

Invite visitors with proactive messages

Widget and embeds

Offer help at the moment visitors need it: on your pricing page, after they've been reading for a while, or as they move to leave. A proactive message is a small bubble above the widget's launcher, and one click on it opens the widget.

Who can do this: Owners and Admins · **Plans:** All plans. Bootstrap includes 2 messages with **Page URL** and **Time on page** rules. Growth and Catalyst include up to 50 messages and every rule.

Create a message

1. In the left menu, click the gear icon, then **Embeddables**, and open the **Proactive messages** tab.
2. Click **New message**. If you don't have any messages yet, you can click **Start with a suggested message** instead: it fills in a friendly offer of help that shows after 15 seconds on a page.
3. On the **Message** tab, fill in:
 - **Name**: only your team sees it, in the list of messages.
 - **Title** (optional): shown in bold, up to 80 characters.

- **Message:** the text visitors read, up to 160 characters of plain text.
- **Emoji** (optional): shown before the text.

A message has one title and one text for every language, so write it in the language most of your visitors read. If your website keeps each language under its own address, such as /de/, create a message for each language and target it with a **Page URL** rule.

Embeddables

Northwind

Not yet installed [Save changes](#)

[Widget](#)
[Proactive messages](#)
[FAQ sections](#)

</> Installation

Paste this snippet before the closing </body> tag of your site.

```

<!-- HelpCenter.io smart widget code -->
<script type="text/javascript">(function(){
  var s = document.createElement('script');
  s.src = "//helpcenter.io/js/init.js";
  s.async = true;
  window.hcOptions = {
    app_id: 'U6gjP'
  };
  document.body.appendChild(s);
})();
</script>
<!-- End HelpCenter.io smart widget code -->

```

Copy

Appearance

Colors and branding

Brand gradient

Start End

#be3866

#312d85

These two colors drive the gradient header, launcher and accents. Set both to the same color for a solid look.

Launcher icon

Preview

Live preview of your widget

Northwind

Hi, how can we help?

Search our guides, or send us a message.

1 Open **Proactive messages** and start with a suggested message

The bubble at the top of the editor previews your message as you write.

4. On the **When it shows** tab, add the rules that decide when the message appears. They're explained below.
5. On the **Delivery** tab, switch on **Active**. New messages start inactive, so visitors don't see them until you do.
6. Click **Create message**.

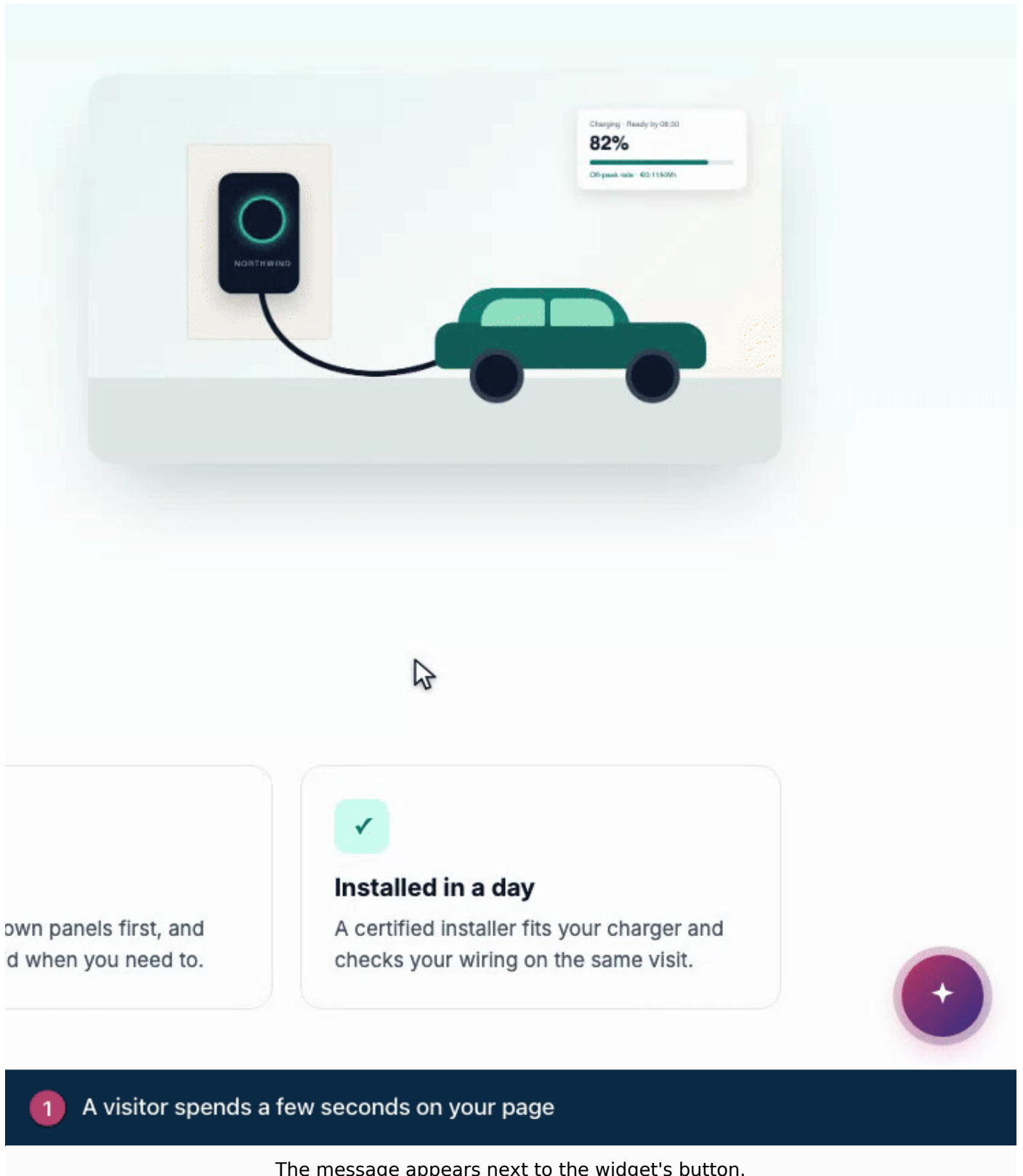
+ New message

2 Name it, then write a short **Title** and **Message**

Rules decide when the message appears. Active switches it on.

What visitors see

When a visitor matches the rules, the bubble appears above the launcher with your emoji, title and message. Clicking it opens the widget, and the ✕ closes it. Only one message shows per page view.



Messages don't show while the widget is open, or on pages where your snippet hides the launcher.

Choose when it shows

Under **Show this message when**, each rule is one condition. Click **Add rule** to add more: every rule in a group must be true. Click **Add an alternative (OR)** to start another group: the message shows when any one group is true. A message with no rules can show on any page.

Rule	The message can show when	Plans
Page URL	The page's path and query string match, for example /pricing. Choose is exactly , starts with , contains or matches pattern (use * as a wildcard). Tick Does NOT match to exclude pages.	All plans
Time on page	The visitor has stayed on the page for this many seconds.	All plans
Scroll depth	The visitor has scrolled this far down the page, in percent.	Growth, Catalyst
Scrolled past element	An element you name with a CSS selector has scrolled out of view above.	Growth, Catalyst
Visitor idle	No typing, scrolling or mouse movement for this many seconds.	Growth, Catalyst

Clicked an element	The visitor clicks an element you name with a CSS selector, including elements added to the page later.	Growth, Catalyst
Hovered an element	The pointer stays on an element for the dwell time you set.	Growth, Catalyst
Exit intent	The pointer leaves through the top of the window. Desktop only, and never in the first 5 seconds.	Growth, Catalyst
Form abandoned	The visitor starts filling in a form and leaves it unsubmitted. Field values are never read.	Growth, Catalyst
Custom event	Your own code fires an event. See below.	Growth, Catalyst
Referrer	The visitor arrived from a page that matches, such as google.com.	Growth, Catalyst
URL parameter	A query-string parameter is present or has a value you choose. Any parameter works, not only utm_ones.	Growth, Catalyst

First-time or returning	It's the visitor's first visit, or they've been before. This is remembered in the visitor's browser.	Growth, Catalyst
--------------------------------	--	------------------

On Bootstrap, the other rules appear with a lock. A locked rule never fires.

Control how often it shows

The **Delivery** tab sets the rest:

Setting	What it does
Active	Switches the message on. While it's off, the message is saved but never shown.
How often it shows	Show once, then wait shows it to a visitor once, then keeps it hidden for the quiet period. Show on every page until dismissed keeps showing it as they browse, and the quiet period starts once they close it or open the widget.
Quiet period	How long the message stays hidden afterwards, from every page view up to a month, or a custom time. A week is the default.
Stop after	The most times one visitor ever sees the message. Leave it empty for no limit.

Priority	When several messages qualify on the same page, the one with the highest priority shows.
-----------------	--

Test it before it goes live

On the **Test** tab, enter a page address under **Test against this page URL** and click **Run test**. You'll see whether the message would show on that page and which rules pass. Rules that depend on what the visitor does, such as a click, get switches so you can pretend they happened. Time on page, scroll depth and idle rules get a box for the value to test.

To watch it on your real website, add `?hcnudge=debug` to a page's address and open your browser's console. The widget lists every rule it checks and what it saw. This works once at least one message is active.

Manage your messages

The list shows each message's name, whether it's **Active** or **Paused**, its rules and how often it shows. Use the switch on a message to pause or activate it, **Edit** to change it, and the menu (`:`) to **Delete** it. The counter at the top shows how many of your plan's messages you've used.

A message marked **Migrated** is the bubble you had set up on the **Widget** tab, moved here so you can target it like any other message. It doesn't count toward your plan's limit, and switching it off here switches it off everywhere.

The dashboard doesn't show how many visitors saw or clicked each message. To see whether a message helps, filter **Statistics** to the **Widget** surface and compare the weeks before and after you switch it on.

Trigger a message from your own code

With a **Custom event** rule (Growth and Catalyst), your website decides the moment. Give the rule an **Event name**, such as `checkout_failed`, and fire it from your code:

```
if (window.hcWidget) {  
  window.hcWidget.trigger('checkout_failed');  
}
```

Event names can use letters, numbers and the characters `_` `.` `:` `-` only. Events fired before the widget is ready wait and are applied once it is.

Troubleshooting

The message doesn't show. Check that it's **Active**, and use the **Test** tab to see whether the page matches its rules. If you've already seen the message, the quiet period hides it from you: try a private browser window.

Visitors still see the old text. Browsers keep the message settings for a few minutes. Reload after a few minutes.

A rule shows a lock. It isn't included in your plan, so it never fires. Use **Page URL** and **Time on page**, or move to Growth or Catalyst. See [Plans and pricing](#).

New message is grayed out, and the tab says "You are using all 2 messages on your plan." Delete a message you no longer need, or move to Growth or Catalyst for up to 50.

Nothing shows on any page. Make sure the widget itself appears on your website. See [The widget doesn't show up](#).

Related articles

- [Add the widget to your website](#)
- [What visitors see in the widget](#)
- [Widget JavaScript API](#) on the developer portal