

ensighten

Maxymiser Implementation Guide

Nov. 2013

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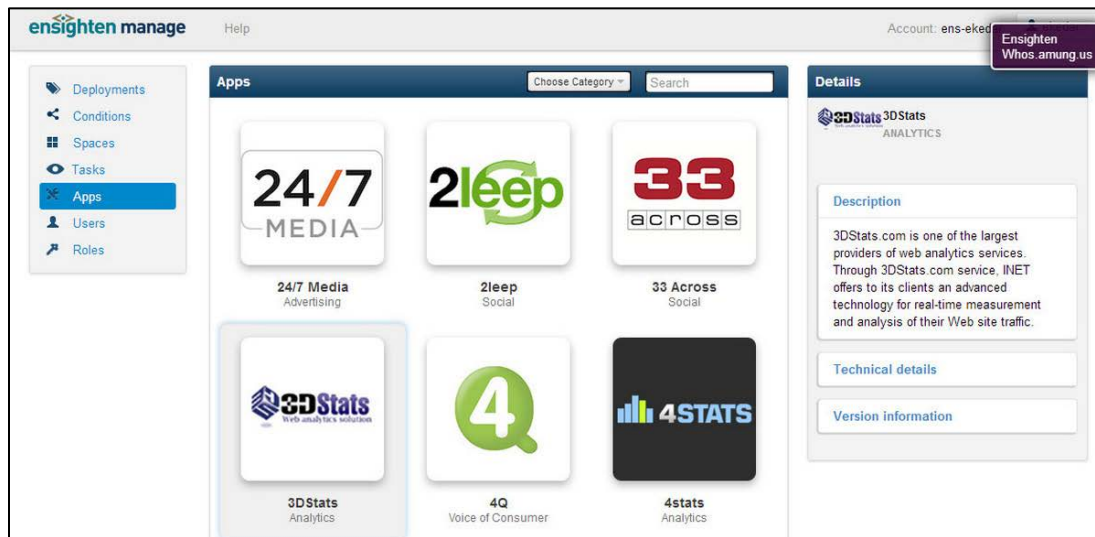
Introduction

An *app* is a wizard that guides you through the process of preparing the tags that will be deployed to your site. The wizard guides you through the process of configuring the tags, specifying the conditions under which those tags are fired on the website, and saving the deployment information.

Within the workflow for creating deployments, the activity of configuring apps includes 4 essential steps:

1. Configure the App
2. Select Conditions
3. Name the Deployment
4. Review and Save

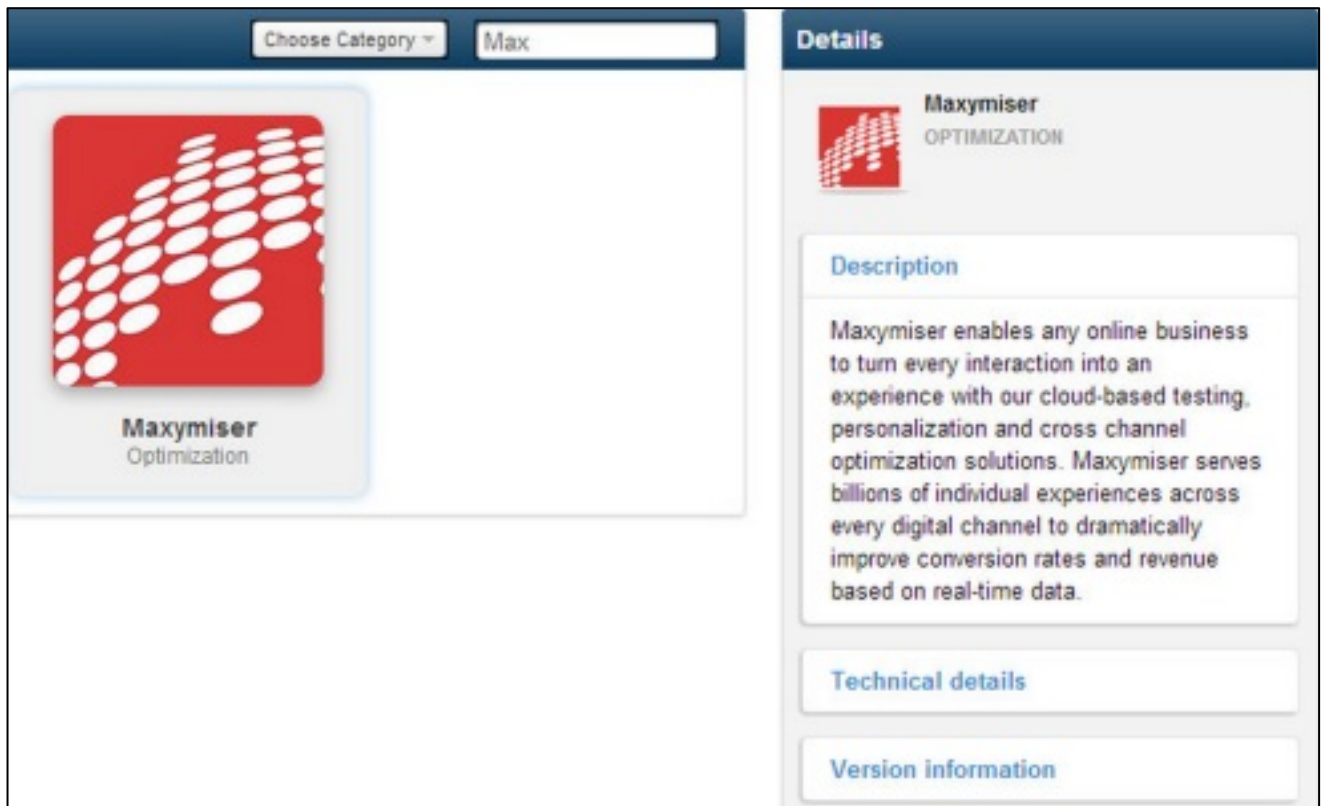
You can view the apps available to you by logging into your Enighten Manage account at <https://manage.ensighten.com> and selecting **Apps**. The **Apps** area lists the apps that are available for your deployments, and the **Details** area provides you with information describing any app you select on the page:



When you click **Configure** on a selected app, a wizard guides you through the steps to configure and deploy that app.

Maxymiser Optimization App

We will explore the **Maxymiser Optimization** app. Maxymiser enables any online business to turn every interaction into an experience with cloud-based testing, personalization and cross channel optimization solutions. Maxymiser serves billions of individual experiences across every digital channel to dramatically improve conversion rates and revenue based on real-time data. Locate the **Maxymiser Optimization** app in the **Apps** area:

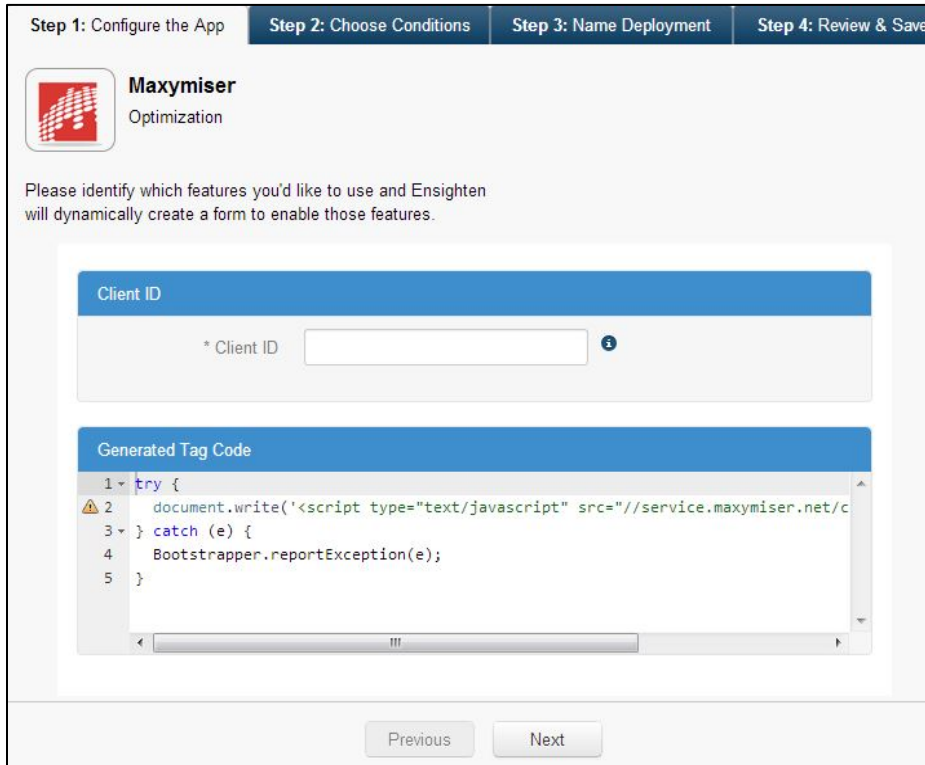


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To begin configuring this app to prepare it for deployment, click **Configure**.

CONFIGURE THE APP

In the **Configure** dialog, begin by typing in the **Client ID** you received from Maxymiser, and click **Next**:



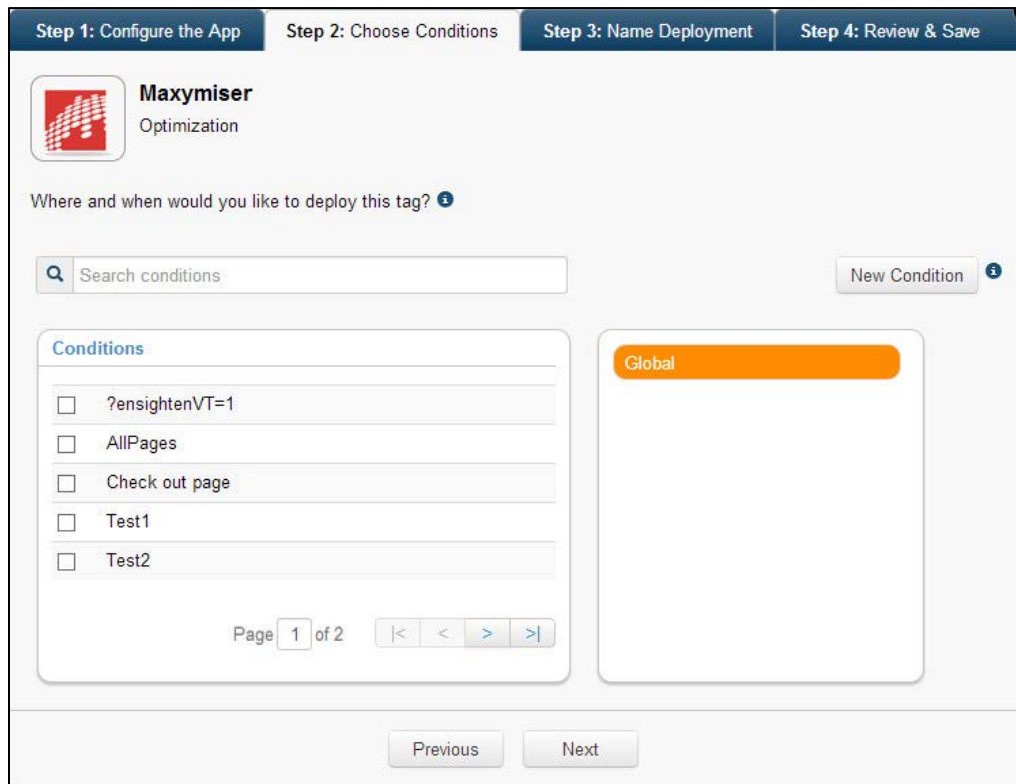
The screenshot shows the 'Step 1: Configure the App' dialog for Maxymiser Optimization. The dialog has a progress bar at the top with four steps: Step 1: Configure the App (active), Step 2: Choose Conditions, Step 3: Name Deployment, and Step 4: Review & Save. Below the progress bar is the Maxymiser logo and the text 'Maxymiser Optimization'. A message reads: 'Please identify which features you'd like to use and Ensignten will dynamically create a form to enable those features.' The main content area contains a 'Client ID' section with a text input field and a required field asterisk. Below that is a 'Generated Tag Code' section with a code editor showing the following JavaScript code:

```
1 try {  
2   document.write('<script type="text/javascript" src="//service.maxymiser.net/c  
3 } catch (e) {  
4   Bootstrapper.reportException(e);  
5 }
```

At the bottom of the dialog are 'Previous' and 'Next' buttons.

CHOOSE CONDITIONS

In the next step, you must leave the Condition as **Global** so the document.write command for your base file is loaded in the Bootstrap.js file. Be sure that you do not create an asynchronous tag that contains the document.write command




The screenshot shows the 'Step 2: Choose Conditions' interface of the Maxymiser Optimization tool. At the top, there are four tabs: 'Step 1: Configure the App', 'Step 2: Choose Conditions' (which is active), 'Step 3: Name Deployment', and 'Step 4: Review & Save'. Below the tabs, the Maxymiser logo and 'Optimization' text are visible. A question asks 'Where and when would you like to deploy this tag?'. There is a search bar for conditions and a 'New Condition' button. A list of conditions is shown on the left, including '?ensightenVT=1', 'AllPages', 'Check out page', 'Test1', and 'Test2'. The 'Global' condition is highlighted in an orange bar on the right. At the bottom, there are 'Previous' and 'Next' buttons.

Once you have set the condition to **Global**, click **Next**.

NAME THE DEPLOYMENT

In this step, you name your deployment. You can also add information about the deployment, select any dependencies, and choose the execution time (the default is **Immediate**):

Step 1: Configure the App | **Step 2: Choose Conditions** | **Step 3: Name Deployment** | **Step 4: Review & Save**



Maxymiser
Optimization

Please name, categorize, and select any tag dependencies and choose an execution time below. This information will make it easier to find your deployment later

Name Deployment: ⓘ

Space: ⓘ

Comments: ⓘ

▼ **Advanced options**

Dependencies: ⓘ

Execution Time: ⓘ

Once you have completed this step, click **Next**.

REVIEW AND SAVE

In final step, review the generated tag code and conditions, and click **Save**:

The screenshot shows the 'Step 4: Review & Save' configuration screen. At the top, there are four tabs: 'Step 1: Configure the App', 'Step 2: Choose Conditions', 'Step 3: Name Deployment', and 'Step 4: Review & Save'. Below the tabs, a deployment summary is shown with a red grid icon: 'Deployment Name: MyTestDeploy2', 'Space Name: dev', 'App Name: Maxymiser', 'Dependencies:', and 'Execution Time: Immediate'. The main content area is divided into three sections: 'Tag Basics' (collapsed), 'Generated Tag Code' (expanded), and 'Selected Conditions' (expanded). The 'Generated Tag Code' section contains a code editor with the following JavaScript code:

```
1 try {  
2   document.write('<script type="text/javascript" src="//service.maxymiser.net/cdn/MyOptimi  
3 } catch (e) {  
4   Bootstrapper.reportException(e);  
5 }
```

The 'Selected Conditions' section shows a single orange pill-shaped button labeled 'Global'.