

THE EXIT INTENT OVERLAY CHEAT SHEET

Use the **SPROUT** Framework to Maximize Conversions

Perhaps there is no better way of converting abandoning visitors than using exit intent overlays. The idea behind exit intent overlays is to encourage abandoning visitors to make a valuable decision. Exit intent overlays can produce a **10-20% reduction in site abandonments**. If done right, you'll be empowered to reignite engagement, recapture sales, increase conversions, and generate more leads. Use this cheat sheet to get started.

To produce the most effective exit intent overlays, follow the SPROUT framework:

Segment, Personalize, Recommend, Optimize, Urgency, Test

Segment

Decide which audience group you're targeting (new visitors, paid traffic, registered users etc.) and the action you want them to take (view an offering, complete a form, direct to a specific page). Don't take a one-message-fits-all approach.

Personalize

Tailor messages according to users' on-site behavior. Infuse your message with dynamic variables like the user's name, product affinities, real-time intent, or subscription status.

Recommend

Use overlays to cross-sell and upsell products. Implement automated recommendation widgets and recommend according to products or content the user last viewed or interacted with.

Optimize

Push multiple overlays simultaneously and [dynamically optimize](#) the best performing combinations. Optimize your overlays according to an exact goal—improve CTR, generate more leads, or increase revenue.

Urgency

Create urgency by putting attention-grabbing keywords (e.g. % off, now, new, best, sellers, most popular etc.) within a given time frame (by midnight, today only, last call, only 3 hours left, etc.)

Test

A/B or MV test to find winning variations for each cohort. Continuously iterate and analyze to always deliver the most effective exit intent overlays.

Common Exit Intent Use Cases

Capture immediate sales

1 Offer a discount on the purchase or provide a limited-time incentive to complete the order now. Don't offer a discount that's so steep that it will compromise the value of your product. If it's a limited-time offer, only offer it once.

Generate leads

2 Persuade frequent customers with coupons upon email subscription. Expose visitors to gated content such as ebooks, case studies, courses and webinars. Keep your lead-gen form short: 3-5 fields is the sweet spot.

Reduce cart abandonments

3 Target cart abandoners with personalized product recommendations or inducements to sign up for a newsletter. Target checkout abandoners with limited-time discounts, free shipping, free returns, or money back guarantees.

Cross-sell and upsell

4 Display products frequently bought with the products or categories the user has shown interest in. Alternatively, show a list of related pages that the user has already visited or interacted with.

Minimize bounce rate on landing pages

5 Sweeten whatever you're trying to promote or sell on the page. Find the most relevant benefit and reframe it on the overlay with an added statistic.

How to fail at exit intent

Exit intent overlays have one goal: compel the user to make a simple and swift decision.

- **Don't cram** your messages with content (2 lines max)
- **Don't ask** users to make more than one decision
- **Don't add** irrelevant or conflicting calls to action
- **Don't place** multiple navigation mechanisms or anchor text



Identify & Influence Abandoning Customers

[Dynamicyield.com](https://dynamicyield.com) | info@dynamicyield.com