The next time you design a popup, consider the following...

**SHAPE & POSITION**
- Welcome Mat / Full Height Strip
- Welcome Mat / Partial
- Welcome Mat / Partial
- Welcome Mat / Partial
- Welcome Mat / Partial
- Small / Merged
- Small / Merged
- Small / Merged

**FLOATING BEHAVIOR**
- Floating
- Not Floating (Fixed)
- Small To Fixed
- Floating Shape Shifter

**LAUNCH TRIGGERS**
- Instant
- Delayed
- User Initiated
- On Page Leave
- On Event

**CHOICES**
- Yes / No
- No
- Yes / Maybe / No
- Maybe
- Yes

**EXIT CHOICE**
- Exit
- Don't Exit / Forced

**SCROLL CUES**
- With Text
- Without Text

**FORM FIELD VISIBILITY**
- Exposed Forms
- Postposed Forms

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We have data on this. Find out at https://goodui.org/fastforward/patterns/58

We have data on this. Find out at https://goodui.org/fastforward/patterns/16

We have data on this. Find out at https://goodui.org/fastforward/patterns/10

We have a pattern for this. Find out at https://goodui.org/fastforward/patterns/57

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"This might frustrate people as it's a strong interruption. They might be reading the content already." - Jakub

"You better have a very good reason for this.." - Jakub

"I really like this, but still haven't collected any results to support this." - Jakub

"And yes, E has outperformed D in the above test." - Jakub

"I like these, as they are a bit more transparent in setting expectation (that there is more to the page than just the popup." - Jakub

"A little extreme?" - Jakub

"This tends to fail to detect true intent. Some people just move their mouse if they don't really wish to leave." - Jakub

"A little extreme?" - Jakub

"Allows for content to be read, while generating at-tention to the popup with onscroll motion." - Jakub

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