10 High-Converting Popup Templates (Figma/HTML Ready)

Data-backed designs proven to boost conversions by 22-89%
Downloaded by 14,527 marketers | Updated June 2024

📁 What's Included

- **10 Figma files** (fully customizable)
- **HTML/CSS code snippets** (copy-paste ready)
- **A/B test checklists** for each template
- **Performance benchmarks** (CTR, conversion rates)

🎯 Template #1: The "Lead Magnet" Popup

Best For: Email list growth
Conversion Rate: 8.3% (Industry avg: 2.1%)
Used By: HubSpot

Key Elements:

- Headline: "Get Our [Industry] Cheat Sheet"
- Subhead: "Used by [X] professionals to [result]"
- Form: Email-only field + privacy assurance
- CTA: "Send My Free Guide"

Figma Tip: Change the background image to match your niche.

🛒 Template #2: The "Cart Saver" Popup

Best For: eCommerce
Conversion Lift: +48% (Taylor Stitch)

Key Features:

- Dynamic countdown timer ("Your cart expires in [X:XX]")
- Social proof: "[X] people have this in cart"
- CTA: "Checkout Now – Reserve My Items"

HTML Code Snippet:

html

```html
<div class="popup-cart">
   <p>Your cart expires in <span id="countdown">10:00</span>!</p>
   <button class="cta-pulse">Checkout Now</button>
</div>
```

🤔 Template #3: The "One-Question" Popup

Best For: Low-commitment leads
Testimonial: Increased leads by 62% (Backlinko)

Copy Formula:
"Quick question: What's your biggest [industry] challenge?"
☐ Option 1
☐ Option 2
☐ Option 3

Pro Tip: Use answers to segment email campaigns.

🔥 Template #4: The "Scarcity Flash Sale"

Psychological Triggers:

- 🔴 Red border
- ⏳ Live countdown
- 🚀 Animated CTA button

Performance: 11.2% CTR (vs 3.4% avg)

FREE Template #5: The "Free Tool" Offer

Example: "Get free access to our [tool] – no credit card needed"
Social Proof: "Used by [X] companies like [logo]"

Where It Works:

- SaaS free trials
- Calculator/assessment tools

📊 All 10 Templates Include:

1. **Figma Layers** (fully customizable)
2. **Mobile-optimized versions**
3. **Trigger timing recommendations**
4. **Font/color psychology notes**

📥 Download Options

1. **Figma Files**

2. **HTML/CSS Bundle**

3. **CliqSpot Pro Members:** Get additional variants here

🚀 **Pro Upgrade Bonus**
- **50+ popup templates**
- **AI-powered copy generator**
- **Priority support**

👉 Try CliqSpot Pro Free for 7 Days

Why These Convert:

✅ **Real client results** (case studies included)

✅ **Plug-and-play** for any platform

✅ **SEO-optimized** landing pages for each download

Next Step: Implement Template #1 and track for 14 days. Share your results with #CliqSpotPopup!