

Exit Popup



User Guide v1.0.0

Prepared by

Velocity Software Solutions Pvt. Ltd.
Website: www.velsof.com,
E-mail: inquiry@velsof.com
E-23, Sector-63, Noida. Phone: +91-120-4243310



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1.0 Introduction

Exit Popup module for Magento is an extension which when enabled shows an email subscription popup in the front-end of the website as soon as the customer tries to leave the webpage. The features and functionalities of responsive subscription pop-up can be changed from the admin panel of Exit Popup extension.

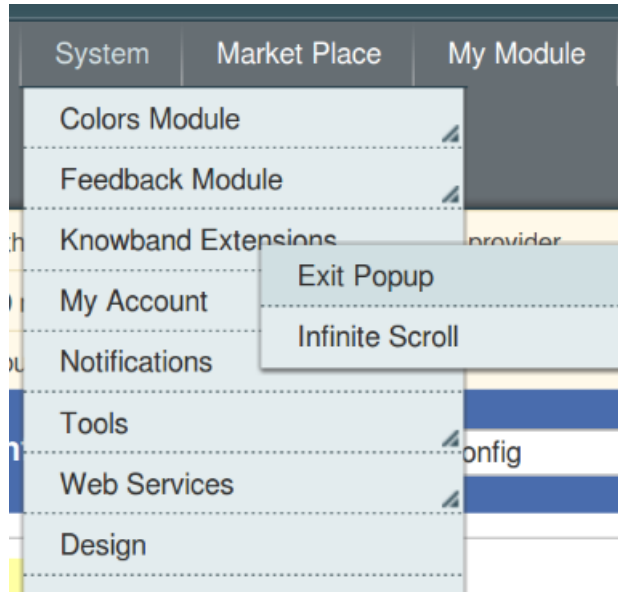
1.1 Merchant Benefits of Exit Popup plugin:

1. The Exit Popup module for Magento can be installed and used with least effort and difficulty.
2. The Exit Popup extension monitors the mouse movement of the users and displays a subscription pop-up when they are about to Exit the site.
3. The look and feel of the front-end UI can be changed from the back-end of the subscription pop-up module for Magento.
4. The Exit Popup allows the admin to set the discounts being offered to the customers.
5. The store admin can view the complete stats of the Exit Popup.
6. The customers get alluring discounts just when they intend to leave the site. Thus, the Exit Popup extension for Magento can change their Intention and motivate them to complete the transaction.
7. The Exit Popup is one of the ways to reduce the cart abandonment and Exit rate of the site.
8. The easy customization options of the Exit Popup make it easy for the store admin to match the pop-up design with the store theme.

2.0 Installation

Follow the below mentioned steps for installing Exit Popup Module:

- Download the Exit Popup extension package for Magento.
- Unzip the package on your root folder of Magento setup via FTP manager (like Filezilla or WinSCP – download here).
- In Admin Panel go to “System > Knowband Extensions > Exit Popup”.



That is all – Your system is ready.

User Manual

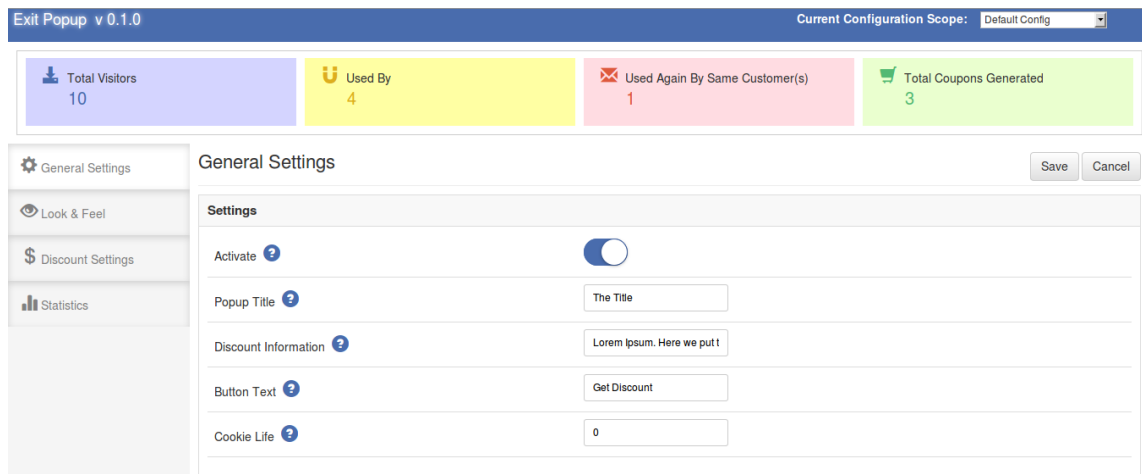
This User Manual will guide users through the Admin Module/Store Front settings and features of the Exit Popup Module.

3.0 Admin Module

The admin panel contains 4 tabs for settings and view.

3.1. General Settings

The General Settings of responsive pop-up module for Magento has following options:



Activate: Enables or Disables the Exit Popup plugin by toggling this button.

Popup Title: Set the title text that will be displayed on the email subscription popup shown in front-end of the site.

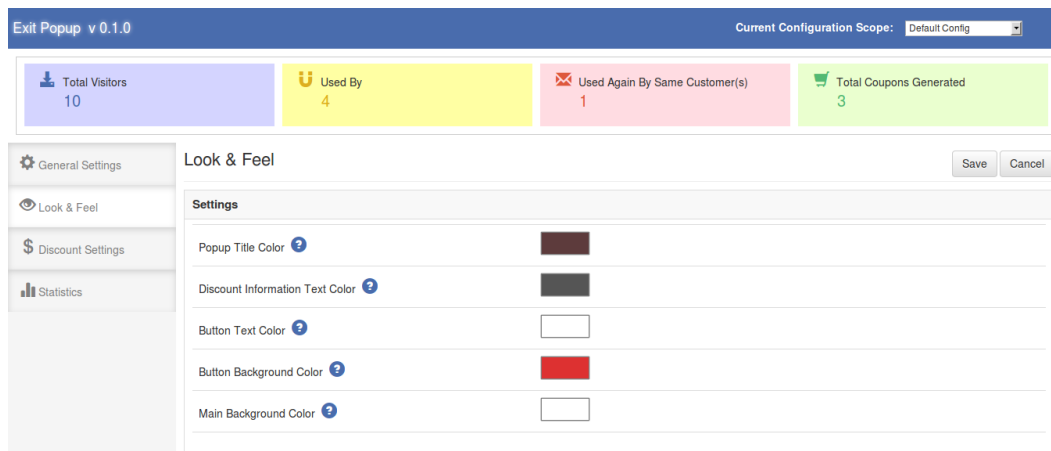
Discount Information: Set text on the popup to show the details about discount.

Button Text: Set text of the button.

Cookie Life: The number of days for which, the popup will not be shown again on the same device. Let's suppose that the cookie life is set to 2, and a customer visits the popup window and closes it, then, the popup window will not get displayed to him/her again for next 2 days or until he/she deletes the cookies from the local device.

3.2. Look & Feel

The Look & Feel tab of Exit Popup module allows the admin to change the appearance of popup window. It has following options:



Popup Title Color: From here, we can select the color of the title of newsletter subscription popup window. To change the color, click on the box shown next to the field and then choose the color.

Discount Information Text Color: Color of the discount information can be changed from here.

Button Text Color: The color of the button text is set using this option.

Button Background Color: Using this field, we can set the background color of the button.

Main Background Color: This field is to set the main background color of the popup window shown in front site.

3.3 Discount Settings

The Discount settings tab of Exit Popup extension has the following options:

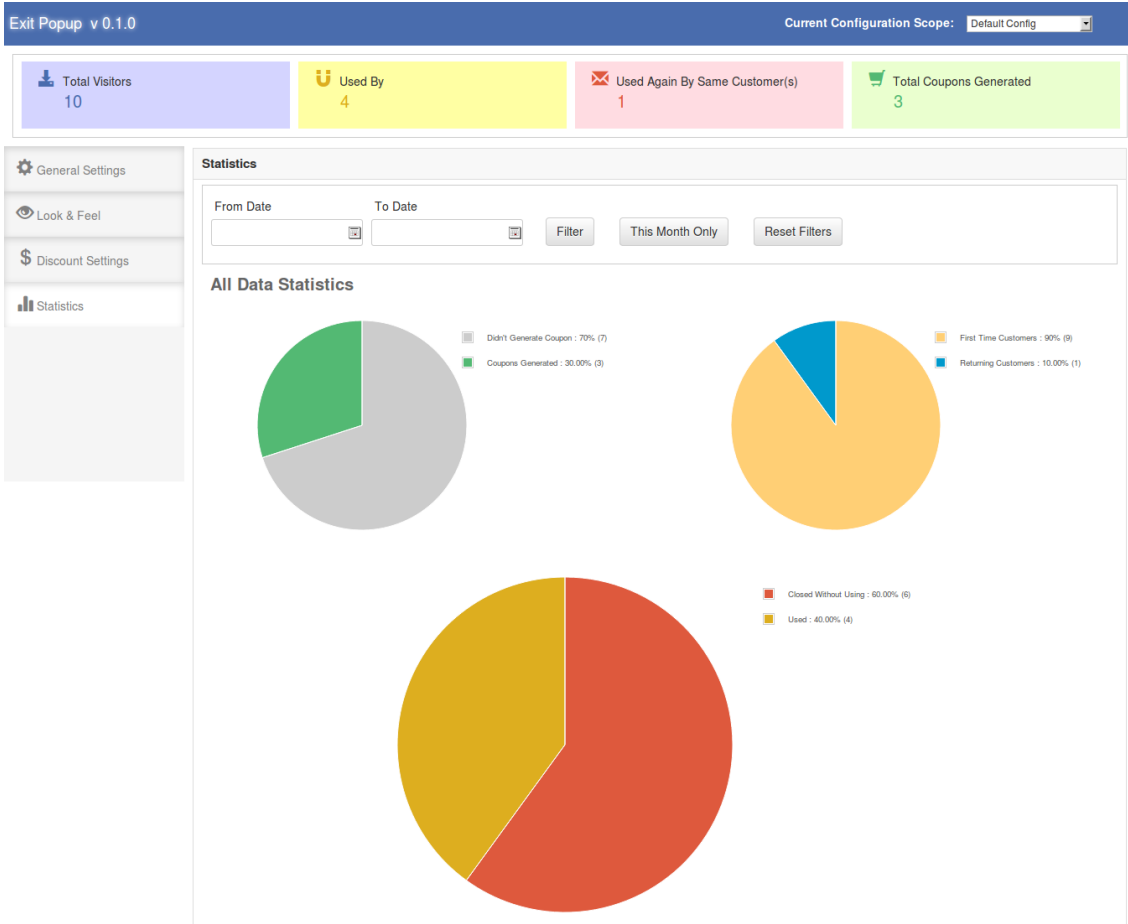
Discount Amount Type: Using this option, we can set the type of discount given to the customer(s). There two options to choose. By default fixed option is selected if Exit Popup module values are not saved yet. Percentage discount will deduct the total cart balance by given percentage. Another option is fixed amount. The fixed amount will be deducted from the cart.

Discount Amount: This field is used to give the amount of discount for generated coupon. The value validations work according to the selected option in Discount Amount Type.

Threshold Amount: The Exit Popup module allows the admin to fix the minimum cart value required to avail the offer. This field is used to set the minimum required cart amount to use the coupon. The coupon will not work if the cart amount is less than Threshold Amount. By default, the value is set to ‘0’ which means there is no restriction at all.

3.4. Statistics

The Statistics tab of Exit Popup extension is to view all the details (in graphical form) about number of visited customers, generated coupons, customers visiting again etc. There are two filters to filter the data which is getting displayed and one more button to reset all the filters. By default all of the data is shown.



Date Range Filter: In this filter, there are two date pickers and one filter button. 'From date' and 'To date' are given using date picker and when the Filter button is clicked, all the data between those two dates is shown. If no date is provided in date picker then the default date is taken. The default date is 1970-01-01 00:00:00 (YYYY-MM-DD Hours: Minutes: Seconds) and the data is processed according to this date.

Month filter: This filter contains one button. When we click on this button, then all the data of current month is displayed starting from the first date of the current month up to the present date.

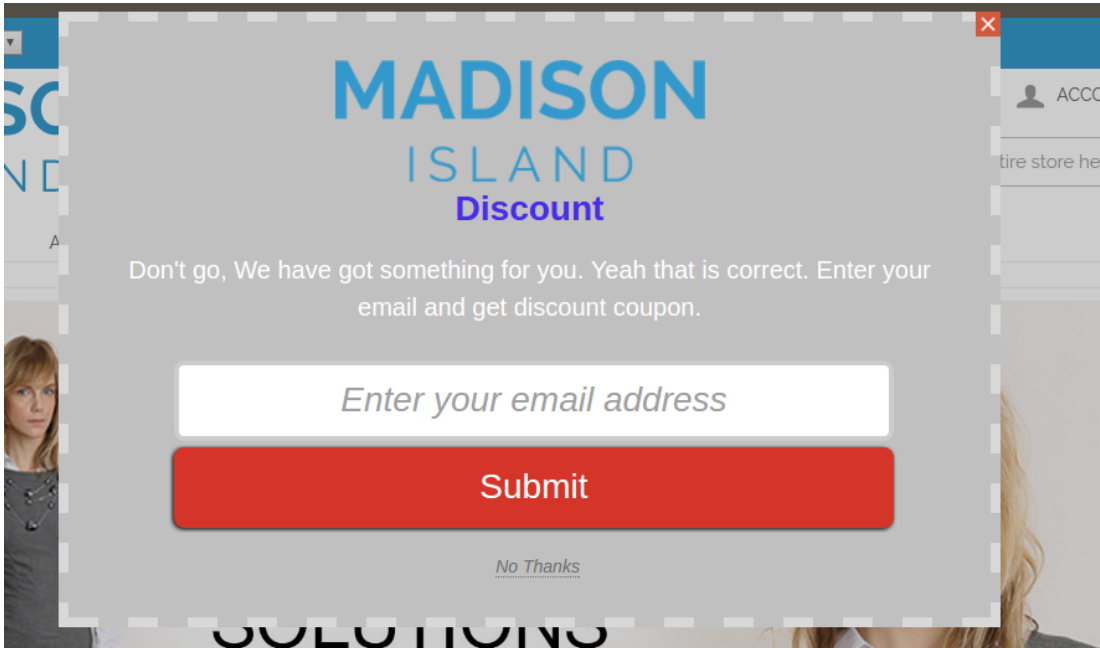
Reset Filters: This option is used to reset all the filters and to show the default data. When this button is clicked, then all the filters are reset and the values inside date pickers are also removed.

There is one more division/component in the admin panel of Exit Popup extension. This division is displayed just below the header of the Exit Popup admin panel. This division is used to show total visitors, Used By, Used Again By and Total Coupons Generated.

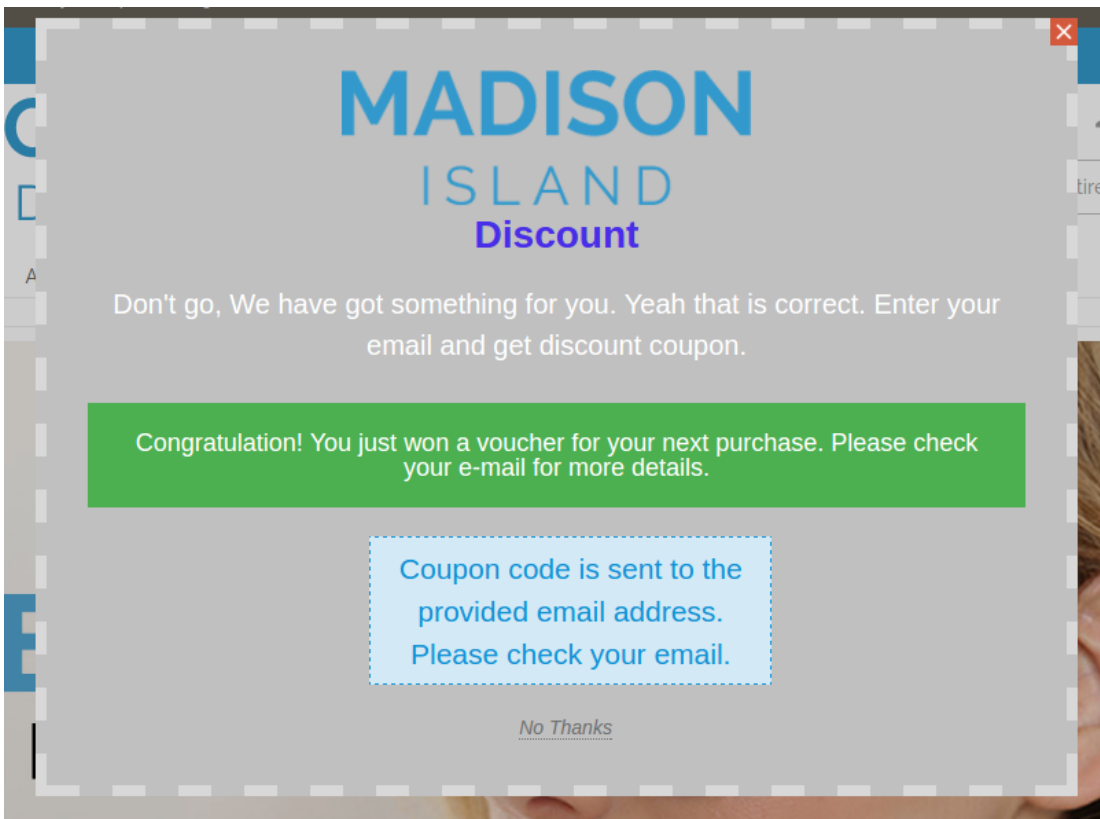
4.0 Store Front

After enabling this Exit Popup plugin, the offer and subscription popup is shown in the front website whenever the customer tries to leave the webpage.

The Exit Popup module at the front-end appears as follows:



User has to enter the email id and click on the button.





Velocity Software Solutions Pvt. Ltd.

Velocity Software Solutions Pvt. Ltd.
E-23, Sector 63, Noida – 201 301, India.
Ph: +91-120-4243310

A coupon is generated and the message is shown in the Popup window and an email is sent to the provided email id.