Exit Intent Image Lightbox Action

The Exit Intent Image Lightbox action displays an image by filling the screen and dimming the rest of the page with a semitransparent overlay. This lightbox is triggered when the customer moves their mouse pointer over a defined area of the viewport. The customer can close the lightbox by clicking either the overlay mask or a close button included in the image using a click zone. The action also appends included CSS styles in the `<head>` of the page and runs any included JavaScript.

Required Components

Image Creative

The uploaded creative image appears on the page as part of a full-page overlay that dims all other content on the page with a semitransparent mask. This image creative supports click zones for links. You can also use a click zone as a close button by setting the click zone URL to `#close`.

Lightbox ID

The lightbox ID is an identifier number that you select between 0 and 31 that's used to distinguish this experience's lightbox from any other lightboxes and their display frequencies. The cookie-based lightbox ID distinguish this action from any other lightboxes or banners with the same ID. 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 works with the lightbox ID to control the frequency that a lightbox is shown to a specific customer or audience segment. Several options are available:

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

> ⚠ If you select **Once every 'X' days**, then you must specify the number of days in the **Days until expiration** field in the Optional Inputs section.

Optional Components

Lightbox Opens on Mouseout

This input controls whether the lightbox opens when the 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 appears on page load, like a normal lightbox.

Closeable via Overlay

The **Click Overlay to Close** setting determines if the lightbox closes when the customer clicks the lightbox overlay mask.

If you select **YES**, then the lightbox closes when the customer clicks the overlay mask. If you select **NO**, then the lightbox doesn't close if the customer clicks the overlay mask.

> ⚠️ If you select **NO**, then you must include a `#close` click zone, or else a customer cannot close the lightbox at all.

JavaScript

Anything you add in the JavaScript editor is appended to your site. It is loaded in a `<script>` tag and executed when the action fires. Any variables or functions are available on this page to be referenced by other page elements or additional actions.

Pin Lightbox Position

This setting controls the `position` property of the lightbox content.

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

Left Position

This input sets 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 HTML color codes (for example, `red`), hex color codes (for example, `#ff0000`), or RGB values (for example, `rgb(255, 0, 0)`). Its 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 defaults value is `0.6`.

CSS Style

Anything you add in the CSS editor is appended 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

This input determines how long in seconds the lightbox must wait to open. 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's mouse pointer leaves 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 a customer 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.