

# HTML Exit Intent Lightbox Action

The HTML Exit Intent Lightbox action displays HTML content by dimming the rest of a page with a semitransparent overlay. Monetate triggers this lightbox when a customer moves their mouse pointer over a defined area of the viewport. The customer closes the lightbox by clicking either the overlay mask or a close button included in the image via a click zone. This action also appends included CSS styles in the `<head>` of the page.

## Required Components

### HTML

HTML content that you input into the HTML code editor is displayed on the page as part of a full-page overlay that dims all other content on the page with a semitransparent mask.

Any HTML content with the proper class binds to the close button function. Elements within the HTML that have a class of `lb-close` or `#close` href act as close buttons.

### Lightbox Width

This input controls the width of the lightbox in pixels.

### Lightbox Height

This input controls the height of the lightbox in pixels.

### Lightbox ID

The basic lightbox identifier number between zero and 31 that you select. It sets a cookie-based lightbox ID to distinguish this action from any other lightboxes or banners with the same ID and their display frequencies. The lightbox with this ID is then shown to a customer based on the display frequency settings and can be dismissed after it has loaded or on user interaction.

### Display Frequency

This input controls the frequency that a lightbox is shown to a particular customer or audience segment. Select one of several available options:

- Every page
- Once per session
- Once, ever
- Once every 'X' days



If you select **Once per 'X' days**, then you must specify the number of days in **Days until expiration** in

the Optional Inputs section.

## Optional Components

### Open Lightbox on Mouseout

This setting controls whether the lightbox opens when a customer's mouse pointer leaves the viewport. If you select **YES**, then the lightbox appears when the mouse pointer leaves the browser. If you select **NO**, then the lightbox displays on page load like a normal lightbox.



This functionality doesn't work on mobile devices, such as smartphones and tablets. You must select **NO** for the lightbox to appear on these devices.

### Closeable via Overlay

The **Click Overlay to Close?** setting determines whether the lightbox closes when the customer clicks the lightbox overlay mask. If you select **YES**, then the lightbox closes when a customer clicks anywhere on the overlay. If you select **NO**, then the lightbox doesn't close when the customer clicks the overlay.



If you select **NO**, then you must include a `#close` click zone, or else the customer can't close the lightbox at all.

## JavaScript

Anything you input in the JavaScript editor is appended to your site. Monetate loads it in a `<script>` tag and executes it when the action fires. Any variables or functions are available on this page for reference by other page elements or additional actions.

### Pin Lightbox Position

This input controls the position property of the lightbox content.

If you select **NO**, then Monetate sets the lightbox position to `relative` and the lightbox content doesn't scroll with the page. If you select **YES**, then Monetate sets the lightbox content position to `fixed` and the lightbox content scrolls with the page.

### Left Position

This input sets set the distance in pixels of the lightbox content from the left side of the viewport. By default, the lightbox content is centered within the viewport.

### Top Position

This input sets the distance in pixels of the lightbox content from the top of the viewport. By default, the lightbox content is 15% of the total height of the customer's screen from the top of the viewport.

## Overlay Color

This input controls the `background-color` property of the lightbox overlay mask. It accepts any HTML color codes (for example, `red`), hex color codes (for example, `#ff0000`), or RGB values (for example, `rgb(255, 0, 0)`). The default color is `#000` (black).

## Overlay Opacity

This input controls the `opacity` property of the lightbox overlay mask. It accepts any value between `0.00` and `1.00`. The default value is `0.6`.

## CSS Style

Monetate appends anything you add to the CSS editor to a stylesheet in the `<head>` portion of your site within a `<style>` block. These styles are available on this page for use with any page elements.

## Delay Open

Use **Delay Open (in seconds)** to determine how long in seconds you want Monetate to wait to launch the lightbox. It accepts any numeric value.

## Ignore Mouse Exiting Options

The **Ignore mouse exiting on left**, **Ignore mouse exiting on right**, **Ignore mouse exiting on top**, and **Ignore mouse exiting on bottom** settings determine if the lightbox is or is not triggered if the customer moves their mouse pointer out of the window in the direction specified.

Selecting **YES** means that the mouse pointer can leave the window from the designated direction without triggering the lightbox. Selecting **NO** means that the lightbox is triggered when a customer moves their mouse pointer out of the window in the direction specified in the setting.

These settings can prevent a customer from unnecessarily triggering the lightbox unless they exhibits "exit intent." For example, if you want to allow a customer who uses Windows to move their mouse pointer to the bottom-left corner of their browser window, presumably to click the Start button, then you would select **YES** for **Ignore mouse exiting on left** and **Ignore mouse exiting on bottom** to target the experience to all Windows users.

If a customer moves their mouse pointer up to the browser navigation bar or to the close button, typically at the top right of the browser on Windows devices, then you can safely presume they want to close the browser window or tab or to navigate to another site. This behavior displaying an intent to exit your site is when you want to trigger the lightbox.

## Days Until Expiration

Specify in **Days until expiration** the frequency interval if you selected **Once every 'X' days** for **Display Frequency**. This field accepts any numeric value.

## **Animate Open/Close**

This setting controls whether the lightbox content fades in. If you select **YES**, then the lightbox fades in when the customer opens or closes it. If you select **NO**, then the lightbox appears on the page and closes without any animation.