

AdRoll's Magento 1 Extension User Guide

Overview:

This tutorial will go over how to install the AdRoll M1 Extension for your Magento store. The extension will place the AdRoll pixel onto your site and will generate a product feed for you to be able to run dynamic ads.

Please note: the instructions below reference uploading the installation package to your Magento Connect Manager. You can also upload the package files directly to your FTP.

Features:

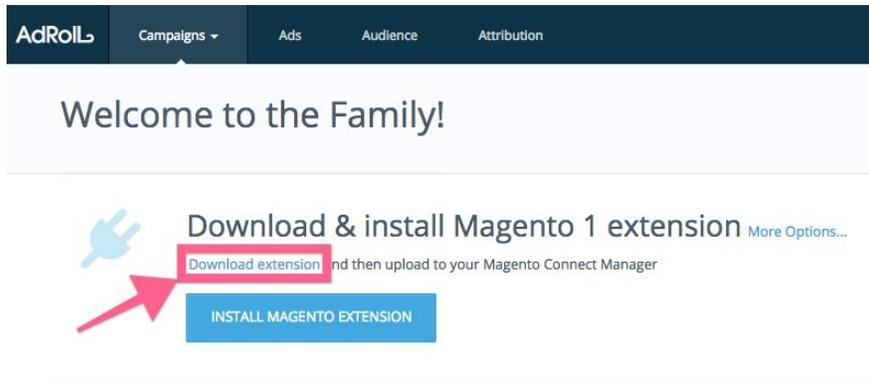
- **Tags your site**
 - Places the AdRoll pixel onto all pages of your Magento store.
- **Get access to dynamic ads**
 - Generates a product feed to AdRoll so you can run dynamic ads.
- **Creation of key audience segments**
 - Creates audiences based on how visitors interact with a Magento store - purchase (conversion), order review, checkout, cart, & product viewed.
- **Enables conversion & ROI tracking**
 - Tracks each customer purchase and pass back customer variables (e.g. purchase value, order ID) to enable ROI tracking for your AdRoll campaigns.

Download extension:

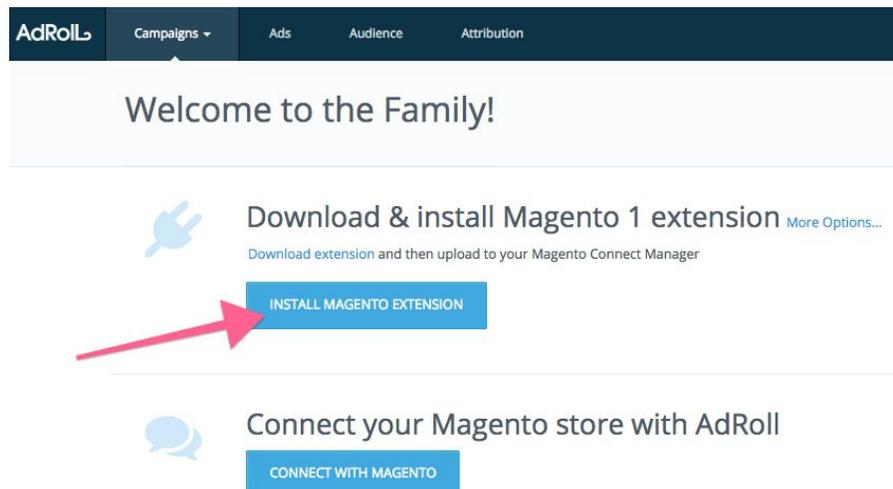
You can download the latest version of the AdRoll M1 extension [here](#). This is also available to download on your AdRoll dashboard.

Installation instructions:

1. Login to the [AdRoll dashboard](#)
2. Select **Download extension** to initiate a download of the installation package

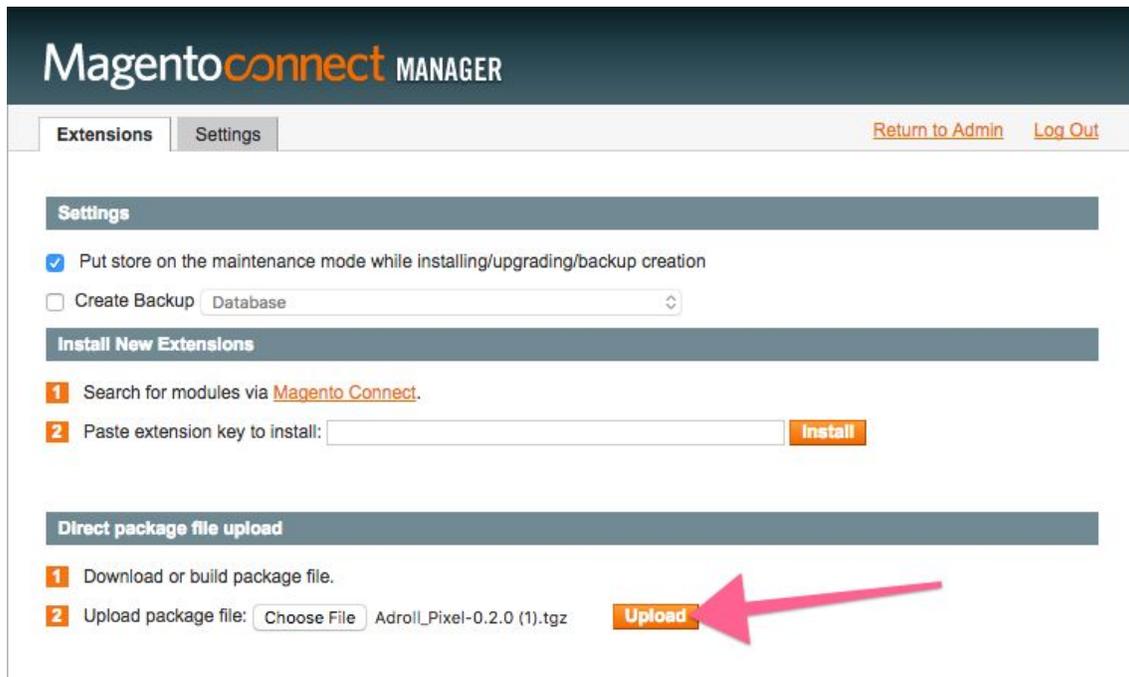


3. Select **Install Magento Extension** to access your Magento Connect Manager*



*If you do not use the Magento Connect Manager, you can also upload the package files directly to your FTP and proceed to step 5.

4. Upload package to the **Direct package file upload** section and then select **Upload**



The screenshot shows the Magento Connect Manager interface. At the top, there's a dark blue header with the 'Magentoconnect MANAGER' logo. Below the header, there are tabs for 'Extensions' and 'Settings', and links for 'Return to Admin' and 'Log Out'. The main content area is divided into sections: 'Settings' with a checked checkbox for 'Put store on the maintenance mode while installing/upgrading/backup creation' and an unchecked checkbox for 'Create Backup' with a dropdown menu set to 'Database'; 'Install New Extensions' with a search bar and an 'Install' button; and 'Direct package file upload' with a 'Choose File' button, the filename 'Adroll_Pixel-0.2.0 (1).tgz', and an 'Upload' button. A pink arrow points to the 'Upload' button.

5. Once installed, go back to your AdRoll dashboard and select **Connect With Magento**



The screenshot shows the AdRoll dashboard. At the top, there's a dark blue header with the 'AdRolls' logo and navigation tabs for 'Campaigns', 'Ads', 'Audience', and 'Attribution'. Below the header, there's a large white box with the text 'Welcome to the Family!'. Underneath, there's a green checkmark icon followed by the text 'Your Magento extension is installed' and 'We're now able to connect with Magento'. At the bottom, there's a blue button with the text 'CONNECT WITH MAGENTO' and a pink arrow pointing to it.

6. Select the AdRoll profile you would like to connect your Magento store to



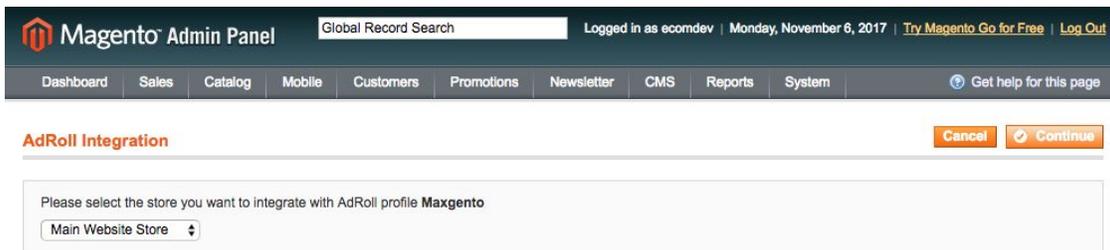
You are signed in to AdRoll as [redacted]

Use this Account for Magento?

- OR -

[Use Other Account](#) [Sign Up](#)

7. This will take you to your Magento Admin Panel. From here, select the Magento store you want to connect to and then select **Continue**



8. You will then be redirected back to the AdRoll dashboard and can launch your first campaign!

