

# Privy

## Overview

Privy is a set of tools that enables MailUp customers to **grow their email lists** and **incentivize conversions**. Free users can use the product to **capture leads on their website** and display mobile-friendly landing pages. Paid users can track e-commerce or in-store sales derived from every campaign.



## Benefits

Create signup widgets, exit-intent popups and landing pages inside your website and automatically sync collected emails with your MailUp lists. No coding is required, you just need to add a widget code to your website and then you will control campaigns and results in your Privy dashboard.

## How it works

1. Visit <http://www.privvy.com/mailup/> and register for a free Privy account
2. Connect Privy to your website by installing Privy's widget code on your website, available in the "Widget Code" section of your Privy's dashboard. There are also a number of guides for installing Privy on popular publishing and e-commerce platforms.
3. Go to the "Settings" page, then click on "Linked accounts". In the available integrations, click on MailUp and connect your MailUp account using your credentials.
4. Create a campaign. Pick the type of campaign based on your target (signup collection, online or in-store offer, ...)
5. Choose widget type (popup, banner, bar, embedded form, ...)
6. In the form fields step, choose "Email only"
7. Define campaign and after-signup text
8. In the "Email sync" step, choose your MailUp account
9. After clicking on "Done", you will be able to customize your widget's look & feel and behavior with Privy's editor.
10. You can also use the website widget as a landing page

## Pricing

Privy has a free plan for basic needs and paid plans for more sophisticated users. View all plans and features on [Privy website](#)