



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:

The screenshot shows the Formisimo Unbounce interface. At the top left is the Formisimo logo. At the top right are links for "Logout" and "My Account". Below the logo is a navigation bar with tabs for "Experiments", "Reactions", "Annotations", and "Form Statistics". Underneath is a sub-navigation bar with tabs for "Account Details", "Tracking Code", and "Domains". The "Tracking Code" tab is active. It contains a dropdown menu with "unbouncepages.com" selected. Below this is a section titled "Paste this code on your site" with a text area containing the following code:

```
1 | <script src="//cdn-static.formisimo.com/tracking/js/tracking.js"></script>
```

 There is a "Copy to clipboard" button and a "See some examples" link. Below this is a section titled "Setting up Conversion Tracking" with a text area containing the following code:

```
1 | <script src="//cdn-static.formisimo.com/tracking/js/conversion.js"></script>
```

 There is a "Copy to clipboard" button and a "See some examples" link. At the bottom of the section is a "Send via email" button.

3. Log in to Unbounce
4. Open the page you wish to integrate with Formisimo
5. Click edit:

Blank Page

Change URL <http://unbouncepages.com/1cb301d4-3431-11e4-aa2f-123140ff5abe/>

7 VISITORS 1 CONVERSION 14.29% CONVERSION RATE

Created about 23 hours ago, updated about 22 hours ago, Last Published about 22 hours ago.
No notes or details have been made about this page yet. [Edit Notes](#)

A/B Test Centre [Reset Stats](#) [Preview Variants](#) [Add Variant](#)

Current Champion	Visitors	Views	Conversions	Conversion Rate
A First Variant Updated about 22 hours ago	7	16	1	14.29%

[Optimize your conversion rate by testing additional variants of this page. Not sure what to test? Check out our 101 Landing Page Optimization Tips for some advice.](#)

[Start with a Copy of your Existing Page](#) OR [Create a new Page Variant from Scratch](#)

6. Click the Javascripts button at the bottom of the page:

Blank Page Variant A

[Edit](#) [Preview](#) [Support](#)

[Save](#) [Preview](#) [Undo](#) [Redo](#) [Move Up](#) [Move Down](#) [Bring Forward](#) [Send Backward](#) [Duplicate](#) [Delete](#)

Main Page Form Confirmation Dialog Show: Page guides Section guides

Properties Page Properties Conversion Goals

Page

Geometry

Size W: 760

Top Margin 0

Title & Meta Data

Title

Keywords

Description

Hide my page from search engines
Note: make sure this is set the same for all variants

Background Properties

Fill Solid Color

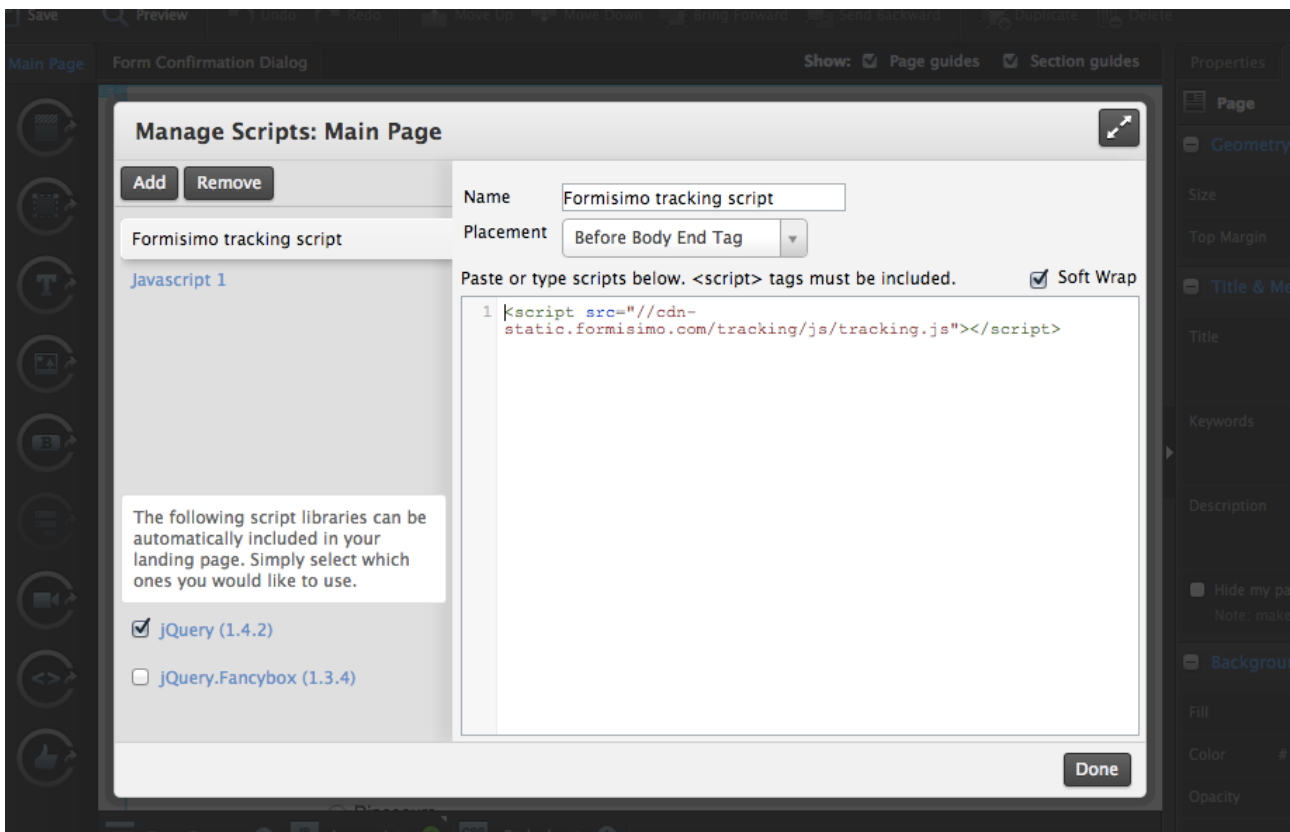
Color #eee

Opacity 100

Bkg. Image No image specified
[Choose](#) [Remove](#)

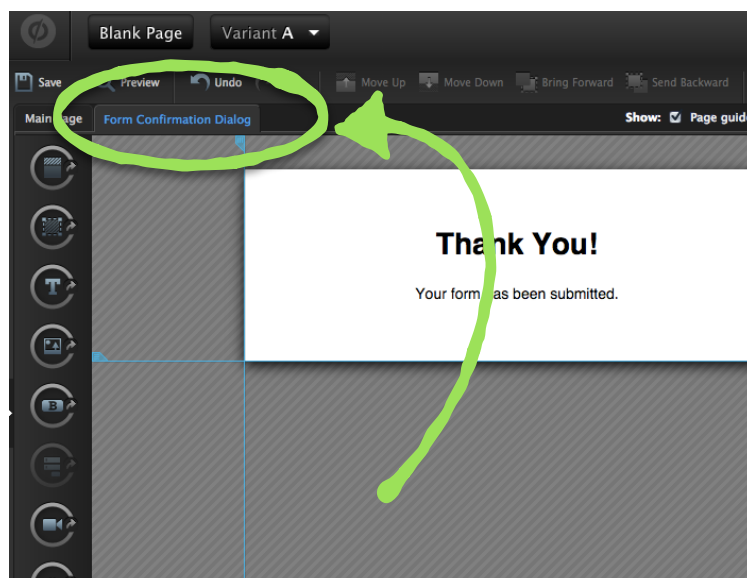
Content Javascripts Stylesheets

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.