LULU STEP-BY-STEP GUIDE

Show a pop-up only to the right visitors (PopForm targeting)

For store owners: use the Targeting settings of the Offer pop-up to show it only on the right devices and pages, to new or returning visitors, from the right traffic source or country, and within a cart value range — and choose when it opens.

For: Everyone · About 8 minutes · 9 steps · Updated November 20, 2026

Before you start You need the PopForm Offers Pop-up app installed on your store and an Offer pop-up section added in the theme editor (Online Store → Themes → Customize). Advanced targeting is included on every PopForm plan. Every targeting rule starts switched off, so a new pop-up shows to everyone until you change a setting.

Steps at a glance

1. Open the pop-up's settings
2. Choose when it opens
3. Pick the device
4. Limit it to certain pages
5. Choose new or returning visitors
6. Target by where visitors come from
7. Target by country
8. Set a cart value range
9. Test it

STEP 1

Open the pop-up's settings

In your admin go to Online Store → Themes and open the theme editor with Customize. Add an "Offer pop-up" section from the Marketing group with + Add section (or select the one you already have). Its settings appear in the panel on the right. Scroll to the "Targeting" group.

- Everything in Targeting is checked in the shopper's browser right before the pop-up would open.
- Save your theme changes (and publish if you are editing a draft) before you test on your live store.

STEP 2

Choose when it opens

Under "Show trigger" pick one of: "After a delay" (set "Show after (seconds)", 0 to 60), "Exit intent (desktop)", "Scroll depth" (set "Scroll depth" as a percentage from 1 to 100), or "Time on page" (set "Time on page (seconds)", 1 to 600). Only the trigger you pick is used.

- Exit intent works on desktop only. It opens the pop-up when the visitor's mouse leaves through the top of the browser window. A phone has no mouse, so on a phone this trigger never fires — pick Scroll depth or Time on page if many of your shoppers are on mobile.
- "Show again after (days)" (1 to 90, default 7) controls how long a shopper who closes the pop-up or signs up is left alone.
- Under the Schedule group, "Offer starts" and "Offer ends" keep the pop-up from opening outside those dates. Leave them blank to run all the time.

STEP 3

Pick the device

Under Targeting, set "Device" to "All devices", "Mobile only" or "Desktop only". Use this when an offer only makes sense on one kind of screen.

STEP 4

Limit it to certain pages

Use "Only show on URLs containing" to list the pages that may show the pop-up, and "Never show on URLs containing" to list pages that must not. Type one rule per line, up to 10 lines each.

- Rules are plain text, not patterns: a rule such as /collections/sale matches any page whose address contains it. Capital letters do not matter.
- Leave the include box blank to allow every page.
- A page that matches an exclude rule never shows the pop-up, even if it also matches an include rule.

STEP 5

Choose new or returning visitors

Set "Visitor" to "Everyone", "New visitors" or "Returning visitors". Lulu remembers visitors with a small cookie set on their first visit — they do not need an account.

- A visitor counts as returning once their first visit is more than 30 minutes old. Until then — for example while they open a few products in the same visit — they are still new.
- If a shopper clears their cookies they count as new again.

STEP 6

Target by where visitors come from

"Traffic source" can be "Any source", "Direct", "Search engines", "Social", "Email" or "Other referrals" (the same grouping your store analytics use). For campaign links, fill in "UTM source equals" (for example klaviyo) and/or "UTM medium equals" (for example email).

- UTM values are not case-sensitive. A blank field is ignored.
- When you set both a traffic source and a UTM value, the visitor has to match both.

STEP 7

Target by country

In "Countries" type two-letter country codes separated by commas, for example US, CA, GB. Leave it blank for every country.

- If Lulu cannot tell which country a visitor is in, the pop-up is not shown while a country list is set.

STEP 8

Set a cart value range

"Minimum cart value (cents)" and "Maximum cart value (cents)" show the pop-up only when the shopper's cart total falls inside the range. Enter whole numbers in cents in your store's currency: 5000 means 50.00. Leave 0 for no limit. The limits include the minimum and the maximum themselves.

- For shoppers browsing in another currency, the limits are converted automatically.
- If you swap the two numbers by mistake, Lulu reads the smaller one as the minimum so the pop-up does not disappear.
- If the cart cannot be read, the pop-up is not shown while a cart limit is set.

STEP 9

Test it

Open your store in a private browser window and visit as the audience you picked (for example on a phone, from a campaign link, or with an empty cart). If a pop-up does not appear, check the other rules one at a time — it must pass every rule you set.

- Because of "Show again after (days)", a window you have already closed the pop-up in will not show it again until that time passes. Use a fresh private window for each test.

Check your work

- The trigger, schedule and "Show again after (days)" are what you want.
- Each targeting rule you set is on purpose; the rest are left at All / Any / blank / 0.
- You tested as the intended audience in a fresh private window.
- You know your plan's monthly pop-up view allowance and it is enough for your traffic.

Troubleshooting

Is targeting included on my plan?

Yes. Advanced targeting is listed on every PopForm plan, including the free development-store plan.

Do visitors who do not match my rules count toward my monthly pop-up views?

No. The rules are checked before the pop-up opens, so a visitor who fails a rule does not see it and is not counted toward your plan's monthly pop-up views.

The pop-up never shows on phones.

Check whether the trigger is "Exit intent (desktop)" — it does not fire on phones. Choose a delay, scroll depth or time on page instead. Also check that Device is not set to "Desktop only".

The pop-up does not show for anyone.

A country list or cart value limit blocks visitors when the country or cart cannot be determined. Clear those fields to check. Also confirm the Offer starts and Offer ends dates and that the page address is not matched by a "Never show" rule.

Returning visitors do not see it on their second page.

A visitor only counts as returning after 30 minutes from their first visit. Test again later with the same browser.

My cart limits behave oddly in another currency.

Enter the limits in your store's main currency, in cents. For shoppers using another currency they are converted automatically, so the limit is not exactly the number you typed in their currency.

Can I use patterns or regular expressions in the URL rules?

No. Rules are plain text that the page address must contain. Use short, distinctive parts of the address such as /collections/sale.

Need a hand? Contact support at https://lulu.us.com/contact. Screenshots use demonstration accounts; personal details were replaced.