rule to this feature.



4. Click the "Publish" button at the top of your screen.



Don't worry! Even when published, your popup/sticky won't be live until you [Install your Popup/Sticky Bar](#).

## Setting the Referrer Targeting

This feature is available for all **Accelerate** and **Concierge** plans.

Referrer targeting allows you to show (or not show) your popup/sticky bar to users arriving at your website via a direct path from a specific URL.

1. Scroll to the Advanced Targeting section.

The screenshot shows a web editor interface for a page titled "Ford Mustang". At the top right are buttons for "Upgrade your account", "Publish", "Preview Design", "Edit Design", and "Duplicate". The main area has sections for "Trigger" (set to "When a visitor arrives on the page"), "Frequency" (set to "Show on first visit only"), and "Advanced Targeting". The "Advanced Targeting" section is highlighted with a purple border and contains three switches: "Location" (off), "Cookie" (off), and "Referrer" (off). The "Referrer" switch is specifically highlighted with a purple box.

2. Click the "On/Off" switch to enable Referrer targeting.

The screenshot shows the same web editor interface as the previous one, but the "Referrer" switch in the "Advanced Targeting" section is now turned on (green), indicating it is enabled.

3. Use "Show" and/or "Don't Show" drop-down menus to customize your popup/sticky bar targeting based on the specific URL users are arriving to your website from. You can add an unlimited number of rules in this

feature. Any "don't show" rules are applied after "show" rules.

The screenshot shows a targeting configuration interface. At the top, there's a section for 'Trigger' with several options: 'When a visitor arrives on the page.' (selected), 'After a delay of 5 seconds.', 'When a visitor tries to exit the page.', 'When a visitor scrolls 100 percent of the way down the page.', and 'When a visitor clicks an element with [Select... of]'. Below this is a 'Frequency' dropdown set to 'Show on first visit only'. Under 'Advanced Targeting', there are three toggle switches: 'Location' (off), 'Cookie' (off), and 'Referrer' (on). The 'Referrer' section contains a dropdown menu with options: 'Show to visitors coming from' (selected), 'Add URL', 'URLs that contain' (highlighted in blue), 'URLs that exactly match', 'URLs that start with', and 'URLs that end with'. A purple rectangle highlights the 'URLs that contain' option.

4. Click the "Publish" button at the top of your screen.

The screenshot shows a dashboard with various sections. At the top, it says 'Shenanigans Saved' with a red arrow pointing to the 'Publish' button. Below this is a 'Sticky Bar' section with icons for visitors (0), conversions (0), and conversion rate (0%). Further down is an 'A/B Test Centre' section where 'First Variant' is selected. It includes buttons for 'Edit', '100%', and 'Start with a copy or Start from scratch'. At the bottom is a 'Targeting' section with 'URL Targeting' and a field for 'Domain' containing 'www.saxaphone.ga'.

Don't worry! Even when published, your popup/sticky won't be live until you [Install your Popup/Sticky Bar](#).

## Setting the Scheduling

This feature is available for all **Accelerate** and **Concierge** plans.

The Scheduling feature allows you to add a start date (and optionally, an end date) to your popup/sticky bar, so you can 'set it and forget it' whenever you have a seasonal promotion or a limited-time offer going on!

Here's how to enable Scheduling:

1. Scroll to the Advanced Targeting section.

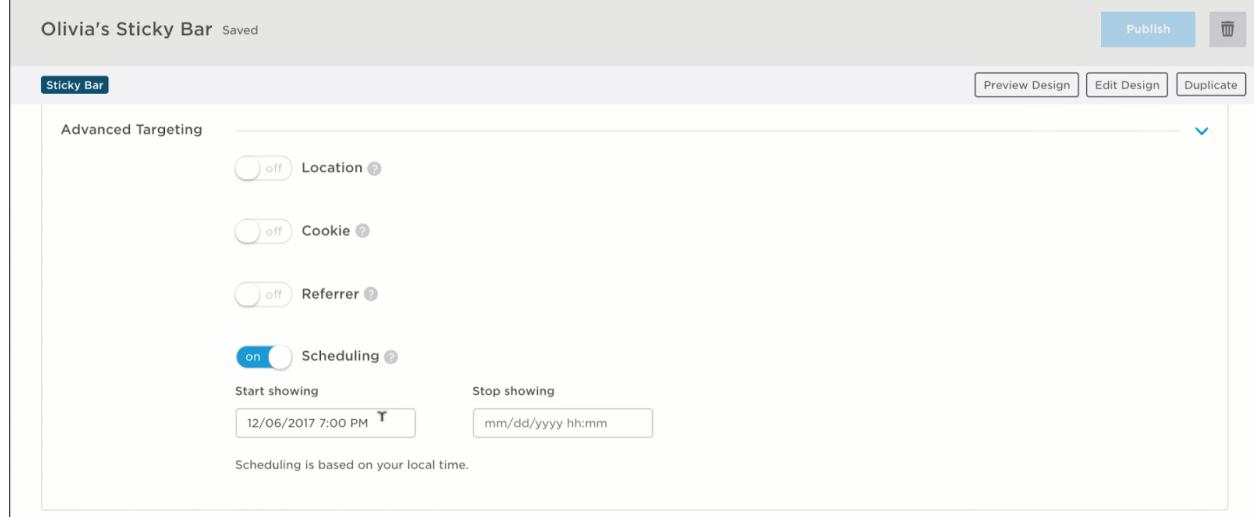
The screenshot shows the 'Trigger' settings for a campaign titled 'Ford Mustang'. The 'Trigger' dropdown is set to 'When a visitor arrives on the page'. Below it are other options: 'After a delay of 5 seconds.', 'When a visitor tries to exit the page.', 'When a visitor scrolls 100 percent of the way down the page.', and 'When a visitor clicks an element with [Select... of]'. The 'Frequency' dropdown is set to 'Show on first visit only'. A purple box highlights the 'Advanced Targeting' section, which contains three toggle switches: 'Location' (off), 'Cookie' (off), and 'Referrer' (off).

2. Click the "On/Off" switch to enable Scheduling.

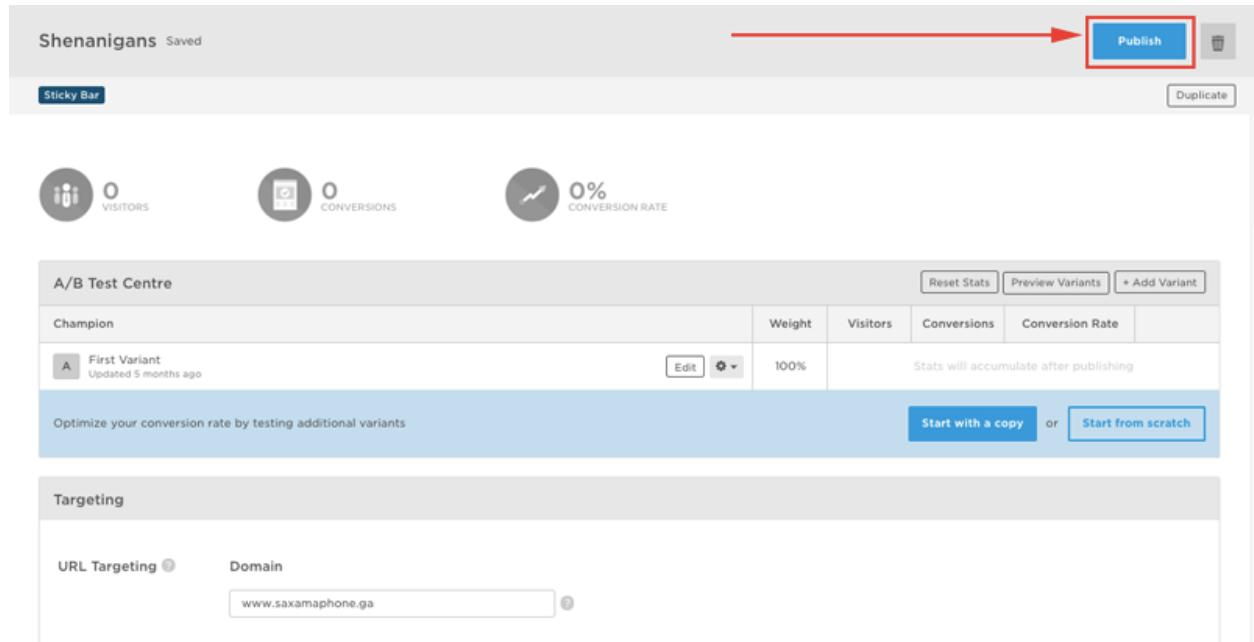
The screenshot shows the 'Advanced Targeting' section for a campaign titled 'Olivia's Sticky Bar'. It includes the same three toggles as the previous screenshot: 'Location' (off), 'Cookie' (off), and 'Referrer' (off). A red box highlights the 'Scheduling' toggle switch, which is now turned 'on'. Below the switch are two text fields: 'Start showing' (containing '12/06/2017 7:02 PM') and 'Stop showing' (containing 'mm/dd/yyyy hh:mm'). A note at the bottom states 'Scheduling is based on your local time.'

3. Click the "Start showing" text field (and optionally, the "Stop showing" text field) to enter your start/end date(s)/time(s) for your popup/sticky

bar by either typing them or selecting them on the calendar menu. Your start and end times will automatically be set to the time zone that matches your computer's system time.



4. Click the "Publish" button at the top of your screen, and you're done!



Don't worry! Even when published, your popup/sticky won't be live until you [Install your Popup/Sticky Bar](#).

Next Up: Check out [Installing Your Popup/Sticky Bar!](#)