

# Pop Up Window

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**Quick Steps: Shop > Shop Settings > Options > Pop Up Window**

The Shop Pop Up Window functionality is an advanced marketing tool that enables site administrators to grab the attention of your visitors at the point of site entry, via an engaging interactive window.

The pop up window can include a combination of images, text and or video.

Recommended Shop uses include:

- YouTube Videos - To drive engagement
- Member Discounts
- Targeted promotions
- Sale campaigns
- New product launches

1. Go to **Shop**, then **Shop Settings** and select the **Options** from the extended side men.
2. Click **Edit** and select the **Pop Up Window** tab.
3. Insert text, image or YouTube video and click **SAVE**.

