

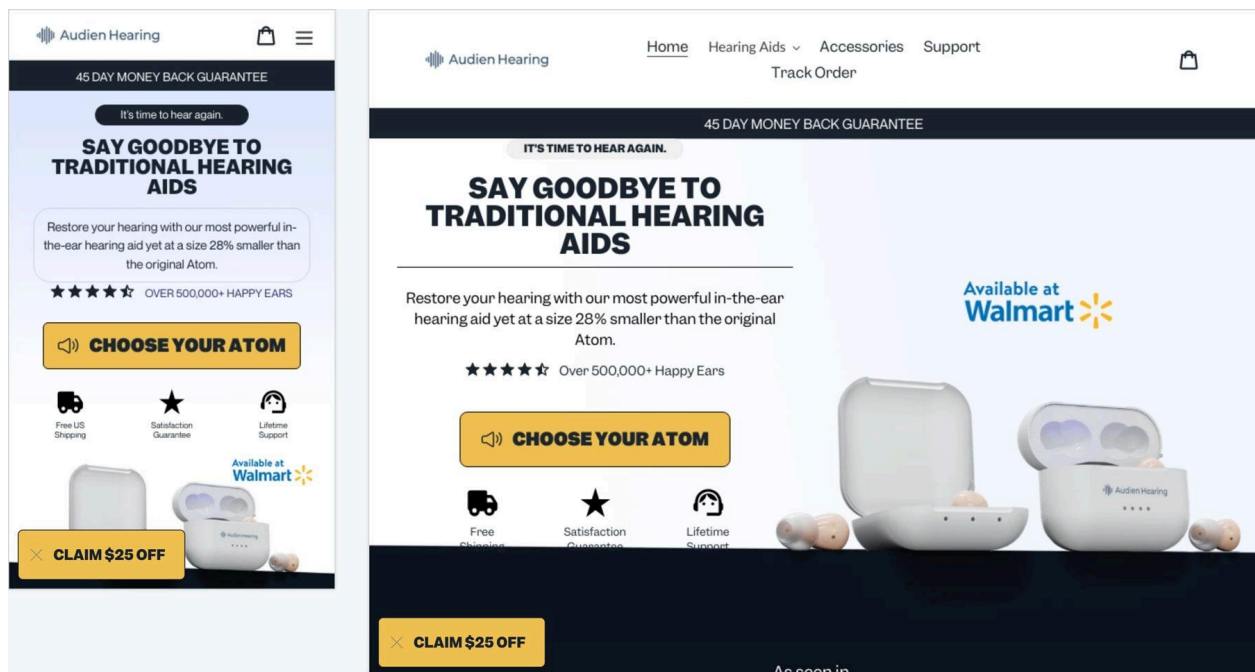
2nd Chance vs Reminder Bar

In this article, you'll understand the difference between a 2nd Chance and a Reminder Bar in the new Mailchimp Pop-up Form Builder.

2nd Chance Elements ("Teasers")

The 2nd Chance element is for visitors who may have closed out of the main steps of your campaign. Often it appears in the lower left corner with a tease of the main offer. This gives visitors a "2nd Chance" to engage with the popup once again if they mistakenly or reflexively closed out of the popup on initial viewing.

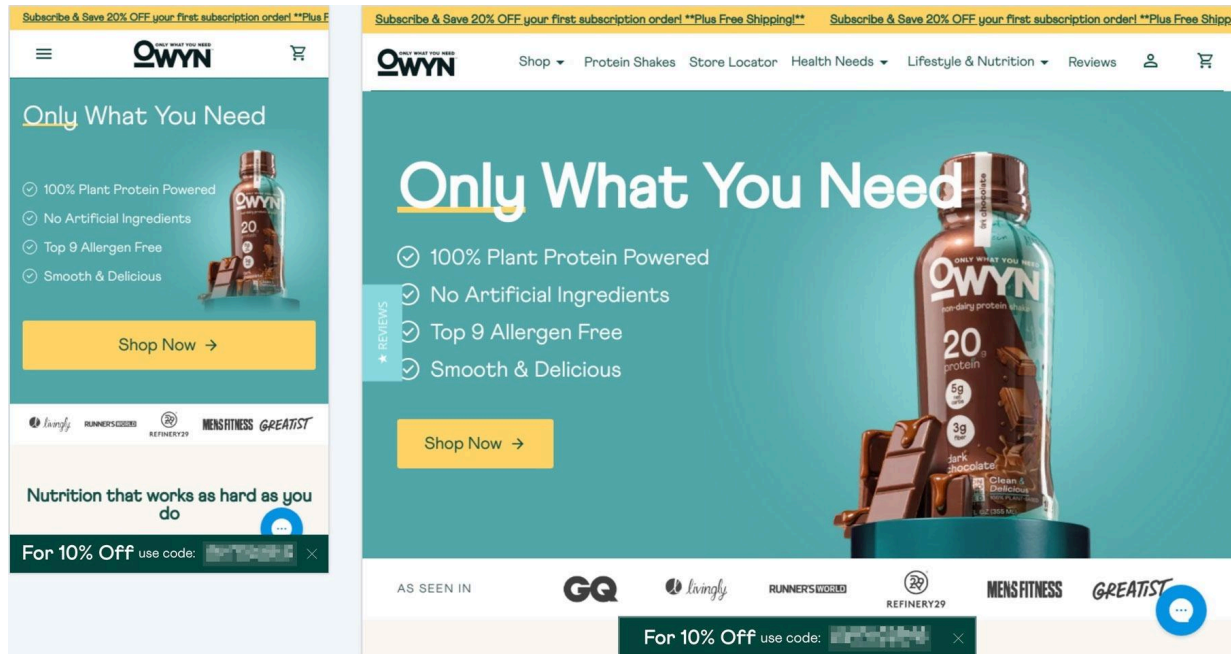
The Second Chance elements will follow users around the site once they close the main step and can be moved, changed, or updated as needed!



Reminder Bar

Conversely, the Reminder Bar is for visitors who opted in to your main campaign and received your offer usually accompanied by a discount code. This reinforces the offer reminding them to use the discount to make a purchase on your site.

Note: The reminder bar element is not a button. Unlike the second chance elements that can take the user back into the campaign to finish out the opt-in flow, the reminder bar is simply a bottom bar notification reminding users of the offer.



The image displays two versions of the OWYN website, illustrating the placement of a reminder bar. Both versions feature a yellow banner at the top with the text: "Subscribe & Save 20% OFF your first subscription order! **Plus Free Shipping**".

The left screenshot shows a mobile view of the website. The main content area has a teal background with the heading "Only What You Need" and a list of benefits: "100% Plant Protein Powered", "No Artificial Ingredients", "Top 9 Allergen Free", and "Smooth & Delicious". A "Shop Now →" button is visible. Below the main content, there are logos for "Livingly", "RUNNERS WORLD", "REFINERY29", "MENS FITNESS", and "GREATIST". At the bottom, a dark green bar displays "For 10% Off use code: [code]" with a close button (X).

The right screenshot shows a desktop view of the website. The main content area has a teal background with the heading "Only What You Need" and the same list of benefits. A "Shop Now →" button is visible. Below the main content, there are logos for "AS SEEN IN", "GQ", "Livingly", "RUNNERS WORLD", "REFINERY29", "MENS FITNESS", and "GREATIST". At the bottom, a dark green bar displays "For 10% Off use code: [code]" with a close button (X).