

# ECOMMERCE LEAD CAPTURE 101

Strategies and Tactics to  
Grow Your Email/SMS List

# Overview

The article is a comprehensive guide to enhancing lead pop-ups:

- Key elements of effective e-commerce lead capture.
- Exploring different types of pop-ups for lead capture: i.e., entry pop-ups and exit-intent pop-ups.
- Design tips for high-converting pop-ups.
- Measuring the success of your pop-up strategies with key performance indicators.
- Analyzing and improving your pop-up strategy performance through testing and optimization.

# Key Elements of Effective Lead Capture

To optimize your ecommerce lead capture strategy, remember three key elements:

- Offer something valuable to entice customers, like a discount or exclusive content.
- Keep the capture form simple and only ask for essential info.
- Create urgency or scarcity to prompt immediate action.

These steps boost conversion rates and customer loyalty.

# Choices You have When Creating a Pop-up

- **Display:** Choose from Pop-up, Full Page, Bubble, Flyout, Embed, or Spin-to-Win.
- **Steps:** Consider one or two-step pop-ups or micro-commits.
- **Targeting:** Decide based on URLs, location, device, new/returning visitors, or specific CRM lists.
- **Timing:** Set pop-ups for page load, after a delay, upon scrolling, or exit intent.
- **Information Captured:** Collect email, SMS, first name, age, birthday, or other data.
- **Offers:** Experiment with various discounts, gifts, tiered discounts, limited quantity exclusives, and ethical promotions. Test to find what works best.

# Design Tips for High-converting Pop-ups

Effective pop-up design is crucial. Follow these tips for ecommerce pop-ups:

- Keep it simple: Avoid clutter and complexity.
- Use eye-catching visuals. Create clear call-to-action buttons.
- Optimize for mobile devices for a seamless user experience.

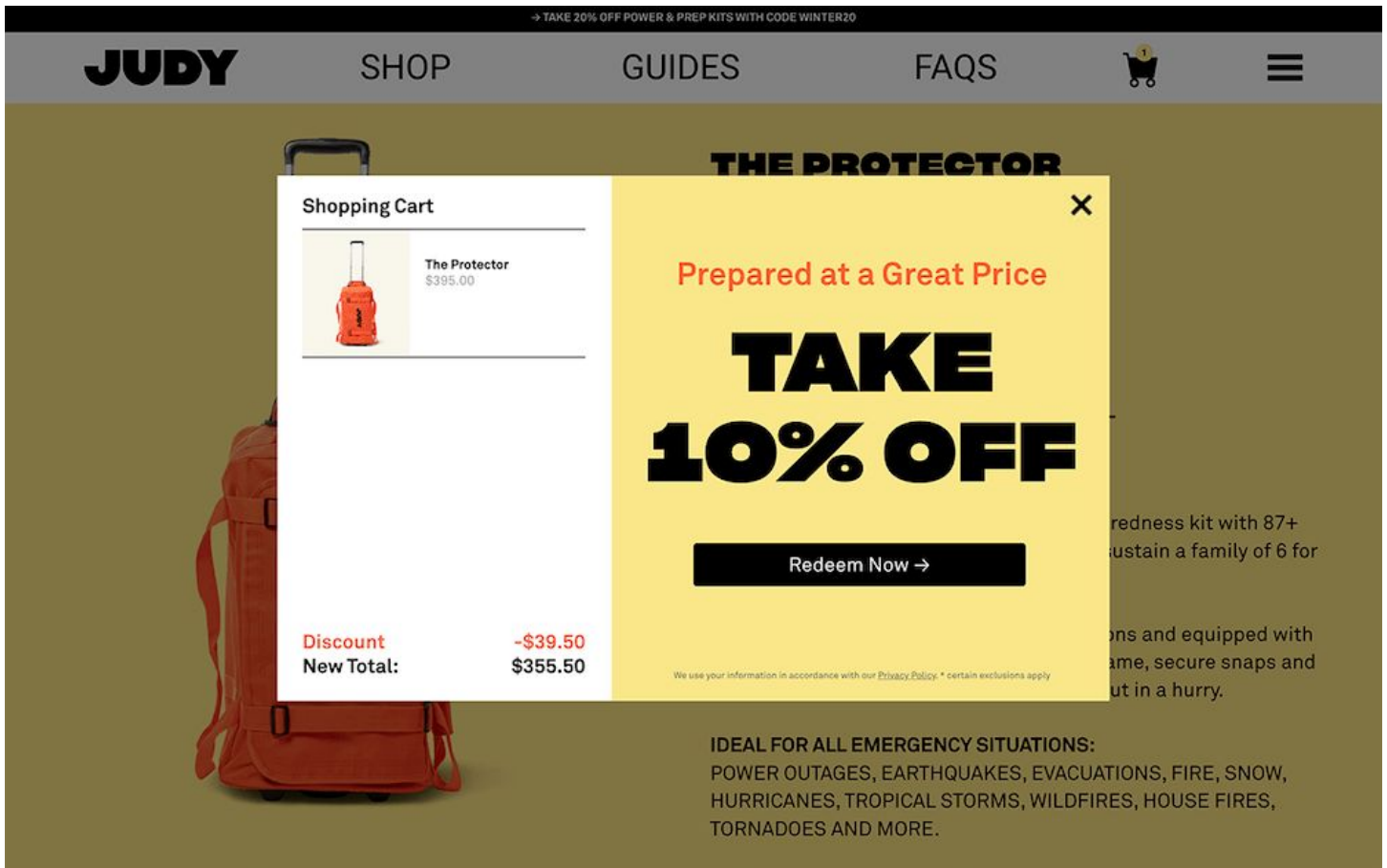
# Measuring the Success of your Pop-ups with KPIs

To continuously improve your pop-up strategies, measuring their success and analyzing the results is essential. By understanding the importance of lead capture, exploring different types of pop-ups, designing high-converting pop-ups, crafting compelling content, implementing strategies strategically, and measuring the success of your efforts, you can create effective ecommerce lead capture and pop-up strategies that drive growth and conversions for your business.

# Analyzing & Improving your Performance With Testing & Optimization

Analyze and improve pop-up strategies by testing designs, headlines, offers, and timing. Use analytics to track performance. Experiment with colors, fonts, images, headlines, offers, timing, and placement.

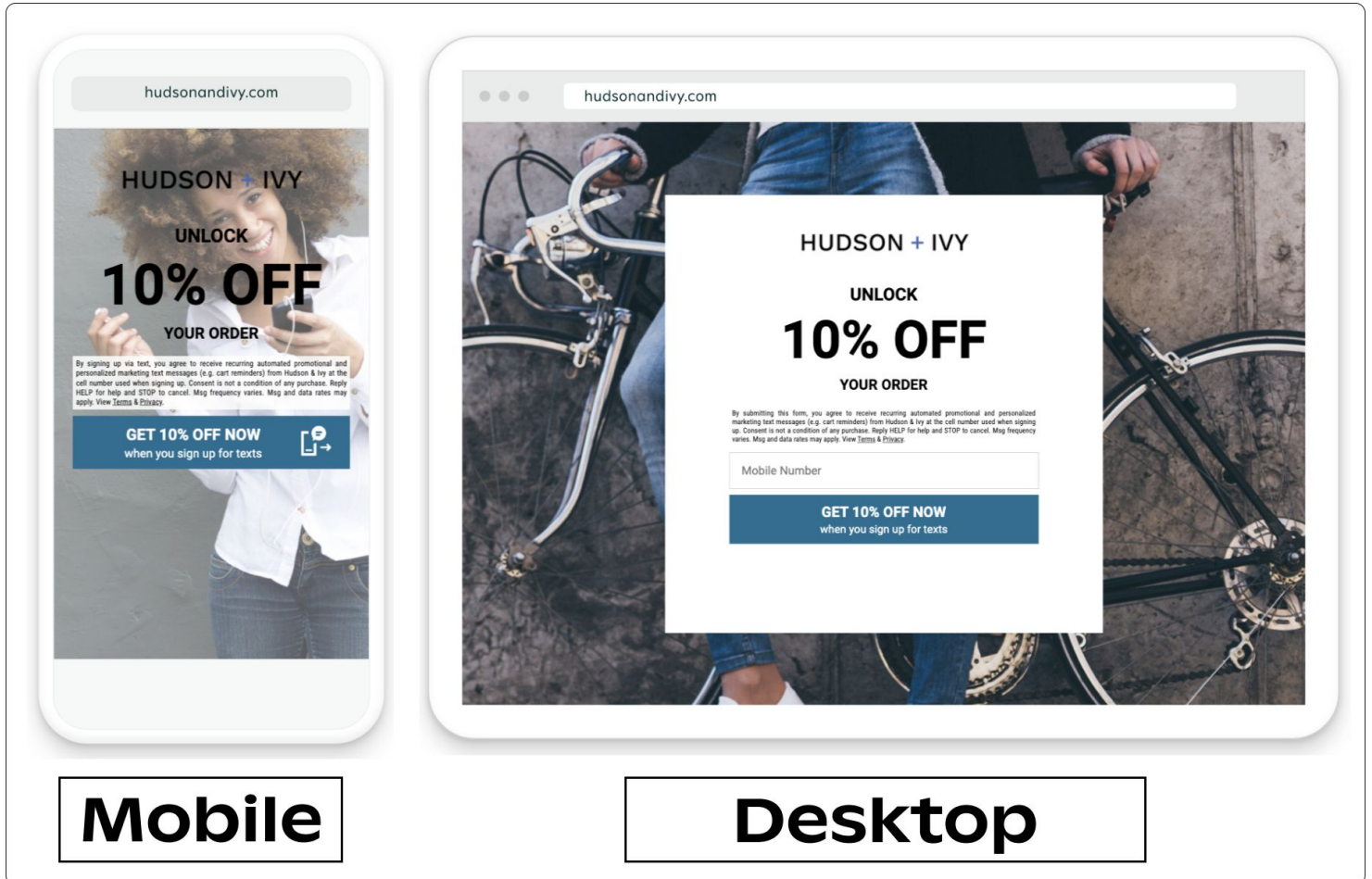
# Pop-up



**Pop-up:** Your standard pop-up that takes up a specific screen dimension.

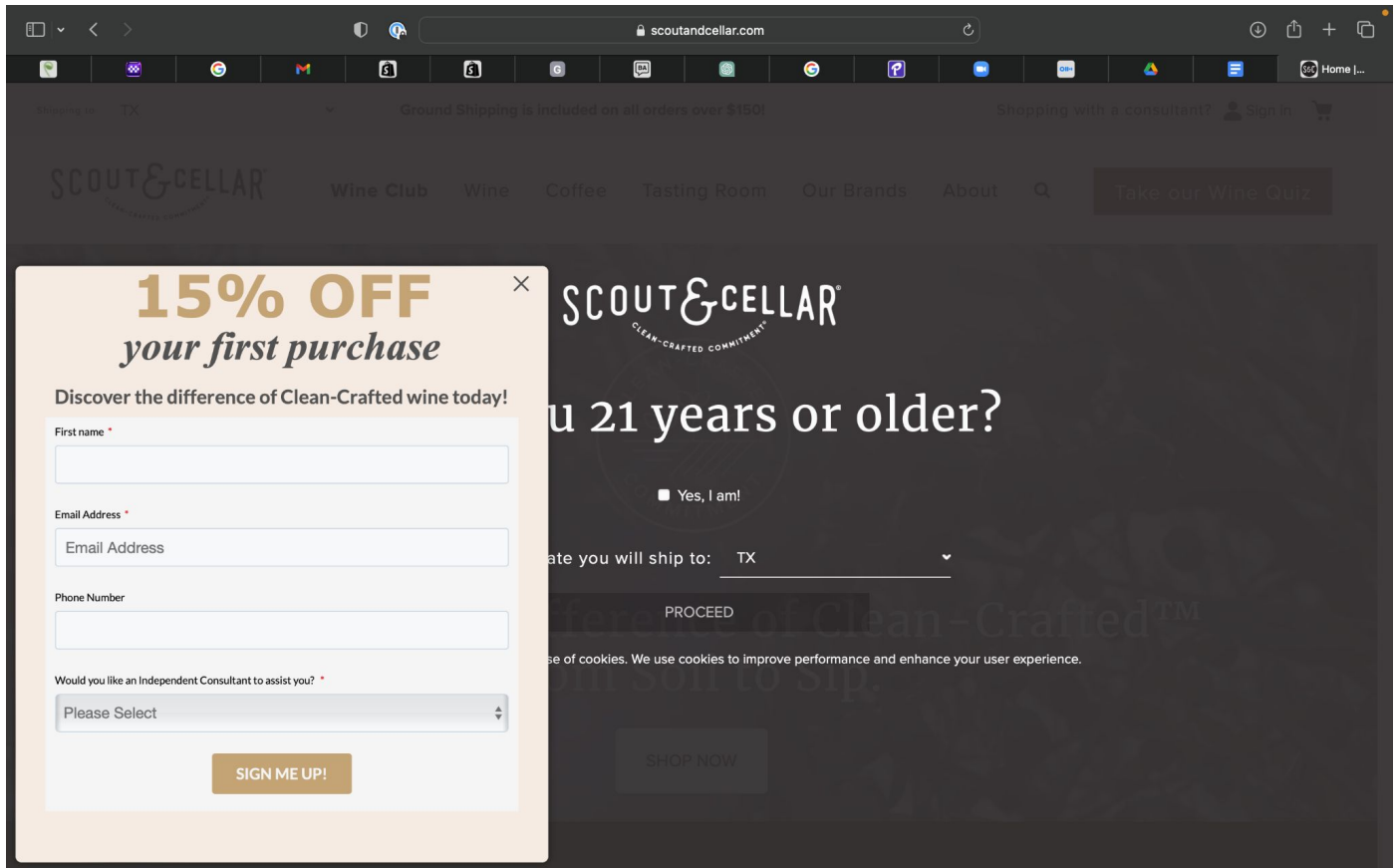


# Full Page Pop-up



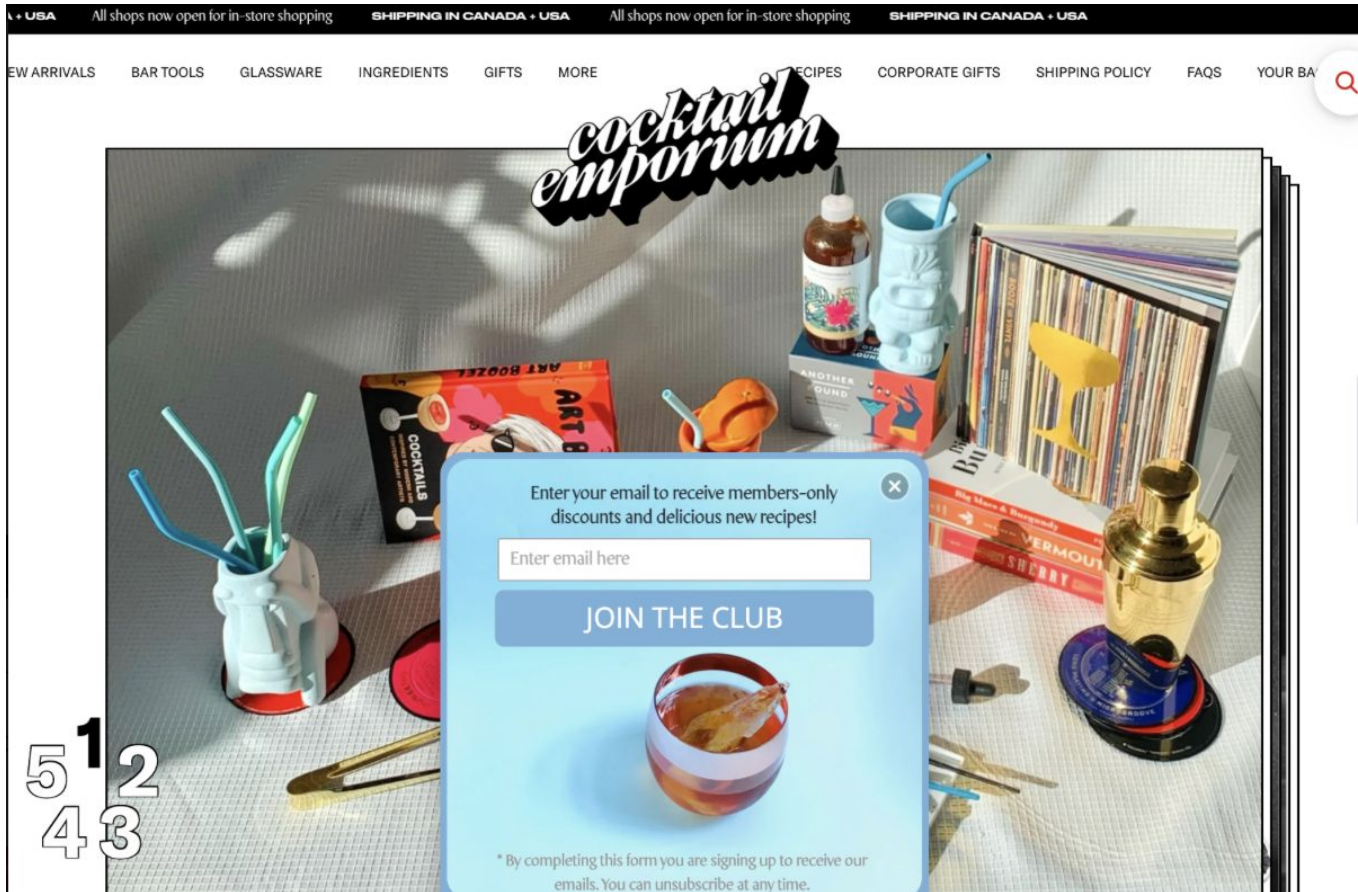
**Full page:** A pop-up that takes up the entire screen, and the only way to continue on the site is to exit or decline the offer.

# Bubble Pop-up



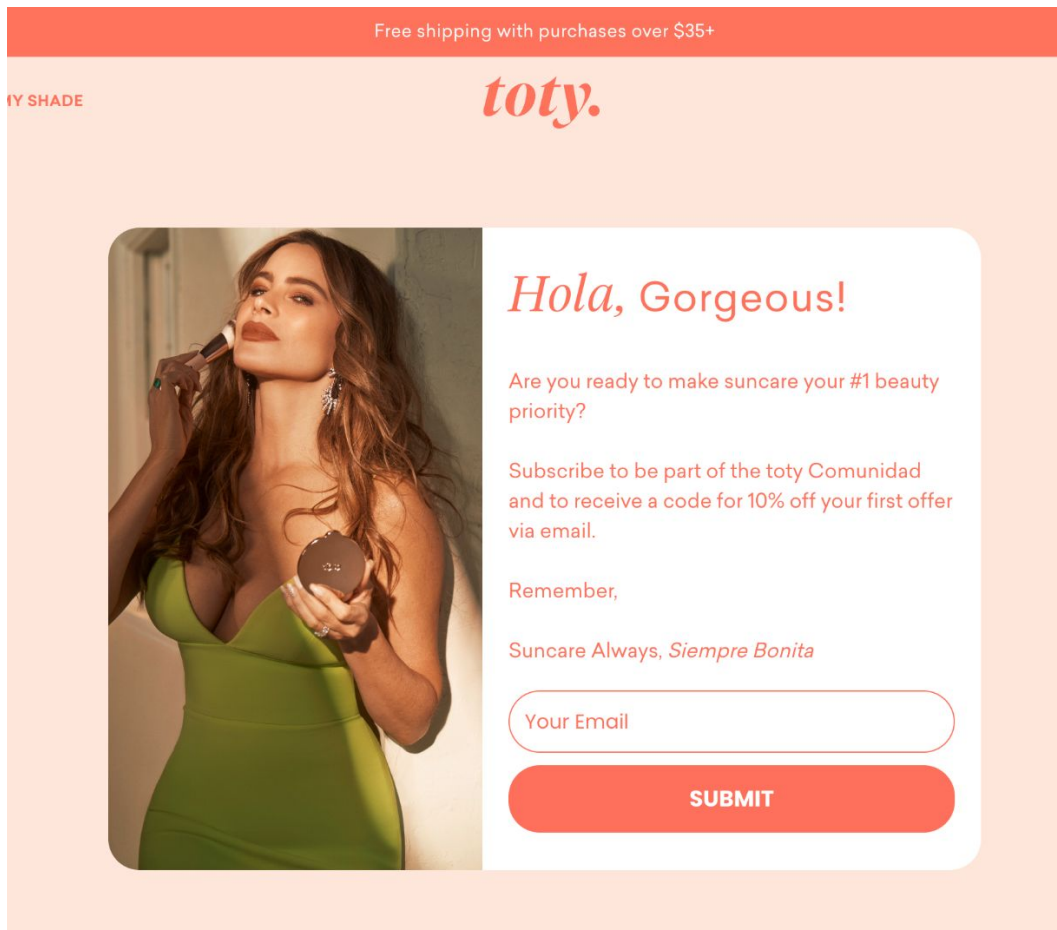
**Bubble:** This is a bubble CTA that typically lives in the bottom left or right corner of the website with some sort of messaging like “Get 10% Off” that, on click, opens up the pop-up.

# Fly Out Pop-up



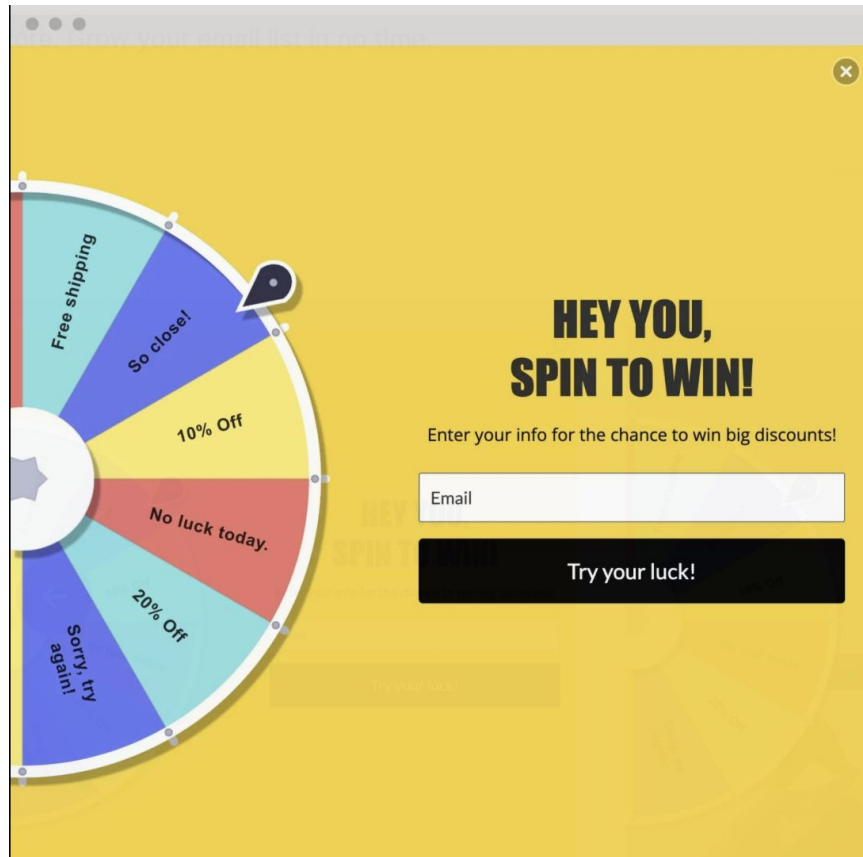
**Flyout:** Instead of popping up on screen, this type of lead capture flies out from the top, bottom, or sides of the screen.

# Embed



**Embed:** Technically not a pop-up; this is an embedded form you can put on a landing page, in your site footer, etc.

# Spin-to-Win Pop-up



**Spin-to-Win:** Customers click a button to spin a wheel showcasing various offers they could win. Typically, you set the % likeliness that a given offer will be rewarded.

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