

BouncePilot Shopify Plugin

Setup Guide

July 2020



Table of Contents

- Getting Started..... 3
- Before Starting..... 3
- Setup Procedure..... 3
 - Step 1 – Log into your Shopify Admin area at *.myshopify.com..... 3
 - Step 2 – Navigate to the Current Theme:..... 4
 - Step 3 – Edit the Theme’s code..... 4
 - Step 4 - Add the bopify snippet to the “snippet” section in the theme 5
 - Step 5 – Include the snippet into the main theme 7
 - Step 6 – Include the conversion pixel in Shopify’s Thank you page 7
 - Step 7 – Test that the BouncePilot plugin is correctly installed 10
 - 1. Testing the basic page instrumentation 10
 - 2. Testing the “conversion” page instrumentation (on checkout) – IMPORTANT 11

Getting Started

This guide will take you through setting up the BouncePilot Shopify plugin on your Shopify store.

Who this document is intended for:

- Your store's Shopify Administrator

What you will need:

- Access to your Shopify Admin section
- The custom `bopify.liquid` script prepared for your shop (provided by your BouncePilot Account Manager)
- The custom `bopify_convert.liquid` script prepared for your shop (provided by your BouncePilot Account Manager)

Before Starting

As with any changes to your Shopify store, it is always recommended to make backups. For this procedure, we will be altering:

- `theme.liquid` (**step 5**)
- Checkout section - Additional scripts `textarea` (**step 6**)

It is highly recommended that you please do be prepared to back these files up (in local text files).

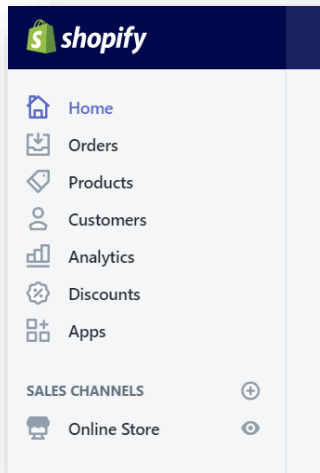
Setup Procedure

Please follow these steps exactly as they are written in order to successfully install the BouncePilot Shopify plugin.

Note: If ever in doubt or in need of clarifications, please contact your BouncePilot Account Manager for assistance.

Step 1 – Log into your Shopify Admin area at *.myshopify.com

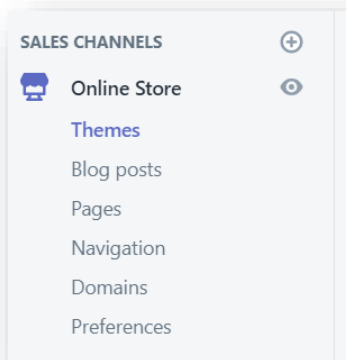
Once you are logged in, you will see the Shopify Admin Dashboard:



Step 2 – Navigate to the Current Theme:

In order to use the BouncePilot Shopify plugin, you will need to add the plugin to your theme.

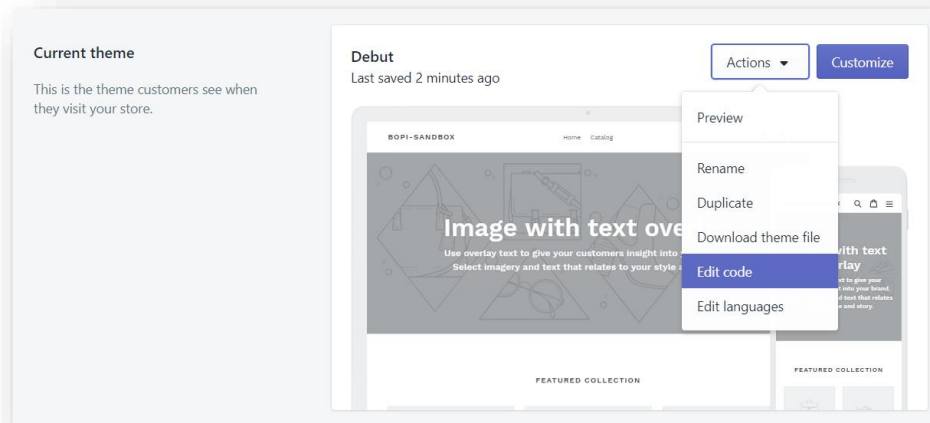
- 1) In the left menu, click on **Online Store->Themes:**



Step 3 – Edit the Theme's code

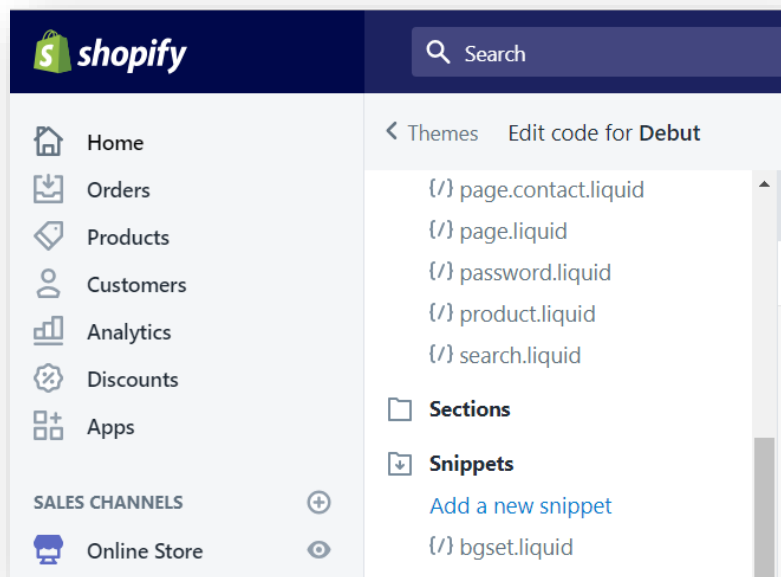
Once your current theme is selected, in the main window, click on the Actions dropdown:

Actions->Edit code



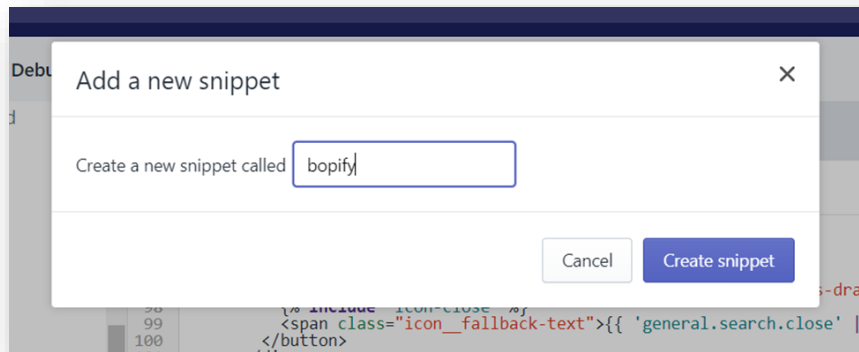
Step 4 - Add the bopify snippet to the “snippet” section in the theme
In the left navigation panel in the main window, navigate to:

Snippets->Add a new snippet



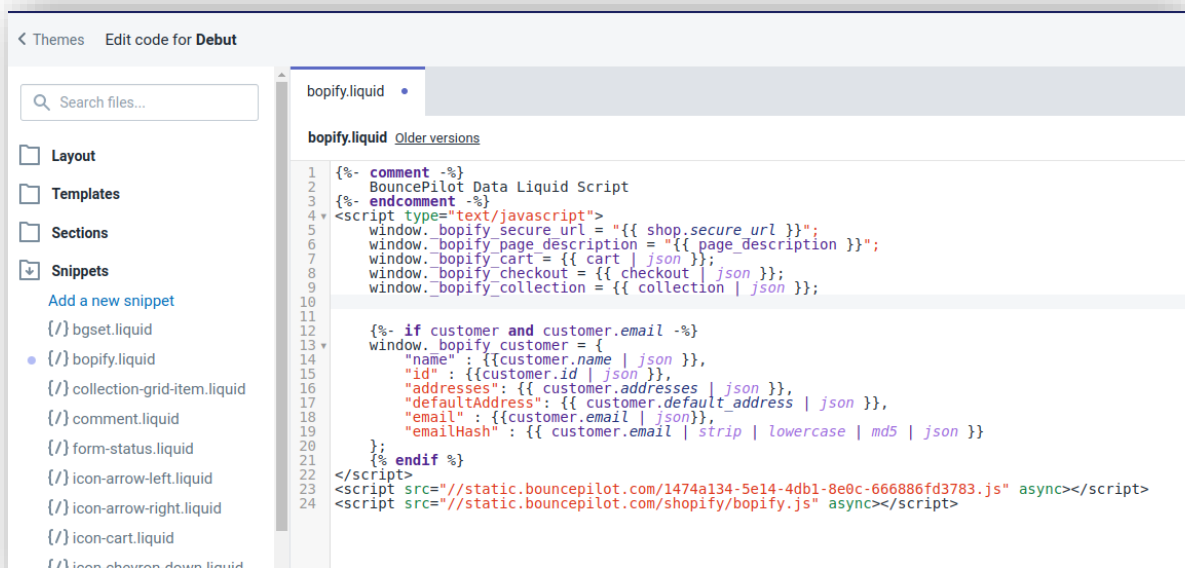
You will be prompted to name your new snippet.

Name the new snippet: *bopify*



This will create a new snippet named `bopify.liquid` under snippets (the “.liquid” extension will be added automatically)

Copy the **entire** contents (Ctrl-A, Ctrl-C) of the `bopify.liquid` file (provided to you by your BouncePilot Account Manager) and paste) (Ctrl-V) it into the text area for the new snippet:

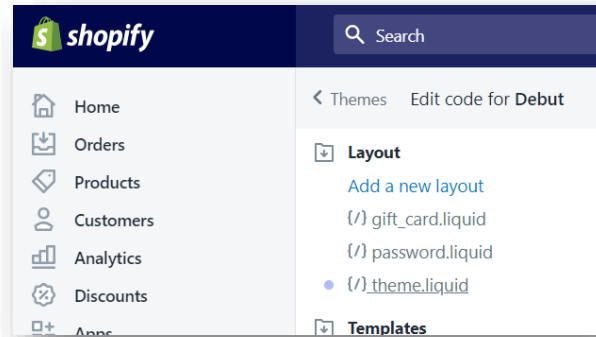


Step 5 – Include the snippet into the main theme

In order for your shop to use the newly-created snippet, you must include the newly created `bopify.liquid` snippet into the `theme.liquid` layout:

In the left navigation panel in the main window, navigate to:

Click on Layout->theme.liquid:



At the end of the `theme.liquid` textarea, right before the line containing the closing of the `</body>` tag, paste the following line of code (please note, spaces and case matter):

```
{% include 'bopify' %}
```

```
112
113     {% section 'footer' %}
114
115 </div>
116
117
118     {% include 'bopify' %}
119 </body>
120 </html>
121
```

Step 6 – Include the conversion pixel in Shopify's Thank you page

For best results, it is important to inform BouncePilot when a conversion is made in your store. This will avoid situations where BouncePilot would otherwise provide you with contact information which you have already received from the user during the checkout process.

Setup Guide - Shopify Plugin

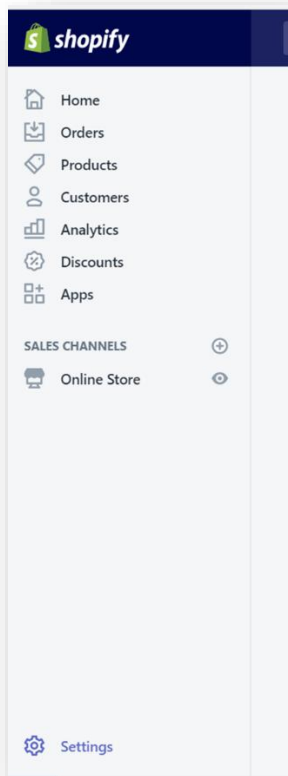


In order to suppress the contact information for converted visits, you will need to inform BouncePilot of the purchase.

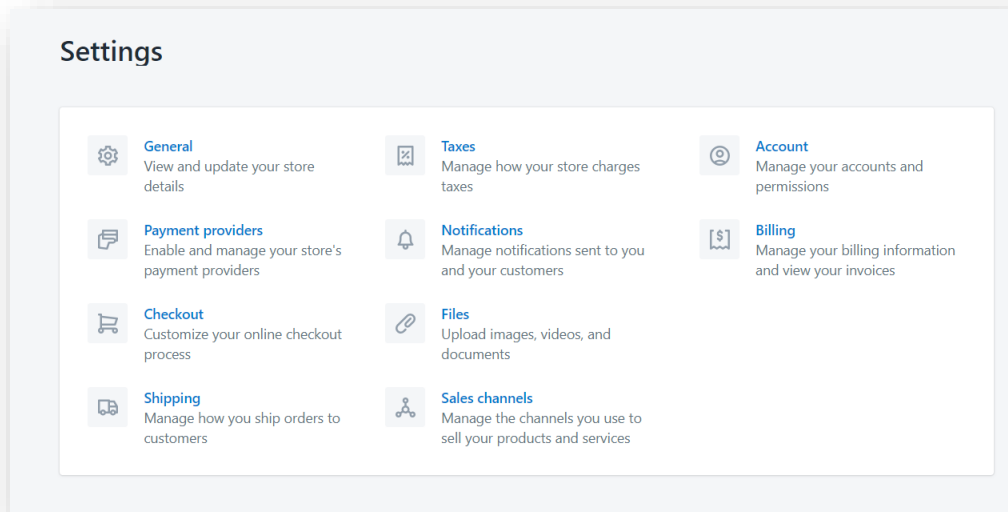
This is done in the Shopify Conversion tracking section.

At the bottom of the left menu in the Admin dashboard:

Click **Settings**:

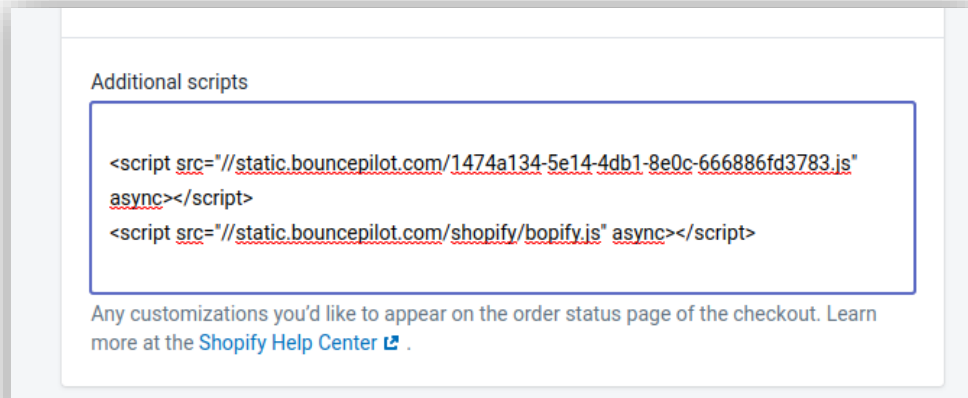


Then click **Checkout**:



Find the text area entitled **Additional scripts**, and copy the code in the `bopify_convert.liquid` script (provided to you by your BouncePilot Account Manager) and paste it into the **Additional scripts** text area at the top.

Note: the text area may or may not be empty. Be sure to keep all existing code there.



Step 7 – Test that the BouncePilot plugin is correctly installed

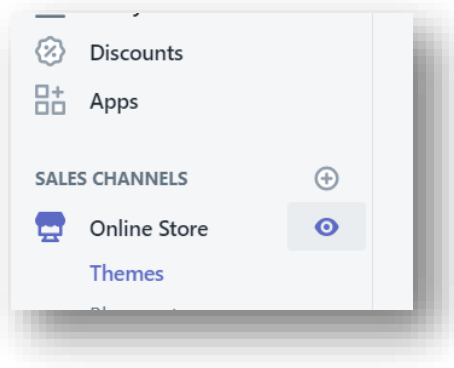
One way to test that your shop has correctly picked-up the BouncePilot plugin is to check the traffic.

You will need to ensure that the 2 snippets you have added are both working. This means you will need to test 2 different areas.

- Standard storefront pages (e.g. product page)
- Conversion Page – **VERY IMPORTANT** – Please do not skip this step

1. Testing the basic page instrumentation

Navigate to your shop, by click the eye icon next to **Online Store** on the left menu of your Admin dashboard:

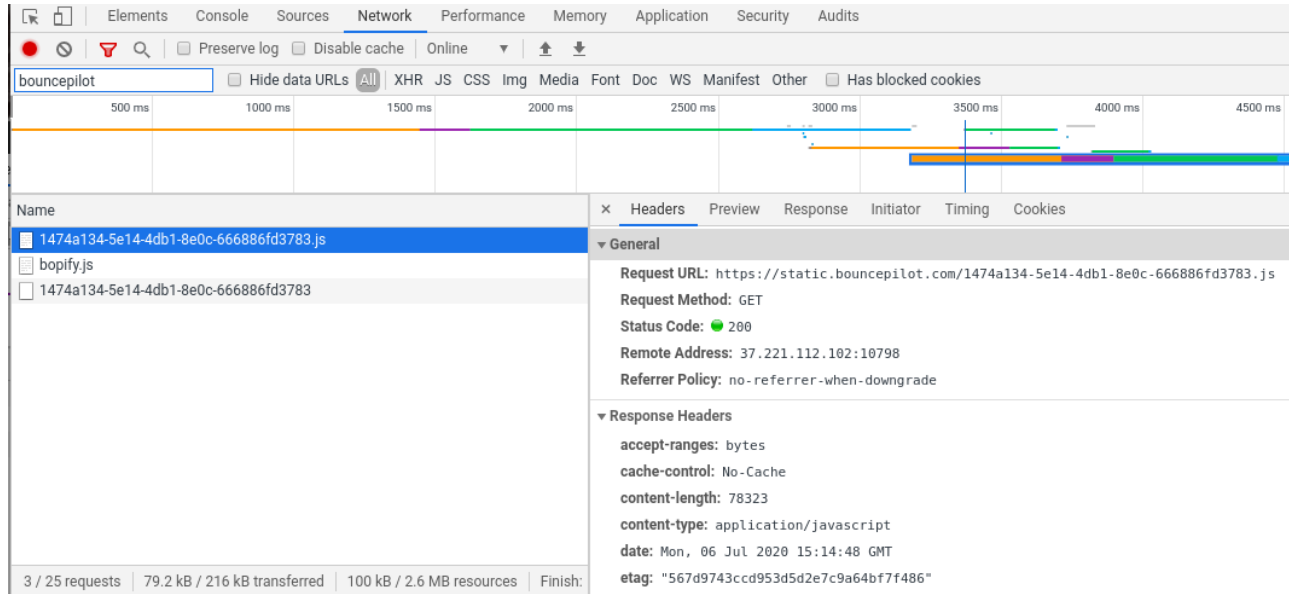


Your storefront should load in a new tab, once opened (in Chrome), press F12 to open the *Developer Tools* panel in your browser.

Once the *Developer Tools* are open, navigate to any page (e.g. product page), and:

- Refresh the page (Ctrl-R)
- click on the *Network* tab
- (optional) enter *bouncepilot.com* in the filter to filter-out all other requests
- Click on the **JS** sub-tab

You should see a request for <advertiser id>.js (highlighted in the screenshot below):



2. Testing the “conversion” page instrumentation (on checkout) – IMPORTANT

It is very important to ensure that the conversion trigger is setup correctly so that BouncePilot know not to provide you with data on visits where the user made a purchase.

For this step, you will need to make a purchase (please make a test purchase based on your preferred method):

<https://help.shopify.com/en/manual/sell-online/checkout-settings/test-orders>

<https://help.shopify.com/en/manual/payments/shopify-payments/testing-shopify-payments>

Once the purchase is made, you will land on the “Thank you page” (order confirmation page).

Again press F12 to open the *Developer Tools* panel in your browser.

Once the *Developer Tools* are open, navigate to any page (e.g. product page), and:

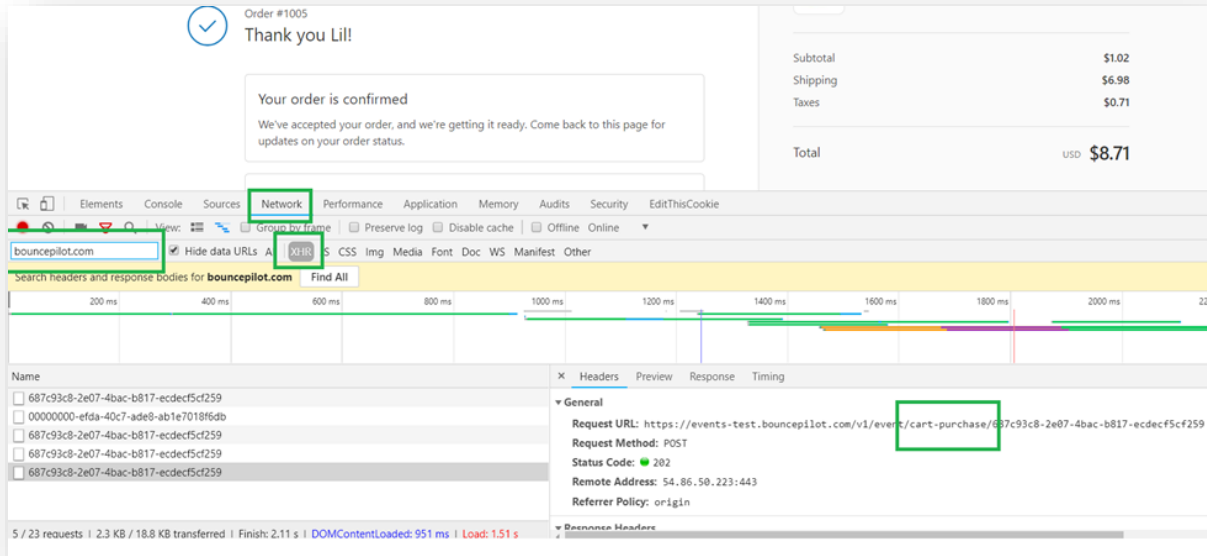
- Refresh the page (Ctrl-R)
- click on the *Network* tab
- (optional) enter *bouncepilot.com* in the filter to filter-out all other requests
- Click on the **XHR** sub-tab

You should see a request to the **cart-purchase** end-point:

- **TEST:** Request URL: [https://events-test.bouncepilot.com/v1/event/cart-purchase/\[ignore what follows\]](https://events-test.bouncepilot.com/v1/event/cart-purchase/[ignore what follows])
- **PRODUCTION:** Request URL: [https://events.bouncepilot.com/v1/event/cart-purchase/\[ignore what follows\]](https://events.bouncepilot.com/v1/event/cart-purchase/[ignore what follows])

Please note, the request may not be the last request. You will need to find it among the **XHR** requests sent to bouncepilot.com

Setup Guide - Shopify Plugin



Congratulations!

Your BouncePilot Shopify plugin has been successfully installed!