



Convertize

Convertize Extension Guide

for  **Magento® 2**

What is the Convertize extension for Magento?

Convertize is a piece of optimisation software which uses proven neuromarketing principles to suggest effective changes you can make to your website.

Our extension for Magento simplifies the installation of Convertize on Magento websites. The plugin will add the Convertize script to all the pages of your website (just before the closing tag of the header). This will enable Convertize to apply changes directly and record tracking data on the Convertize server. Experiment results will be then available to users at <https://app.convertize.io>

How do I install the extension?

To install Convertize using the Magento extension you first need to register for an account on <https://www.convertize.io> and receive your unique pixel (installation code). Once your account has been created you will be shown a page containing your pixel. You then need to copy and paste this code into the Convertize section of your Magento admin area.

What is the Convertize pixel?

The pixel is one line of code that needs to be added to all pages of your Magento store that you wish to run experiments on.

The pixel allows you to create scenarios, launch experiments and track visits and goals. Nothing else. In other words, the code is only doing what “you” define while using Convertize.

There are two different ways to load scripts in A/B testing. It can be synchronous, in which the scripts are loaded sequentially, or asynchronous where some scripts are loaded simultaneously. The advantage of having scripts loaded asynchronously is that it does not slow down the page, but it can cause a flickering effect in which the user might see the original page before the variation page. For this reason Convertize loads scripts synchronously in order to ensure the best user experience possible.

Privacy Policy

At Convertize, we collect and manage user data according to our Privacy Policy, with the goal of incorporating our company values: transparency, accessibility, usability. By using Convertize you agree to the terms of this Privacy Policy. To read more about our policies please visit

<https://www.convertize.io> and click on the Privacy Policy link in the footer.