

AdRoll's Magento 2 Getting Started Guide

Overview:

This tutorial will go over how to install and configure AdRoll's Magento 2 extension. The extension will streamline the onboarding process by placing the AdRoll pixel onto your site and generating a product feed for you to be able to run dynamic product ads.

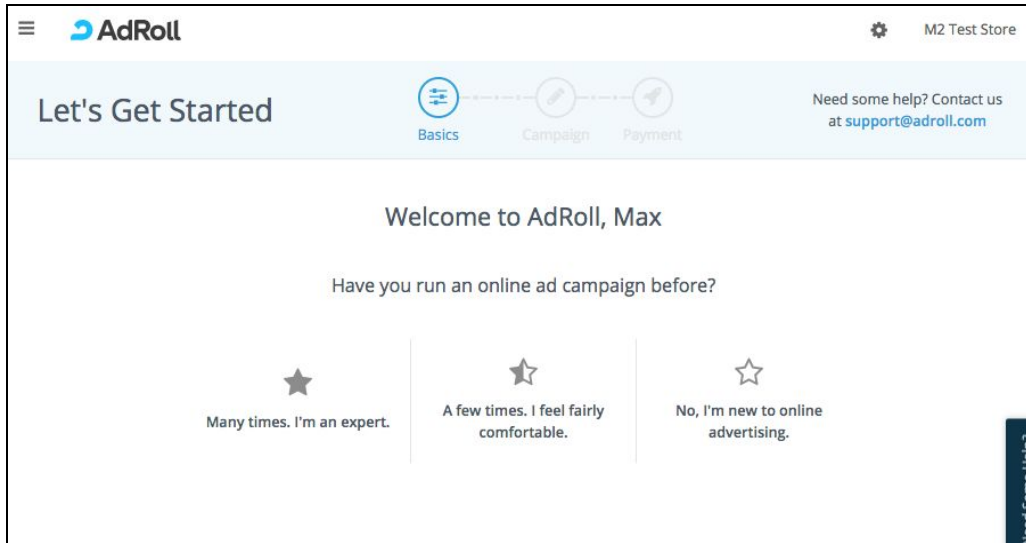
Note: This extension currently supports all versions of Magento 2

Features:

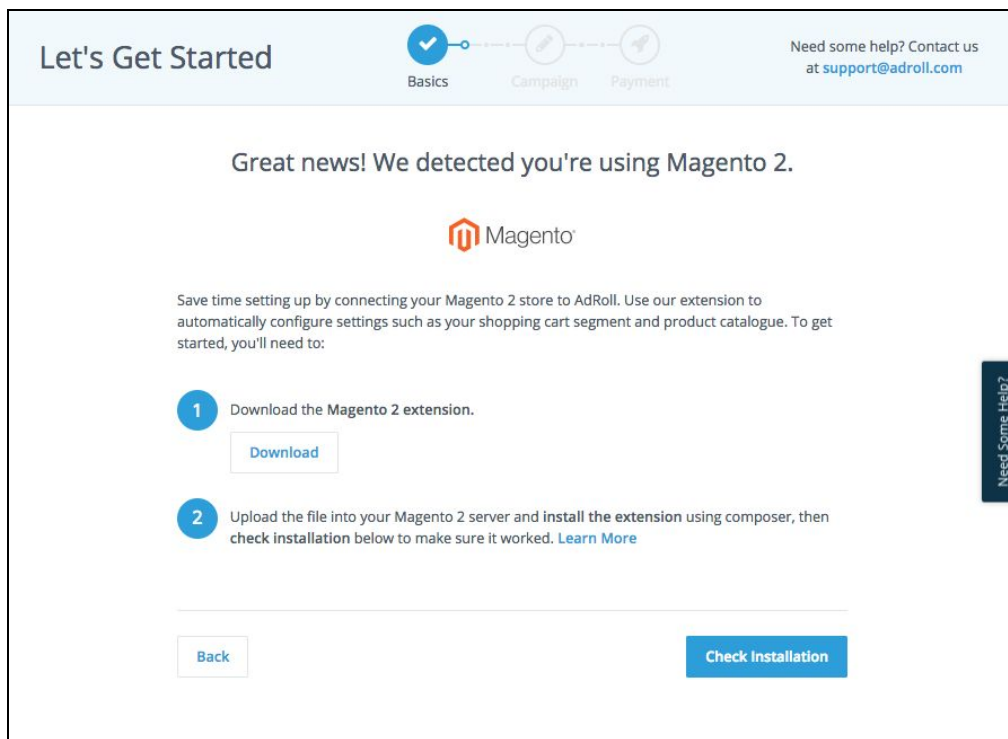
- **Tags your site**
 - Places the AdRoll pixel onto all pages of your Magento store.
- **Get access to dynamic ads**
 - Generates a product feed so you can run dynamic ads.
- **Creation of key audience segments**
 - Creates audiences based on how visitors interact with a Magento store - purchase (conversion), cart, & products 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.

Installation instructions:

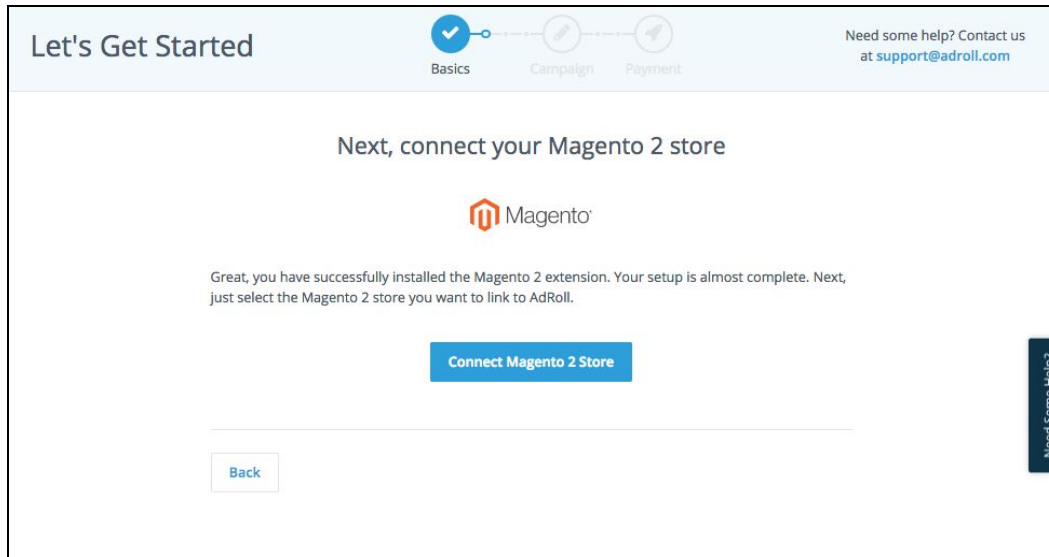
1. Login to the [AdRoll dashboard](#)
2. Choose your level of experience with online ads



3. Select **Download** to download the extension, download it here.
4. Upload the file into your M2 server and install the extension
5. Select **Check Installation** after installing the extension

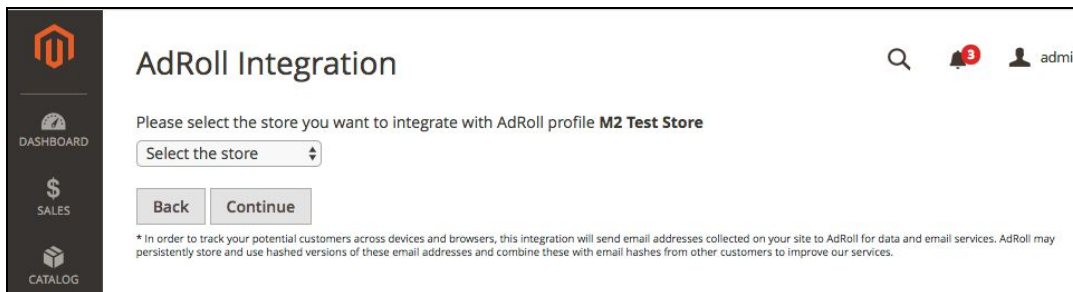


6. Select **Connect Magento 2 Store**

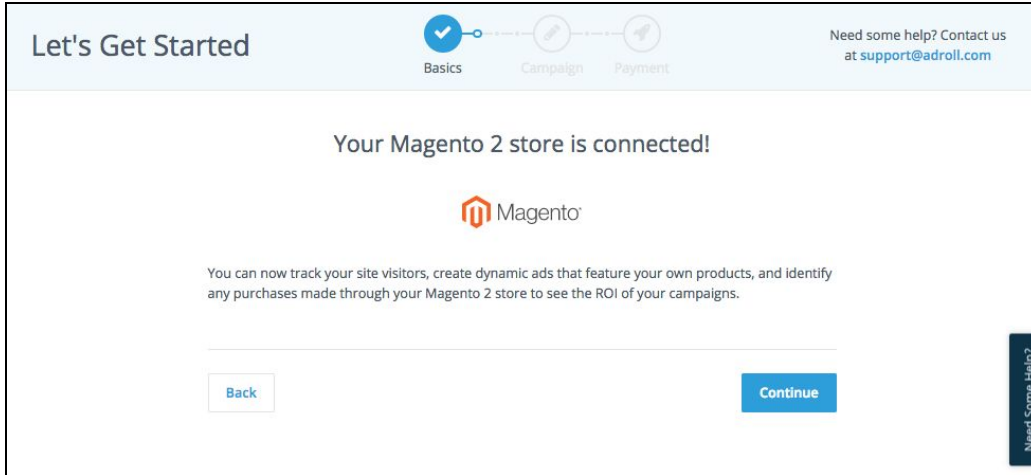


***If you are not signed into your Magento Admin Panel, you will be directed to sign in and then your homepage. Please sign-in before connecting your store.**

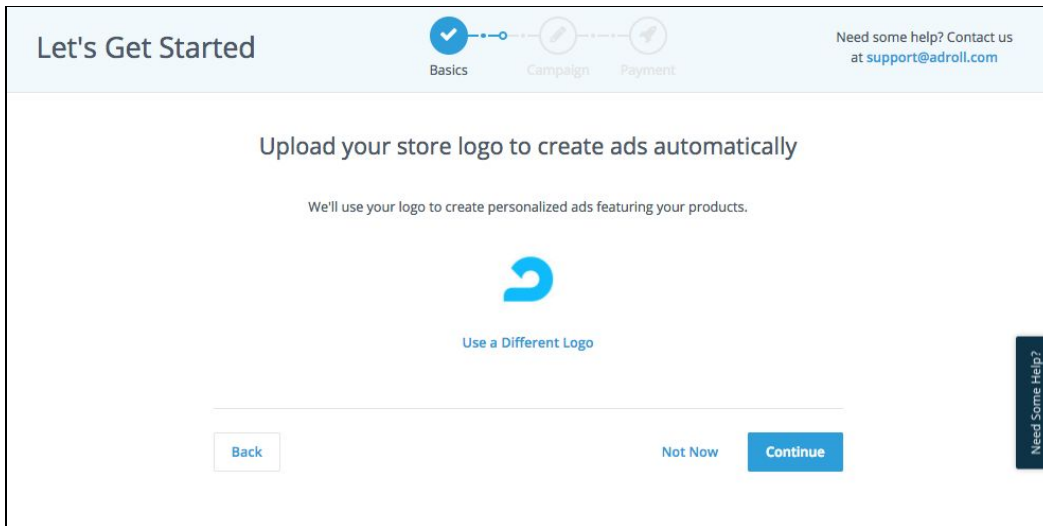
7. Select the store you want to connect to and then select **Continue**



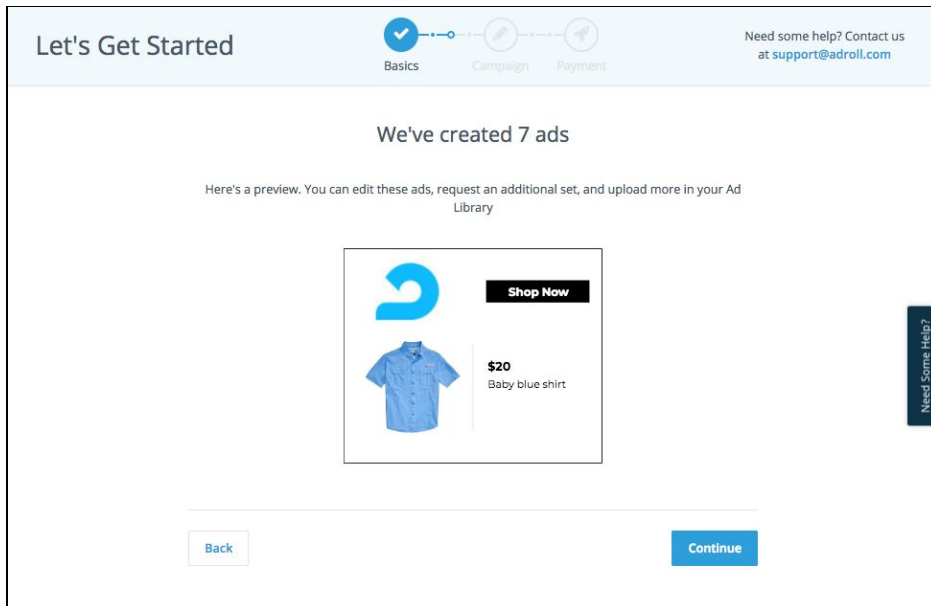
8. You will then be directed back to your AdRoll dashboard and select **Continue**



9. Upload your store's logo and select **Continue**



10. A set of dynamic product ads featuring your product catalogue will be created and a preview will be displayed



11. Your Magento store is all setup and you are ready to launch your first campaign!

*If you are an existing user, make sure to remove the existing AdRoll pixel that was placed manually once confirmed the extension is installed correctly. You will also want to delete your existing conversion segment to avoid duplicate conversions from being reported.