

Hey there,

Your pop-up is the first real conversation you have with a visitor.

What you say—and how you say it—doesn't just affect whether they subscribe.

It affects whether they buy. How much they spend. Whether they come back.

Done right, it's one of the most underleveraged revenue levers on your site.

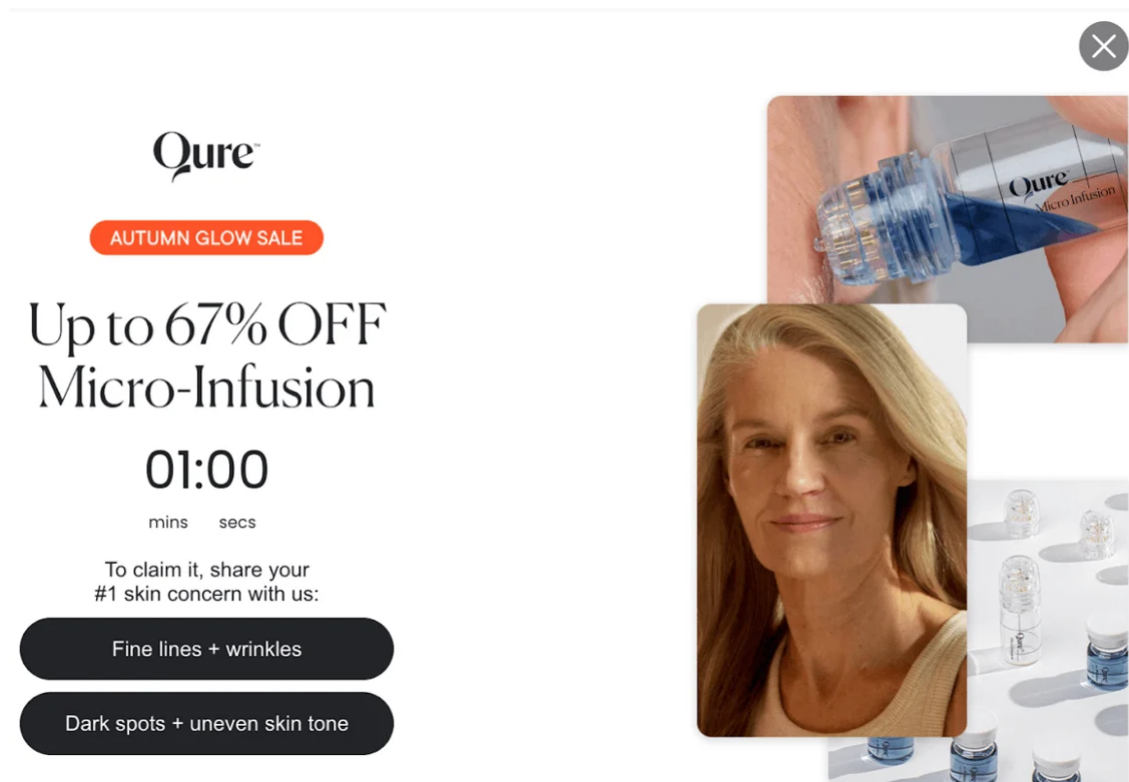
So we've been testing it. Here's what we found.

Test 1: Does framing the discount differently change anything?

The brand: Qure

Both pop-ups offered the same deal. Same product, same saving, same urgency timer.

The only difference? How the offer was framed.



Variant A 🖱️ **VS** **Variant B** 🖱️

Qure

AUTUMN GLOW SALE

Get 5 Months of
Micro-Infusion

for \$199 — ~~\$595~~ **SAVE 67%**

01:00
mins secs

To claim it, share your
#1 skin concern with us:

Fine lines + wrinkles

Dark spots + uneven skin tone



Variant A led with the percentage: **"Up to 67% OFF Micro-Infusion"**

Variant B led with the outcome: **"Get 5 Months of Micro-Infusion for \$199"**


Which one do you think won?

Keep reading, we'll come back to this.

Test 2: Does a bigger, bolder offer outperform a passive one?

The brand: Ruff Rover

Variant A was quiet about the discount: a **small mention of 5% off**. Polite. Easy to ignore.



✕


You've Unlocked A Special Discount!

Sign up to get 5% OFF your first order and get paw-some updates straight to your inbox 🐾

YES, PLEASE! →

NO, THANKS

Variant B went straight for it: **"Want Up To 56% OFF + An Extra 5%?"**



✕

Want Up To 56% OFF + An Extra 5%?

Join 50,000+ paw-rents who ditched the mess and stress. Sign up and get paw-some updates straight to your inbox! 🐾

FETCH MY DISCOUNT →

I'LL PAY FULL PRICE

Same brand. Same product. One of these drove:

- **+25.53%** submit rate on desktop
- **+21.43%** revenue on desktop
- **+34.16%** submit rate on mobile
- **+10.20%** revenue on mobile

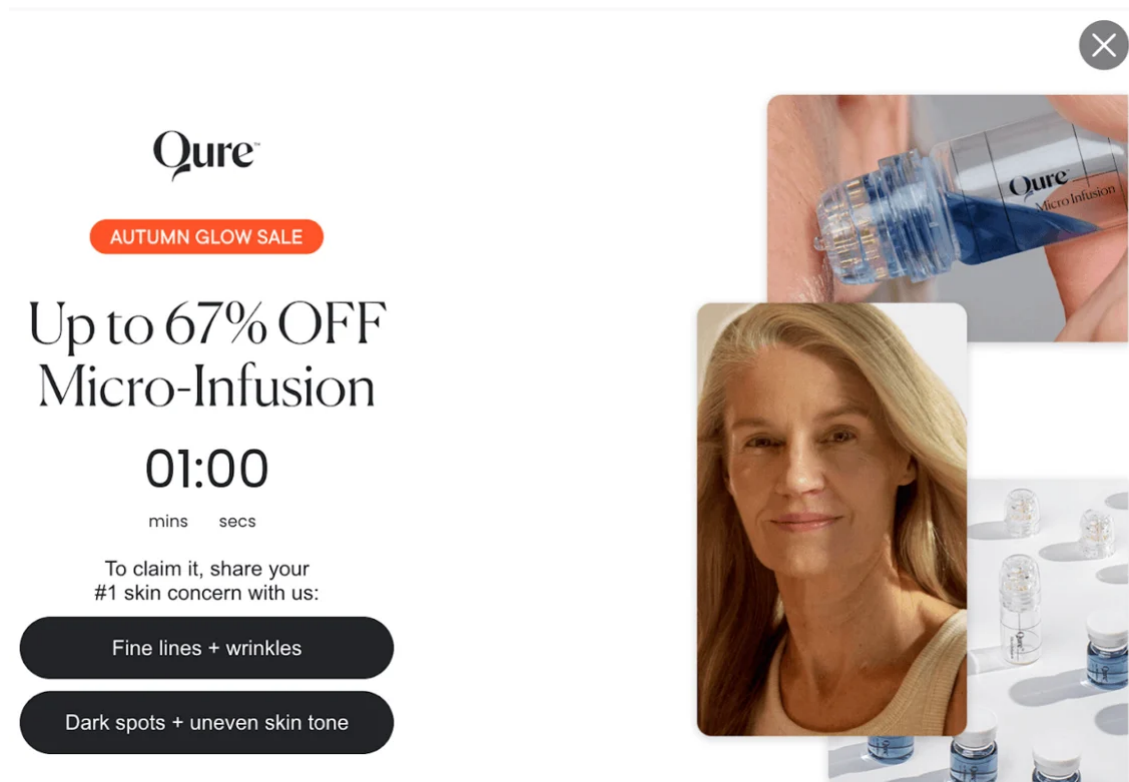
Both results are statistically significant.

The winner: Variant B. The one that made the value impossible to miss.

The lesson isn't "always go bigger." It's that passive copy asks visitors to work to understand why they should care. Explicit copy does that work for them.

At the moment someone's deciding whether to bounce, every second you make them think is a second closer to losing them.

Back to Qure. Here's Who Won.



The screenshot shows a promotional banner for Qure's 'Micro-Infusion' product. At the top left is the Qure logo. Below it is a red pill-shaped button with the text 'AUTUMN GLOW SALE'. The main headline reads 'Up to 67% OFF Micro-Infusion'. Underneath is a digital timer showing '01:00' with 'mins' and 'secs' labels. A sub-headline asks 'To claim it, share your #1 skin concern with us:'. Two dark buttons offer options: 'Fine lines + wrinkles' and 'Dark spots + uneven skin tone'. On the right side of the banner, there are two images: the top one shows a hand holding a blue Qure Micro-Infusion device, and the bottom one shows a woman's face next to several small product containers.

Going in, we expected the outcome-framed variant to win.

"5 months of Micro-Infusion" is concrete. It's a picture, *not a math problem*.

Conventional wisdom says that always beats a percentage.

It didn't.

Variant A won.

Why? Because "Get 5 Months of Micro-Infusion for \$199" only lands if the visitor already knows what Micro-Infusion costs. If they don't, **it's just a number with no reference point**.

"Up to 67% OFF" needs no context.

The saving is self-evident—and with an urgency timer running and a sale banner already on screen, visitors were in deal mode.

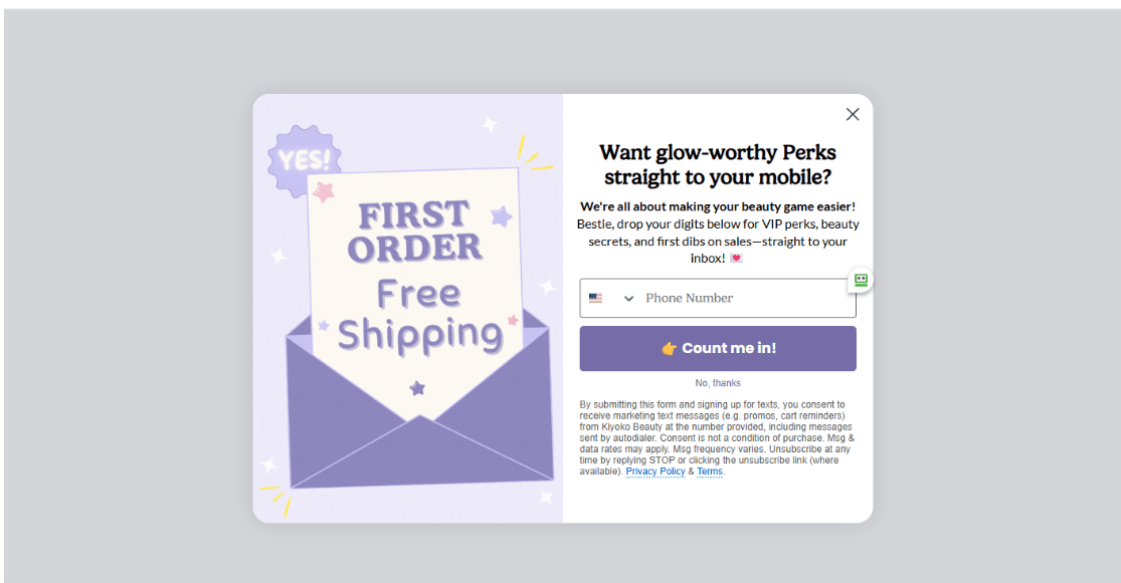
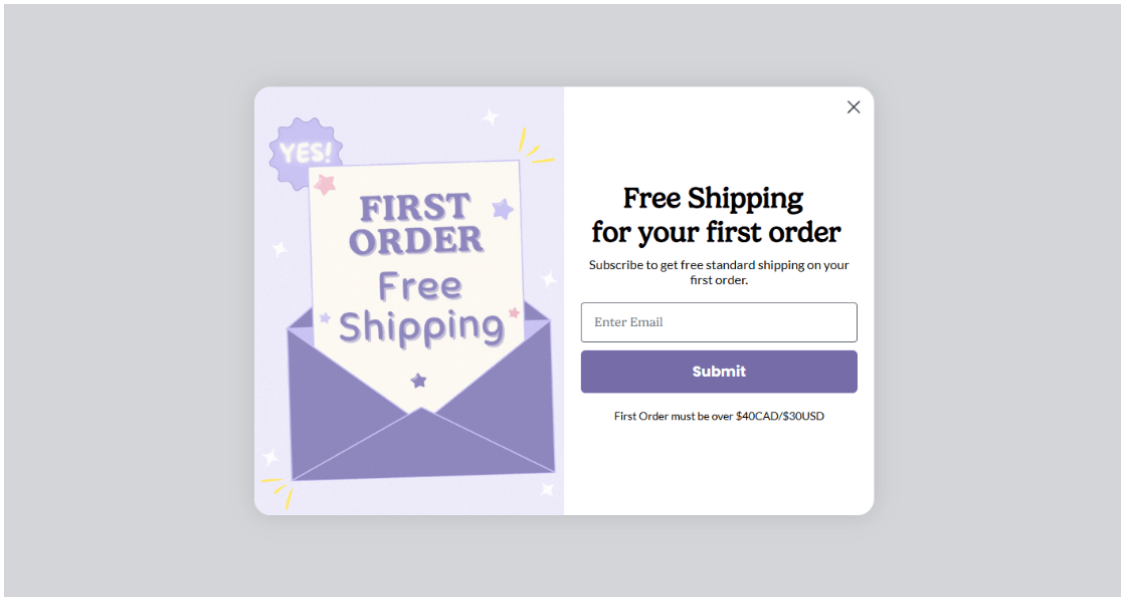
The percentage met them there. The outcome frame asked them to do math they didn't have the context for.

But what if the copy isn't even the real problem?

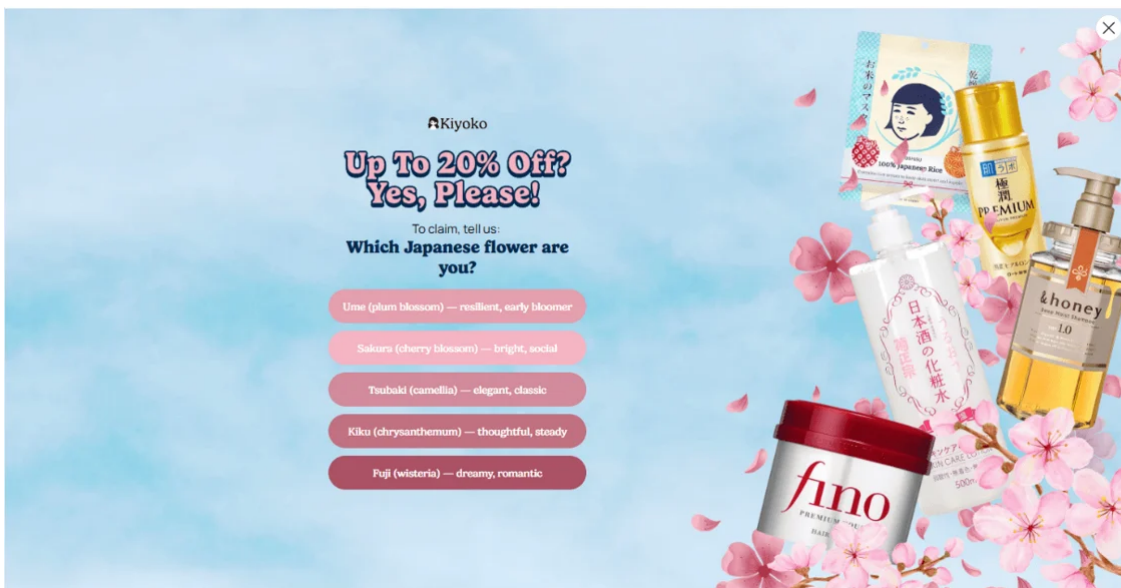
Both tests above tweaked what the pop-up *said*.

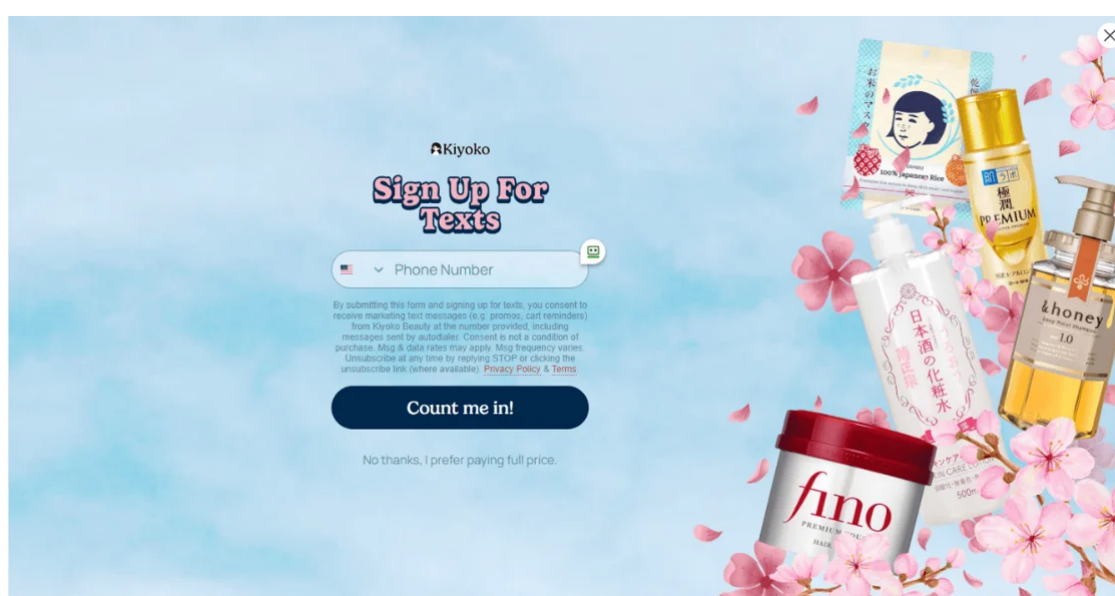
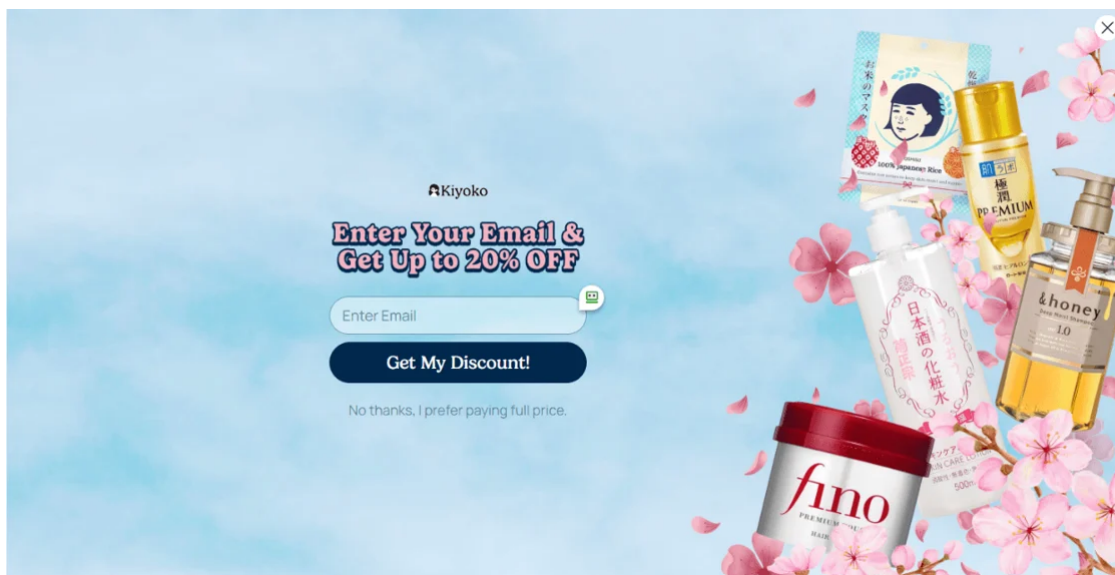
Kiyoko Beauty asked a different question: what if we changed the whole *experience*?

Their existing pop-up was clean and on-brand; half-screen, free shipping offer, email field. It was doing its job. *Just not doing it well enough.*



We rebuilt it as a full-page, four-step J-Beauty quiz. No form at the front door. Just one low-friction question: *"Which Japanese flower are you?"*





The idea was simple: get a click first, ask for the email second. Once someone's answered a question, they're already in. The form feels like a natural next step, not a toll gate.

The results across US and Canadian desktop traffic:

- US: **+116.7% revenue. +66.7% submit rate. +342% step-1 engagement.**
- Canada: **+81.8% revenue. +105.3% submit rate. +293.5% step-1 engagement.**

Step-1 engagement tripled in both markets. And because more people started, more people finished.

The pop-up didn't lead with a discount. It led with curiosity. That's what moved the number.

→ [Check out the full Kiyoko case study](#)

What this means for your pop-up

Three tests. Three different levers. All pointing at the same thing: your pop-up is either working for you or it isn't, and most brands don't actually know which.

Here's the ladder, in order of effort:

Level 1 — Test your framing (30 mins)

Outcome vs. percentage.

Neither always wins—Qure proved that.

What wins depends on your price point, your audience, and what mode they're in when they land on your site.

The mistake is picking one and never questioning it.

Run the test. Let your visitors tell you which picture lands harder.

Level 2 — Make the value impossible to miss (a few hours)

If your offer is buried or understated, drag it to the front. Ruff Rover's polite "5% off" wasn't pulling its weight.

"Want Up To 56% OFF + An Extra 5%?" did. The difference was **clarity**.

At the moment someone's deciding whether to close the tab, passive copy loses every time.

Level 3 — Rebuild the first interaction (a week, worth it)

Stop leading with the form.

Start with one low-friction question that earns the click, then ask for the email.

Kiyoko's submit rates more than doubled.

Revenue followed.

"Which Japanese flower are you?" isn't a form. It's an invitation. Once someone clicks an answer, they're already in and everything that follows feels like a natural

next step, not a toll gate.

You don't have to start at Level 3.

But if your pop-up hasn't been touched in 90 days, every visitor it fails to convert is a buyer who never made it into your flows.

That's not a list problem. That's a revenue problem.

Cheers,

Josh

P.S. Not sure where yours is leaking? Reply and tell me what you're running. Happy to give you a quick read.

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