

# BFCM Pop-Up Cheat Sheet

There's no time like BFCM to reel in revenue, new customers, and more traffic: up to a **25-50% increase!**

As you'd probably guess, now's **NOT** the time to disable your pop-ups!

With increased site traffic, you'll want to make sure you're set up to convert as many site visitors into SMS subscribers as possible.

## Here's how to grow your list before and during BFCM!

### Leading Up To BFCM

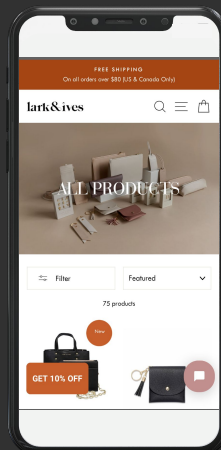
#### Entice customers with early access to Black Friday deals

Encourage new customers to **subscribe and purchase before BFCM** by offering early access via SMS. It's a win-win!

#### Activate a mobile and desktop pop-up that include a bubble tab

By not having a pop-up or bubble tab enabled on your website, means you could be missing out on capturing up to **95% of new site visitors**.

Full Page Pop-Up



Bubble Tab

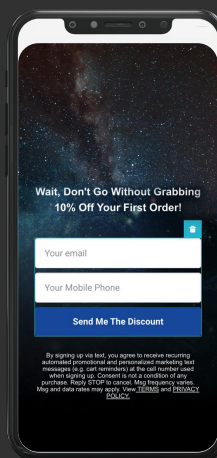
### During BFCM Promo Period

#### Streamline your pop-up and BFCM offers

Competing offers are a no-go during this critical period! **Focus on your main BFCM offer** and provide access to new SMS subscribers upon sign-up.

#### Leverage an exit intent pop-up to maximize opt-ins

Don't let your customers leave empty handed! **Remind your customers to sign up upon exit**, otherwise they could miss out on your best deals of the year.



Exit Intent Pop-Up



Need assistance setting up your pop-up? Contact our Support Team [here](#).