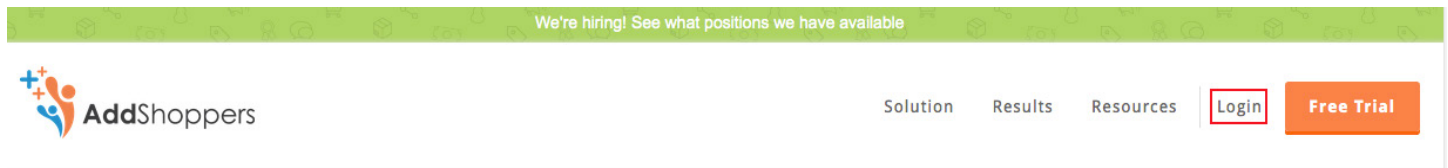


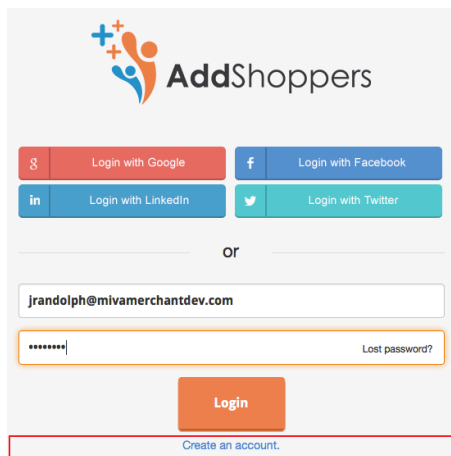


Phase 1: Create AddShoppers Account

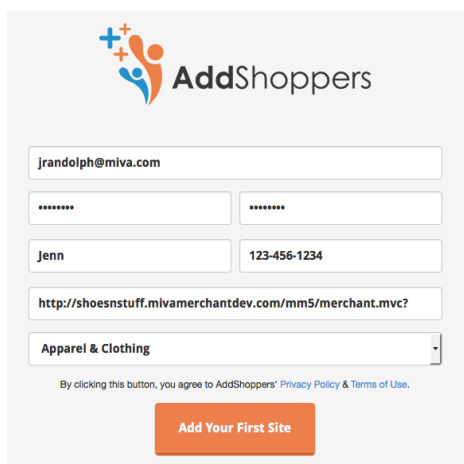
1. Go to <http://www.addshoppers.com/>
2. Click “login”



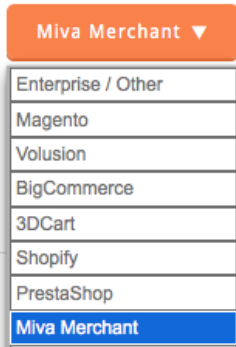
3. Click “create account”
4. Either login with Social Media options or enter your email and password and click “create account”



5. Fill in this info and click add your first site

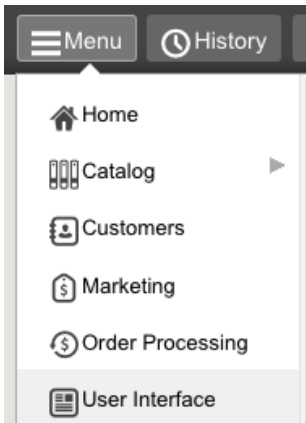


6. In the “get started” page, select Miva Merchant from the drop down list. For AddShoppers installation (Phase 2), you’ll copy and paste the Social Analytics and ROI Tracking Codes below in the Miva admin.



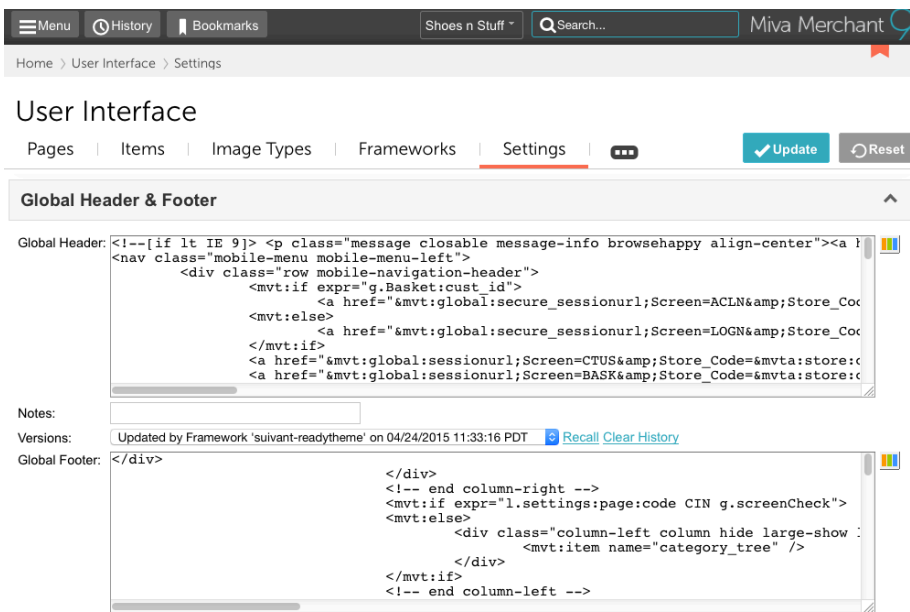
Phase 2: Install AddShoppers

Open a new tab and log into the Miva Admin. Navigate to the User Interface section for your store.



Social Analytics:

1. Under the settings tab, scroll down to the global header & footer section



2. Flip back to the AddShoppers backend, copy the Social Analytics code

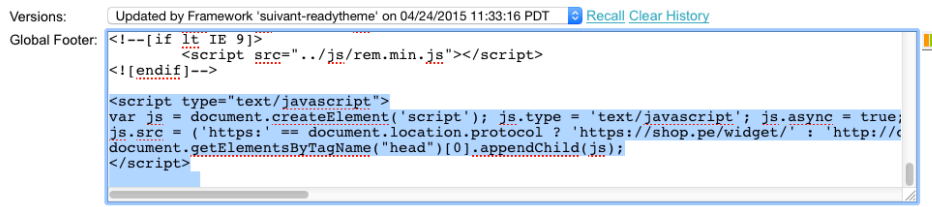


Install the Social Analytics JavaScript. (3 min)

Simply copy and paste the code below into your footer (similar to Google Analytics)

```
<script type="text/javascript">
var js = document.createElement('script'); js.type =
'text/javascript'; js.async = true; js.id =
'AddShoppers';
js.src = ('https:' == document.location.protocol ?
'https://shop.pe/widget/' : 'http://cdn.shop.pe
/widget/') +
'widget_async.js#55491719a38764727181bf16';
document.getElementsByTagName("head")
```

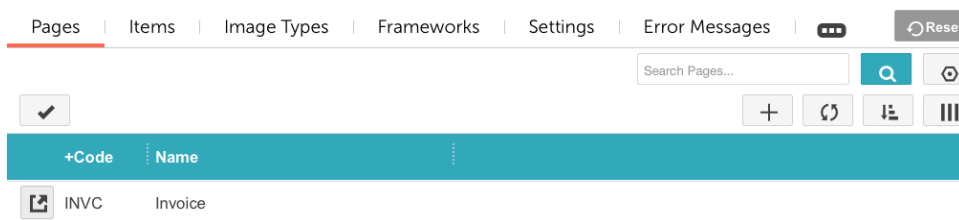
3. Paste the Social Analytics code at the end of the global footer and click "Update"



ROI Tracking:

4. Under the pages tab, scroll to the invoice page and click to edit

User Interface



5. Flip back to the AddShoppers backend, copy the ROI Tracking code



Install the ROI Tracking JavaScript. (3 min)

Simply copy and paste the code below into your "Checkout Success" or "Thank You" page You'll be able to see this working as soon as an order comes in.

```
<script type="text/javascript">
AddShoppersConversion = {
  order_id: &mvt:order:id,,
  value: &mvt:order:total
};
var js = document.createElement('script'); js.type =
'text/javascript'; js.async = true; js.id =
'AddShoppers';
js.src = ('https:' == document.location.protocol ?
```

6. Paste the ROI Tracking code under body and click "Update"

Edit Page: Invoice



Page | Items

✓ Update

Reset

More

Details

Code: INVC

Name: Invoice

Template:

```
<myt:item name="html_profile" />
<head>
<title>&myt:store:name;: &myt:page:name;</title>
<myt:item name="head" param="head_tag" />
</head>
<myt:item name="body">

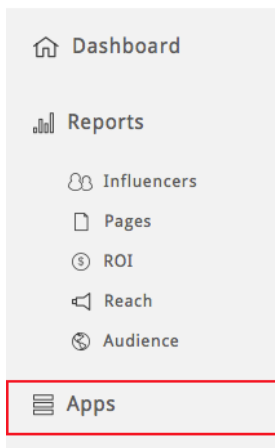
<script type="text/javascript">
AddShoppersConversion = {
  order_id: &myt:order:id;,
  value: &myt:order:total
};
var js = document.createElement('script'); js.type = 'text/javascript'; js.async = true; js
js.src = ('https:' == document.location.protocol ? 'https://shop.pe/widget/' : 'http://cdn.
document.getElementsByTagName("head")[0].appendChild(js);
</script>
```

Now AddShoppers is installed on your site!

Phase 3: Configure

1. Flip back to the AddShoppers backend and navigate to the Apps section

Get started



2. See configuration instructions for each of the AddShoppers Apps here

Contact partners@addshoppers.com for a live demo