

Second Chance "Teaser" Bubbles

This article goes through all things related to the second chance elements (or "teaser"/ "follow up" buttons as most know them).

The 'follow up buttons' / 'second chance bubbles' / 'teaser elements' as they're referred to, appear when a user closes the campaign on a main step, giving the user the chance to get back into the campaign later in their session if they choose!

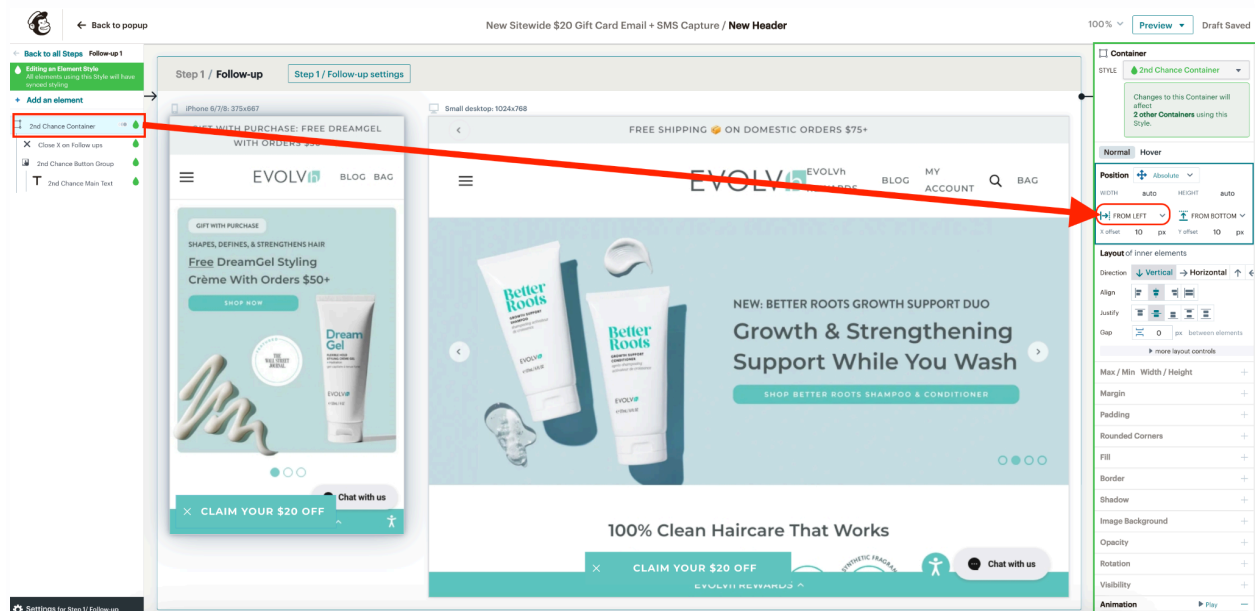
The second chance elements are built into your main campaign and can be adjusted and/or removed from within the editor.

Mailchimp Forms Best Practice: Keep a second chance follow up button present in your campaign so that users can hop back in if they decide they do want to opt-in during their site session.

Changing the placement of the second chance button

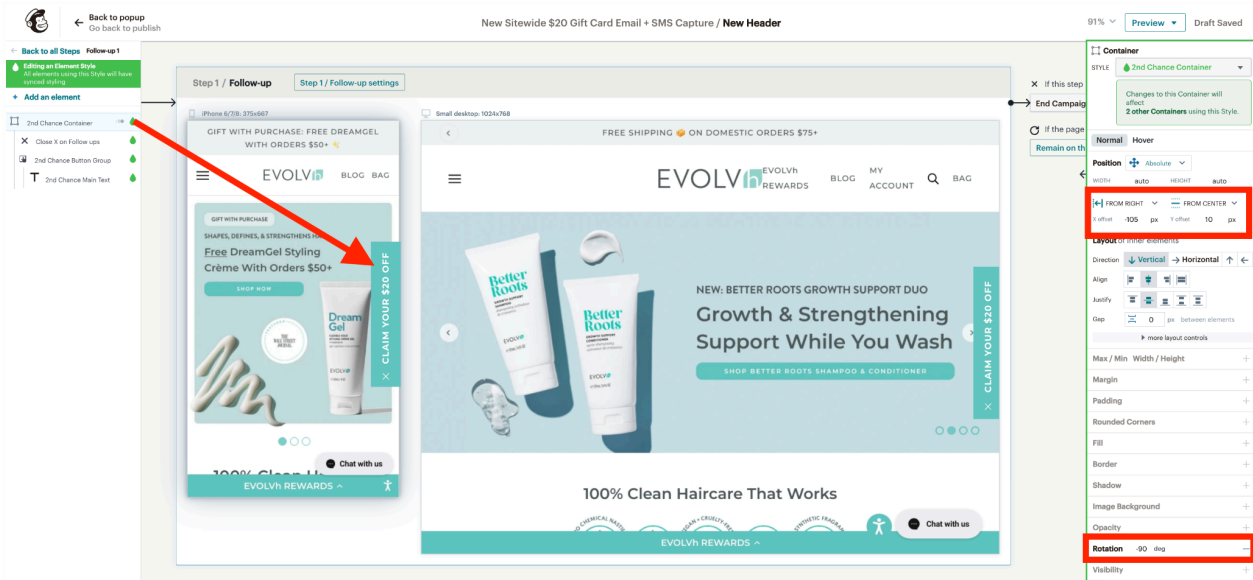
In Mailchimp Forms, the second chance elements are - by default - placed in the bottom left corner of the screen on all devices. If you have other elements on your site placed there and the second chance button conflicts with this, you can easily adjust the placement of the button!

Option 1: Change the position to **right side** of the screen (keep "from bottom")





Option 2: Changing position to middle of screen with rotation (Note: You may need to play with the -X offset based on your site)



Removing the second chance button(s):

1. Open your campaign in the Mailchimp Forms editor and navigate to the second chance step.
2. In the action drop down, change from 'Go to Follow up' to 'End Campaign'
3. Ensure that this is set on all steps.
4. Save and publish your campaign.

Done!

Note: You will likely have more than one follow up button in your campaign as our best practice includes a follow up button on most steps so users can hop back into the step



they abandoned on. Be sure to remove all second chance elements if you want this taken out of your campaign flow completely.