



# YOUR FIRST PRIVY DISPLAY

A SIMPLE CHECKLIST FOR ENSURING YOUR FIRST DISPLAY IS SET UP CORRECTLY

## 1. DID YOU CUSTOMIZE YOUR DESIGN?

While Privy's display templates are ready to use without editing, you may want change the colors to align with your brand. **Here's how.**

## 2. WHICH TRIGGERS DID YOU CHOOSE?

You have three triggers available, time, scrolling, and exit intent that determine when your display is shown to your site visitors. You can use one or all of them to launch your pop up.

## 3. HAVE YOU ATTACHED A COUPON?

If you're offering a discount for people who sign up for your email list, make sure you've attached a coupon to your display. **Here's how.**

## 4. IS YOUR AUTORESPONDER EMAIL PUBLISHED?

You can automatically send an email from Privy to new subscribers when they sign up. To do this, you need to make sure your autoresponder is turned on and personalized with your message, brand, and colors. **Here's how.**

## 5. DID YOU SET YOUR AUTOMATION RULES?

If you're using Privy as your email provider, you don't need to touch this section. If you're sending new contacts to another email service, make sure you've integrated it and set up an automation rule that syncs contacts to a specific list. **Here's how.**

## 6. IS IT PUBLISHED?

No one is going to sign up if it's not! Just click the "Launch" button if it doesn't already say active.

