



How can Brands integrate with Koflucence on Shopify?

How does Koflucence track events on Shopify?

Koflucence tracks conversions/events from Shopify through pixels/pixel tracking.

Pixel: A pixel is a piece of HTML code that gets executed in the background whenever a specific web page/website loads(Ex: Product Landing page, User registration page).

We support 2 types of pixels: Image pixel and Iframe pixel.

Tracking Pixel:

Image Pixel

```
<!--Offer Conversion: offer_name -->  
"&afstatus=1"  
height="1" width="1" alt=""/>  
<!-- End Offer Conversion -->
```

On “&afgoal” - The brand can choose from Acquisition or Revshare and edit the value in the field depending on whether if it’s a CPA or Revshare type campaign.





Iframe Pixel

```
<!--Offer Conversion: offer_name -->  
<iframe src="https://s.koflucence.ai/success.jpg?offer_id={offer_id}&afprice={% for  
line_item in line_items %}{{ line_item.line_price | money_without_currency }},{%  
endfor %}&afid={{ id }}&custom_field1={% for line_item in line_items %}{{  
line_item.quantity }},{% endfor %}&custom_field2={% for line_item in line_items  
%}{{ line_item.title }},{% endfor %}&custom_field3={% for line_item in line_items  
%}{{ line_item.skus }},{% endfor %}&custom_field4={% for line_item in line_items  
%}{{ line_item.line_price | money_without_currency }},{% endfor  
%};&afgoal="<Registration or Revshare>"&afstatus=1"  
height="1" width="1"/>  
<!-- End Offer Conversion -->
```

On “&afgoal” - The brand can choose from Acquisition or Revshare and edit the value in the field depending on whether if it’s a CPA or Revshare type campaign.

JavaScript Pixel

```
<!--Offer Conversion: offer_name -->  
<script language="javascript" type="text/javascript">  
var afstatus = 1;  
var afgoal = "Acquisition";  
var afid = Order ID ;  
var afprice = order_price ;  
var custom_field1 = product_quantity ;  
var custom_field2 = product_name ;  
var custom_field3 = product_id ;  
var custom_field4 = product_price ; </script>  
<script language="javascript" type="text/javascript" src="https://shop.kof.ai/track.js"></script>  
<!-- End Offer Conversion -->
```

How to integrate with Koflucence on Shopify?

An Advertiser should place any of the above pixels similar to those with additional parameters generated by koflucence under the <Additional scripts> section on shopify.





Additional scripts can be accessed on shopify

'Settings' tab -> 'Checkout' tab -> 'Order processing' section -> 'Additional scripts'

To the product URL add “/?af_siteid={pid}&c=<Campaign_name>&af_sub_siteid={sub1}&af_c_id={offer_id}&af_click_lookback=15d &clickid={clickid}&pid={pid}”

Parameters of Interest to Koflucence:

- Checkout Object
 - quantity of each item in the order
 - Product ID of each item in the order
 - Product title of each item in the order
 - Product price of each item in the order
 - Order ID
 - City of Shipping Address
 - Currency

- Cart Object
 - quantity of each item in the cart
 - Product ID of each item in the cart
 - Product title of each item in the cart
 - Product price of each item in the cart
 - Currency

Voila! You are now successfully integrated with Koflucence. Once the script has been added also share the product page URL with your koflucence SPOC and you will be updated on the next steps

