

How to Set Up a Popup Campaign with Fondue's Cashback Offer on Mailchimp Forms

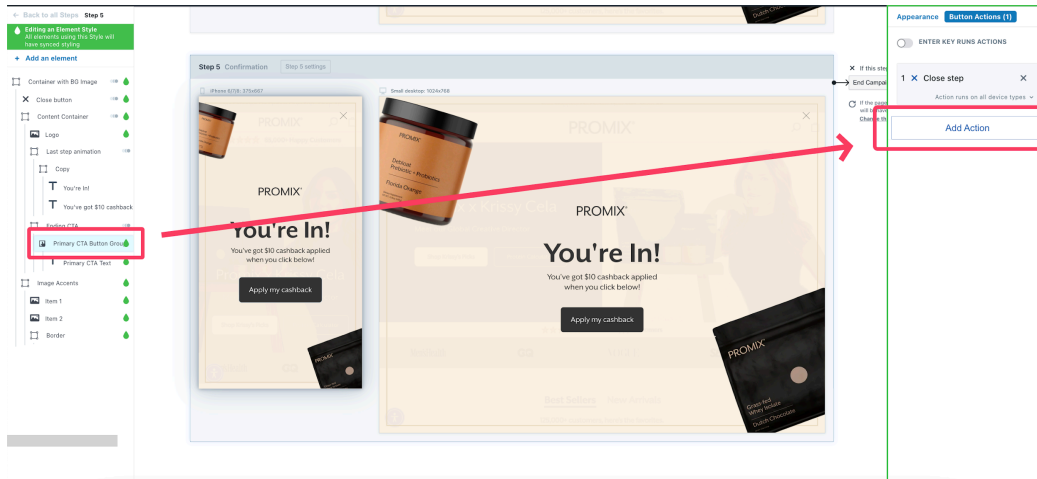
Setting up a Fondue cashback offer in your Mailchimp Forms popup is SUPER easy to do 🎉
By following the steps below we can ensure that users have easy access to their cashback offer right from the campaign... maximizing conversions and user satisfaction!

Ensure Correct Copy: First things first, if you're setting up a new cashback offer please make sure that all copy is updated in the campaign to reflect the new offer (main steps and second chance elements)!

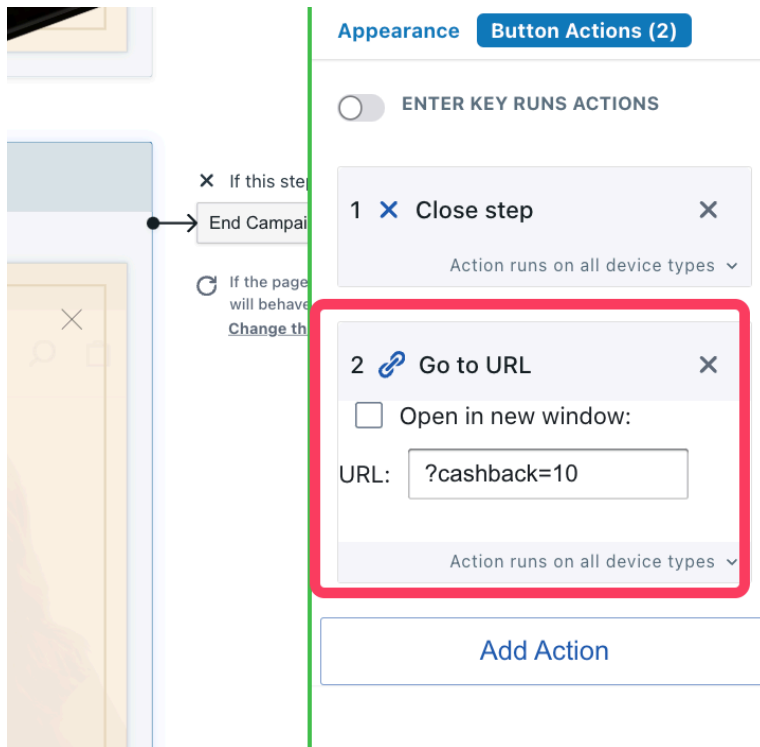
Add Button Actions to the Last Step

To seamlessly integrate Fondue's cashback offer into your popup campaign, all we need to do is add a "Go to URL" button action to the last step! This ensures that users can easily access the cashback offer when they close the campaign.

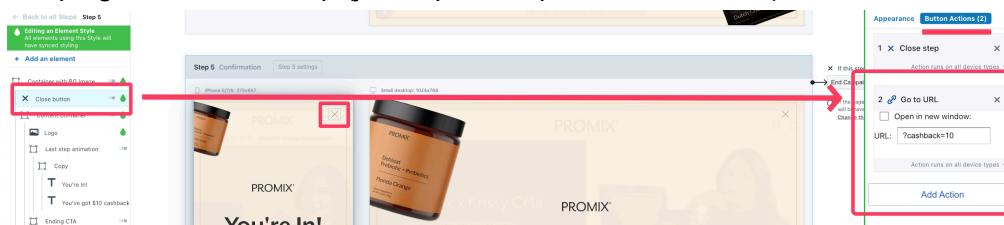
1. Navigate to the primary call-to-action (CTA) button on the last step of your campaign. This is usually where it says something like "Shop Now" or "Back to site". (Pro tip: Change this copy to something like "Apply My Cashback".)
2. Click on "Button Actions" of the primary CTA and add "Go to URL."



- Paste in the cashback UTM in the provided field (only ?cashback=xx is necessary here)



- Additionally, it's recommended to update the last step close (x) button with the cashback offer URL as well to ensure users receive the cashback offer however they close the campaign on the last step (just repeat steps 2 + 3 to do this).



If any lists/keywords/sign up units need to be updated so users are added into the correct welcome flow for cashback, please ensure you do this as well before going live!

You can check this on the primary CTA button actions of the email + sms capture steps

Success!

By following these steps, users will have the cashback offer applied to the url they're on when they see the campaign and it will activate in their cart automatically on close of the campaign!