Setting up Formisimo in Unbounce

What you will need

- A Formisimo account with an experiment set up.
- Your Formisimo tracking code and conversion code (generated in the set up process).
- An published Unbounce page that contains a form.

What you will need to do:

1. Log into your Formisimo account
2. Head to My Account, then the Tracking Code tab:

3. Log in to Unbounce
4. Open the page you wish to integrate with Formisimo
5. Click edit:
6. Click the Javascripts button at the bottom of the page:
7. In the dialogue box, name the script ‘Formisimo Tracking Script’, and paste in your Formisimo tracking javascript. Ensure the placement is ‘Before Body End Tag’:

8. Click Done

9. Click the Form Confirmation Dialog tab:

10. Click the Javascript button at the bottom.

11. In the dialogue box, name the script Formisimo Conversion Script, and paste in your Formisimo tracking javascript. Ensure the placement is ‘Before Body End Tag’
12. Click done.

That's it! All visitors to your form and their interactions will be tracked by Formisimo and you can see this by logging into your Formisimo account.

If the confirmation page is another web page (external to Unbounce)

Your tracking code can be added as above, but the conversion tracking will need to be placed on the external page above the closing body tag.

For multistep forms in Unbounce

The tracking code can be added to all steps as above, but the conversion code needs to be added to every step apart from the first to track the flow of visitors through the form. For example:

- Step One - tracking code
- Step Two - tracking code and conversion code
- Step Three - tracking code and conversion code
- Confirmation page - conversion code

If you have any questions at all, please email tom@formisimo.com.