

# The State of Popup Banner Campaigns on eLearning Industry 2019 Edition

Every year, our Digital Marketing Experts analyze data from over 9M Popup Banner Impressions delivered to eLearning Professionals worldwide helping them to discover new eLearning Resources, Software, Features, Services, and Best Practices.

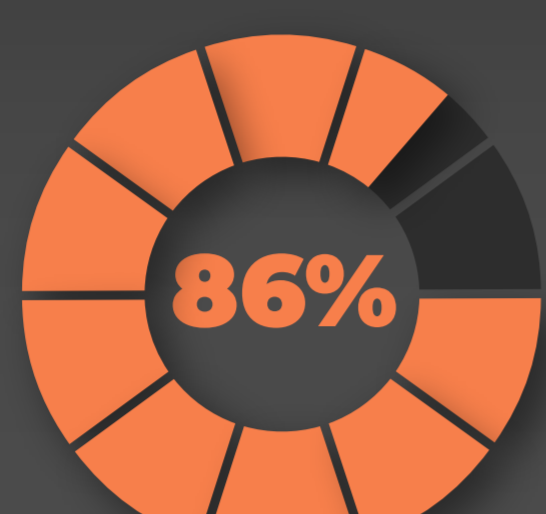
## eLearning Industry's Numbers Until Now

**570,813**  
ACTIVE USERS PER MONTH

**97,000**  
IMPRESSIONS ON AVERAGE PER CAMPAIGN

**UP TO 1,000**  
CLICKS PER CAMPAIGN

## Did You Know That?



Pop-ups can increase subscriptions up to 86%  
*(smartbugmedia.com)*



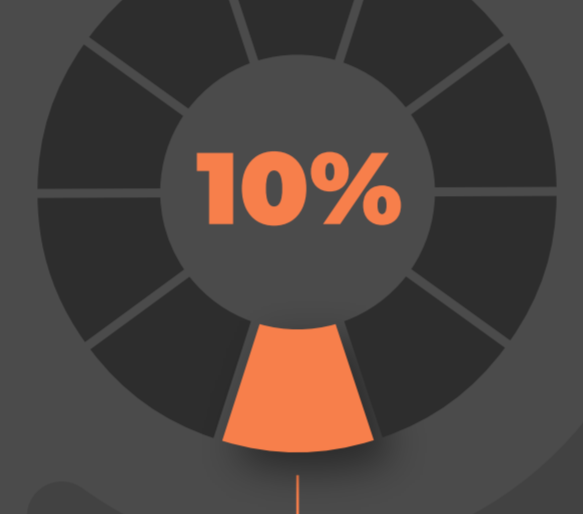
Pop-ups can increase sales up to 162%  
*(smartbugmedia.com)*



Having a Pop-up strategy can significantly boost your email list opt-ins  
*(copyblogger.com)*



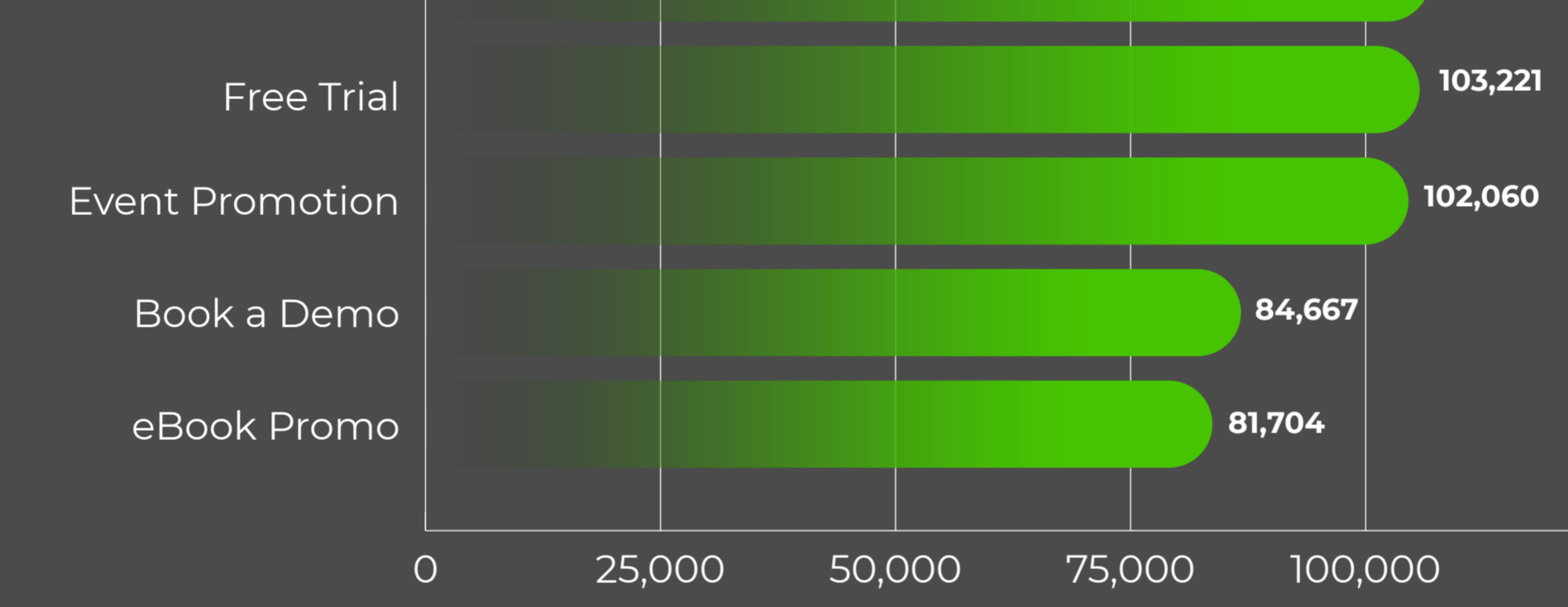
Click rates on Pop-up banner campaigns are 300% higher than traditional banner campaigns  
*(elearningindustry.com)*



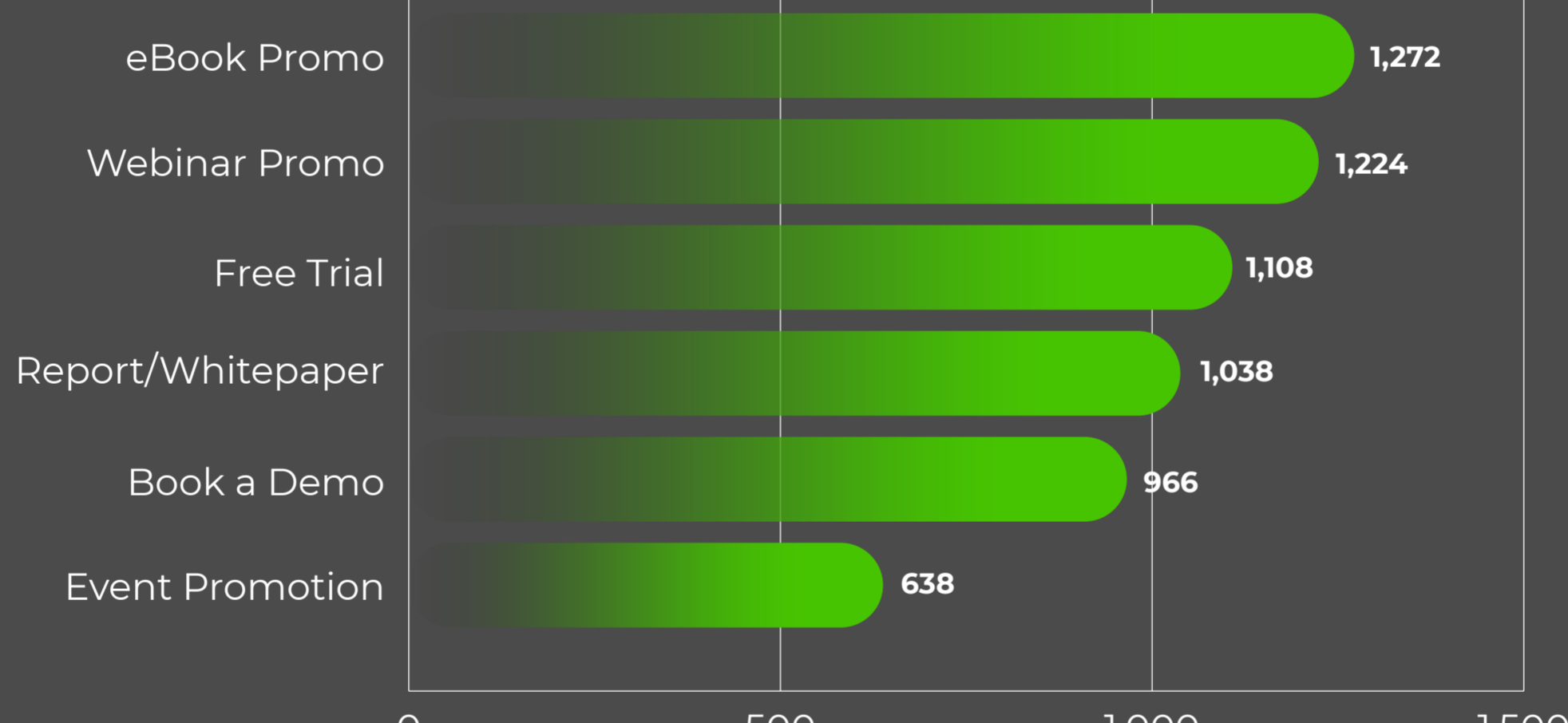
Targeted popup banner campaigns conversion rates can reach up to 10%  
*(elearningindustry.com)*

## Top 6 Popup Banner Campaign Types On eLearning Industry

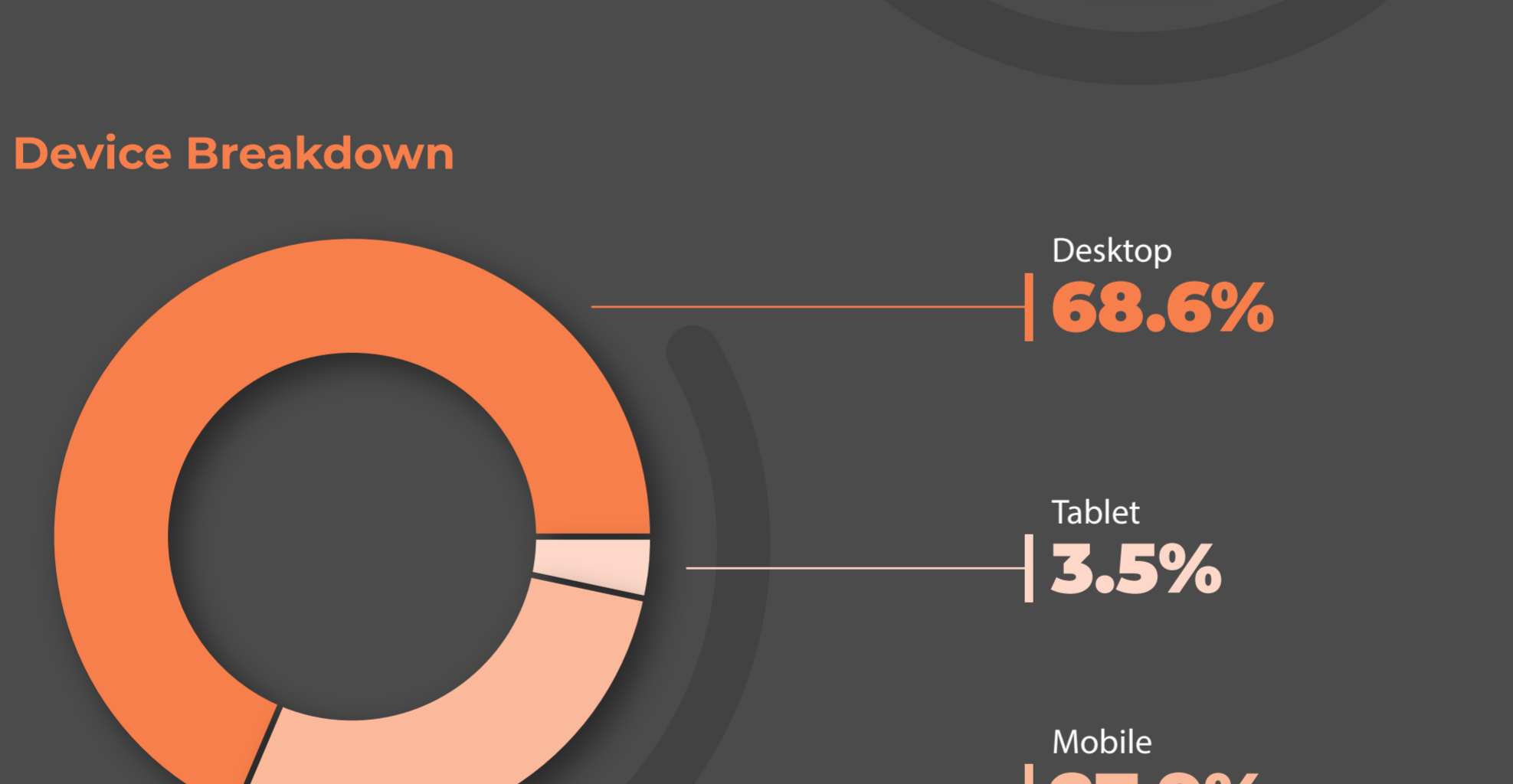
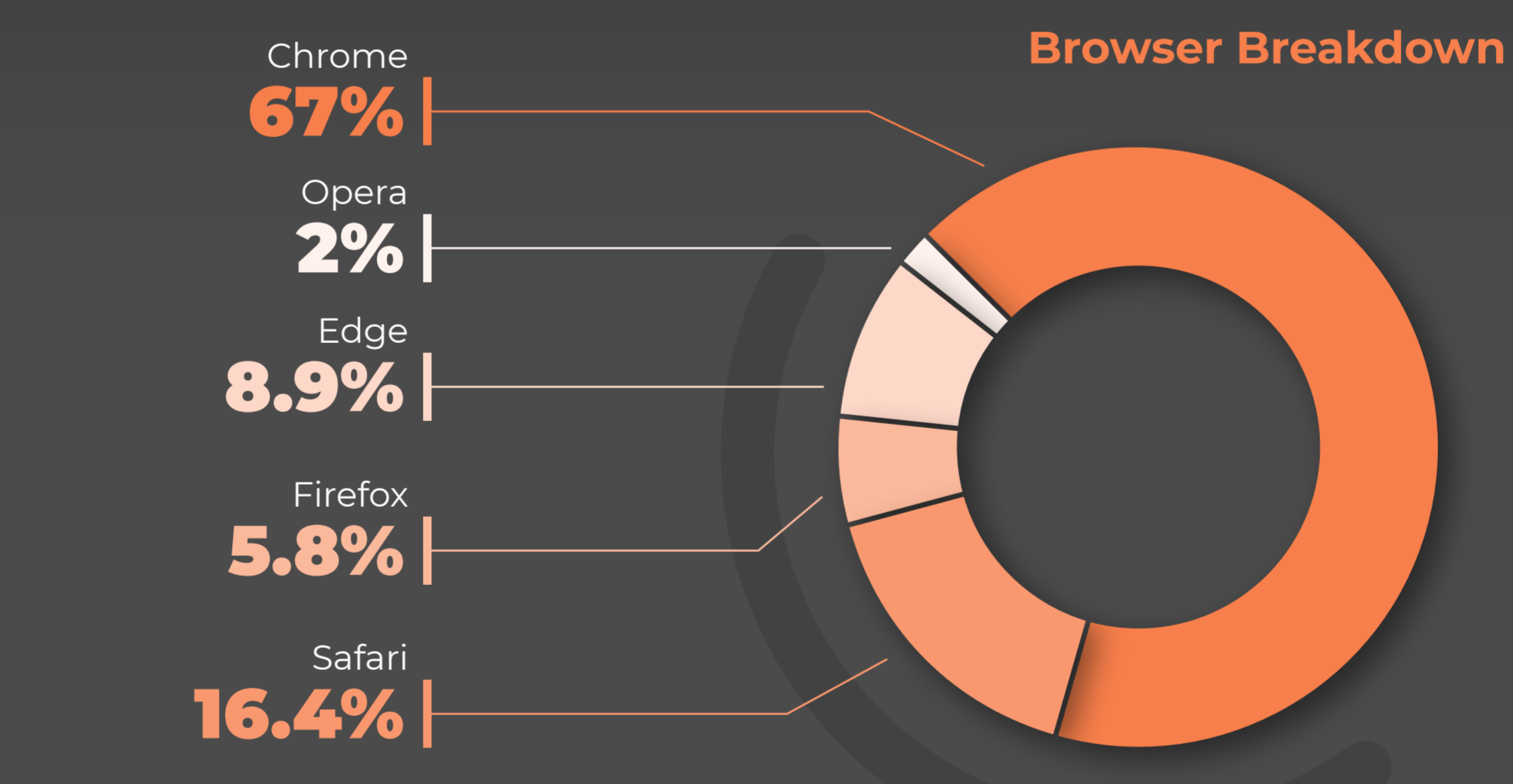
### Average Impressions By Campaign



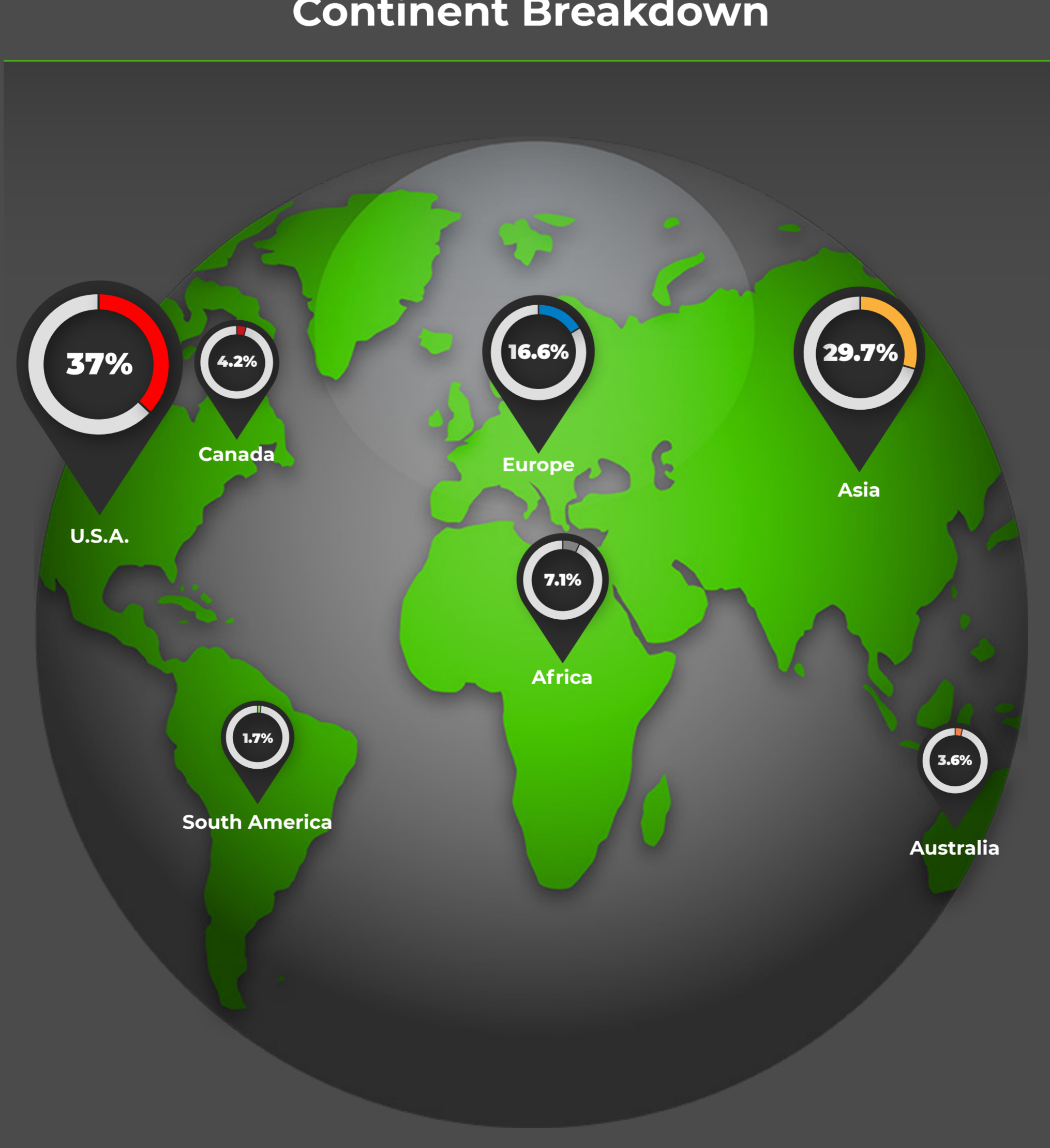
### Average Clicks By Campaign



## Where The Popup Banner Campaigns Are Being Delivered



## Continent Breakdown



Deliver Your Next Popup Banner Campaign To The Largest Community Of eLearning Professionals.

- Promote Your LMS
- Promote Your Authoring Tool
- Promote Your eLearning Services

Infographic Published by eLearning Industry Inc.

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