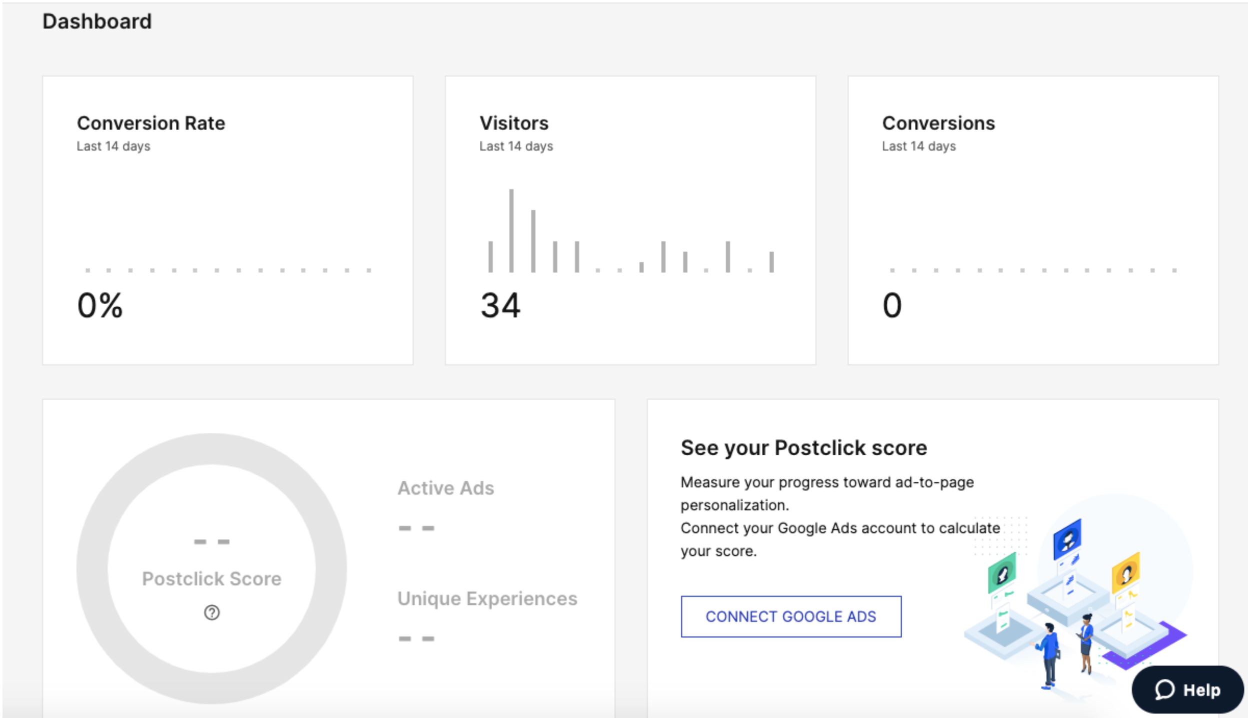
The Dashboard

Instapage's main goal is to encourage marketers to create personalized, relevant landing page experiences for every campaign and advertisement. Based on market and industry research, we've learned that by personalizing advertisements to landing pages, marketers can increase the conversion rates by 5X to 6X. Together with AdMap, the goal of the Postclick Dashboard is to help you ensure that you deliver one personalized experience for each ad that you have active in order to serve a personalized experience to each target audience of your campaign.

Regardless of having a Google Ads account connected or not, you can see your global conversion rate for the last 14 days, your total number of visitors, and your total number of conversions, as well as the percentual increase for all of them compared to the previous time period. If you hover over the bars, you can see the data for a particular day out of the latest 14 days.

If you did not connect Google Ads to AdMap yet, you would see this screen, prompting you to connect.



When you open the Postclick Dashboard for the first time after integrating your Google Ads account, it takes some time to calculate your Postclick Score™ (since we have to import all of your ads).

Your Postclick score represents the ratio between your number of ads and your number of personalized experiences. Ideally, you want to increase this to 100% (one experience per ad) in order to increase your ad-to-page relevancy. The better the experience/page fits with the ad, the higher the chances of a visitor converting.
This score is calculated for the current workspace, and it does not take into account pages/experiences connected in other workspaces or through Google Ads directly. It is determined by what can be seen in AdMap for the workspace you are on.

Active ads is the total number of search ads you have active in the Google Ads account that you connected.
Unique experiences is the number of unique experiences that are connected to those ads through AdMap in the current workspace.

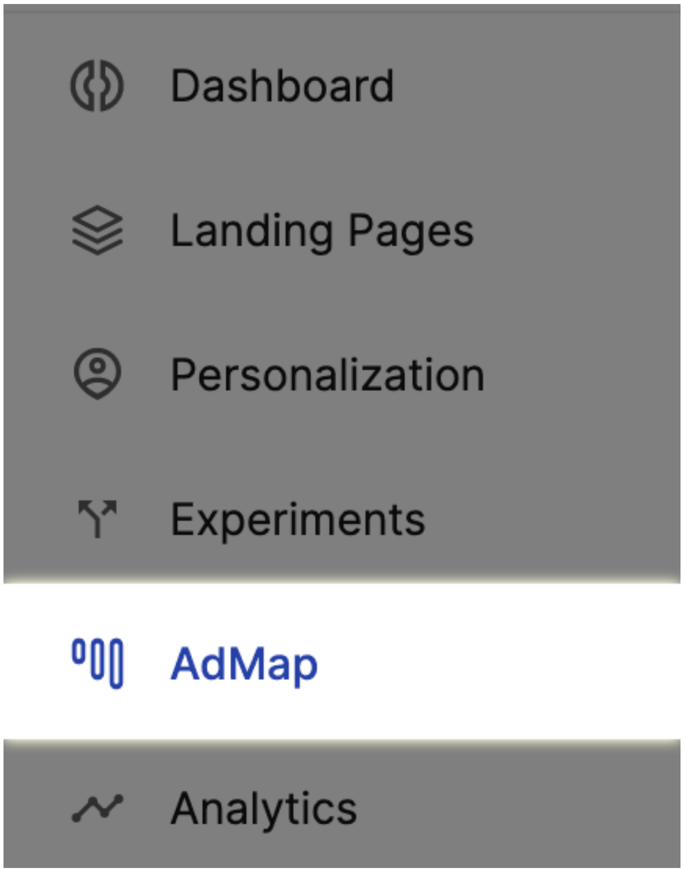
NOTE: Only search ads are currently available for connection with AdMap, and only those will subsequently be referenced by the Postclick Dashboard.

How AdMap® works - connecting your landing pages to Google search ads

AdMap allows you to streamline your Google Ads search campaign connections with the landing pages you create. It enables you to visualize your campaign structure and landing page connections, as well as manage those connections directly in Instapage.

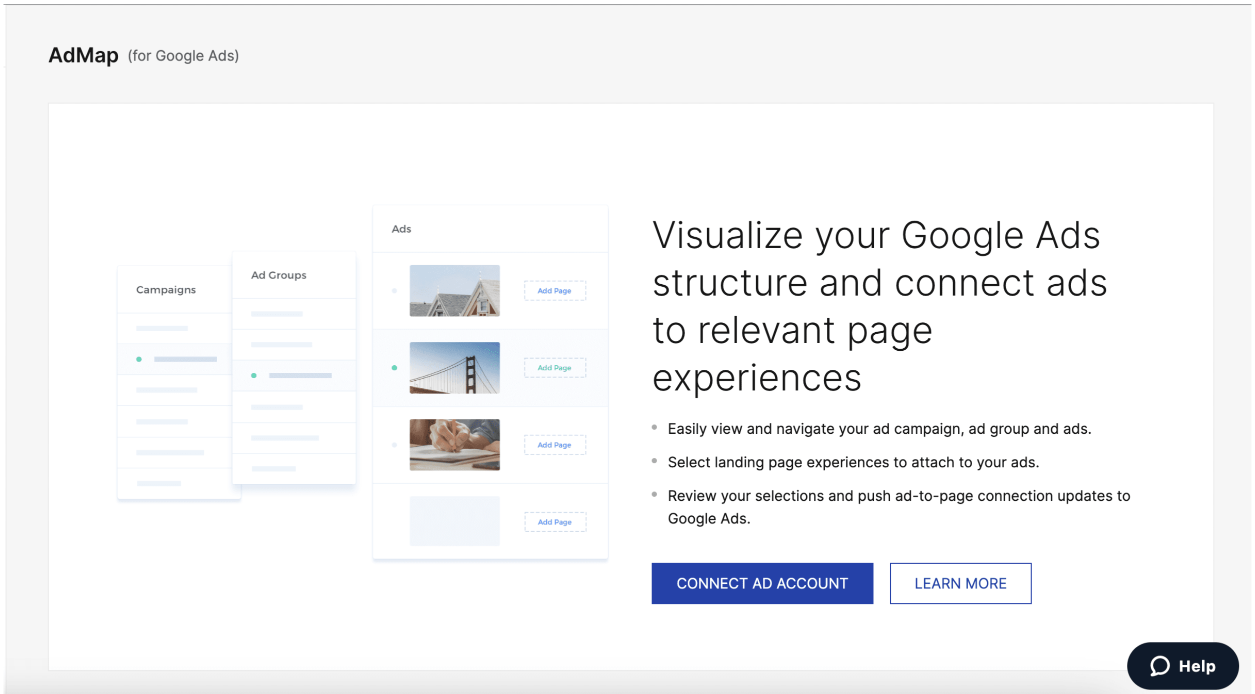
Together with the Postclick Dashboard (learn more about it here: https://d.pr/FabFa6), the goal of AdMap is to help you ensure that you deliver one specific experience for each ad that you have active, in order to take each target audience of your campaign through a fully personalized funnel.

Accessing AdMap is done from your Instapage dashboard on the left-hand side menu.

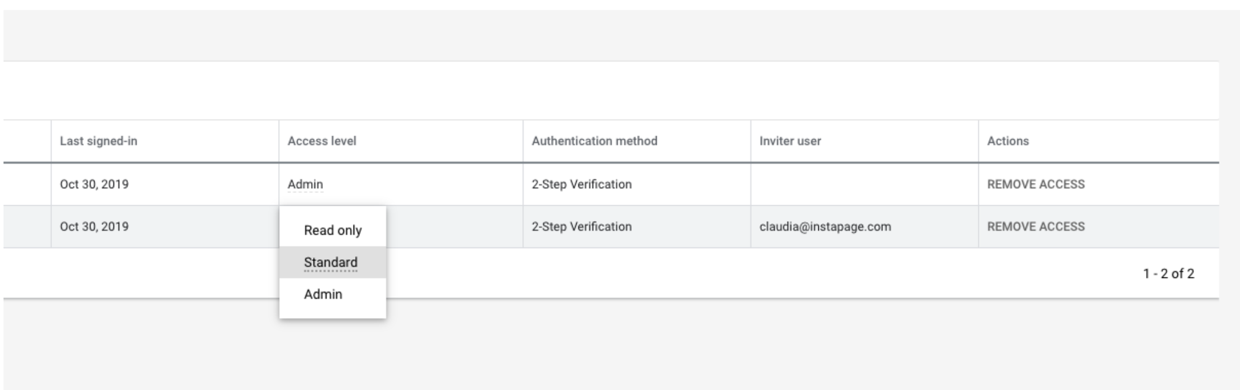


Connecting Google Ads to AdMap

If you don't have a Google Ads account integrated already, you will see this screen, and you will need to connect your Google Ads account to your workspace by clicking on Connect Ad Account or from the Integrations page.

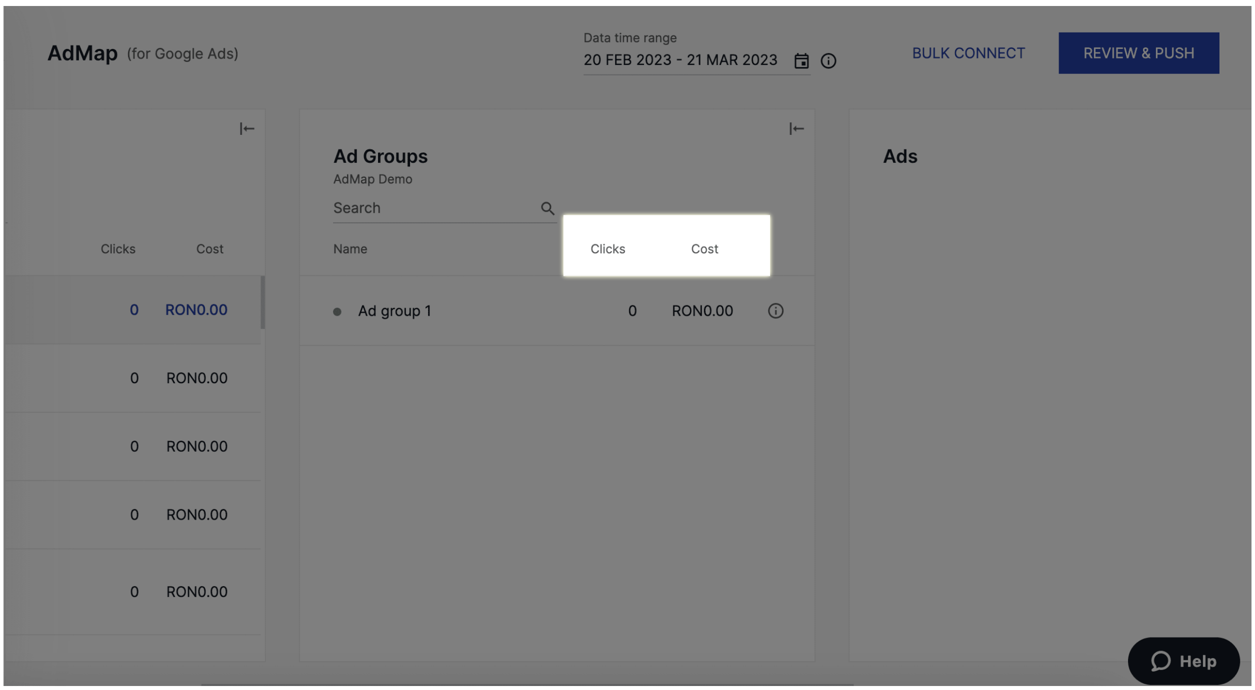


NOTE: You need to have Admin or Standard access in Google Ads in order to be able to establish the connection.

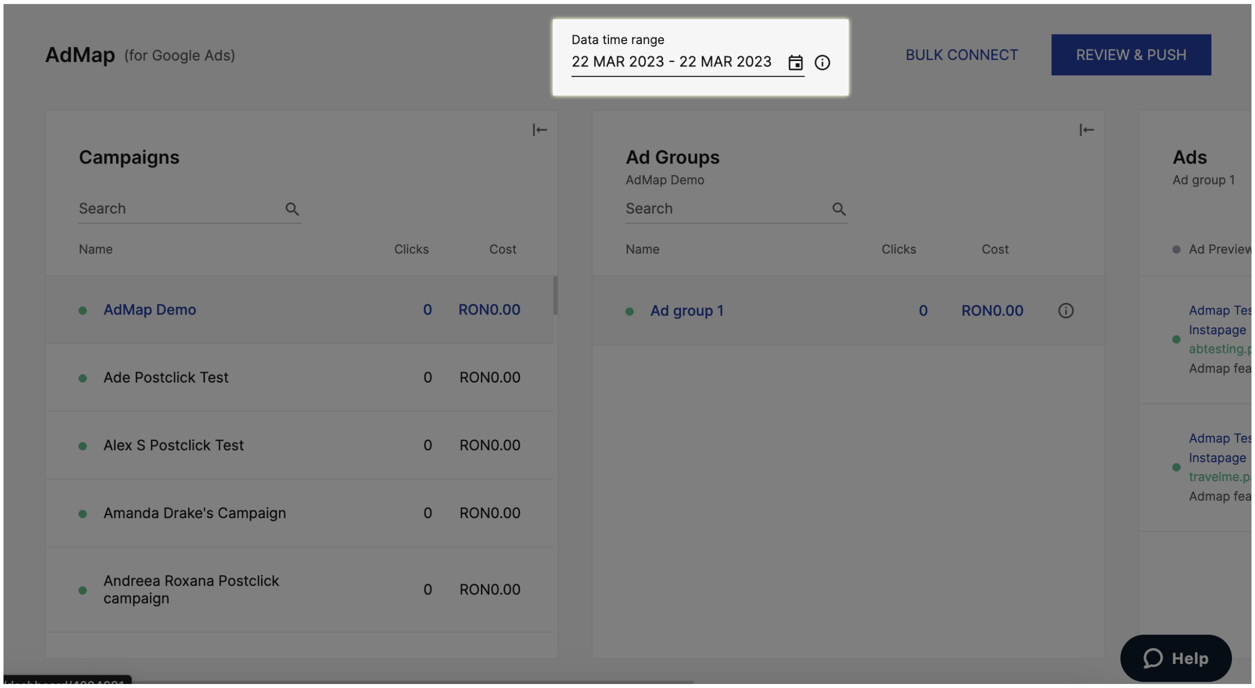


After you have successfully integrated your Google Ads account or if you had it connected previously, your campaigns will be automatically imported into AdMap. After all, your Google Ads campaigns will be imported into AdMap, and you can click on them to open Ad Groups and then see each individual ad.

You will be able to see the number of clicks and the cost on all three levels (ad, ad group, and ad campaign) for the last 30 days as a default.



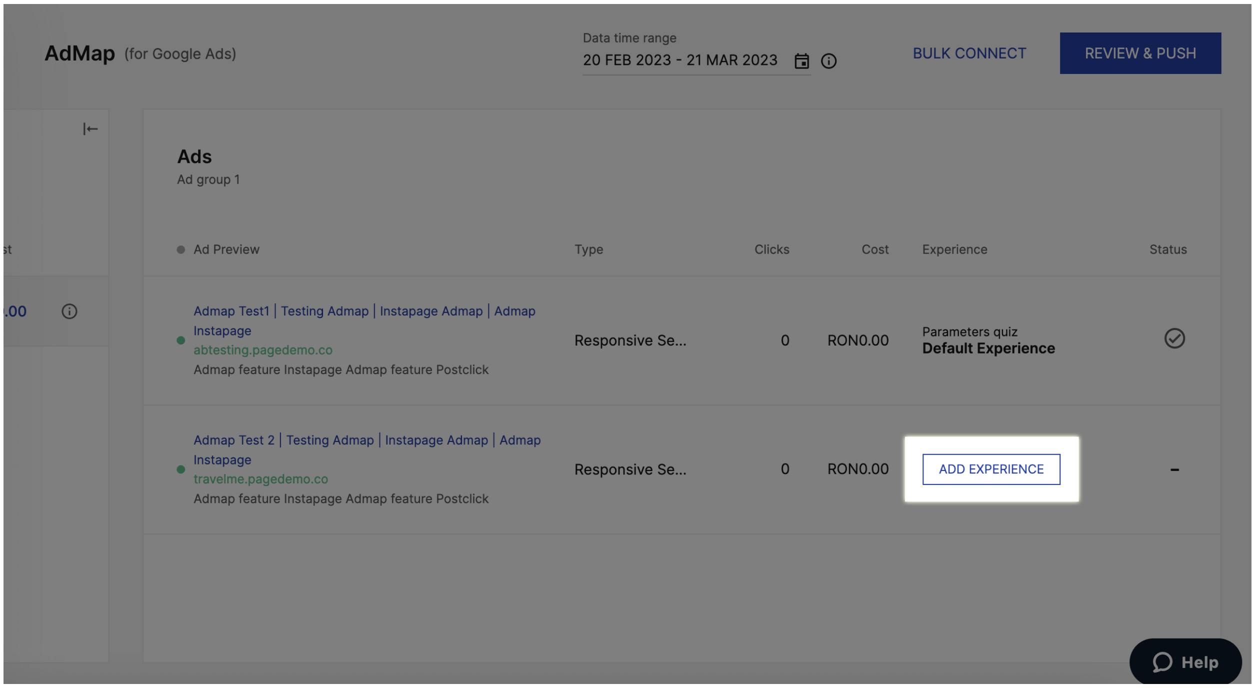
You can also change the date range and select the period of time that you wish.



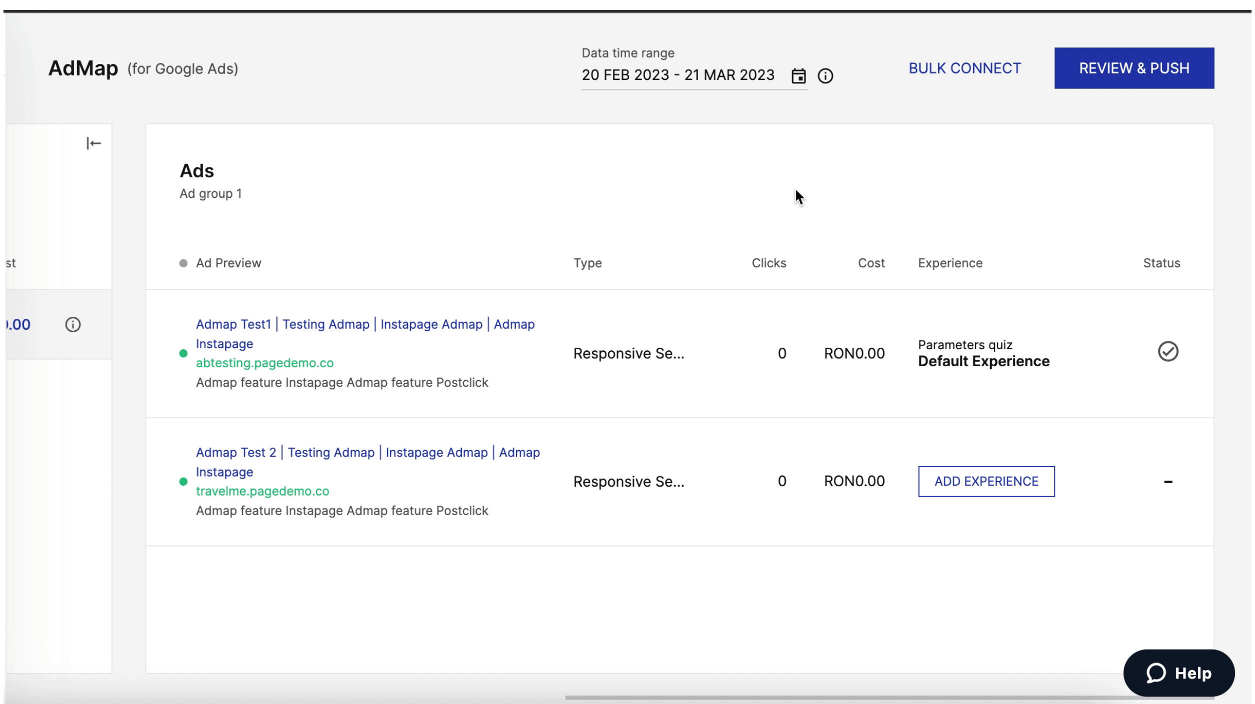
NOTE: *Only search ads are currently available for connection with AdMap.*

Connecting an Ad to a page experience

To connect a page experience to a specific ad, select it and then click the **Add Experience** button on the right.

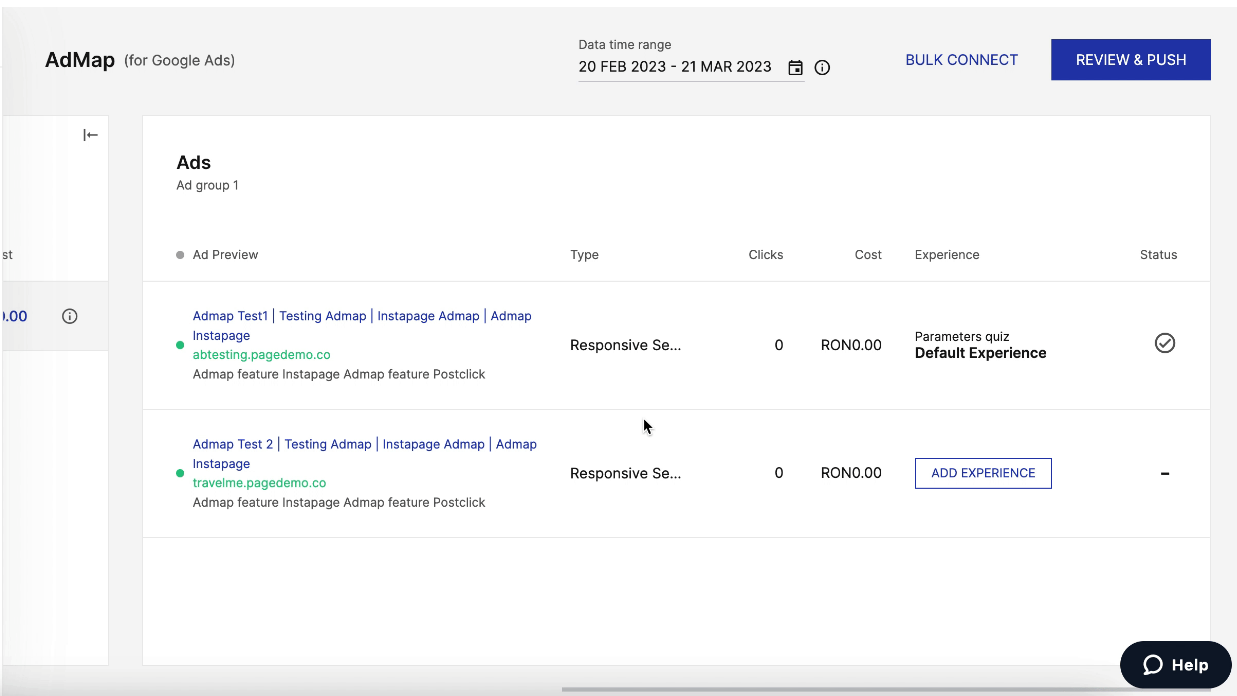


Select your group, page, and the experience matching your ad.

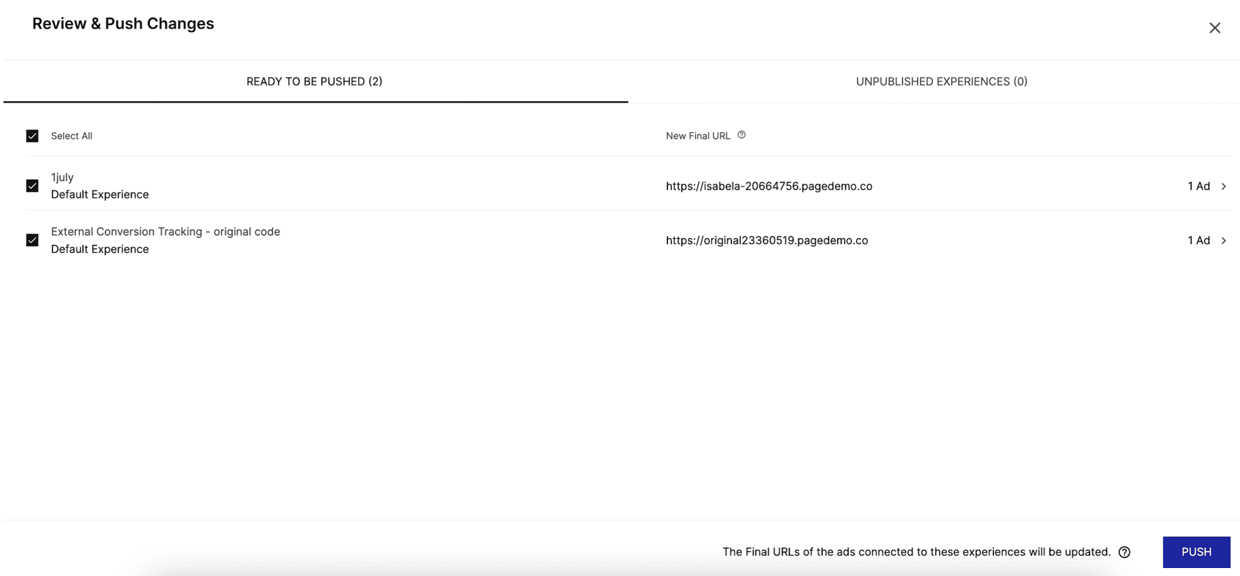


You can use the **Bulk Connect** option in the top-right corner if you want to add the same experience to multiple ads within one ad group.

If you choose to create a new page or a new experience for an existing page, this is what it will look like:



Once you confirm, you will create a draft connection which is not pushed to Google yet. After making the changes you want in terms of connecting ads to experiences, you can push the changes to Google Ads by clicking the **Review & Push** button in the top right corner. This will open a confirmation modal showing you which experiences can be pushed and which experiences need to be published first. You cannot push unpublished experiences as they do not have a URL yet.



Predefined URL parameters from Google Ads

Any UTM parameter predefined in Google Ads will be preserved during AdMap connection updates. This means the predefined UTM parameters in Google Ads will remain in the Final URL to ensure tracking occurs as expected within both Google and Instapage. They will be appended to the URL during the *Review & Push* stage.

Example:

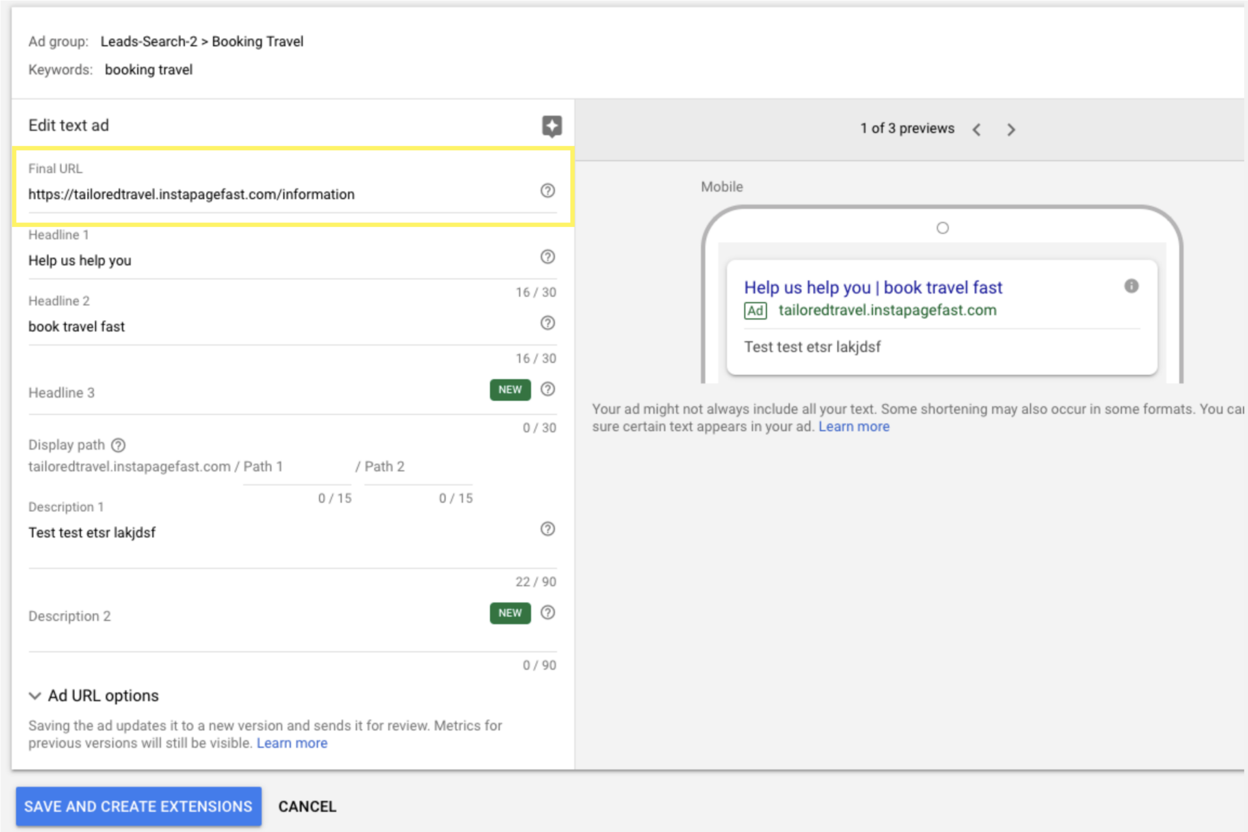
- Final URL in Google, including UTM Parameters: www.landingpage.com/?UTM_Source=GoogleInput

- Final URL in Instapage, with Google UTM parameters and Instapage automatic parameters appended to the end of the URL: www.landingpage.com/?UTM_Source=GoogleInput&6ed58dds=e49237b382d0

AdMap Connection for Default Experiences

AdMap lets you select from your published experiences and connect them to a given ad in your Google Ads campaigns. After you select a default experience to connect back to Google Ads, you will need to confirm that you want to move forward with the changes. Afterward, the URL from the *URL Settings* tab will be pushed back to the final URL field in the ad you have selected within your Google Ads network.

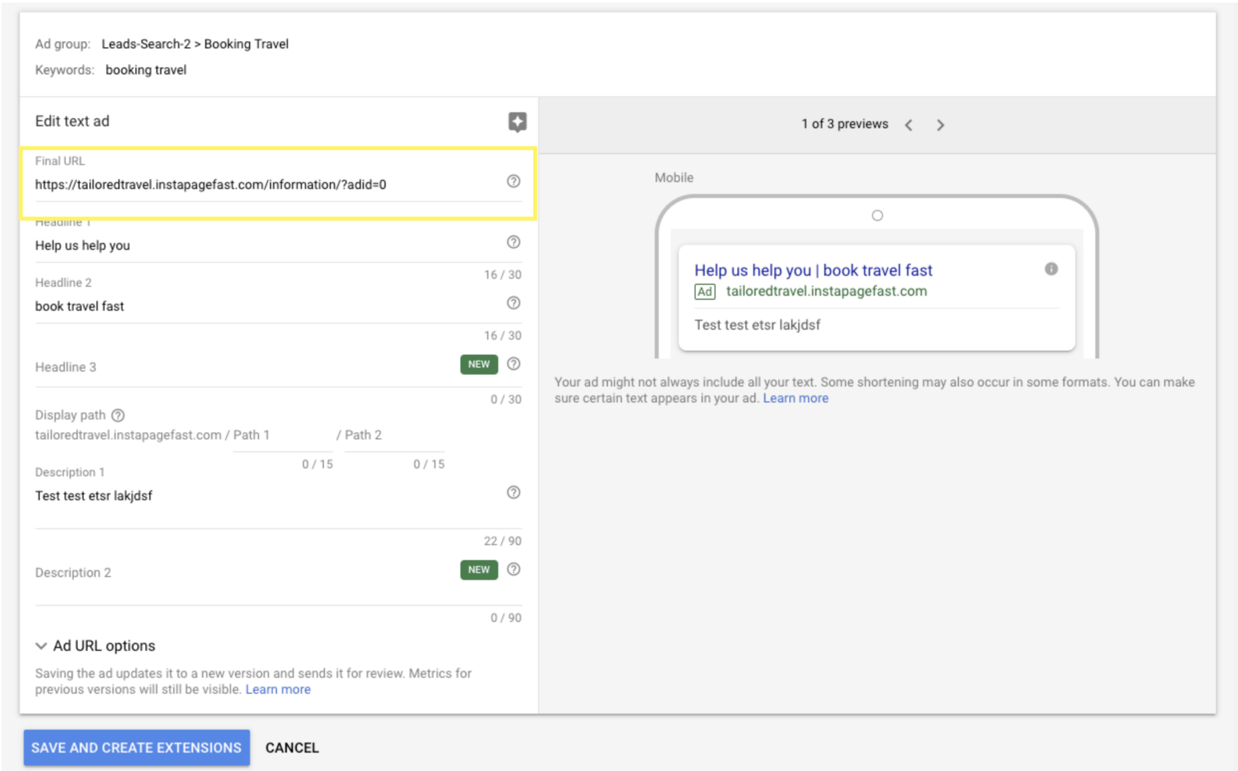
The final URL field after a connection is made in AdMap:



AdMap Connections for Custom Experiences

AdMap lets you select from your published experiences and connect them to a given ad in your Google Ads campaigns. After you select a custom experience to connect back to Google Ads, you will need to confirm that you want to move forward with the changes. Afterward, the URL from the *Audience Settings* tab will be pushed back to the final URL field in the ad you have selected within your Google Ads network.

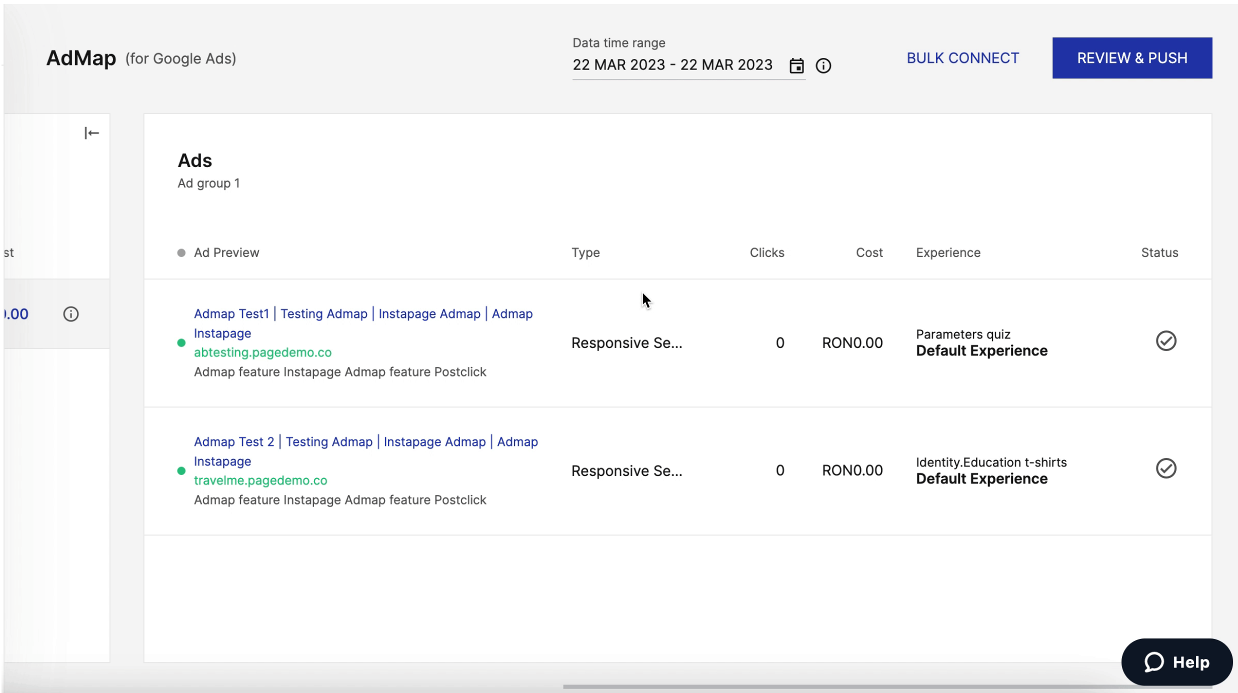
The final URL field after a connection is made in AdMap:



When using AdMap, the final URL added in Google Ads (formerly known as Google AdWords) will serve both desktop and mobile devices, so you don't have to select the *Mobile URL* check box. Our system will automatically load the proper page layout depending on the visitor's device.

How can I remove a connection?

While the connection is still a draft, you can remove it by clicking the name of the experience, as seen here:



For now, if the connection is already live, it is only possible to remove the connection by connecting the ad to a different experience altogether.

Team member permission levels

The account owner and **Manager**-type team members have full access to AdMap. **Editors** can edit a page, switch the connection for an ad, and set up draft connections, as well as remove connections, but they cannot push changes live. **Viewers** can only view AdMap without being able to make any changes.

Note: AdMap will work only if AdBlock is disabled.

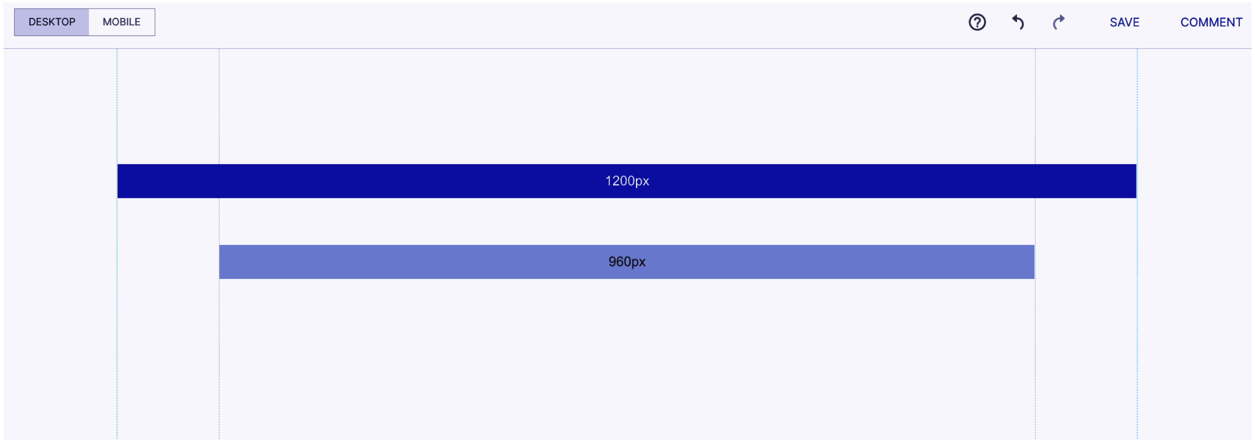
Note: In order to connect the Google Ads account, you need to have Admin or Standard access. For more details regarding the Google Ads permission levels, please check out this article: https://support.google.com/google-ads/answer/1704346?hl=en

Responsiveness, the mobile breakpoint, and the size of the mobile canvas

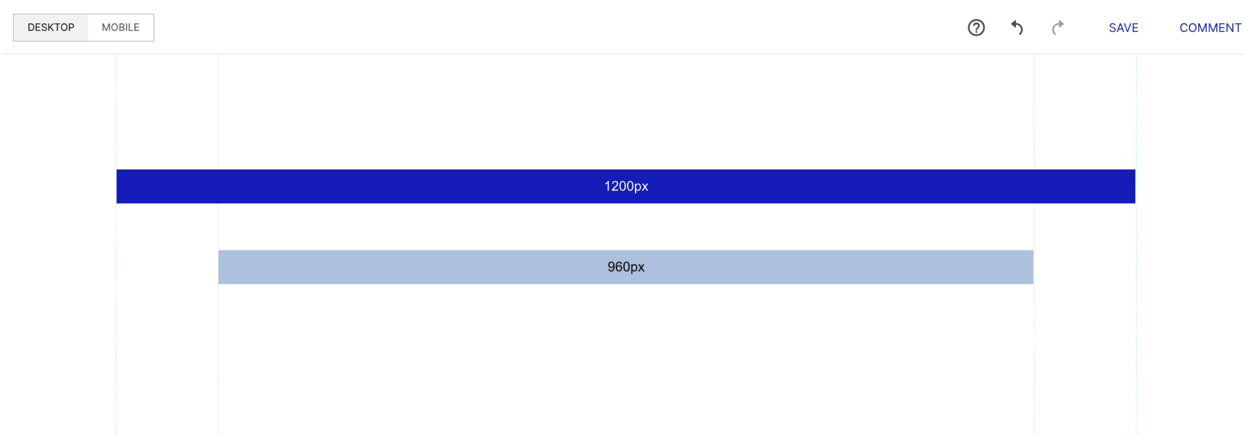
What is the responsiveness limit for the desktop version of a page?

The pages you build with Instapage are responsive up to 1200 pixels in width, meaning that elements you add in that range (600 pixels to the left and 600 pixels to the right, measured from the center of the page) will move/scale when the browser window is smaller or when it is manually resized. There are two sets of guidelines: the **grey** one for 960px width and the **blue** one for 1200px width. Please refer to the screenshots below.

1. Screenshot with the contrast changed so that you can notice the guidelines better:



2. Screenshot in original colors, as you will see them in the builder



You can zoom out using keyboard shortcuts (Cmd- / Cmd+ on Mac or Ctrl- / Ctrl+ on Windows) to see both at the same time.

If you are zoomed in and the outer lines are not visible, you can **click-and-drag** the page instead of scrolling by first holding down the **space bar** on your keyboard.

What is the size of the mobile canvas?

The width is 400 pixels. The mobile canvas represents the surface area in which you can place the elements on the page.

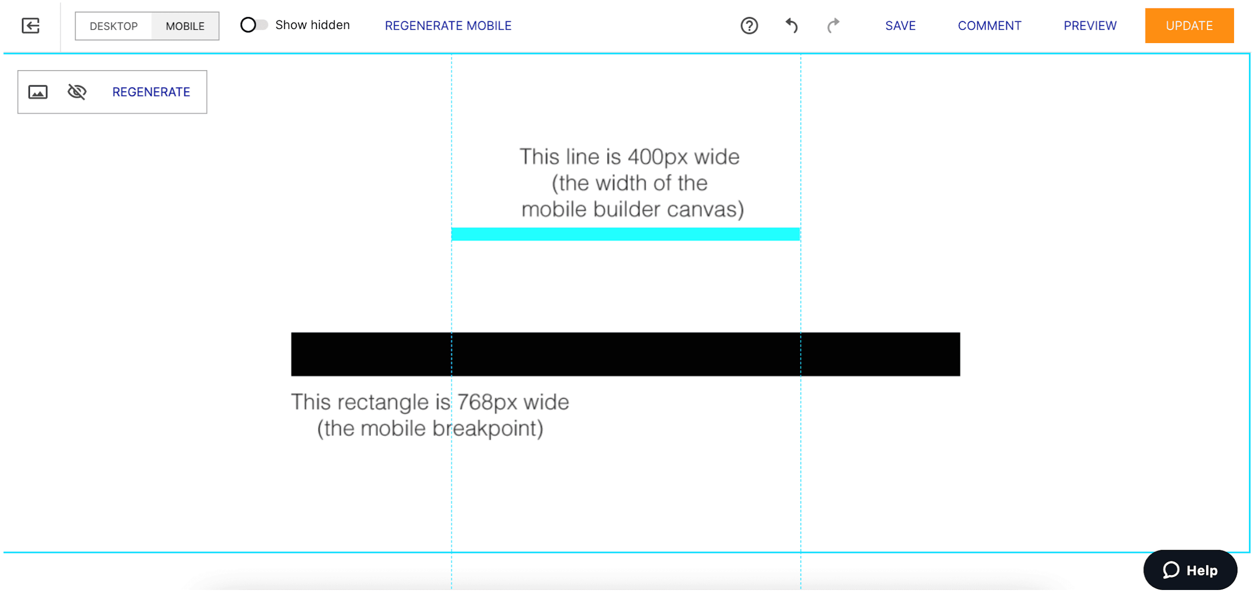
What is the mobile breakpoint?

The landing page is responsive to the visitor's screen size. When it detects that the browser is wider than 768 pixels, then the desktop version of the page is shown. When it detects that the browser width is below 768px, then the mobile version of the page is shown.

This means that if you manually resize your desktop browser window to have the size of a mobile one, the page will adapt and start showing the mobile design (if it is enabled).

Taking this into consideration, a tablet held in the portrait orientation will show the mobile version of the page, while a tablet held in the landscape orientation will show the desktop version of the page.

In the image below, you can see a visual representation of how much 400px and 768px are in the builder. (The shapes and text are added as a background image on the Instablock - only the background image of the block will be displayed between 400px and 768px)


DESKTOP
MOBILE
Show hidden
REGENERATE MOBILE
SAVE
COMMENT
PREVIEW
UPDATE
REGENERATE
This line is 400px wide
(the width of the
mobile builder canvas)
This rectangle is 768px wide
(the mobile breakpoint)
Help

The Thor rendering engine

In 2019 we released an improved, much faster page rendering system that highly increases page speed. All pages created after the release are rendered by the Thor Page Generator.

If you have an older page that is using the old generator instead of Thor, you will see a symbol next to that page in the Landing Pages tab of your account. Another method of checking is going to the live URL and right-clicking to go to the page source, then looking for window.__page_generator = true;
If this variable is not found in the page source, then the page is using the old generator.

Why are there still pages using the old generator?

The two rendering engines generate pages that have a different code structure in the backend. This means that custom code added to them might have to be written differently.

In the time since the release of Thor, our team has transitioned all of the pages that did not have third-party code on them. We have not transitioned the ones with code because of the possibility that the code would stop working.

As our Support Team is unable to assist with custom code, the provider of that code would need to adjust it to make sure it works for the page structure generated with Thor. You can find a list of differences to be taken into consideration at the bottom of the article.

How can I transition a page to Thor?

If you only have one page in this situation, simply create a copy of it by using the Duplicate option from the menu on its right side. Duplicating an older page will automatically make the copy page use the new generator while preserving all of its content and settings from both the page editor and the slideout. Please note, however, that the leads and analytics will remain attached to the old page. The new one will start with clean stats.

If you have several pages that you want to transition more easily than through duplicating each one individually, reach out to our Support Team on live chat or at help@instapage.com to request this. We can transition the originals from the backend.

After you transition a page to the Thor render engine, you will have to check all the code added to it and make sure it still works. If it does not, it will need to be adjusted by the person that provided the code. We are unable to assist with editing the code through our Support Team.

How is the code structure of the page different?

1. Responsiveness and breaking points

Our main unit is rem, as opposed to px, that was used in our previous rendering engine. It depends on :root pseudo-element and its font-size property, where we are using a dynamic unit to make landing pages scalable at some resolutions.

```
@media screen and (max-width: 400px) {

  :root {

      font-size: 4vw;

  }

}




@media screen and (min-width: 768px) and (max-width: 1200px) {

  :root {

    font-size: 1.33vw;

  }
```

}

Our main breakpoint is 768px width. This is the moment where the desktop view changes into the mobile view. Note that there can be some larger mobile devices on which there might be a desktop view on the widescreen mode. We wanted to keep the responsiveness rules as simple as possible.To maintain and adhere to the scalability process, please use rem when you want the element to be scalable in lower resolutions. In other cases, if you don’t need your element to be scalable, px will be enough.

These are the breaking point differences between the old and new page generators:

For pages rendered by the older rendering engine:

- ***device width** < 620px : the mobile version will be displayed*
- *620px < **device width** < 960px : the desktop version will be displayed, with an horizontal scrollbar*
- ***device** > 960px : the desktop version will be displayed, with no scrollbar*

For pages rendered by out Thor Rendering Engine:

- **device width** < 768px : the mobile version will be displayed
- 768px < **device width** < 1200px : the desktop version will be displayed, but without any horizontal scrollbar, since the new page generator pages are responsive
- **device width** > 1200px : the desktop version will be displayed, with no scrollbar

2. Generic classes

We have a few generic classes, which might be useful. Remember that these classes are in use in many different places inside the page HTML structure and using them might have an effect on more elements than required.

```
.item-absolute {

  position: absolute;

}

.item-block {

  display: block;

  height: 100%;

  width: 100%;
```

```
}
.item-cover {
  z-index: 1000001;
}
.item-breakword {
  word-wrap: break-word;
}
.item-content-box {
  box-sizing: content-box;
}
.clearfix {
  clear: both;
}
.hidden {
```

```
  display: none;

}

@media screen and (max-width: 620px) {

  .hidden-mobile {

      display: none;

  }

}
```

3. Javascript and jQuery

In general, pages rendered by the Thor Page Generator will accept any correctly added HTML | CSS | JavaScript code, but will not be loading the jQuery library by default, as the old rendering engine does. We implemented this change to ensure the fastest loading time that we can offer for our pages, so we recommend replacing any jQuery code with JavaScript only.

However, if any of the following tokens: jQuery(, ijQuery(or $(are detected in a page's code, jQuery will be automatically loaded (version 3.4.1) on the new rendering engine pages as well, but the page loading time might be slightly increased, as jQuery will be included synchronously in the Head section of the page.

Note that the jQuery validation methods, such as jQuery.validator.addMethod() will not work on the new rendering engine and will have to be switched to a JavaScript only code.

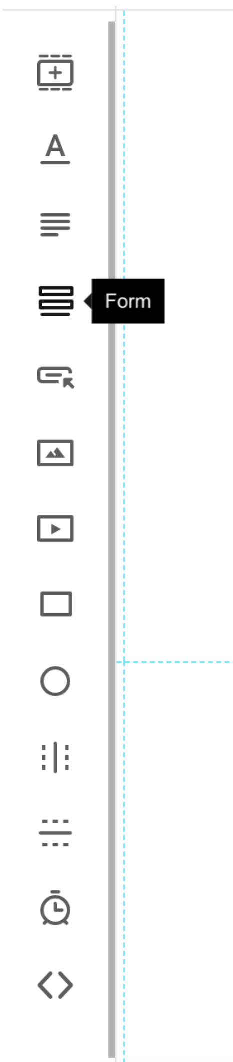
4. Other rules

- *The new page generator does not use Base64 to encode form fields, but the old rendering engine was using it.*
- *While the element IDs have kept the same structure on both rendering engines, most of the classes are different.*

To see an extended table of Thor versus non-Thor differences, please refer to the PDF linked here.: *https://d.pr/hD8Z0S*

How to add a form to your page and customize it

You can add a form to your page by clicking on the Form button from the left sidebar:



The first step in editing a form is clicking on it. You will then be presented with the ***Form Settings*** *menu, in which you can further edit the form's style and functionality.*

However, new and old form fields are edited within the form selector itself.

Editing Form Fields:

There are 3 primary form field editing options:

- *Edit the properties of an existing form field;*
- *Delete the form field;*
- *Rearrange the position of the fields by clicking and dragging them.*

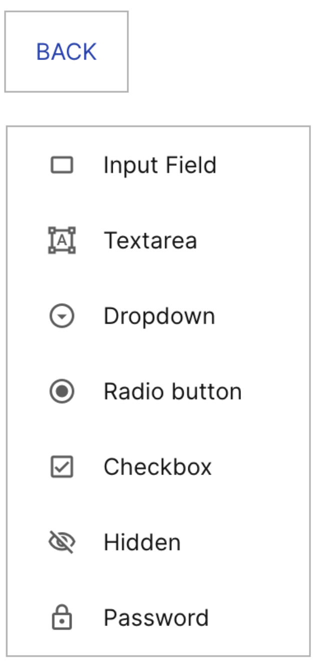
Each different type of form field has its own properties.

- ***Text field label**: Description of the information you'd like to collect from your visitors;*
- ***Required**: A visitor will not be able to submit the form if they leave a required field empty;*
- *Input fields can have **formatting validation** enabled, which means that they will not allow the visitor to submit the form if that field does not have input in the form of what you set up. If you choose email validation, the visitors will only be able to submit the form if they enter input of the type text@text.text in this field.*

- ***Drop-down, check box, radio button selections:*** *These types of form fields typically require a few pre-defined options for the visitor to select from.*

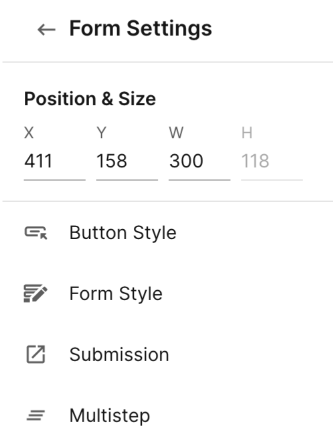
Adding New Form Fields:

You can add new form fields at any time by clicking on ***EDIT*** *and then on the* ***+ADD FIELD*** *button. Doing so will present you with several field-type options. You can learn more about the different types of form fields here: https://d.pr/RdyHVH*

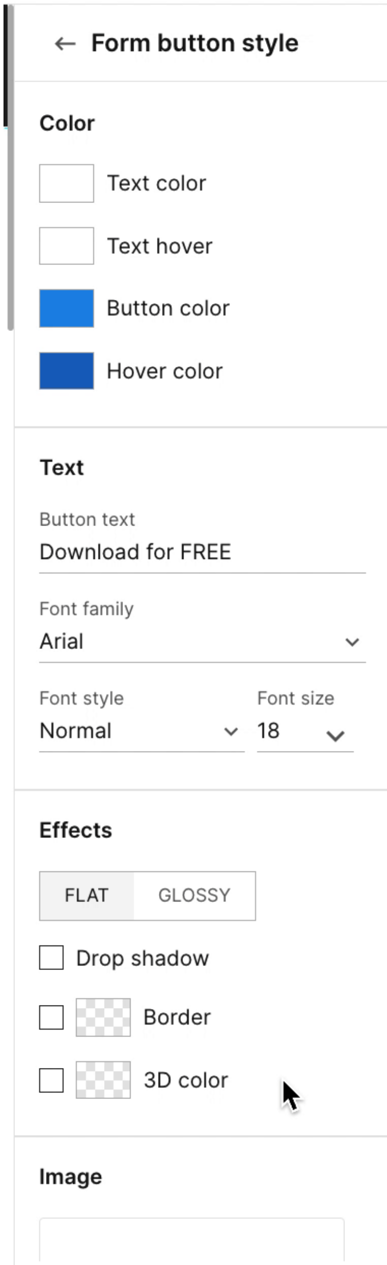


Additional Form Options:

When editing a form within the builder, you'll be presented with four different options.



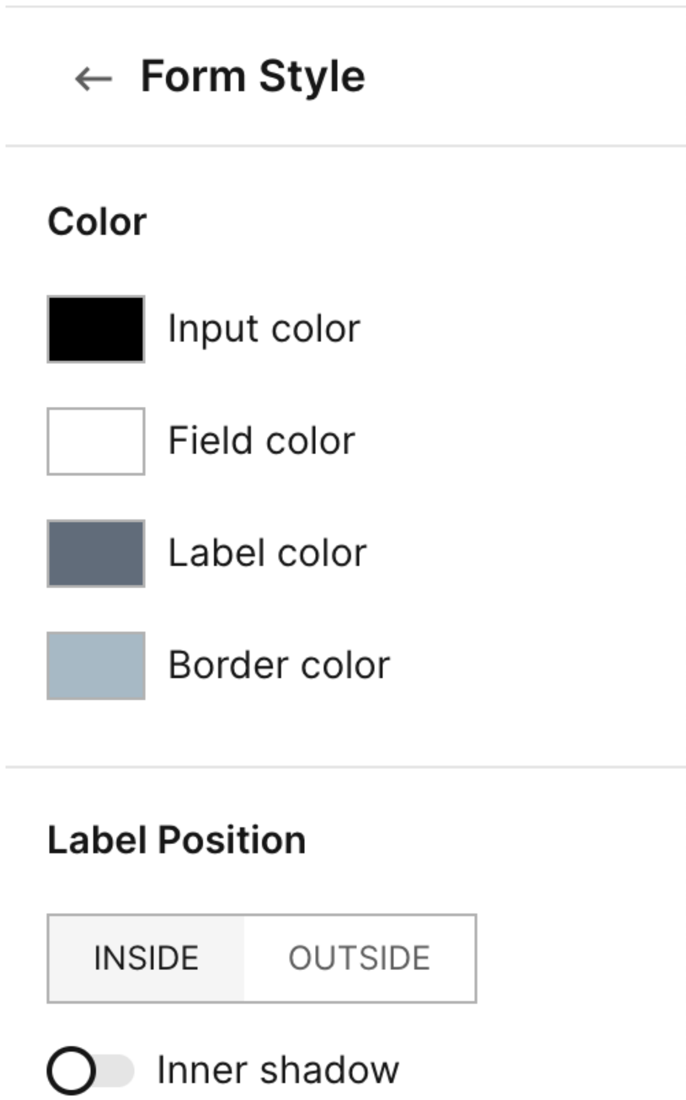
*The **Form Button Style** option looks like this:*



Form buttons are edited separately from the main form itself. You can drag the button wherever you'd like and resize it to any size. You can also edit the following attributes:

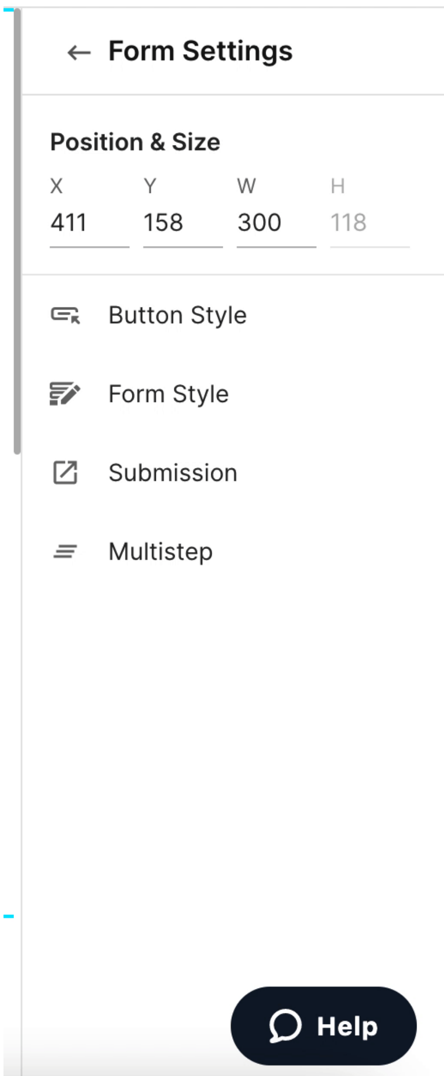
- ***Button colors:*** *Select a color for your form button, for when you hover over the button and for the button text;*
- ***Button text:*** *This is where you'll choose the text that your form button displays;*
- ***Button Font:*** *You can control the font used and its size;*
- ***Flat:*** *This adds a flat look to your form button to give it a modern/simple look;*
- ***Glossy:*** *This adds a subtle gradient to your form button to give it a 3D look;*
- ***Drop shadow:*** *This adds a subtle drop shadow to the bottom of your form button to give it a 3D look.*
- ***Border:*** *Allows you to add an outline on your button;*
- ***3D effect:*** *Gives the button an added depth look and makes it stand out more;*
- ***Image:*** *This allows you to use an image for your button instead of the predefined styles;*
- ***Rounded Corners****: This allows you to round out the corners of your form button;*
- ***Corner radius:*** *This allows you to give your button rounded or straight corners.*
- ***Accessibility:*** *aria-label - it should indicate to a visitor using a screen reader where the link on the submit button would take them and what action would result from clicking on it. You can learn more about accessibility on Instapage here: https://d.pr/fbmTvR*

*The **Form Style** option allows you to edit the following attributes:*



- ***Input color:*** *The color of the text users see when adding text to a field;*
- ***Field color:*** *The background of the form fields;*
- ***Label color:*** *The color of the field name/description text;*
- ***Border color:*** *The color of the border surrounding form fields;*
- ***Label Position:*** *Where you would like the name/description to appear. Above the field or inside it.*
- ***Inner shadow:*** *Use this to give your form fields depth;*

The form's ***submission*** *option allows you to edit the following attributes:*



- ***Redirect:*** *What happens after submission. Send to another page, URL.*
- ***Download:*** *A file is downloaded on the visitor's device upon form submission;*
- ***Thank You Message:*** *The message that instantly appears when a user submits.*

- ***Time setting for Thank You message:*** *Set the time that the Thank You message will appear on the screen once the form is submitted.*

You can make a form show up either on Desktop or Mobile, or both of them, using the ***Visible on*** *function as seen below. You can restore the form by clicking on Show hidden, right-clicking on the element, and then Restore.*

NOTE*: The redirect option cannot be used together with the download option. They are mutually exclusive and only work separately. You can either choose a redirect or a file download as an automatic action after the visitor submits the form, not both. To learn more about the 'download file' option please refer to the dedicated article here: https://d.pr/jjVoHd*

The ***Multistep*** *option allows you to turn your form into a multistep form. Check out this article for more details on multistep forms: https://d.pr/2O3oFc*

Alignment, grouping and improved mobile responsiveness

The alignment and grouping features enable you to select and move multiple page elements and resize them — while keeping their aspect ratio. This feature will help you group multiple objects for easy manipulation of design assets with pixel-perfect alignment and distribution control.

Here's a gif demonstrating the grouping and alignment feature:

*To open the **alignment** control panel you have to select multiple elements on your page. Once opened you can distribute elements horizontally and vertically or you can align them in any way you see fit.*

*The ability to **group** elements creates a natively mobile responsive set of objects. Alternatively, groups can be set to lock the aspect ratio of complex arrangements in order to maintain their exact proportions when they're converted to the mobile version of your landing page.*

Mobile Aspect Ratio Lock *keeps your layered groupings together and locks the aspect ratio, whether they're in a desktop or mobile layout.*

You don't have to ungroup a set of elements if you want to edit them; just double-click to edit them while they are part of a group.

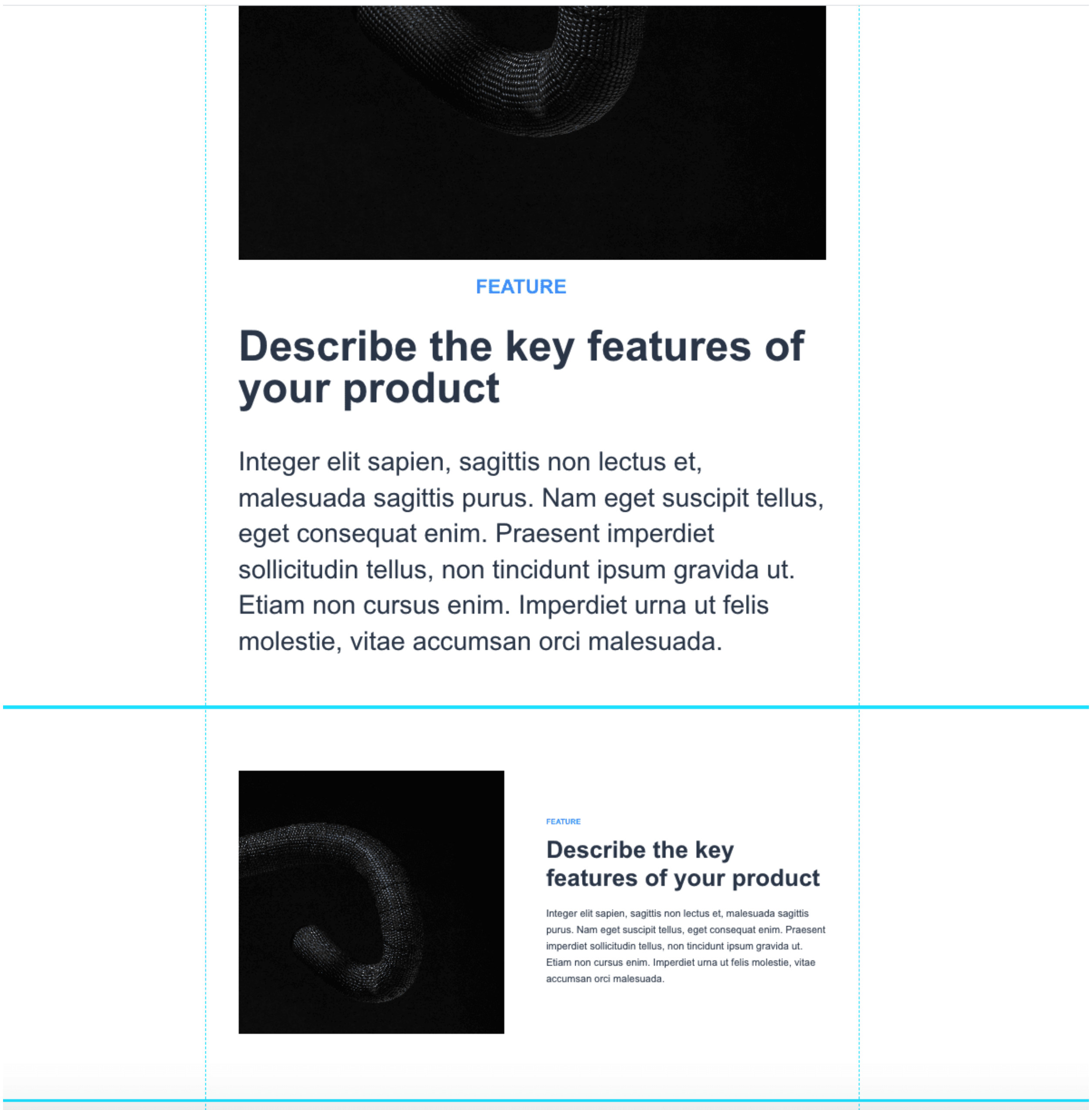
You can use the keyboard shortcut cmd + click (or ctrl + click on a PC) to select an element through all group layers. Another shortcut is cmd + G (or ctrl + G on a PC) - it is used to group or ungroup elements.

The Mobile Responsive Feature

Once you have everything aligned and grouped, you can start building your mobile page.

With our mobile alignment feature, the elements on your mobile version of the page experience is already aligned. Meaning you can now create mobile-responsive versions of your landing page quicker and more accurately than ever before.

It's not mandatory to use the Mobile Aspect Ratio Lock feature in order for your experience to be well put together on the mobile *version. In fact, if you have many elements, it can be helpful to have them one under another for better visibility, rather than having them side by side as in desktop mode. You can see an example below.*

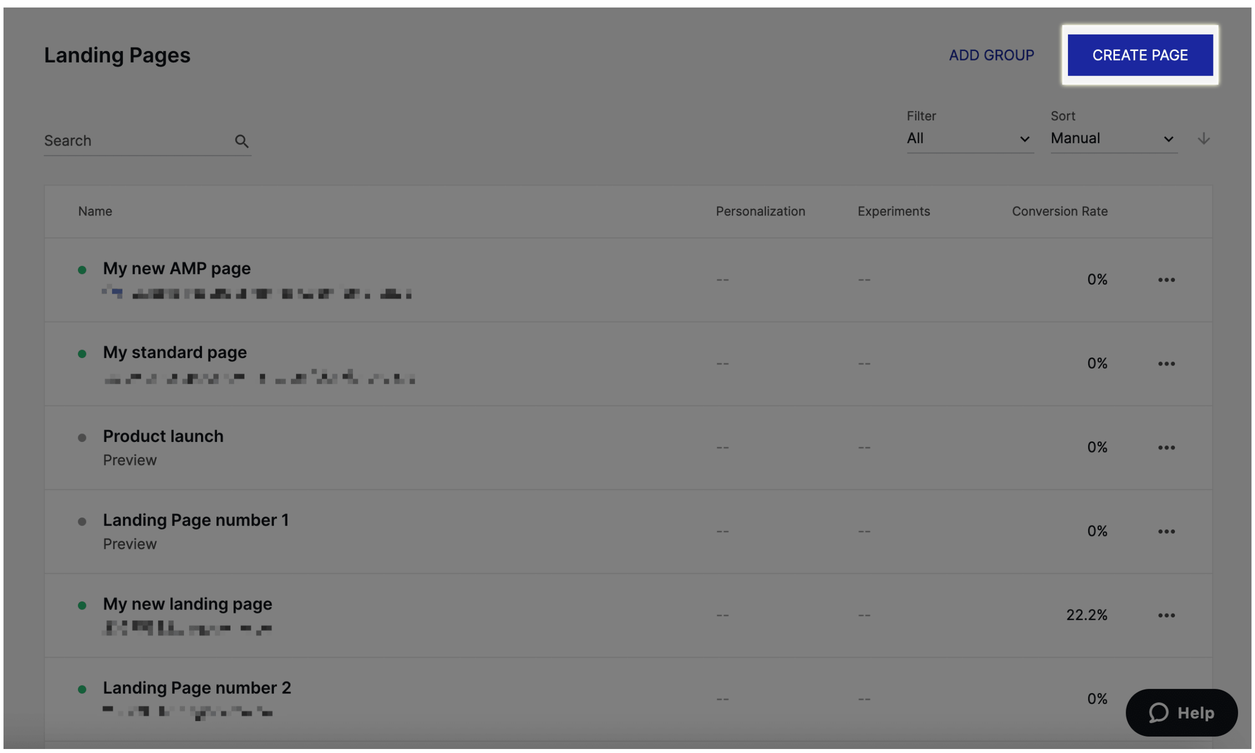


In the desktop version, those two blocks look identical. Both are grouped, but only the bottom one had its aspect ratio locked. You can notice that the size of the locked elements does not fit the mobile screen in order to still be readable and provide an easy-to-navigate, user-friendly experience to the page visitor. However, in the image before it, the elements are grouped but then individually arranged to fit the screen size in a way that you would expect from a mobile-optimized page.

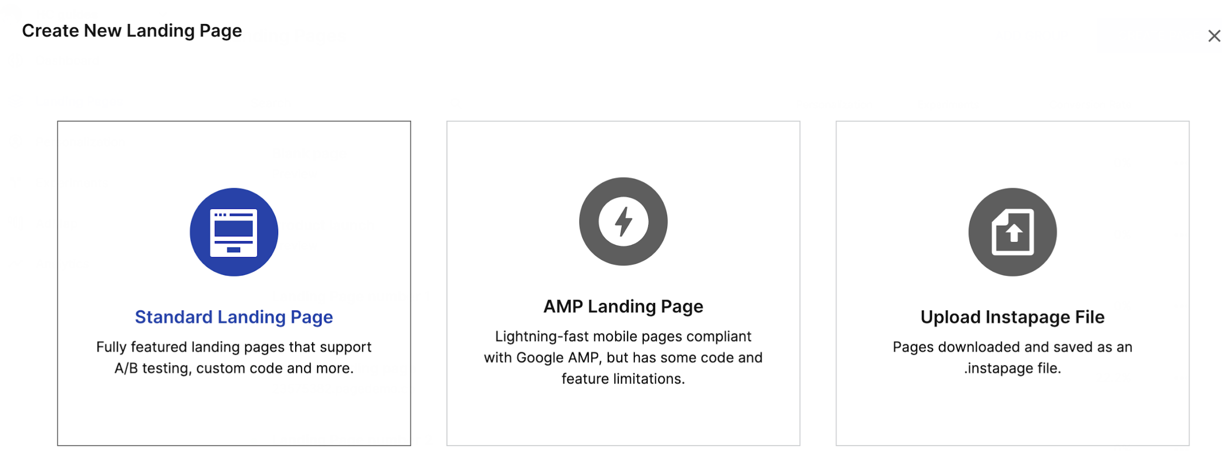
Creating a new page

After logging in, make sure you are on the ***Landing Pages*** *list of the account.*

Click the ***CREATE PAGE*** *button on the right.*



Create a page from a template or from scratch, or upload a .instapage file of a page that you previously downloaded.



*If you select **Standard page** you can start with a blank page or choose one of our premade conversion-optimized layouts. After selecting an option, the slideout for the new page will open so you can start customizing it.*

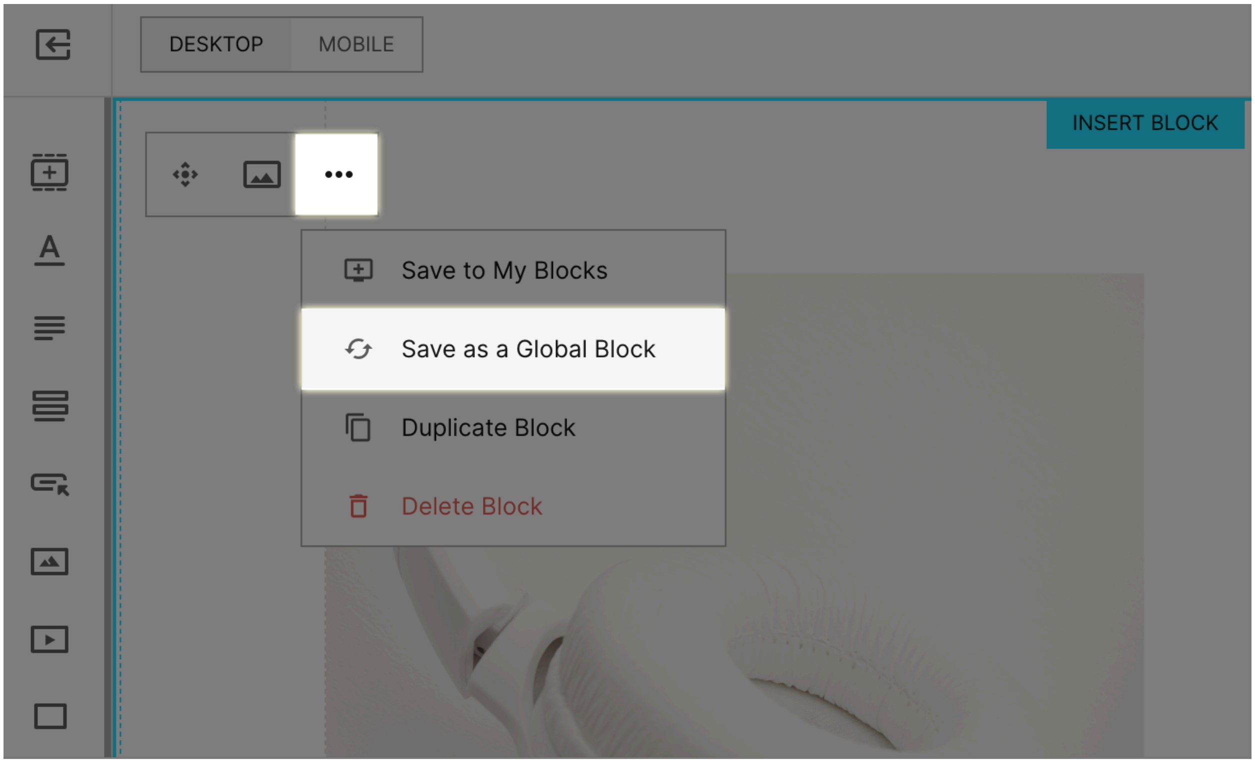
What are Global Blocks and how to use them

NOTE: *This feature is only available for some of our subscriptions. If that is the case, you will see an upgrade prompt when attempting to access it. More information about our currently available subscriptions can be found here:* *https://instapage.com/plans*

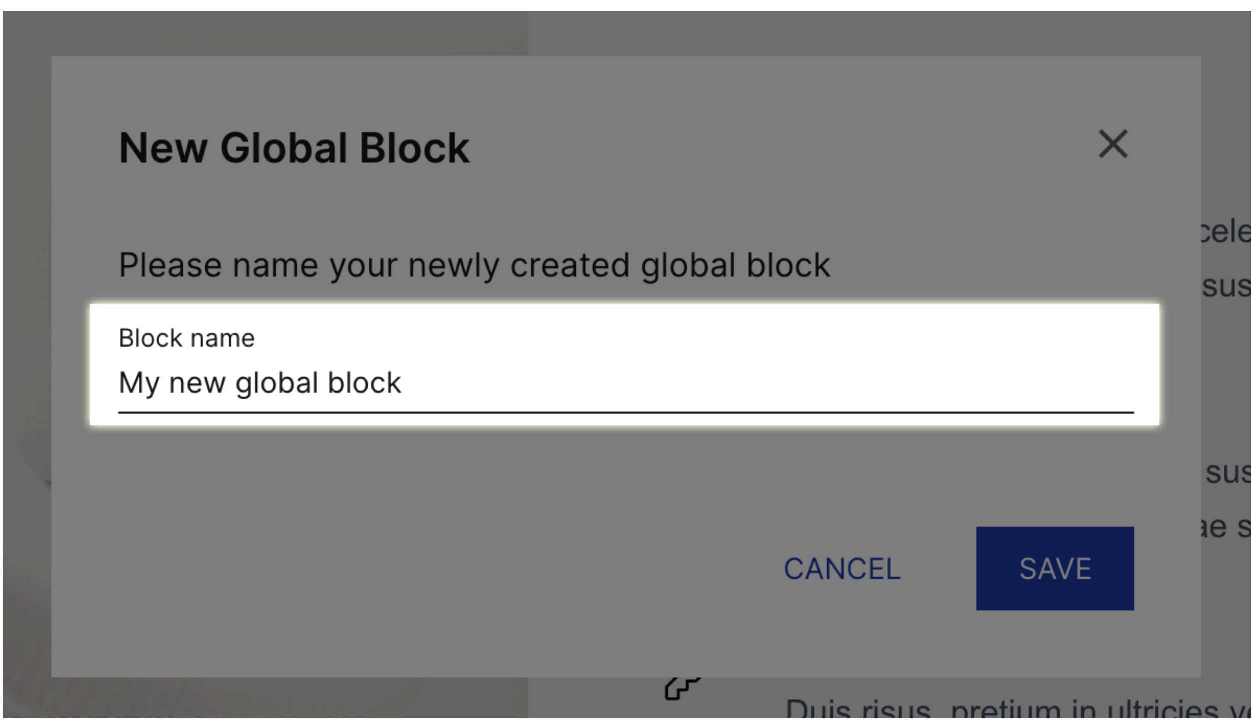
Global Blocks make it easy to manage and update hundreds or thousands of landing pages with a single click. Create Global Blocks for page sections that you'll use repeatedly, like headers, footers, testimonials, and more so that you can edit it once and it will be updated on every page automatically.

Saving a Global Block

In order to turn any of your page blocks into a Global Block, click on that particular page block, then click ***More*** *in the upper left corner of the block and click* ***Save as a Global Block.***



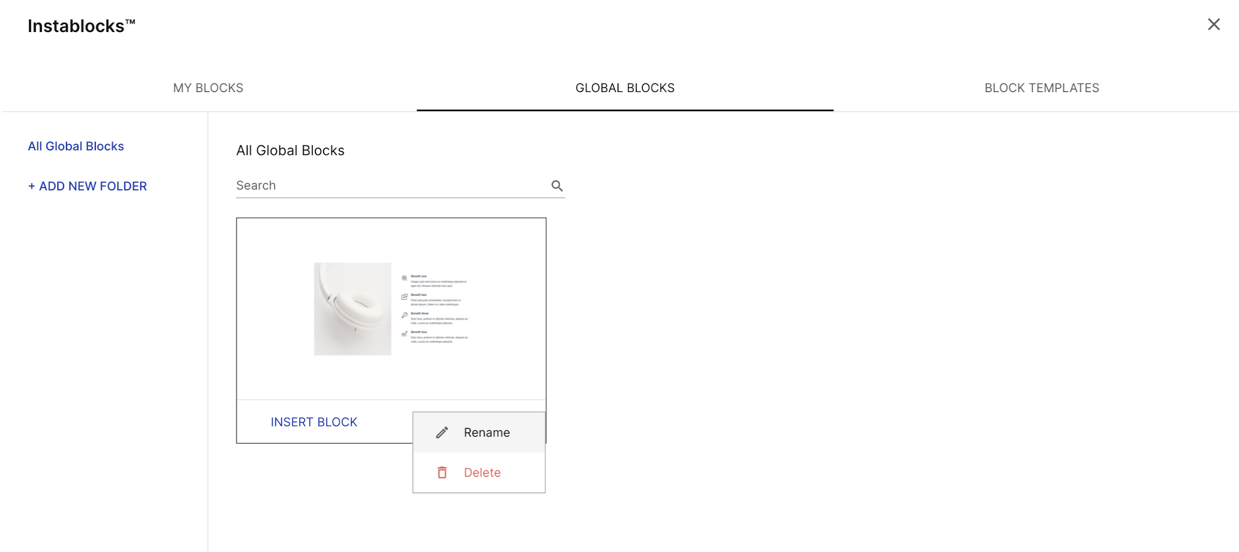
*Give your new Global Block a name and click on **Save.***



Adding a Global Block to your pages

*In order to add an already saved Global Block to your pages, click on the **Instablocks** icon or on the **INSERT BLOCK** button and select the **Global Blocks** tab.*

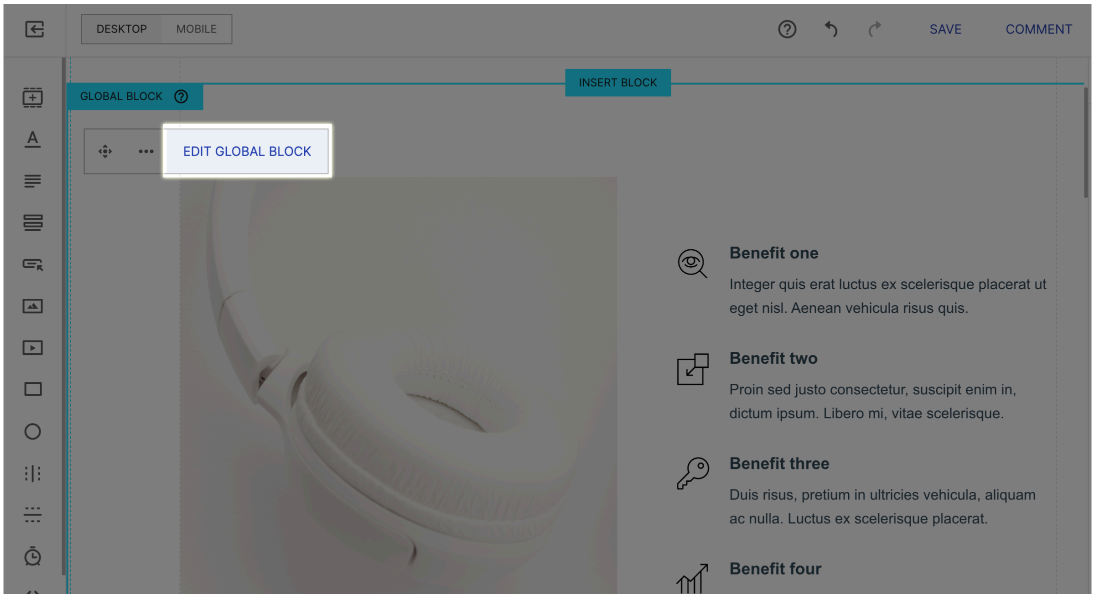
You can insert the block you are hovering the cursor over, or you can rename or delete it from the options menu.



NOTE: *You can add a specific global block only once per page. You can have multiple global blocks on the same page as long as they are different global blocks. If you add the same global block multiple times on the same page,* ***only the first instance of the block will load*** *on the live URL of the page.*

Editing a Global Block

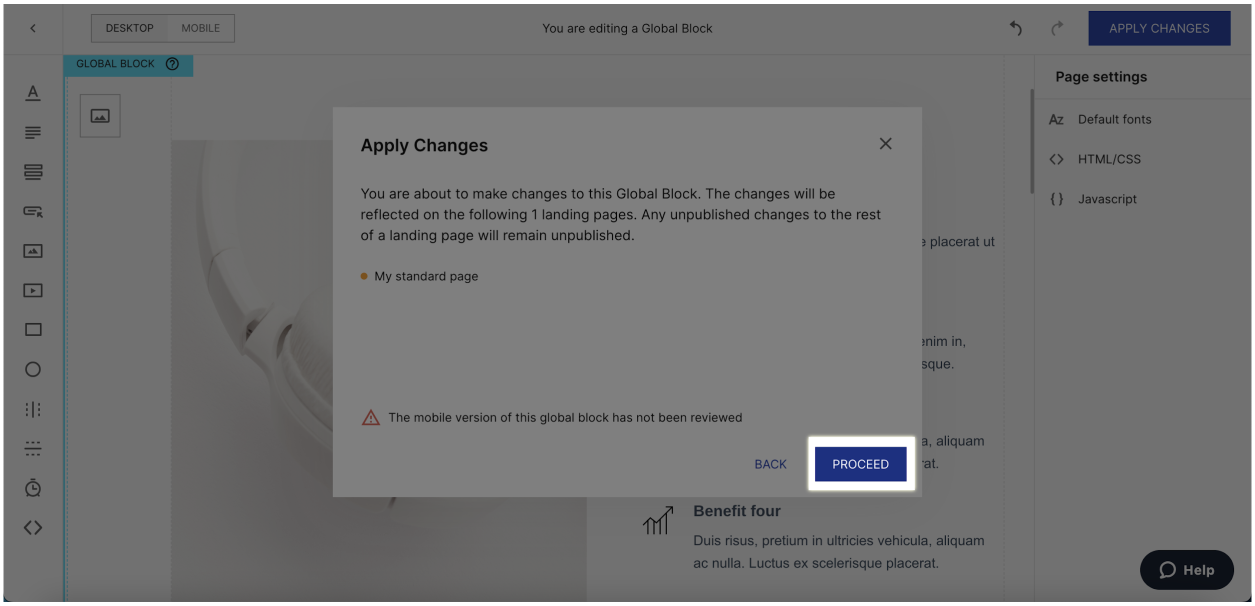
To Edit, select the block on the page, and click ***Edit Global Block*** *to make your updates.*



To change your block's font or add HTML/CSS or Javascript, click ***Block Settings*** *and update from there.*

Once you're done, click ***Apply Changes*** *in the top right corner.*

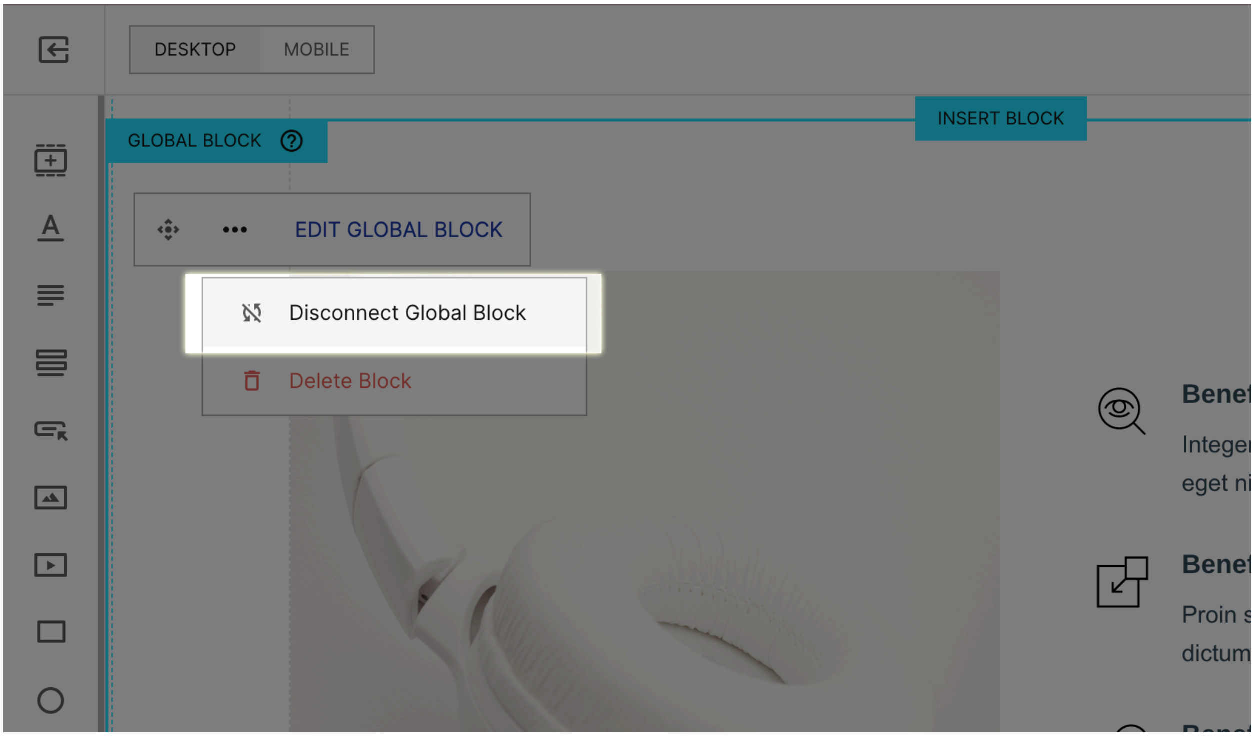
You'll see a screen reminding you that this update will be applied to all pages that include this Global Block. Press ***Proceed*** *to update all pages.*



Note: *If you're editing a Global Block that's already inserted on a live page, you'll need to have Manager Permission to apply any updates.*

If you want to update just one page, and don't want the changes made globally. Click on your Global Block, click ***More****, and then*

Disconnect Global Block.

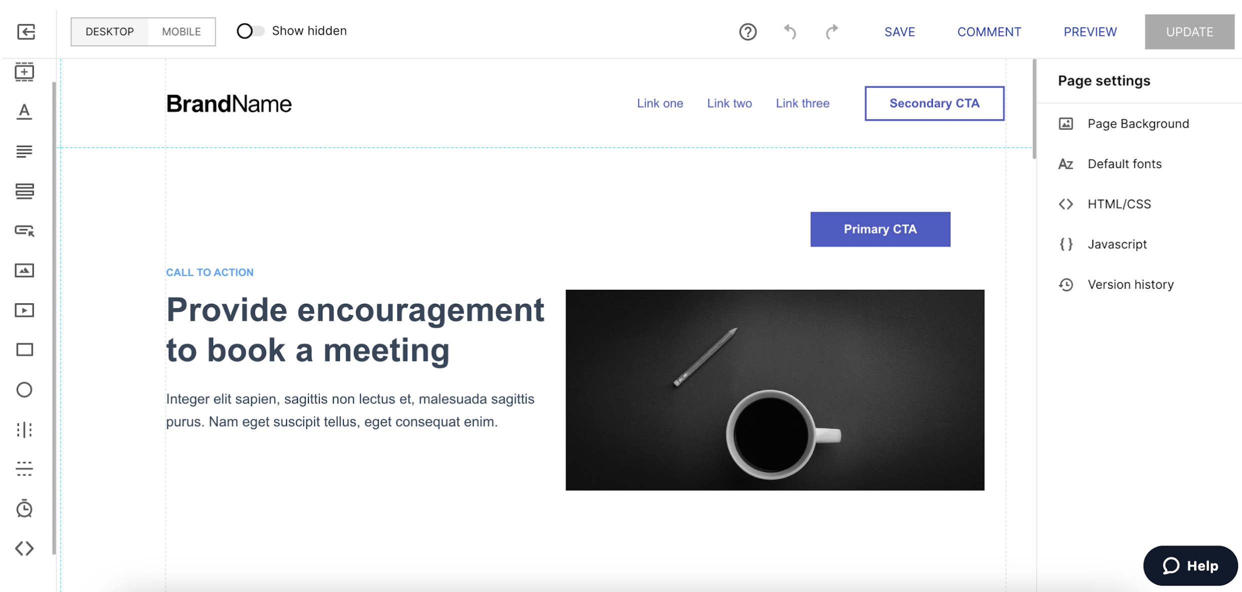


Now it's a normal page block, so any changes you make here won't be reflected on other landing pages.

NOTE: *Global Blocks, just like regular Instablocks, are not shared between workspaces. The gallery of saved blocks is individual to every workspace.*

Working with the page builder

The Sidebars and The Toolbar



The sidebars and the toolbar are the main control panel of the Instapage builder and are located at the sides of the page and at the very top of the page, respectively. From the right sidebar, you'll access your Page settings, from the left sidebar, you will be able to add elements to the page, and from the toolbar, you will access Undo/Redo, Save, Comment, Preview, or Update.

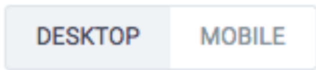
Navigating the builder

*You will notice two sets of vertical lines on each side (learn more about what they mean here https://d.pr/EpMRxJ). If you are using a smaller screen and not seeing both of the farthest ones simultaneously, you can **click-and-drag** the page instead of scrolling by first holding down the **space bar** on your keyboard.*

*By **right-clicking** on an element, you can open the options menu for it (**Duplicate, Order, Visible on, Edit CSS, Delete**). Below you can see a GIF of how the **Order** function works.*

*If you wish to show an element either on Mobile, Desktop or both, you can use the **Visible on** function as seen below, by right-clicking on the element. To restore the element, both on Desktop and Mobile, you will need to click on **Show hidden** at the top, right-click on the hidden element and select **Restore**.*

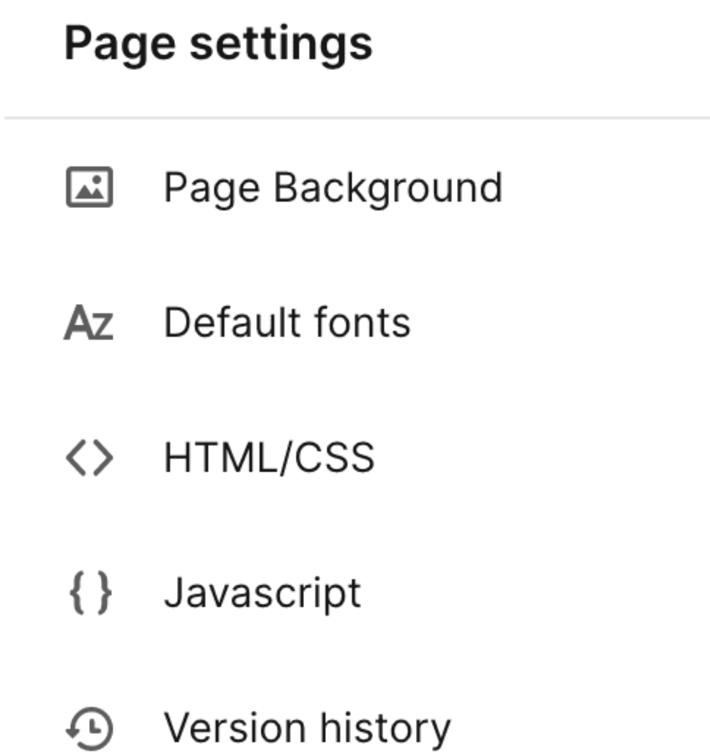
Desktop / Mobile Selection



This toggle at the top helps you switch between the desktop and the mobile editor.

Page Settings

The page settings are found on the right sidebar.



From here, you can set the page background, set the fonts for the page, add custom code or restore a previous version of the page.

Adding Page Elements

You can add elements from the left sidebar. You can learn more about each of them in the following section of our Help Center: https://d.pr/PIpJtB

Undo Changes

This one is self-explanatory. Using this option you can undo or redo your last action if you change your mind.

Saving Your Page

Click on this button to save any changes you just made to your landing page. We recommend saving your page as frequently as possible and especially before leaving. If your page is successfully saving you should see this message at the bottom of your screen:

Comment on Your Page

COMMENT

Selecting Comment will take you to the page preview where Comment Mode will automatically be enabled. In the page preview you can click anywhere to leave a comment or @mention invited team members.

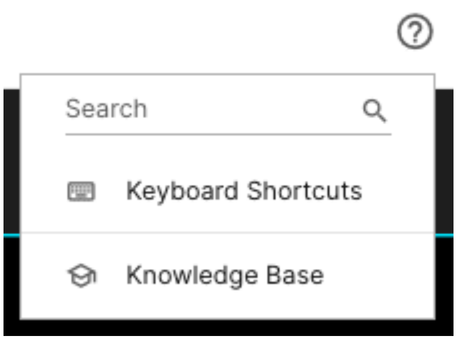
Preview Your Page

PREVIEW

Throughout the design process, you'll want to preview your landing page to get an idea of exactly how it will appear to users upon publishing. In preview mode, the editing options will not be available.

Get Help

If you need help at any time throughout using the Instapage builder you can click on this Question Mark Icon to gain access to quick answers or Keyboard Shortcuts. You should be presented with this window:



Exit the Builder

Click on Exit Builder in the top left corner if you wish to exit the builder to go back to your page's Experience Manager in the Landing Pages Dashboard.

Personalization - creating personalized experiences for different audiences

This article is about a feature that allows you to create personalized experiences for your audiences. If you are looking to learn more about experiments, not experiences, please refer to our article about A/B testing: How do I run an experiment? (A/B testing).

NOTE: *This feature is only available for some of our subscriptions. If that is the case, you will see an upgrade prompt when attempting to access it. More information about our currently available subscriptions can be found here: https://instapage.com/plans*

How does it work?

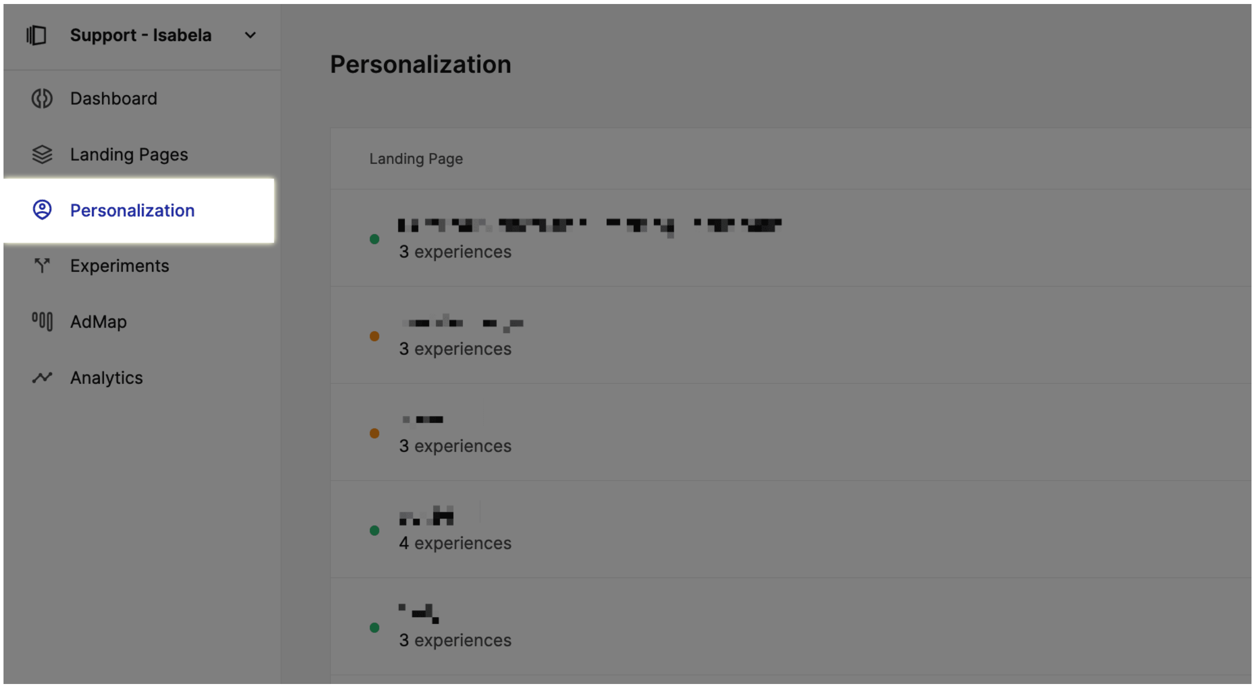
You can use this feature if you have multiple audiences in your target market and you want each of them to see a personalized experience when they land on your page. The experiences can be edited individually and they can be as different or as similar as you want them to be. You can change only a couple of words or the background image, or you can change entire Instablocks. The experience that will be shown to the page visitor is determined by a combination of parameters after the page's base URL, which you choose.

For example, your page is published at subdomain.mydomain.com/page and you have two additional audiences, for which you create the experiences subdomain.mydomain.com/page?utm_source=google and subdomain.mydomain.com/page?utm_source=facebook&utm_content=house.

*If the URL placed in the ad matches those parameters **exactly**, then that experience will be shown to the visitor. The default experience (subdomain.mydomain.com/page) will be shown to everyone that does not have the exact matching parameters or does not have any parameters at all.*

The steps to creating personalized experiences for different audiences

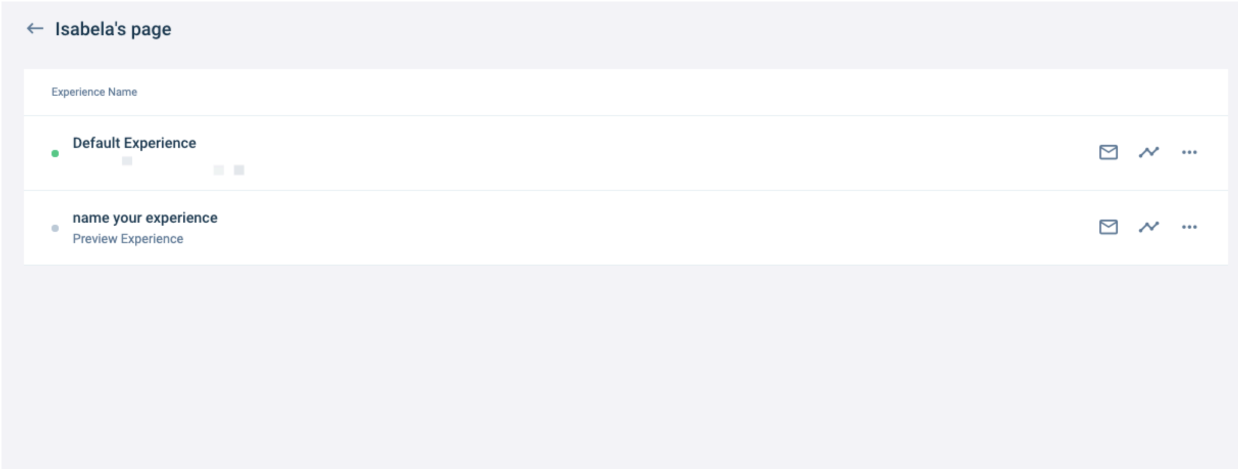
***1.** Click on **Personalization** in the left-side menu of the main application after logging in.*



3. *Click on **Create Experience** to get started. You will be asked to choose the page that you want to personalize and to name this new experience that you are adding to the page.*

We recommend that you name the experience something relevant to the characteristics of the audience that it will be served to.

4. *Once you click **Create**, the list of all the experiences for the selected page will come up on the screen and you can start editing and personalizing them.*



NOTE: *Every new experience you add to a page starts off as a copy of the existing design of the default experience. You can then manually make the desired modifications to it.*

5. *To start editing an experience,* ***click on its name,*** *and the slideout will open.*

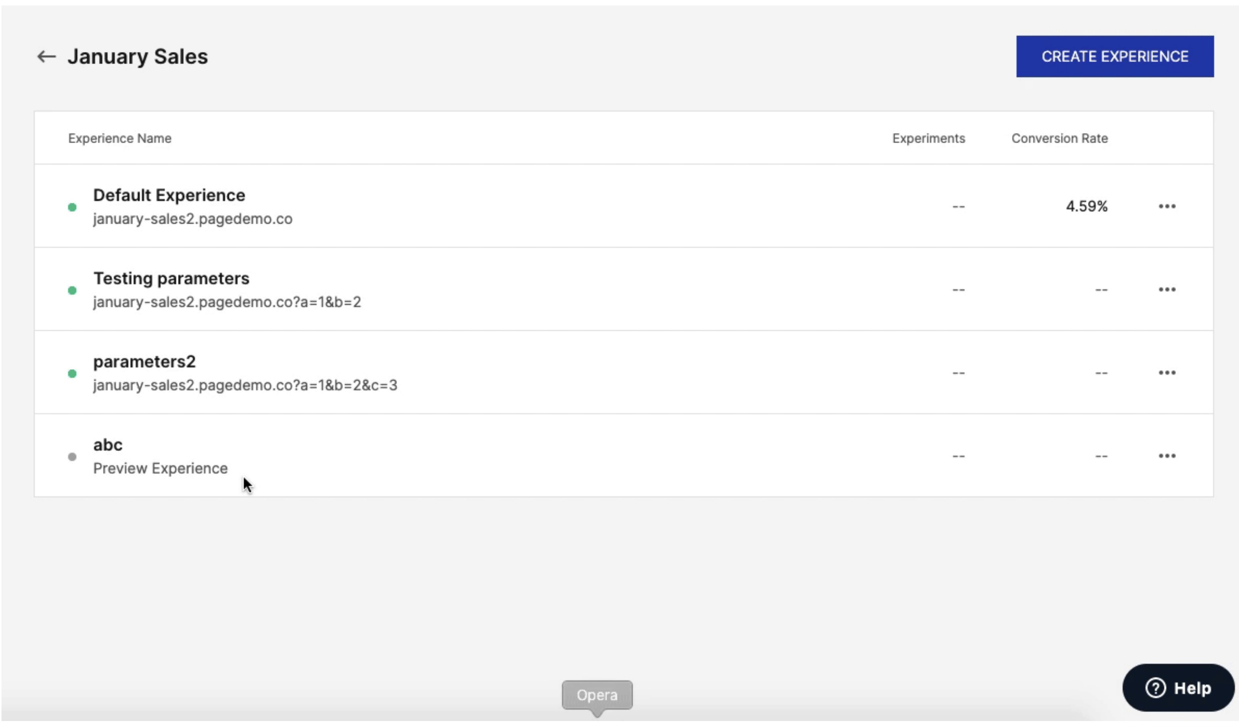
Click on ***Edit Design*** *to open the builder or on any of the other sections to start editing their respective settings, such as* ***Integrations****.*

6. *When you have finished editing the experience to match your target audience, you can publish it by clicking on* ***Publish Page.***

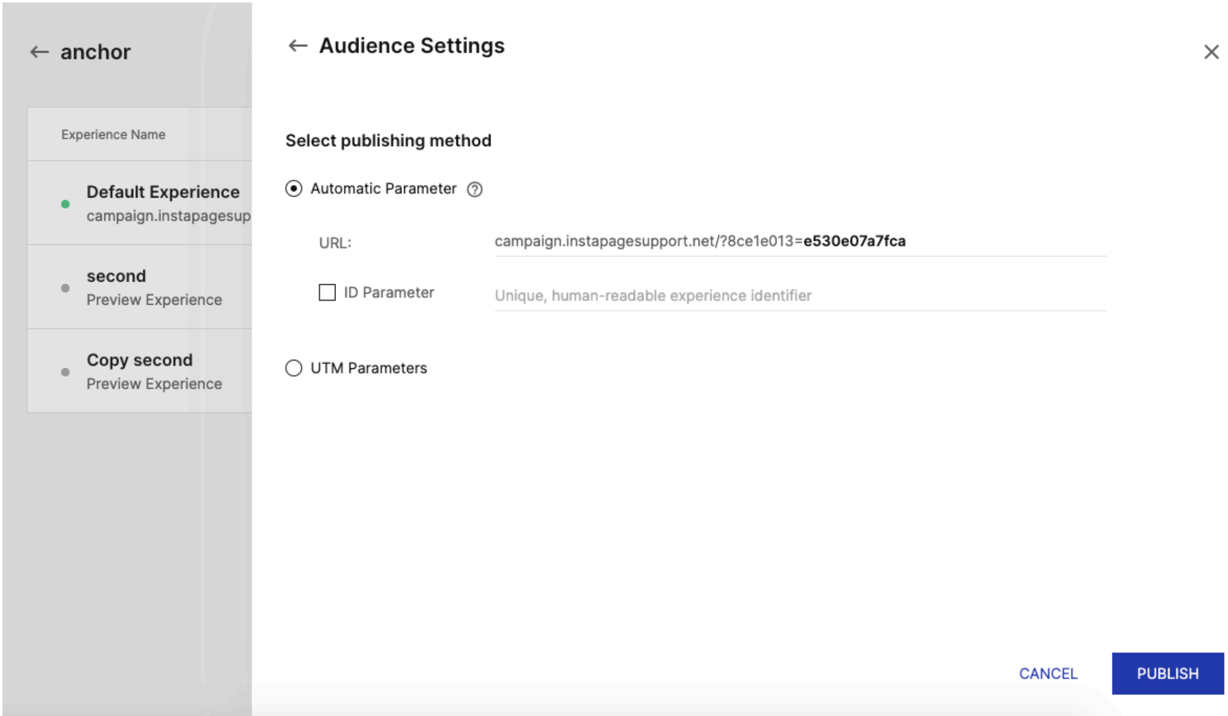
The experience will be published on the same URL of the main page, but using parameters. The added parameters are what will differentiate between which experience the visitor will see.

*There are two options that you can use: an **automatic parameter** and **UTM parameters**.*

You can choose the first option if you don't need the parameters for anything else except the experience having a unique URL. You can choose the second option if you need the UTM parameters in your integrations and data analysis.

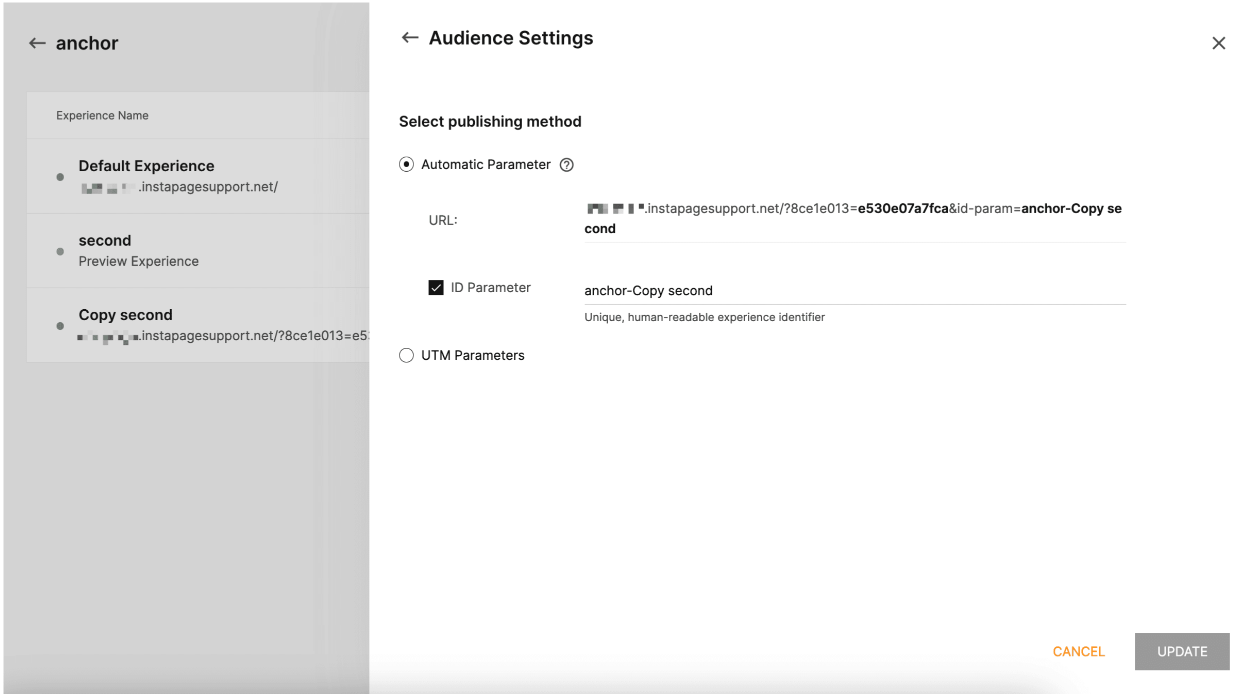


*The automatic parameter option also contains an **optional** ID parameter checkbox.*



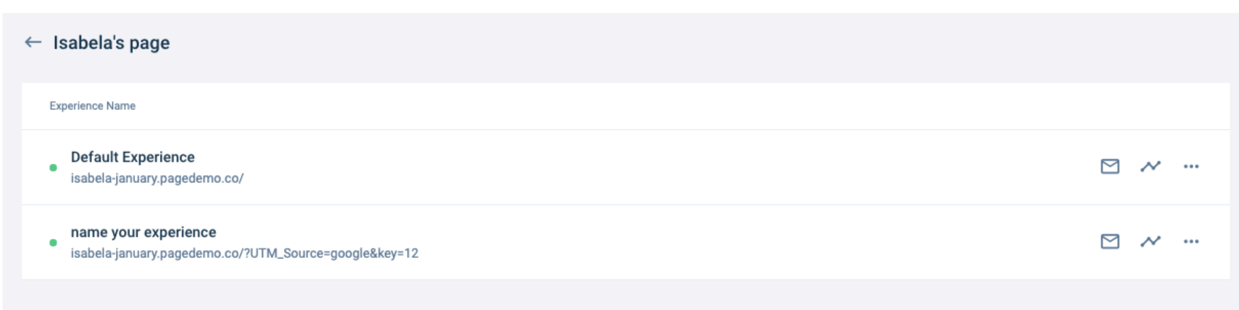
This option can be used if you need a human-readable parameter in order to quickly identify your experiences in Google Analytics, for example. If you check the box, the name of the landing page and the name of the experience will be appended automatically as a parameter, but you can also write anything else that helps you identify the experience.

For example, below the page is named 'anchor' and the experience is named 'Copy second', so the parameter that is added is called id-param=anchor-Copy%20second.



If you want to learn more about UTM parameters and how to use them, as well as how they interact with our experiences, check out this blog article.

Once the experience is published, you will see the final URL under its name and you can use that URL in your campaigns. To change this URL or further edit the experience, click on its name and the editing slideout will open.



Note: *A visitor will not see the desired experience unless the URL he accesses has* ***all the parameters with the exact values*** *as the audience URL from the Personalization tab, even if there are other parameters present or the order is different. The* ***default experience*** *will be shown when the combination of parameters in the URL does not match a specific custom experience.*

When one of your landing pages has multiple experiences, you will be able to see that in a column in the main view, as seen below. Clicking on that information will take you to the Personalization tab for that particular landing page, where you can see the experiences.

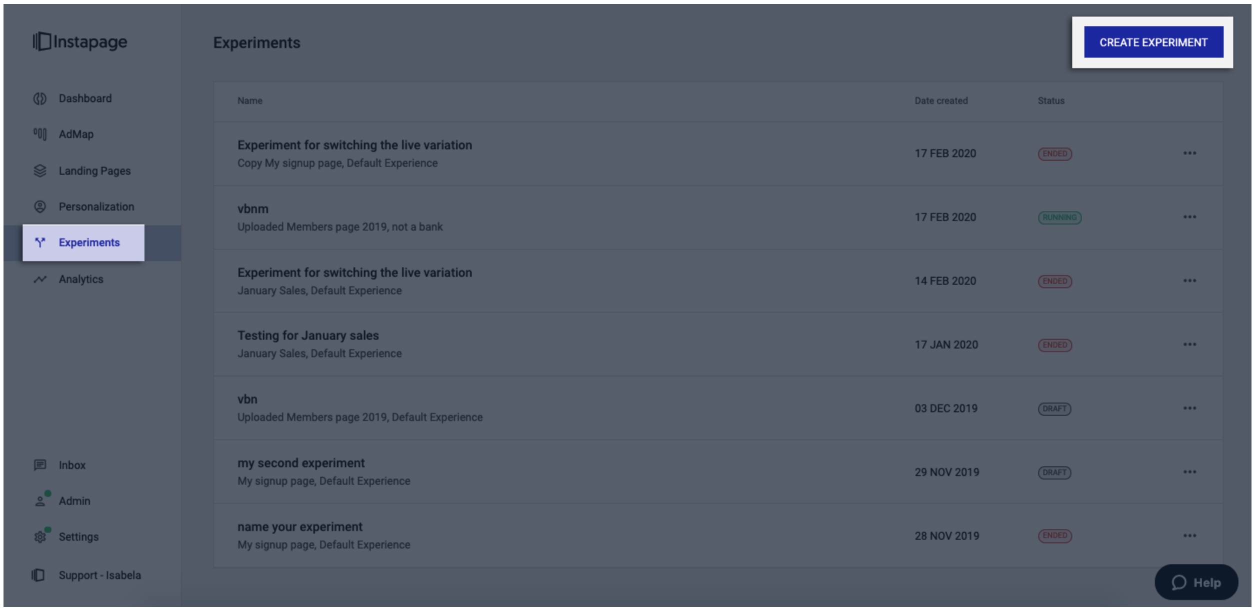
How do I run an experiment? (A/B testing)

A/B testing can help you determine if a change to one or multiple elements on a page can bring in more conversions by resonating better with the audience that the post-click experience is reaching through your campaign.

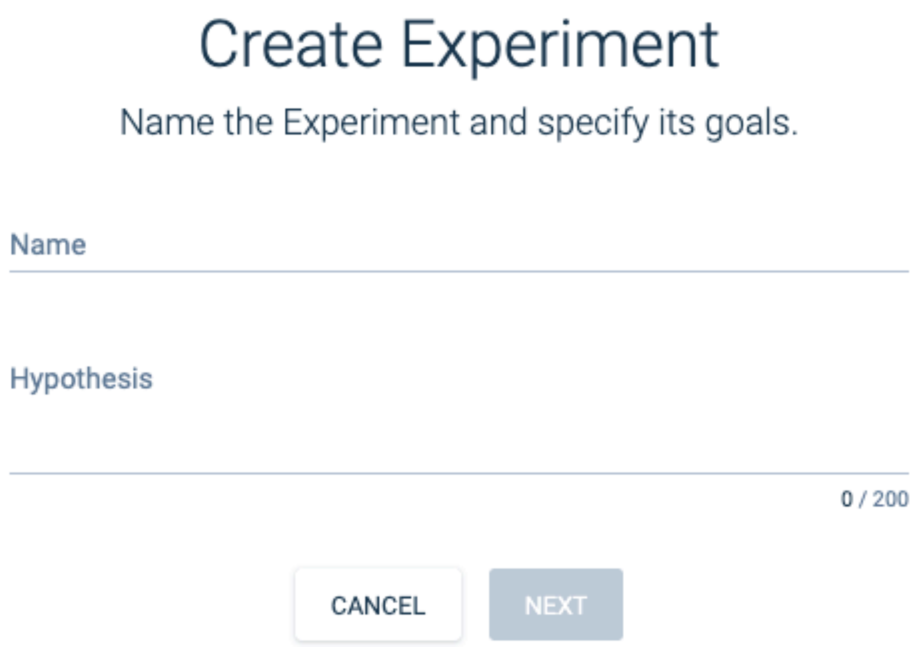
NOTE: *When running an experiment, the test will run on a single URL, from which all the variations will be served at random based on the traffic split to new visitors. You cannot use multiple URLs in the same test. If you want to compare the performance of two different pages, you can refer to the analytics section of your account. You can learn more about the Analytics section here: https://d.pr/YBbU5S*

If you have already been using our A/B testing feature on your pages, using the method that existed before December 2019, you will need to transfer those existing variations into the new experiments workflow in order to access them. Until you transfer them, they will still run as they have been set up before, but you will need to create an experiment to edit the variations and view the details of the experiment. You will also have to choose a control variation.

1. *Go to the Experiments tab on the right sidebar and click on* ***Create Experiment.***



2. *Name your experiment so that you can identify it later and write the hypothesis that you are testing.*



3. *Select the experience that you will be testing, starting with the group the page is in, the name of the page and then the name of the experience, then click **Create**.*

NOTE: *You can only create experiments for pages that are already published to a live URL. If you create a draft experiment and then unpublish the related page, the experiment will disappear, but you can create a new one if you republish the page. To learn more about our available publishing methods, please refer to this article: https://d.pr/PClGIt*

__4.__ Your existing variations will automatically appear in the list. You can choose to add a new variation, __edit__ the variations in the builder, and __set the split__.

NOTE: *We recommend using a maximum of 10 variations. Having more might not work right, but, more importantly, the risk of a false-positive result increases drastically with every additional variation. Most A/B testing guides online recommend sticking with two or three variations, or even up to five, depending on what you are testing.*

The split represents the way the total visitor count for the page will be assigned to the variations within the experiment. For example, if you have three variations and Variation A has 35%, Variation B has 40% and Variation C has 25%, and your page will have 10.000 visitors in total, then Variation A will receive ~3500 visitors, Variation B will receive ~4000 visitors and Variation C will receive ~2500 visitors.

Those numbers are approximate because it is impossible for the traffic to have a perfect distribution based on the percentage set on the Traffic Split since for each new visitor our algorithm will check the chance for each live variation (the set Traffic Split) and randomize between the variations according to their corresponding chances, regardless of the existing traffic data that the page might already have.

This is to ensure that the pattern in which the visitors see the variations is not predictable, for the accuracy of the experiment. This is how the Traffic Split works for new page visitors. Returning page visitors will always see the variation they first saw the first time they *accessed that page, as long as this variation is still live. This happens due to our variation cookie which has a duration of 12 months.*

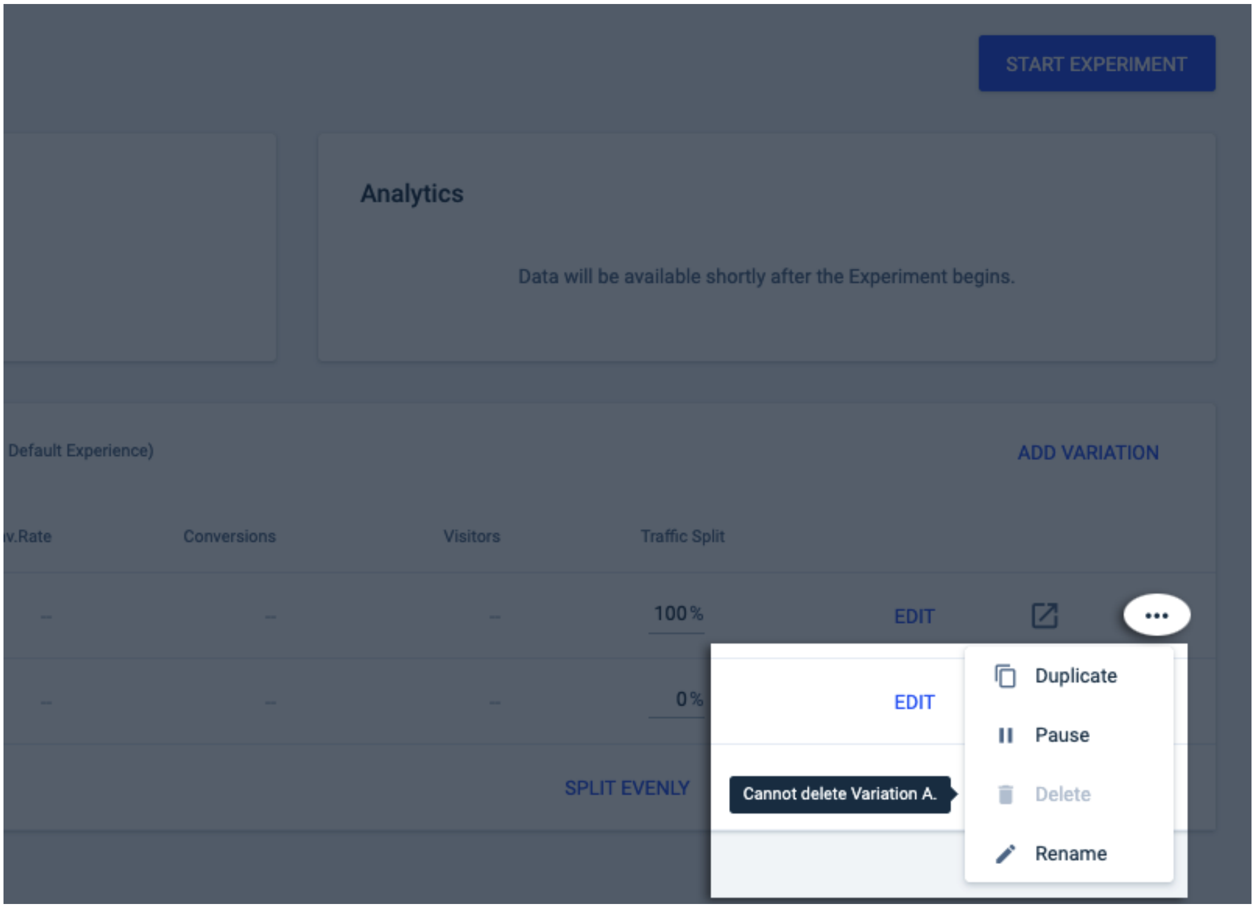
The split does not need to be even, you can manually enter the percentages, but it needs to add up to 100% in total.

NOTE: Do not set a variation to 0% traffic split. If you do not need it and have more than two variations, Pause it from the right-side menu. If you have two variations and only need one variation live, set both to 50% and then end the experiment. More detailed instructions for this use case can be found *here.*

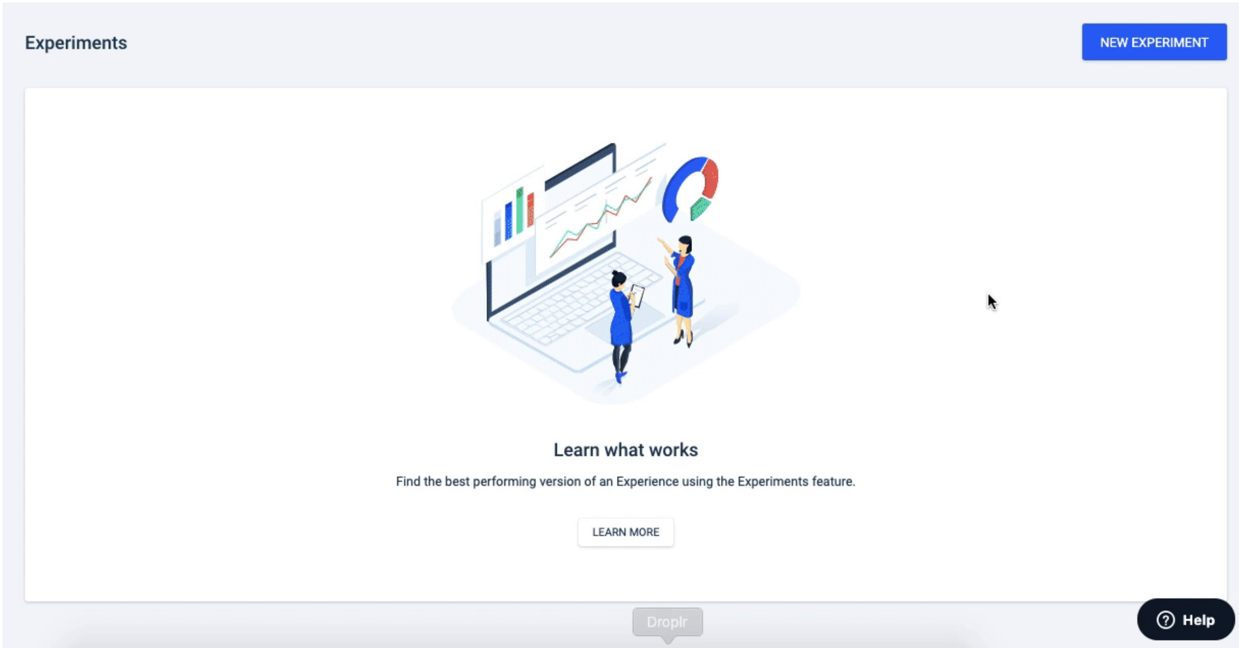
When adding a new variation, you can either create one (it will be a copy of the existing Variation A and you can edit it afterward) or you can ***import an existing variation*** *from any other experience in your account.*

How do I delete, duplicate, pause or rename a variation?

To do any of those actions, click on the three-dot menu on the right side of each variation and you will be presented with the options, as *seen below:*



The GIF below shows all the steps of the process of creating an experiment:

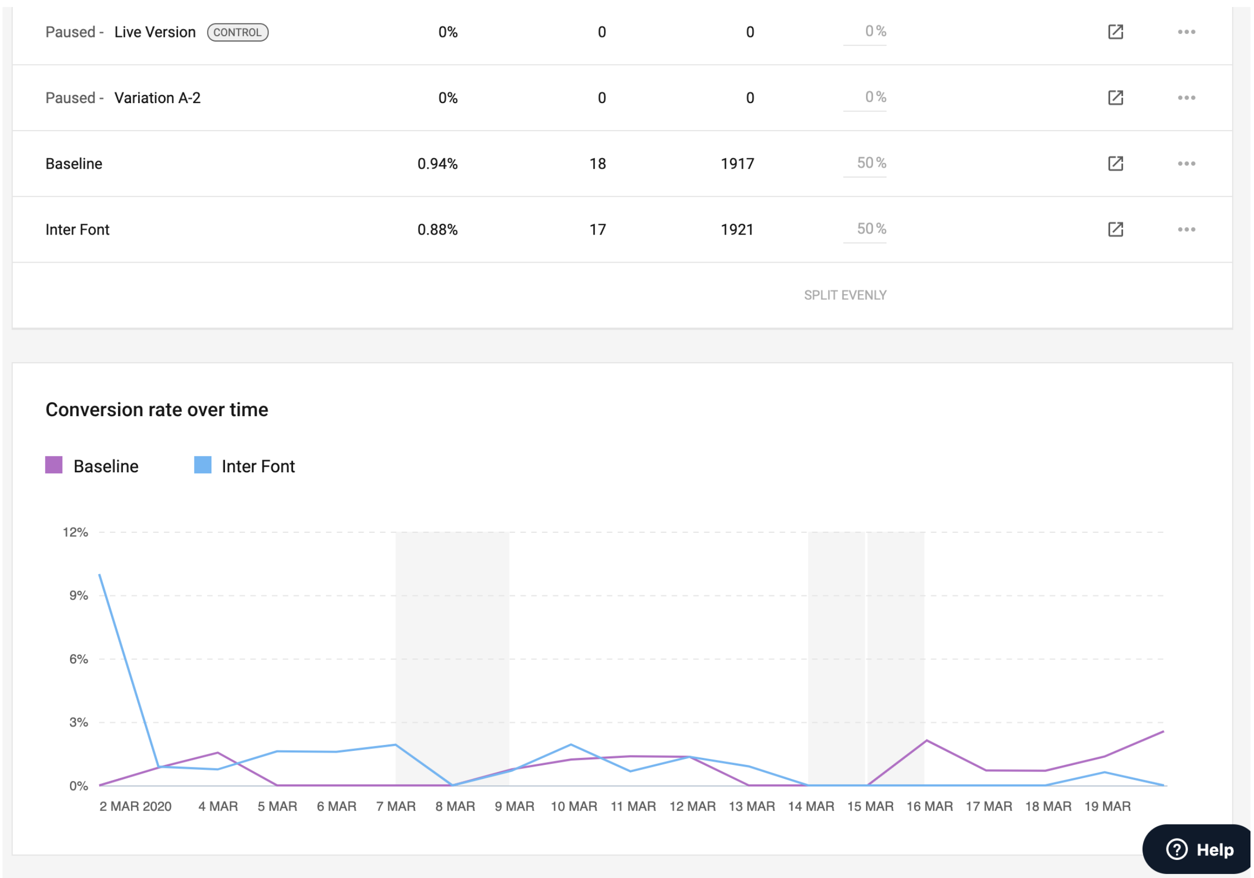


5. *When you are satisfied with all the changes, you can start the experiment.*

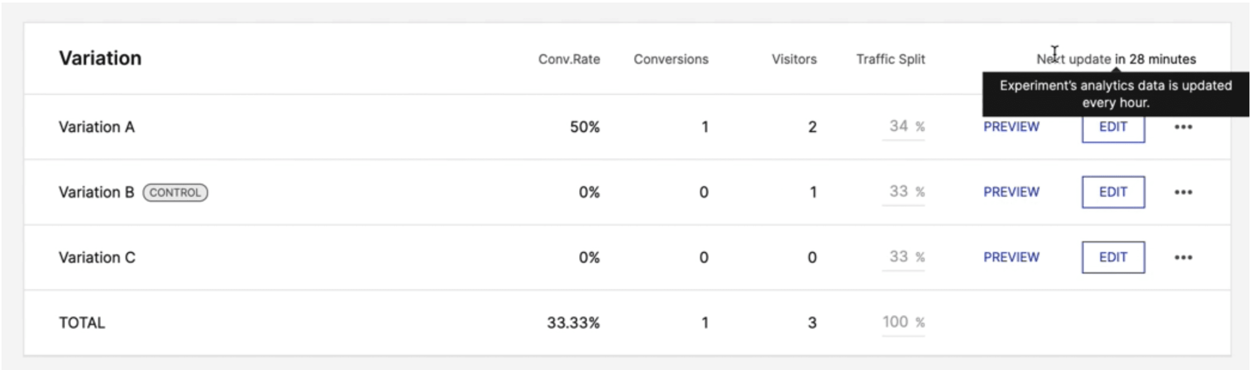
Note regarding AMP: *You can create an Experiment for an AMP like you would for a standard page, the only difference being the size limit. AMP pages have a 75 KB size limit for the CSS file, so there's a cap to the number of objects you can add. The limit is per page, not per variation, meaning that the total size of all of the variations combined will have to be under 75 KB.*

Once the experiment is live, you will see that the stats of the previous two variations from the past are already there, with their pre-existing split and statistics. You no longer need to check the analytics page in order to set the split between variations and to see their performance.

You can see the graphic of the stats over time below the experiment, as shown here:



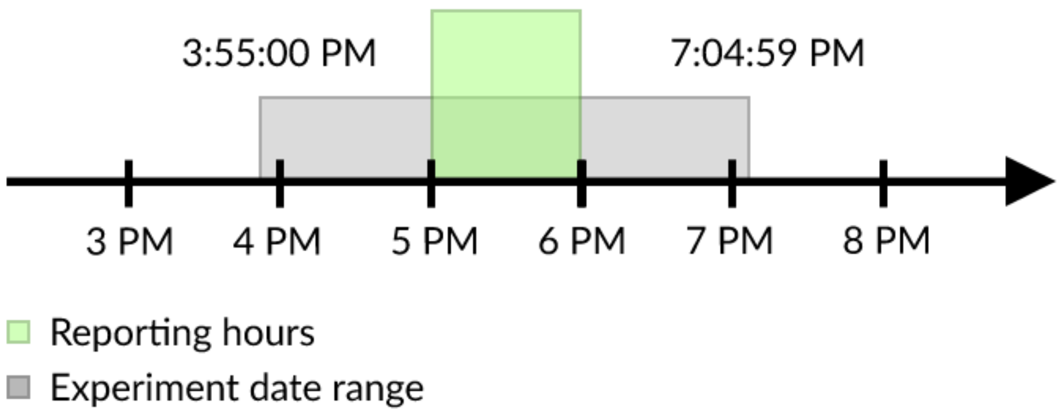
The analytics reporting will show data for full hours, with a 5 minutes offset.



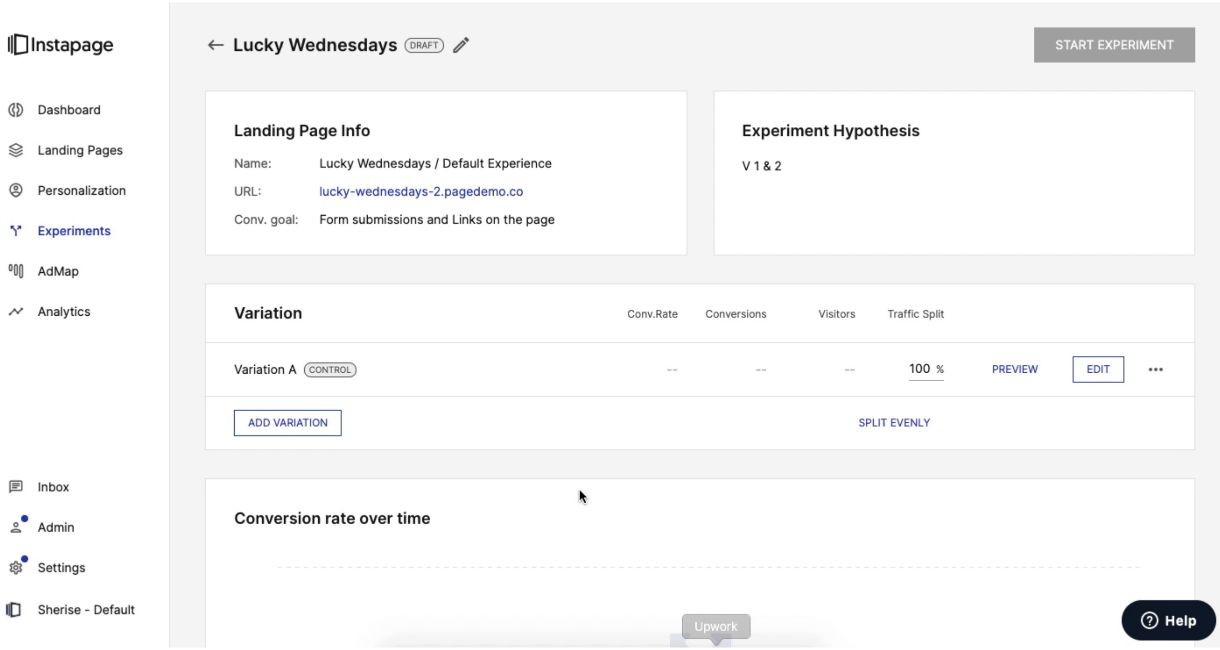
Example of how the reporting works:

Experiment start date	***Experiment end date***	***Report start date***	***Report end date***
3:30:00 PM	*7:45:00 PM*	*4 PM*	*7 PM*
3:54:59 PM	*7:05:00 PM*	*4 PM*	*7 PM*

3:55:00 PM	*7:04:59 PM*	*5 PM*	*6 PM*

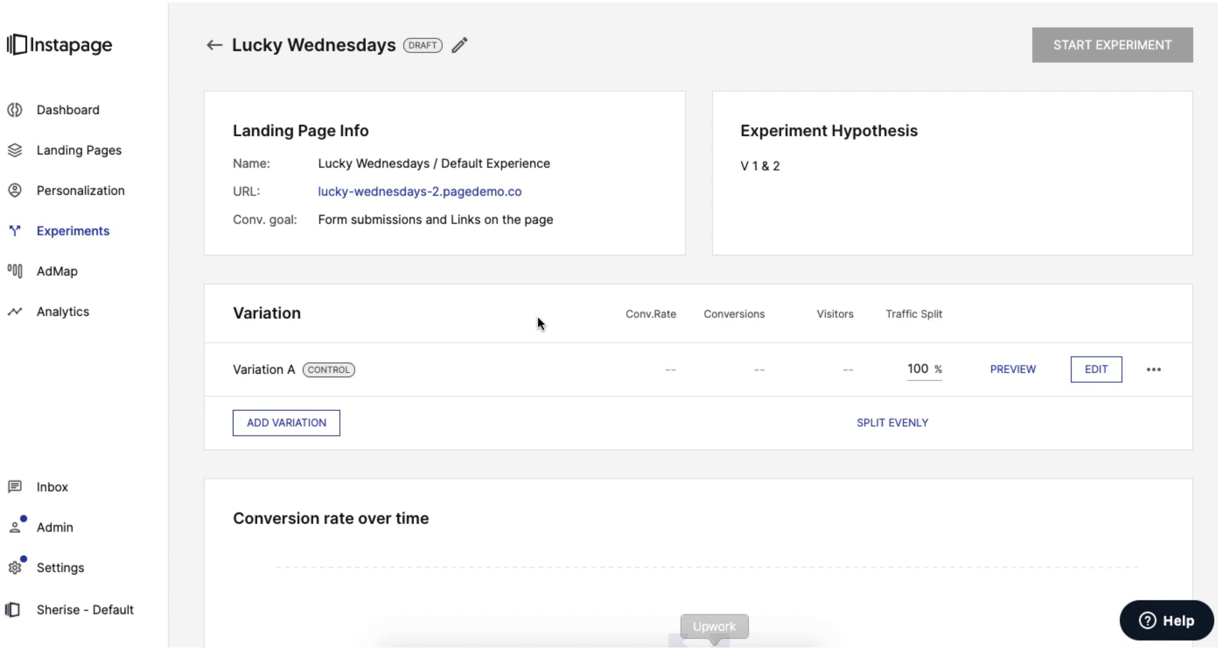


*6. Clicking on the **Name** of the page will open the slideout for the page.*



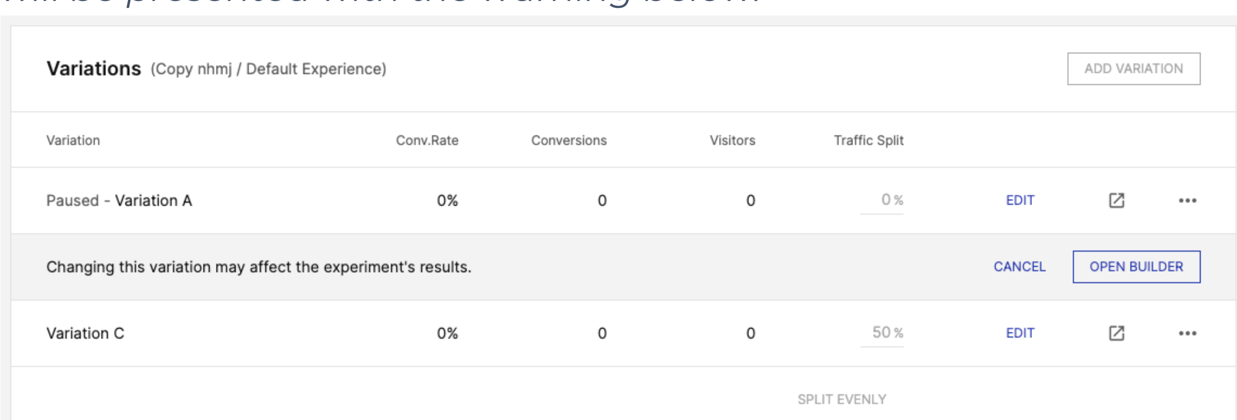
*In the slideout you are able edit different page settings such as **Conversion Goals**, **Integrations**, **Scripts & Privacy**, **Search & Social** and **URL Settings**.*

*Clicking on **Conv. goal** will open the Conversion Goals settings for the page. To learn more about conversion goals, please see the dedicated article here: https://d.pr/auPLpx*

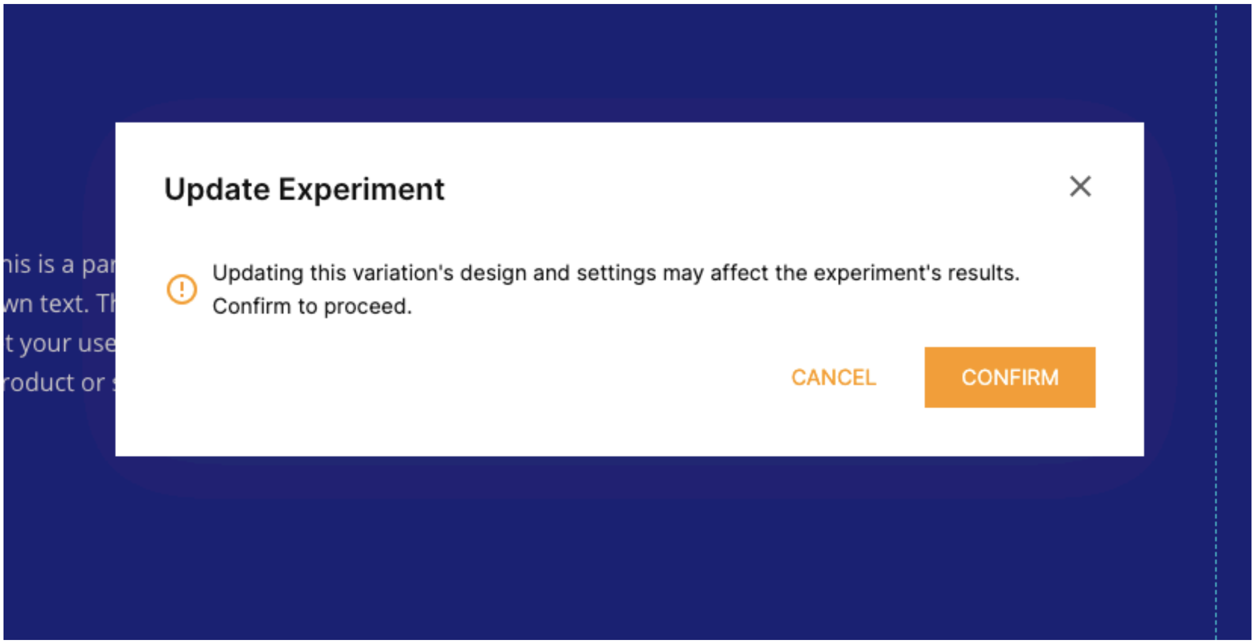


NOTE: *In order for the experiment to be reliable, you should not make any changes to it while the experiment is running. In order to edit the design or other settings, you should end the experiment. Any changes you make will influence the results because the original conditions of the experiment are not the same.*

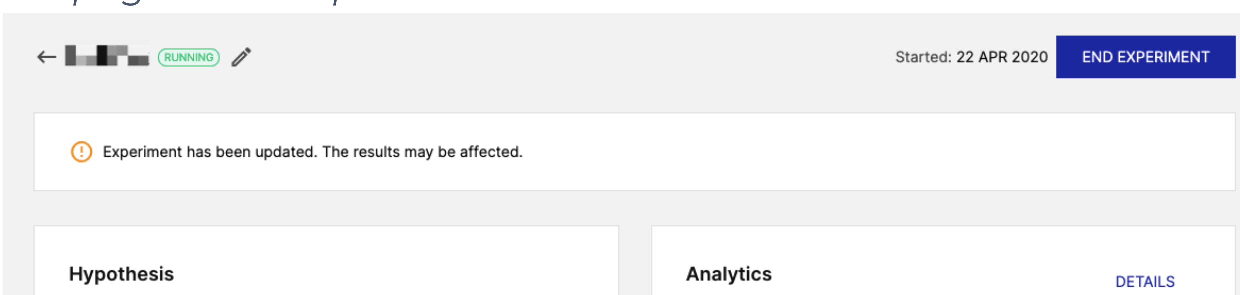
To edit a variation *in a running experiment, click on* ***Edit*** *and you will be presented with the warning below:*



You can click on ***Open builder*** *to make the changes. After you are done, you cannot save changes without pushing them to live URL* *immediately. To do that, click on **Update & Continue.** You will be warned again that the changes may affect the experiment. Click **Confirm** to continue.*

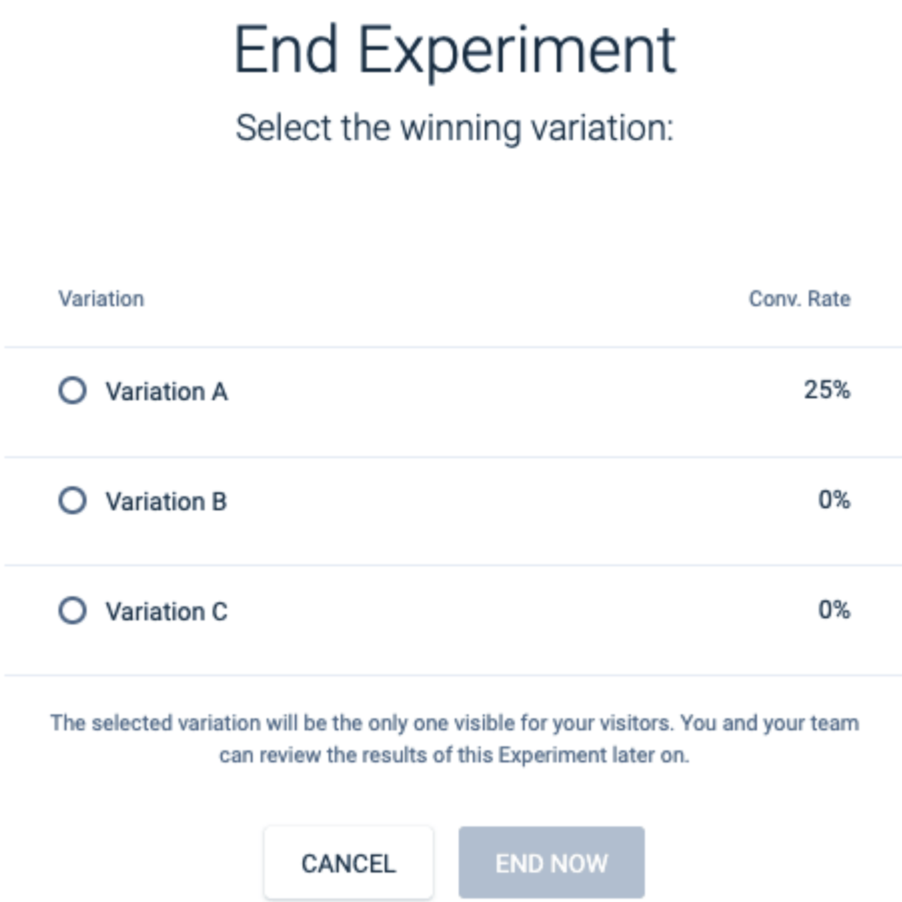


After you do this, the warning below will permanently be present on the page of the experiment.

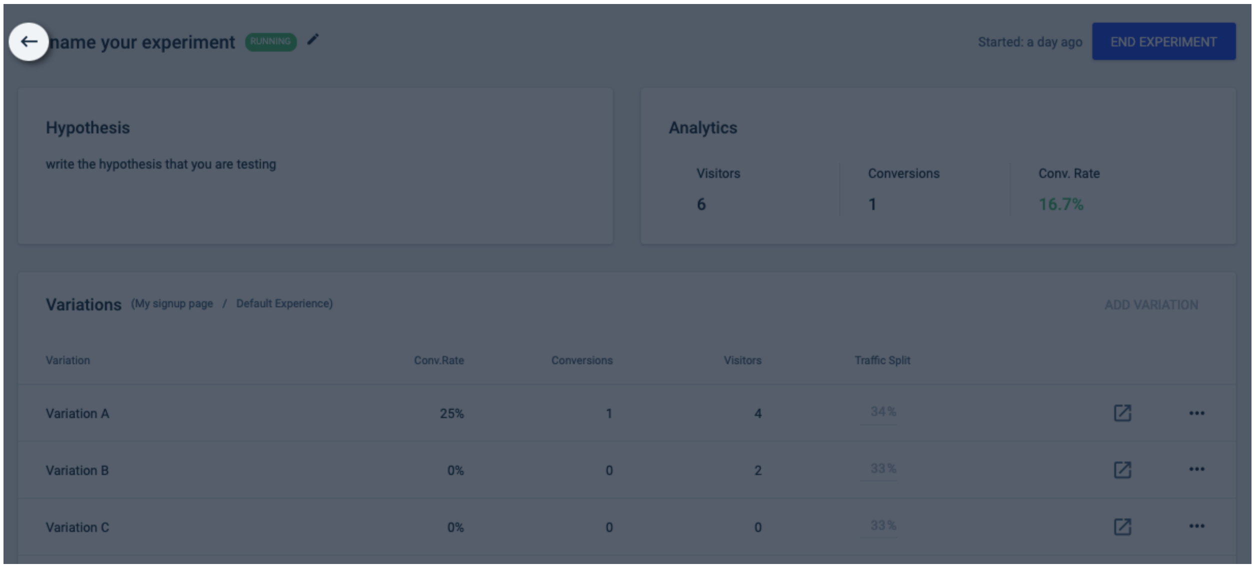


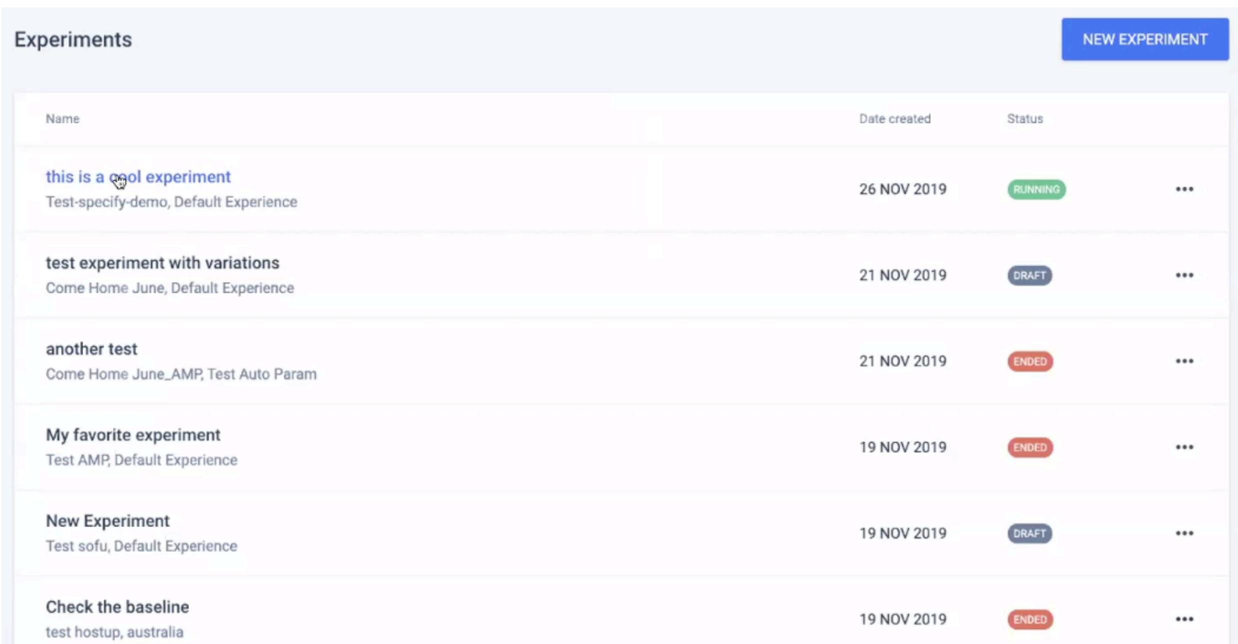
*If you are looking to edit settings that are not found in the editor, such as **Integrations, Social and SEO settings, or the cookie bar**, you will have to end the experiment first, make the changes, then **create a new experiment for the same page**. Don't worry, your variations will be there, you will start where you left off.*

*When you are ready to **end an experiment**, you will be asked to choose a winning variation. From then on, that variation will be the only one shown on the live URL of the page.*



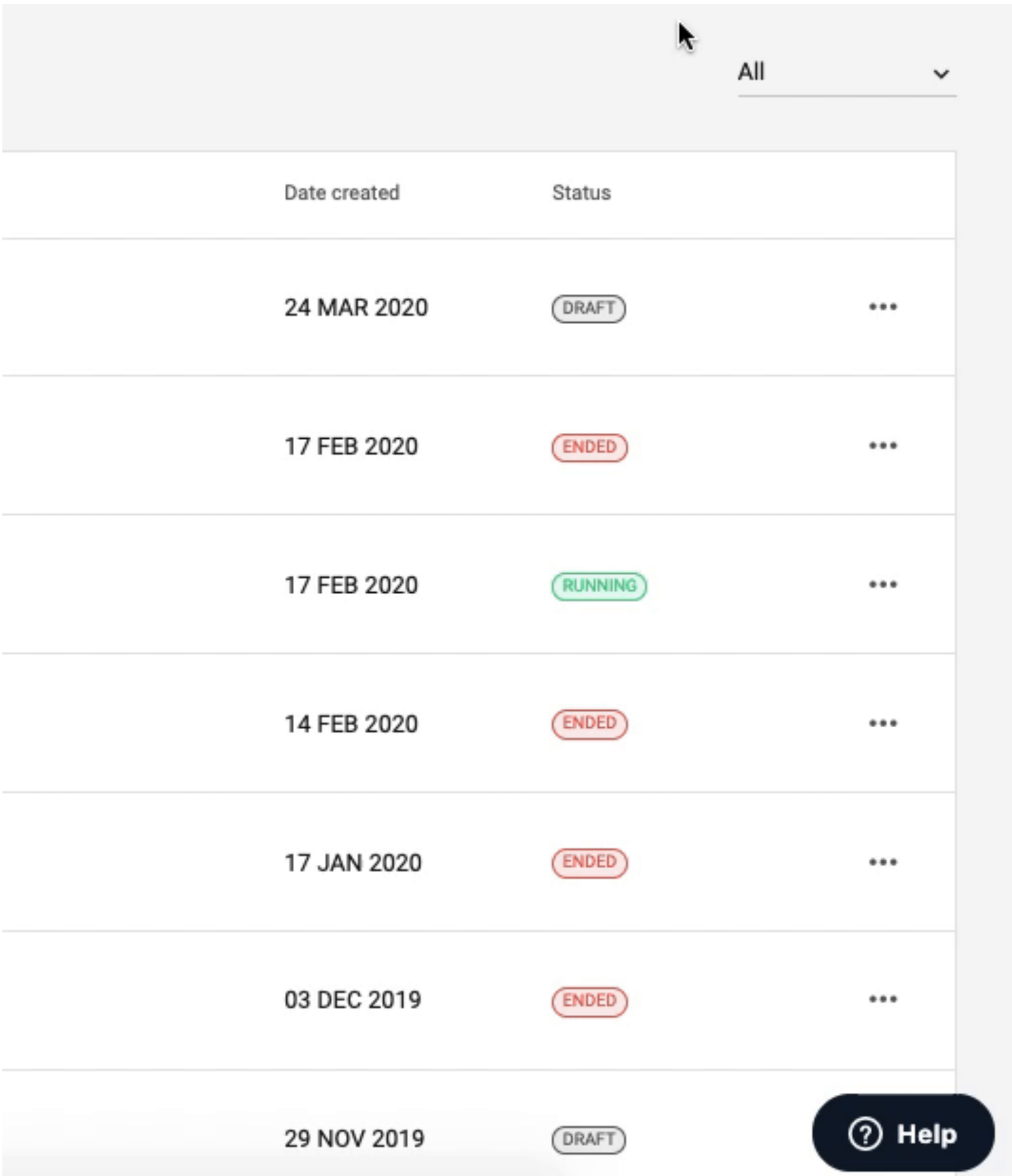
To go back to the list showing all of your experiments, click on the arrow in the upper left corner.



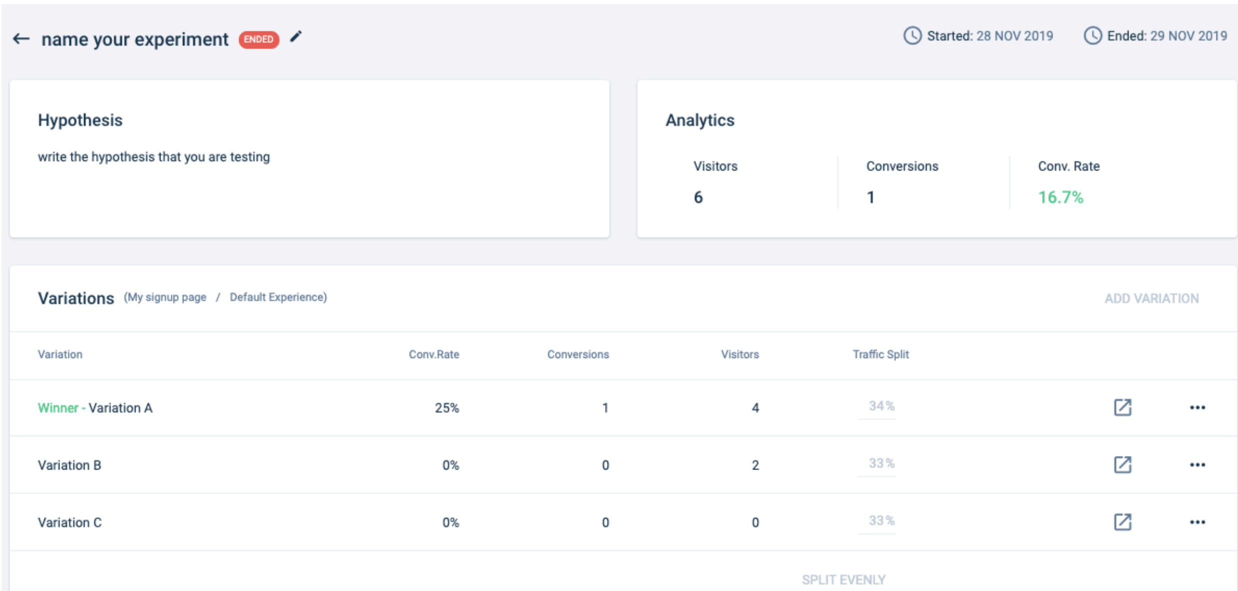


You can revisit ended experiments in order to see their results and other details, such as the time period they ran for. The winning variation will have 100% of the traffic now, but you can see the previous traffic split that the variations had while the experiment was running (greyed out).

To view only a certain category of experiments, for example, the ones currently running, you can use the filter on the upper right corner, as seen in the GIF below.

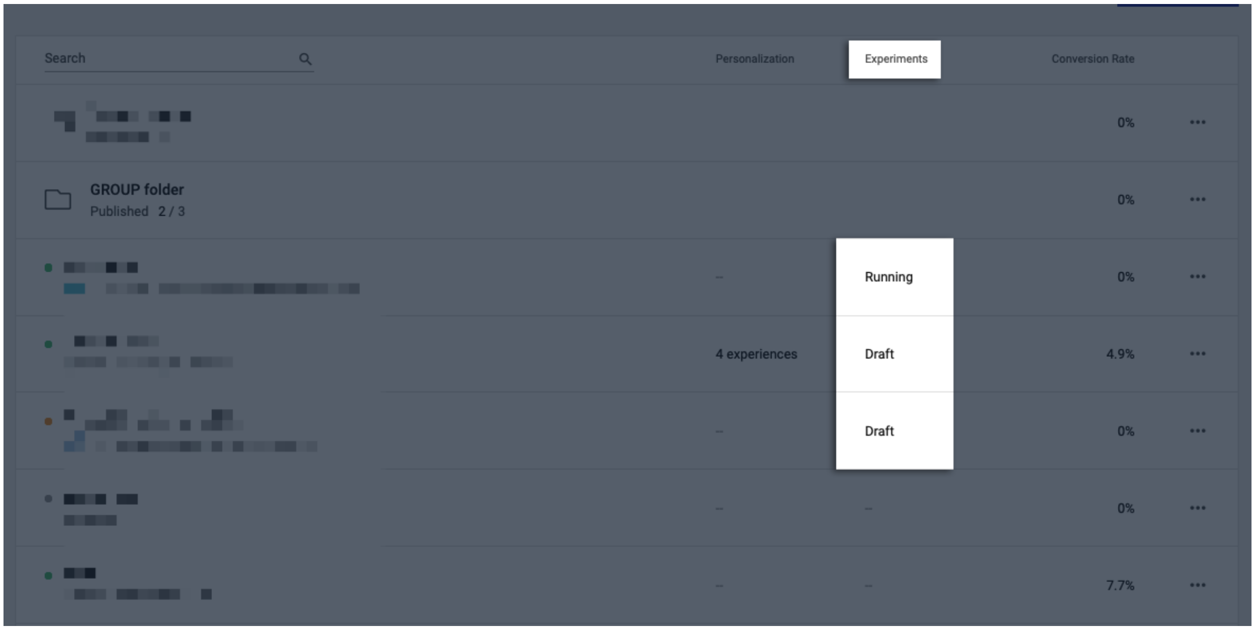


Only unique visitors/conversions will be shown in the analytics data inside an experiment. You can still see the total number on the Analytics dashboard for the page in question.



Note for customers that are using Personalization: *If you have multiple experiences for a page and you want to run an experiment, you will need to run an individual experiment for each experience, as they all have their unique URL and target audience. You cannot run the same experiment across multiple experiences at the same time.*

If you have an experiment for a page, this will show in the main Landing Pages view next to the page, displaying the status of the experiment, as seen below. Clicking that information will take you to the experiment's page.



Team member permission levels

*The account owner and **Manager**-type team members have full access. **Editors** can change the name of the experiment and the hypothesis, they can add variations and edit them, they can set the split, but they cannot push any changes live. **Viewers** can only view experiments without being able to make any changes.*

How do I recover a variation from a past experiment?

*If you **end** or **archive** an experiment, the variations that have been created are still present in the backend for that particular landing page. They are part of the landing page itself even if you do not see them in other parts of the platform or on the live URL.*

To resume your work right where you left off, simply create a new experiment for the same landing page and you will see the past variations populated in the new draft.

What about an existing experiment?

*The case above applies to situations where you want to recover variations from an Experiment that was ended or archived. In case you have an existing experiment where you deleted one or two variations and you want those back, alongside the ones that were not deleted, then you can use the **History** tab on the right side of the page editor. Restoring the entire landing page to a version number that included those variations will bring them back.*

*Make sure that your experiment is not running when you do this. If it is, end it, then go to the editor for the landing page. On the right-side menu, you will find the **History** tab at the bottom. Click on it and restore the page version that had your deleted variation(s).*

Then, create a new experiment for the same landing page and you should see the deleted variation back in the list.

A new save version is created in the History section for each click of the ***Save*** *button for any of the variations, as all of them are part of the same landing page and the History section is for the entire page.*

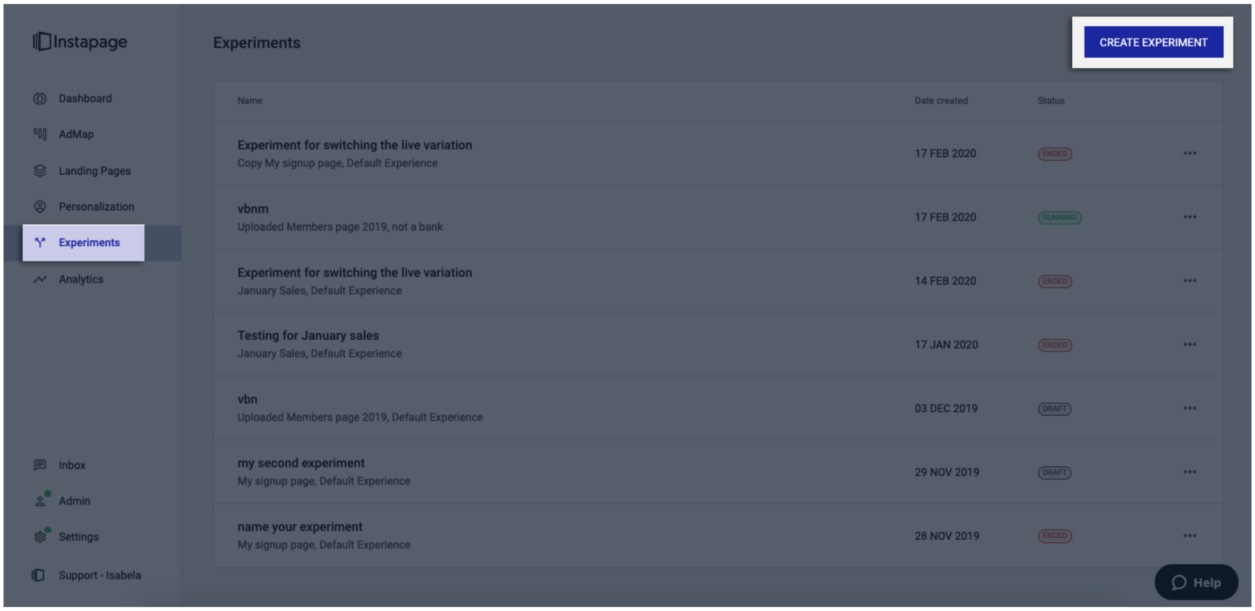
How can I keep only one variation live?

NOTE: Do not set a variation to 0% traffic split. If you do not need it and have more than two variations, Pause it from the right-side menu. If you have two variations and only need one variation live, set both to 50% and then end the experiment. More detailed instructions for this use case can be found below.

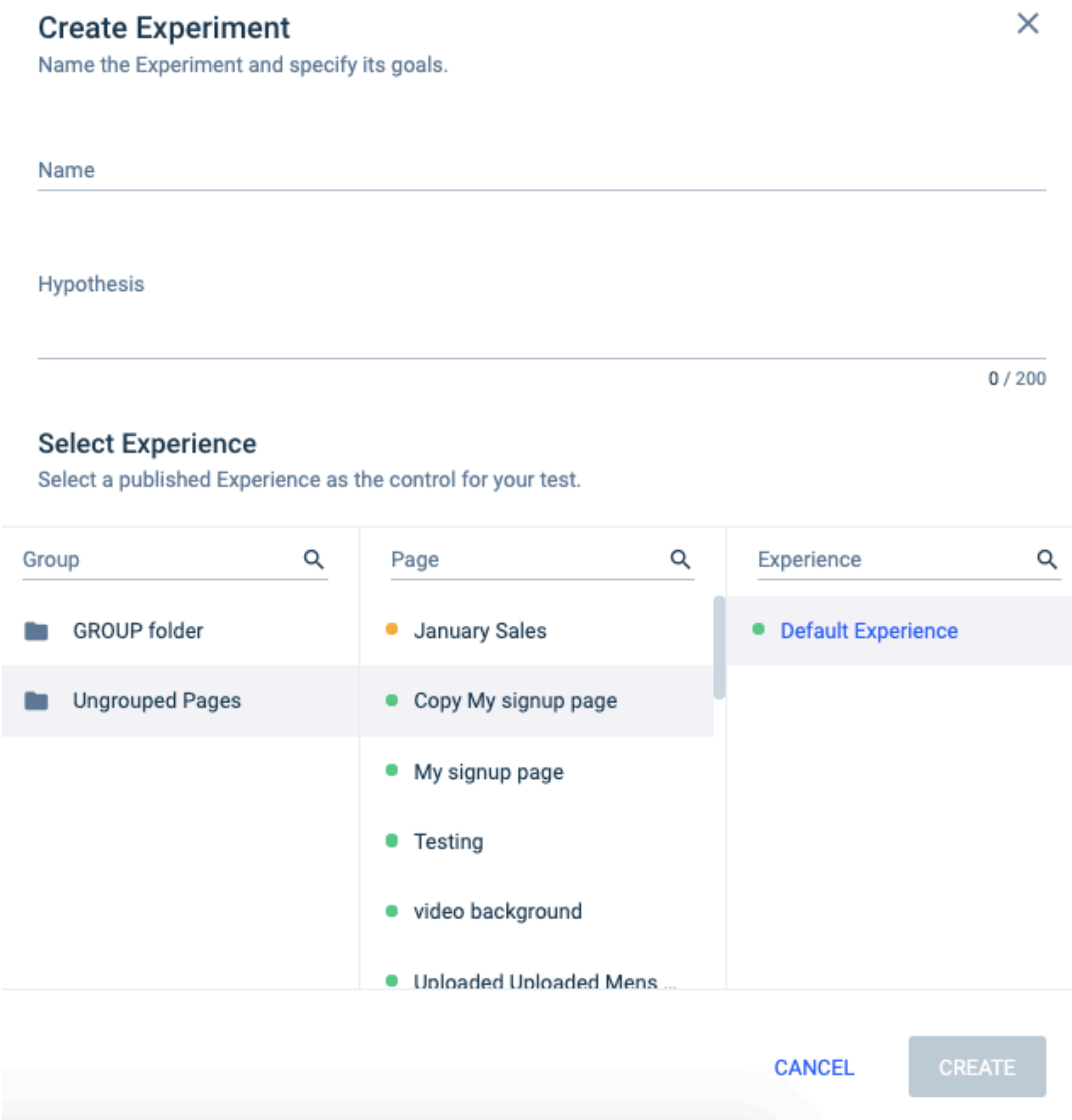
*If you have a page or experience that has multiple active variations that were created before the launch of the **Experiments** workflow, they remain live on the URL of the page, but they are not visible in the builder anymore. This is a state of transition that will occur **once** for a specific page, only until it is transitioned into **Experiments**.*

*You cannot start an experiment without choosing at least two variations that will be live as part of it, so if you only need **one** variation live, follow the steps below.*

*Go to the **Experiments** tab and click on **Create Experiment**.*

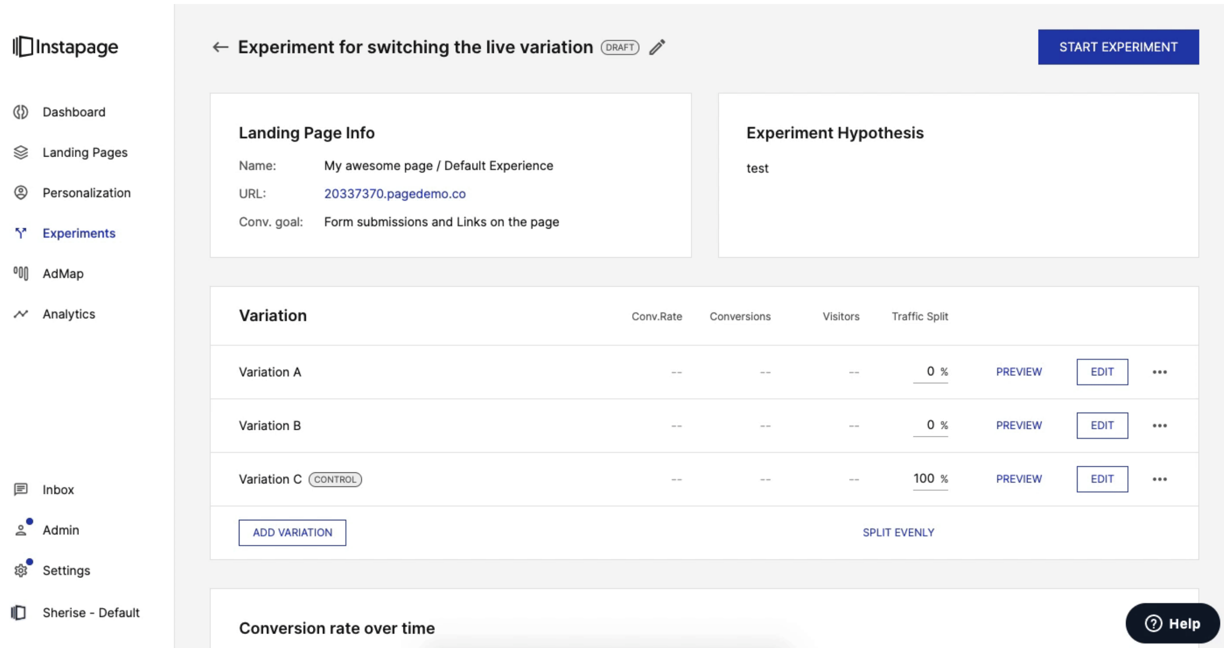


Select the page in question, then enter a name for the experiment and a hypothesis. You can type anything here if you are just using this experiment to change which variation is live, without actually running a test for a period of time.



After the experiment is created, set an equal traffic split for all of the variations. It is not important what split you choose as long as you have at least two variations live, including the one you want to keep.

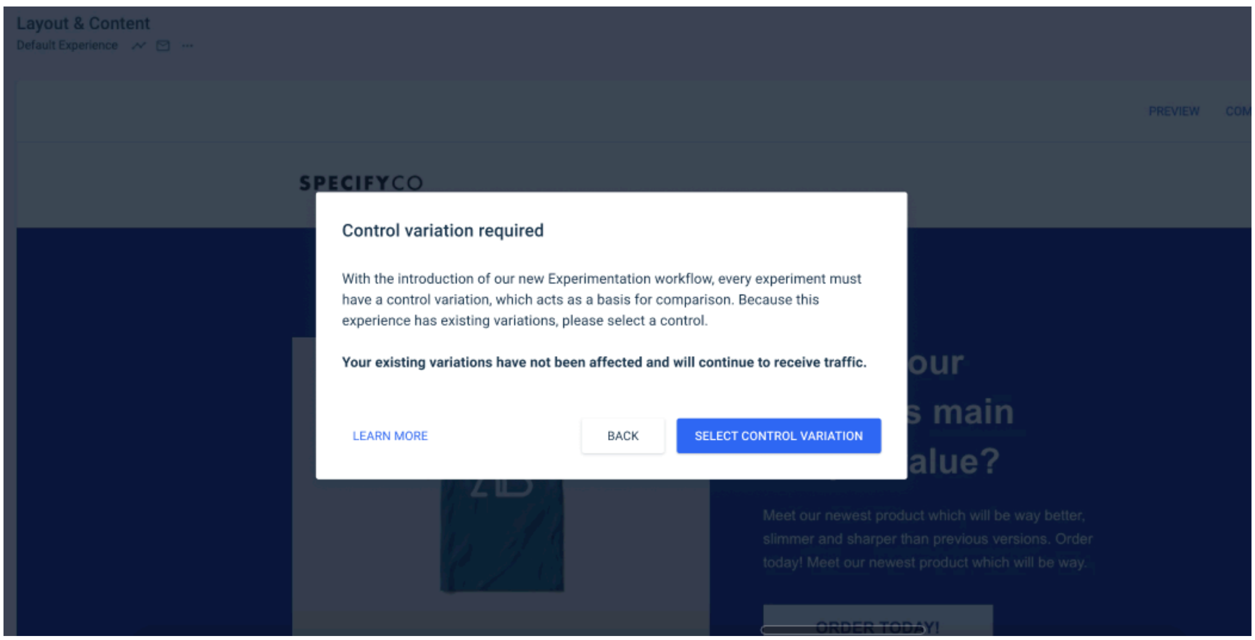
Start the experiment with two or more variations live, then end it immediately. Upon ending the experiment, you will be asked to choose a ***winning*** *variation.* ***Pick the one you want to keep, and it will be the only variation that remains live on the URL of the page.***



The workflow above is also valid for any experiment; ending an experiment is the only way to keep a single variation live on the URL of the page. You cannot start an experiment without at least two variations, but you can keep a single one live by ending an experiment.

What is a control variation?

A control variation is the base of the page, the one used as the initial design and the point of reference for future tests. If you were running A/B tests before Experiments were launched as a workflow, you will need to select one for each page.



The control variation is accessible through the main builder. To see and edit other variations, as well as do any other actions that concern them, create an experiment for that page in the Experiments tab.

Setting a control variation will not unpublish your other variations or cause any other kind of disruption.

Instapage essential cookies

The following cookies present on your pages are categorized as essential cookies:

Name	***Provider***	***Purpose***	***Expiry***	***Type***	***What happens if the cookie is blocked?***

_it_	Instapage Web Analytics	This is a third-party cookie that is used to set Snowplow's network_userid identifier that would identify a visitor across different domains.	365 days (NOTE: third-party cookie creation is blocked by most of the users, which means that some people won't see it)	Http, Secure	The network user ID can't be assigned to the visitor - that means that we won't be able to track visitors across different pages. Because it is

					a third-party cookie it is nowadays usually blocked anyway.
					If the creation of the cookie would be blocked because the script execution would be

					blocked - the tracker won’t work. That means that no web analytics events would be collected.

*instap-spses.**	*Instapage Web Analytics*	*This cookie is a Snowplow session cookie. It helps us count visitors' sessions on the client-side.*	*30 min*	*JavaScript Secure*	*If this cookie would be blocked, the Snowplow tracker cannot stitch different visitors' events into a session.* *If the creati*

					on of the cookie would be blocked because the script execution would be blocked - the tracker won’t work. That means that no web analytics events would be

					collec ted.

*instap-spid.**	*Instapage Web Analytics*	*This cookie is a first-party Snowplow's domain cookie. It sets the* ***domain_userid*** *- identifier that identifies a user on the particular domain. With that, we distinguish if a user's visit is unique or not.*	*2 years* *(NOTE: ITP 2.1 introduced a 7-day cap on the client's side (JavaScript) created cookies, so some users might have these cookies delete*	*JavaScript Secure*	*If the creation of the cookie is blocked somehow a tracker cannot assign a domain user ID to the visitor. That means that the system won't*

			d sooner than at expiration time)		*be able to distinguish new and returning visitors.* *If the creation of the cookie would be blocked because the script execution would*

					be blocked - the tracker won't work. That means that no web analytics events would be collected.

instapage-variant-<page_id>	*Instapage Page Proxy*	*Cookie used for A/B testing purposes (Experiments). The cookie contains a randomly chosen variation name for the given experiment ID. It allows us to provide consistent behavior by serving the proper variation for a given user.*	*365 days*	*Http, Secure*	*The A/B test lottery would be performed each time the client visits the landing page. That means that each time a visitor would revisit a page, he would get a random variation.*

snowplowOutQueue_instapageSp_instapage-sp_post2	*Instapage Web Analytics*	*The cookie is created only if there was no Internet connection on the client side. It helps to save web analytics events to send them after the connection is restored.*			
snowplowOutQueue_instapageSp_instapage-sp_post2.expires	*Instapage Web Analytics*	*The cookie is created only if there was no*			

		Internet connection on the client side. It helps to save web analytics events to send them after the connection is restored.			

The cookies above should not be blocked to ensure the proper basic functionality of the page. To block your custom tracking from firing until the visitor consents to being tracked, you can use our cookie bar: https://d.pr/WIYyw4

Email notifications for new leads

If you want to reach out to your leads as fast as possible, we recommend setting up email notifications that will reach your inbox each time a visitor submits a form. To ensure that the lead notifications reach your inbox, make sure to ***whitelist*** *notifications@instapage.com* ***and*** *notifications@mailserve.io* ***in your email client.***

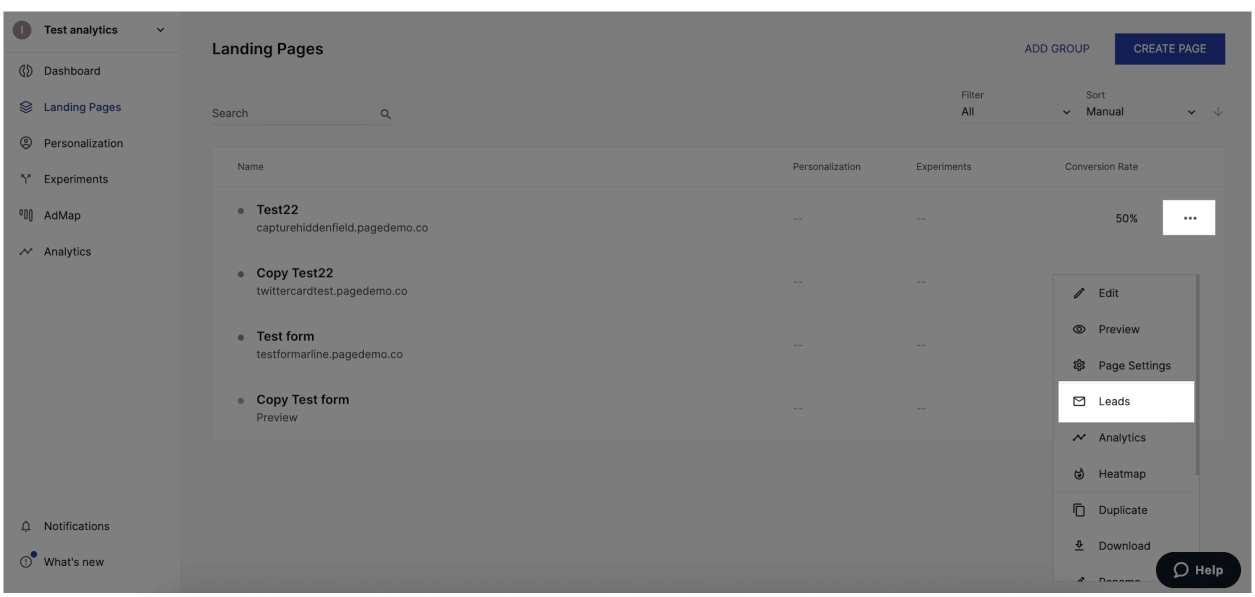
In order to set this up, you can pick two different routes. Note that regardless of the chosen option, lead notifications are set up individually for each experience. They cannot be set in bulk for all the experiences of a page or for multiple pages at once.

1. Within the page integrations

Go to the ***Integrations*** *tab for a page, and you will see the option to set lead notifications there.*

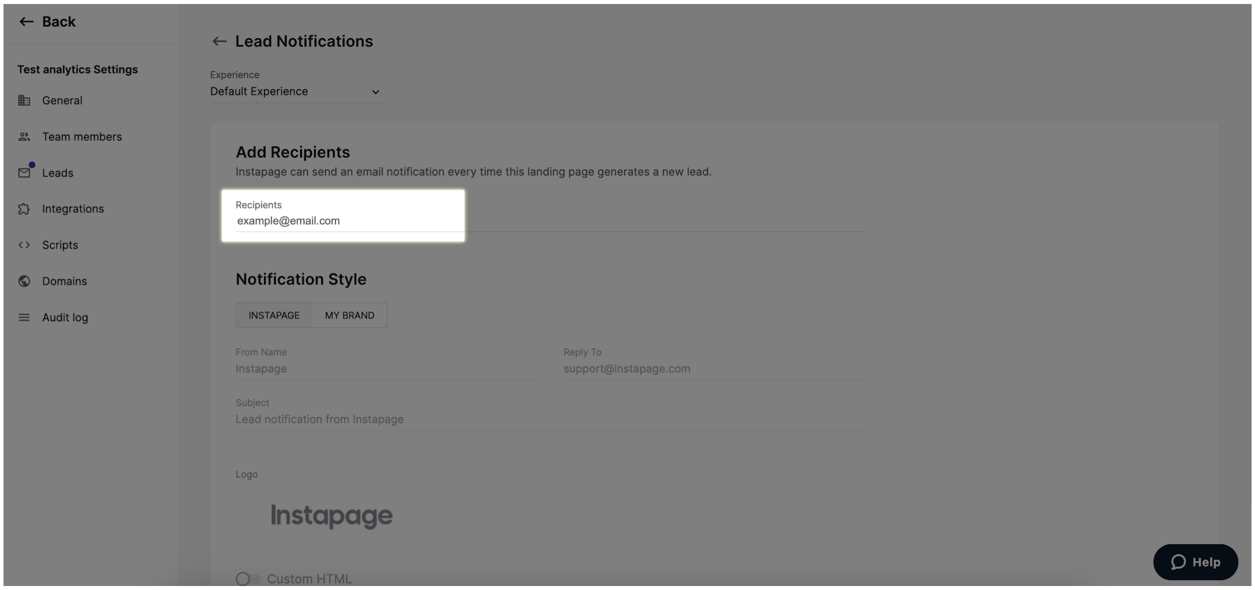
2. Within the leads dashboard

*Click on the three-dot menu next to the page name in the main pages list, then click on **Leads.***



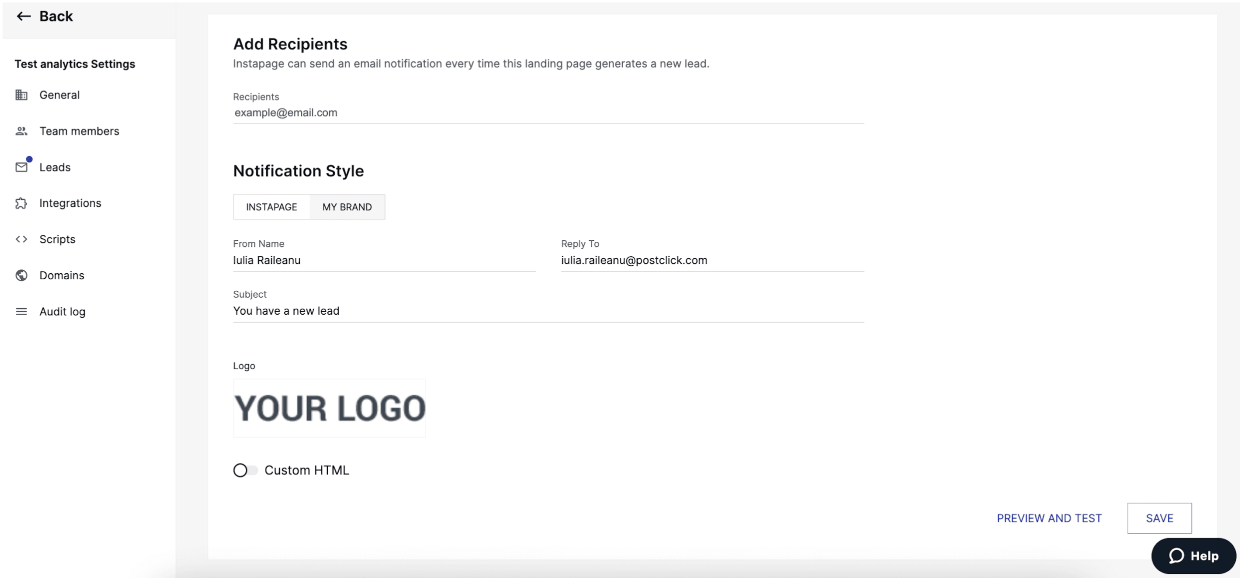
*Now click on the page name at the top and then **select the name of the experience** as well. Click on Notifications in the top left corner:*

In the Recipients field, add your email address where you would like to receive the notifications. You can add multiple email addresses by adding a comma between each one. You can add up to 15 email addresses to the list.

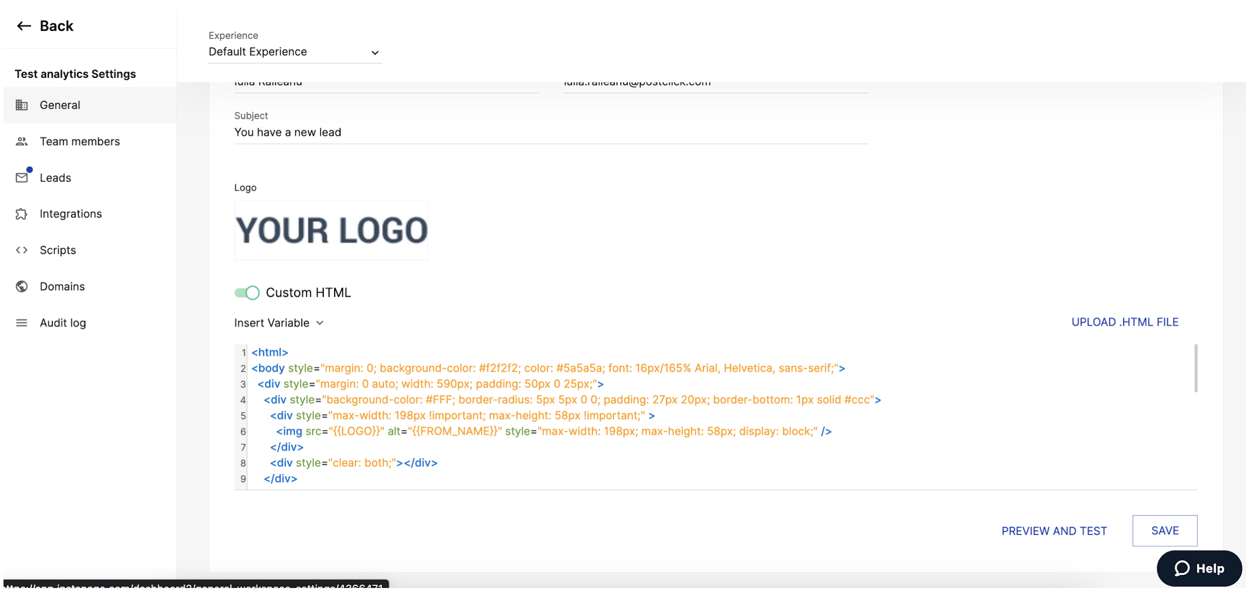


Instapage allows you to easily send branded email notifications to your customers because controlling the brand experience that your customers have with your company is incredibly important. You have invested considerable time and effort to nurture client relationships and build a strong sense of rapport. Sending them notifications of successful lead acquisitions should reinforce and enhance that relationship, not undermine it.

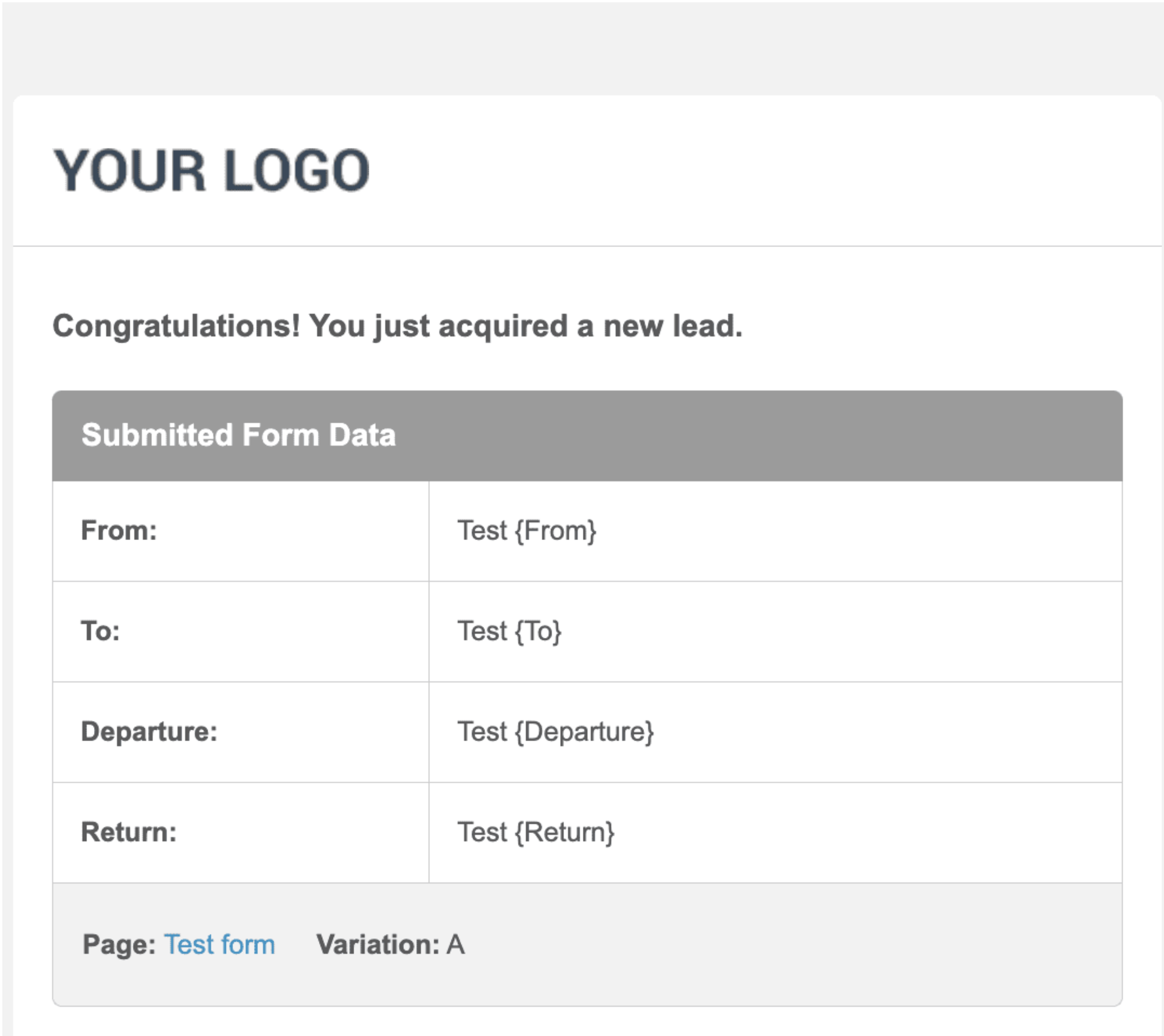
To customize the notification email, you have to click on My Brand. Here you can personalize the notifications email by adding your own Name, Subject, and Logo to match your own brand. You can also edit the email address in the Reply To field so that the replies to lead notifications reach you instead of our email address that sends them.



Advanced users can also modify or upload their own custom HTML file:



Once you've activated this feature and added a working email address, you will begin receiving email notifications similar to the one shown below:



YOUR LOGO

Congratulations! You just acquired a new lead.

Submitted Form Data	
From:	Test {From}
To:	Test {To}
Departure:	Test {Departure}
Return:	Test {Return}

Page: Test form **Variation:** A

Note for Converting Solution customers that are using multiple experiences: *The leads are collected separately per each experience, and, as such, the setup above will need to be done individually for each experience.*

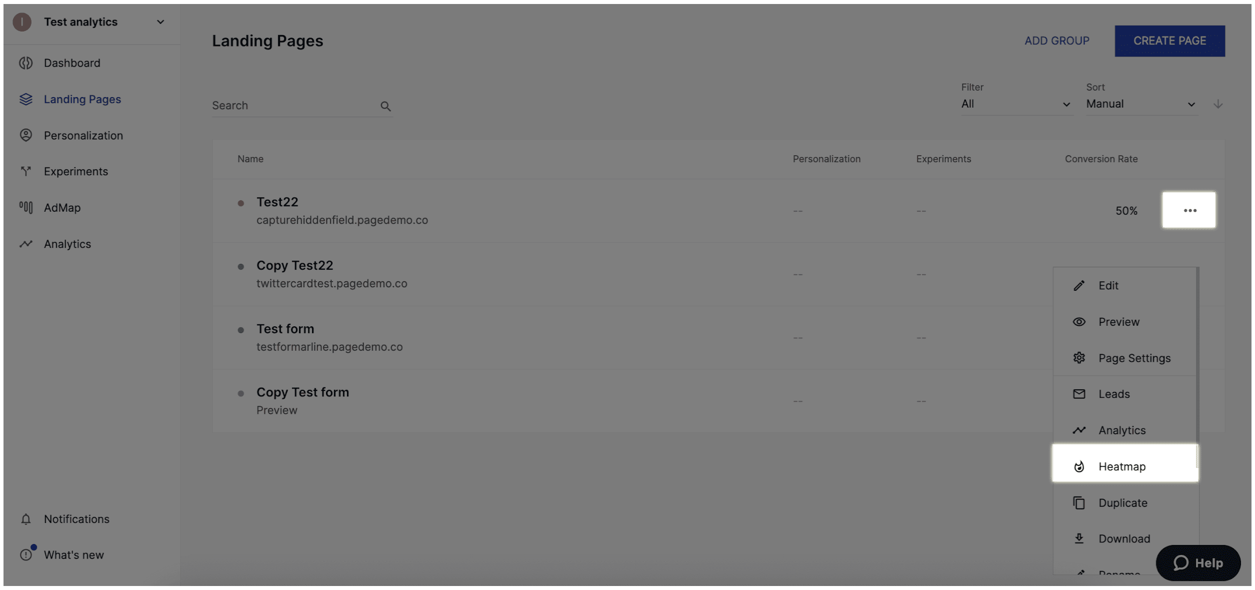
Accessing the heatmaps for a page

NOTE: *This feature is only available for some of our subscriptions. If that is the case, you will see an upgrade prompt when attempting to access it. More information about our currently available subscriptions can be found here: https://instapage.com/plans*

Using heatmaps, you can optimize your landing page by tracking your visitors' behavior and improve your element placement accordingly.

We recommend that you refer to the data generated by heatmaps only after you reach an ample sample size of views per screen. That is because the heatmap will not be as beneficial and uncover as much for you if your page has low traffic. You will see data even with a number of visitors as low as 15, but the data is not yet very relevant to base conclusions on it at that point.

*To access the heatmap of a page, click on the right-side three-dot menu for the landing page in question, then select **Heatmap**, as shown below:*

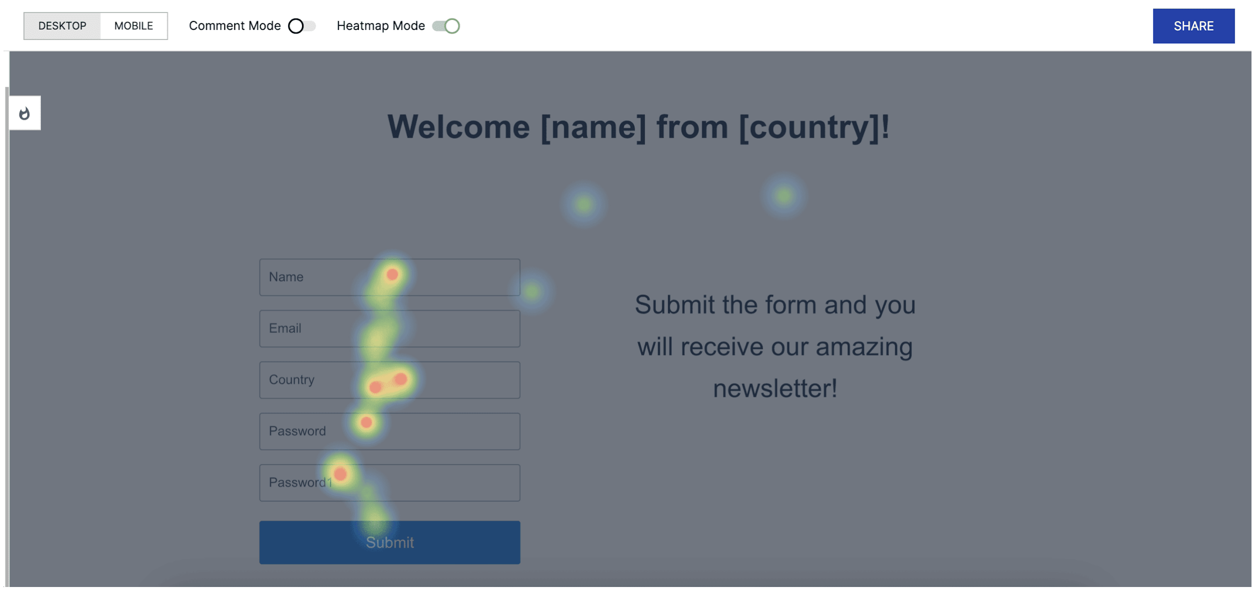


For a page that is part of an ***Experiment****, you can see each variation's heatmap data by going to the experiment in question, clicking on* ***Edit*** *to open the builder, then clicking on* ***Preview*** *from inside the builder, and toggling on the* ***Heatmap Mode.***

You will need to select the version of your page:

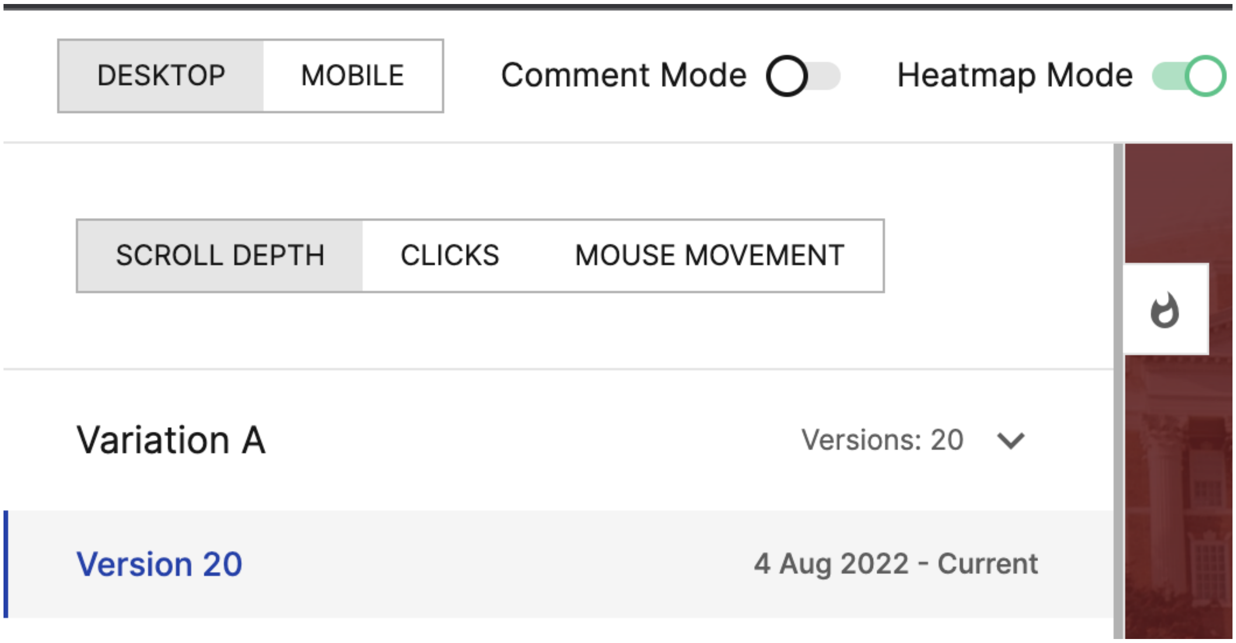
It is necessary to select the version because a different save/version can mean different content placement, which drives visitors to interact with the page differently.

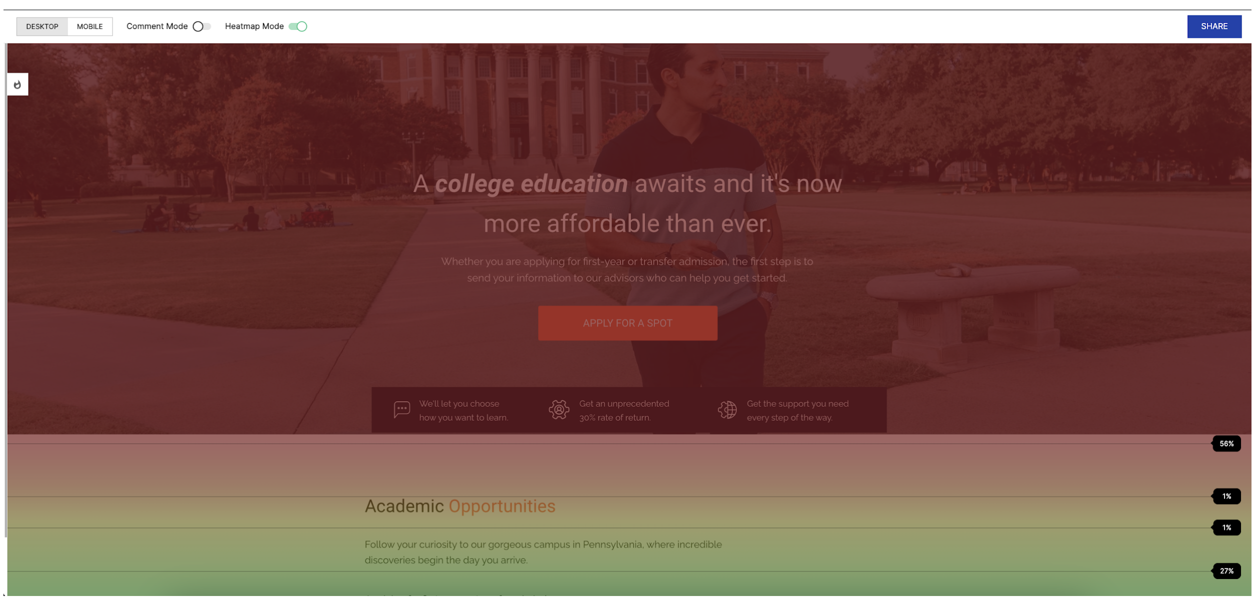
And now you can see your visitor's behavior on your page.



Hovering your mouse over the fire icon in the top left corner will open the Heatmap menu, from where you can switch between three tracking metrics.

1. *Scroll Depth will allow you to see how far your visitors have scrolled down the page.*

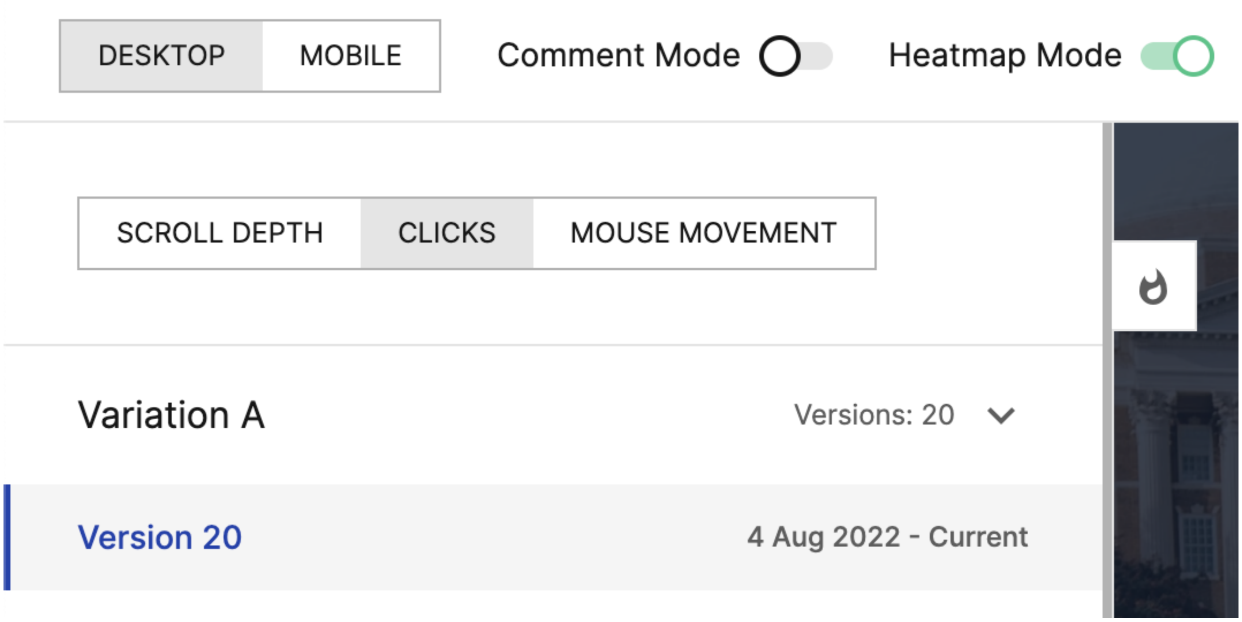


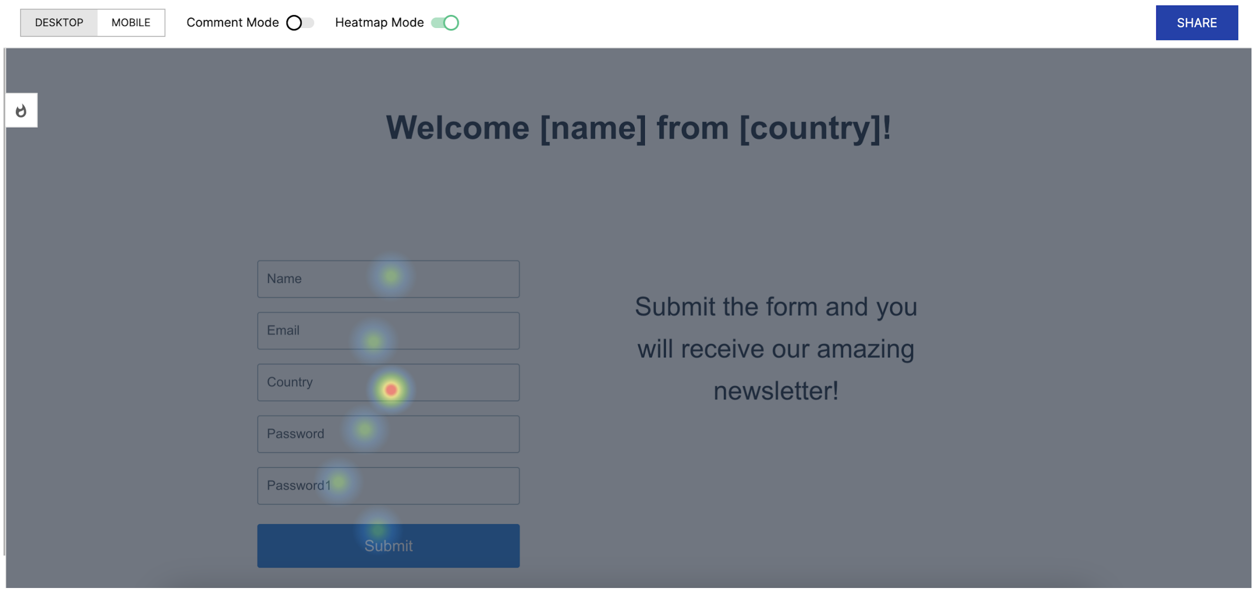


To understand how the scroll depth heatmap is color-coded and to interpret the colors into numbers, look at the color scale below.

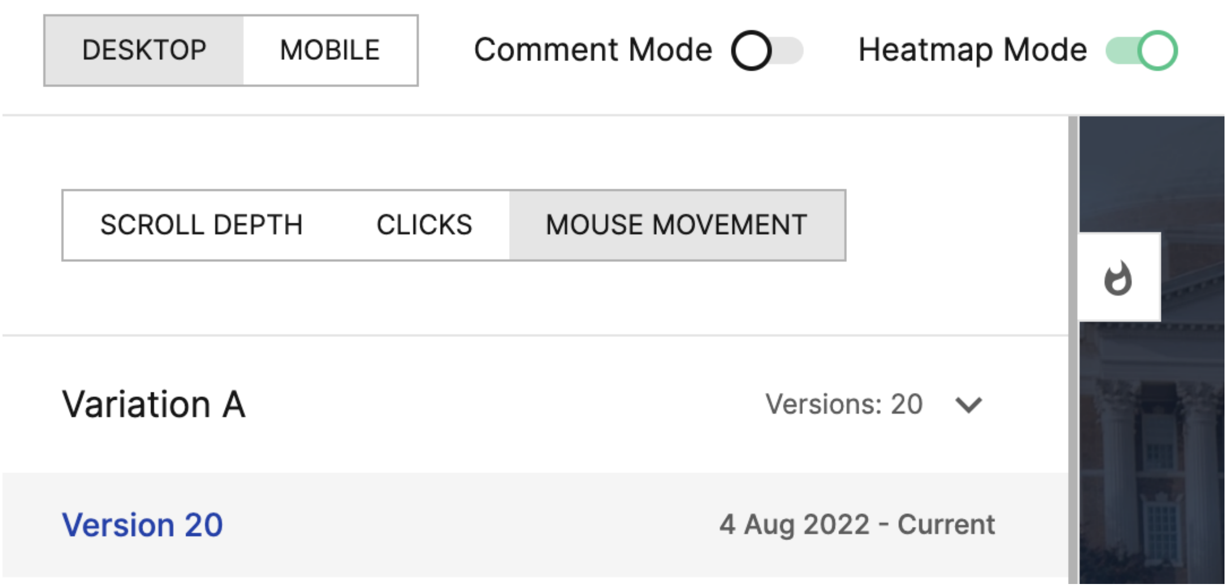
Each color represents a percentage, with red being 100% and black being 0%. The closer the color is to red, the more people have scrolled up until that point. The closer the color is to blue, the smaller the number of people who have scrolled until that point.
The part of the page that is above the fold will always be red, as that is always seen by everyone who opens the URL, even if they do not scroll at all. If you have a black part at the bottom of the heatmap, it means that nobody has scrolled to see it. If the percentage is above 0% but small, it would be a color closer to blue.

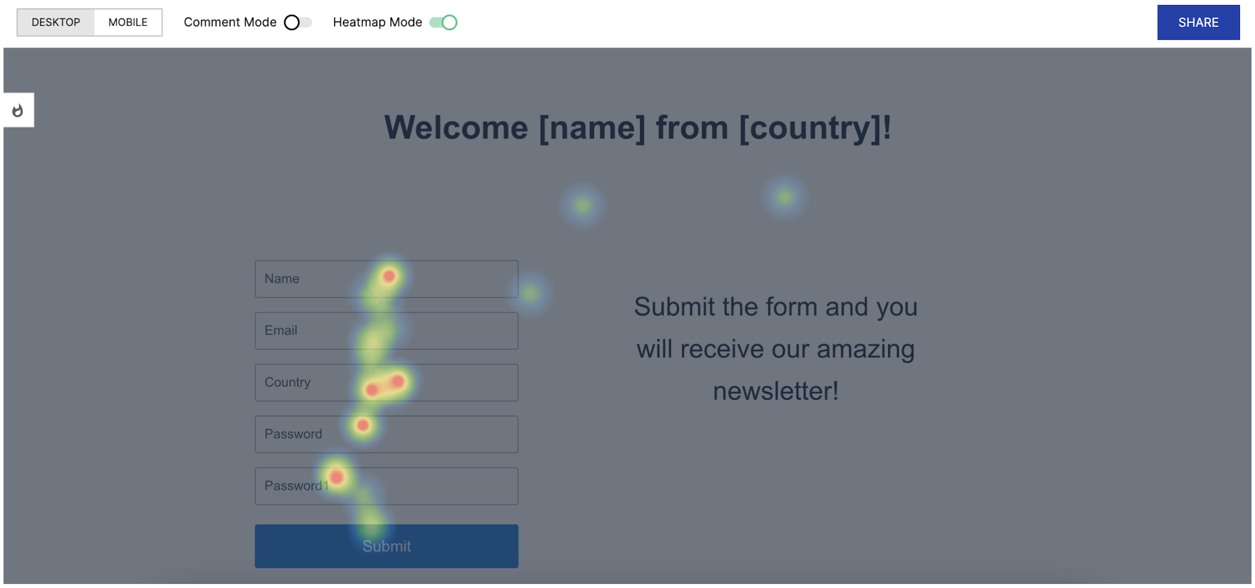
***2.** Clicks will show you which elements your visitors have clicked on.*





***3.** Mouse Movement will allow you to see where on your landing page the visitors spend the most time.*





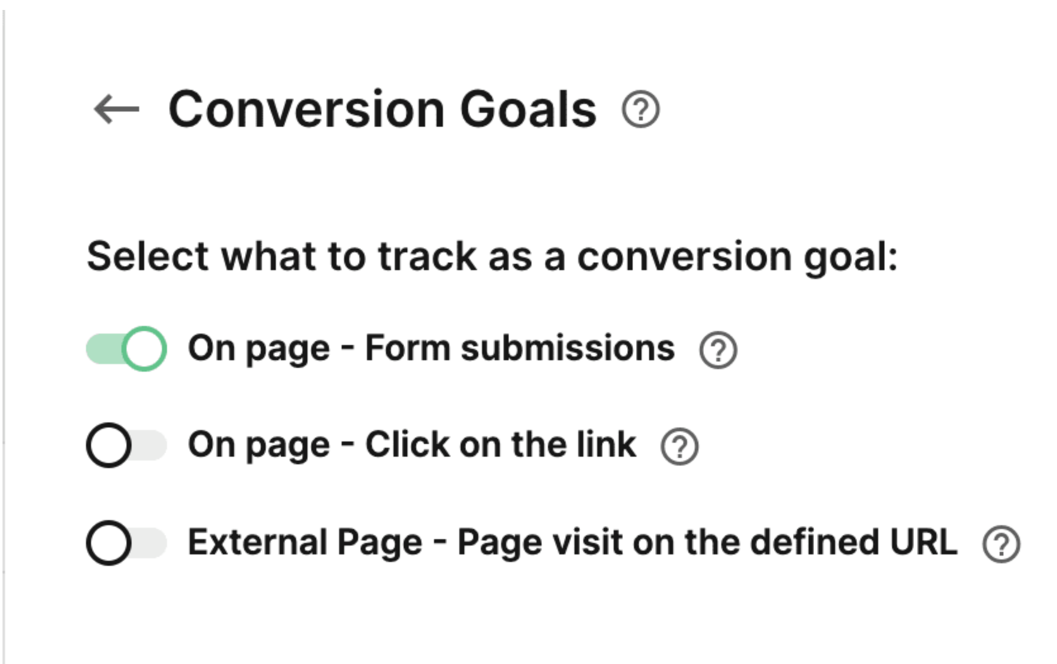
NOTE: *If you are having trouble viewing heatmap data, try clearing your browser cache and disabling ad-blockers, as they might interfere.*

NOTE: *Heatmaps are not available for AMP landing pages.*

Why do I have a conversion but no leads?

This happens when you have more than one conversion goal turned on. With forms, you can track leads as conversions, while links on images/buttons/text only track clicks as conversions. If you have both enabled, then in the analytics reporting, you will see the total number of conversions generated by all the forms and all the links that you are tracking.

If you wish to only track new leads as a successful conversion, then make sure that you have a form element on your page and that you only have ***On page - Form submissions*** *selected for conversion tracking.*



If you are tracking both, then the difference between the number of conversions and the number of leads is represented by the number of clicks on the links.

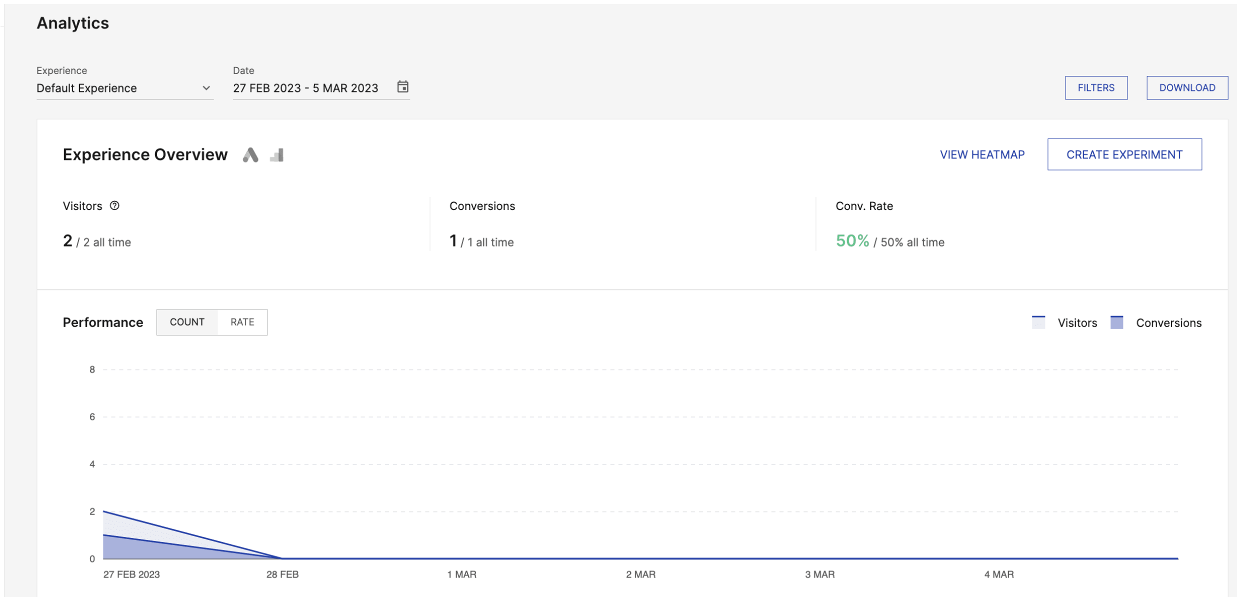
Analytics page overview

On the analytics page, you can see how well your page is performing. Note that our analytics dashboard will show the information in a single UTC+0 timezone.

*To access it, just click on the three dots on the right side of the page name while on the **Landing Pages** tab of your account, then select **Analytics**.*

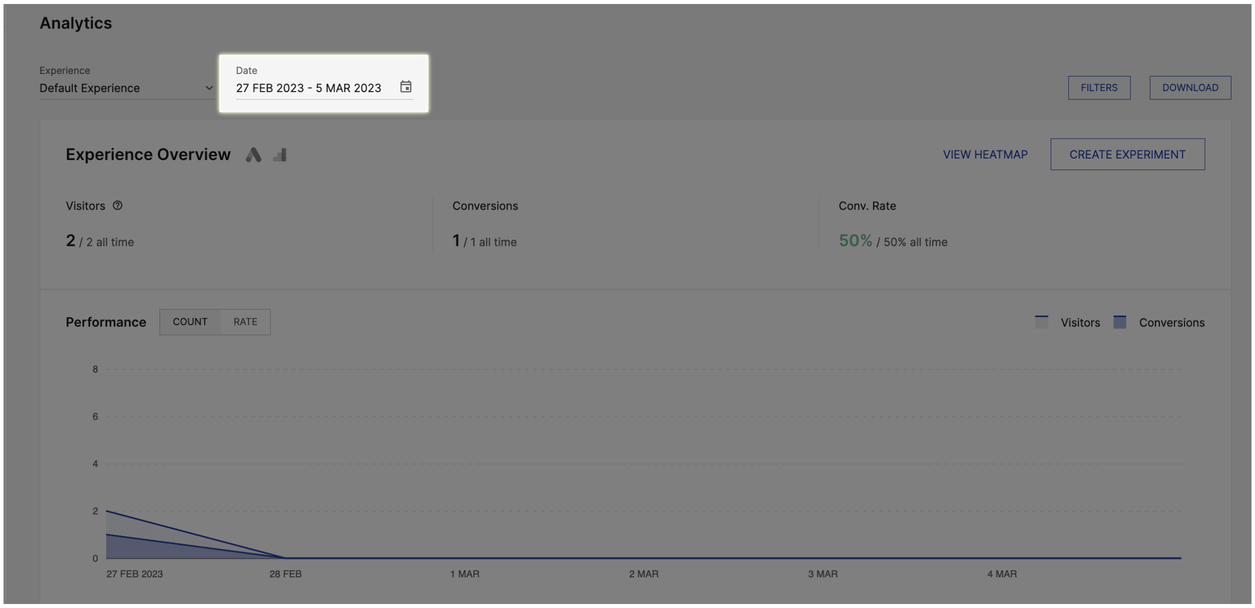
*By default, the analytics page will show you the stats for both the Desktop and Mobile version of your page, and for all visits. You can also see the information for unique visitors only by checking that option in the **Filters** menu on the upper right.*

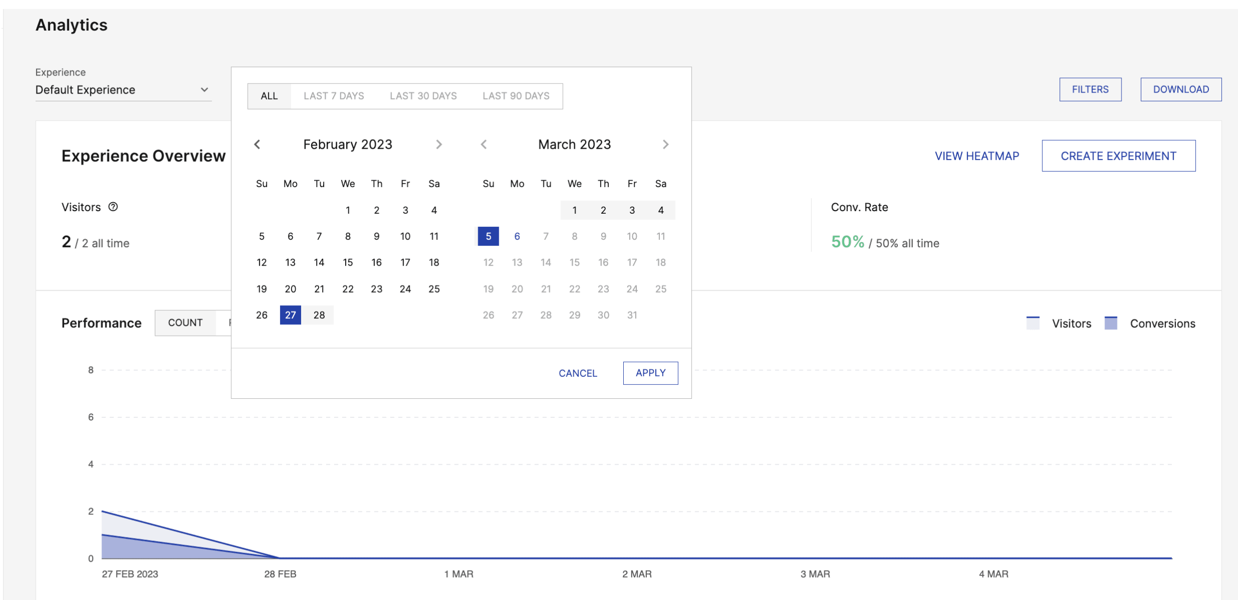
The cookie that tracks a visitor as unique has a 3-day expiration date. If the same person visits the same page more than 3 days later, they will be counted as a unique visitor again.



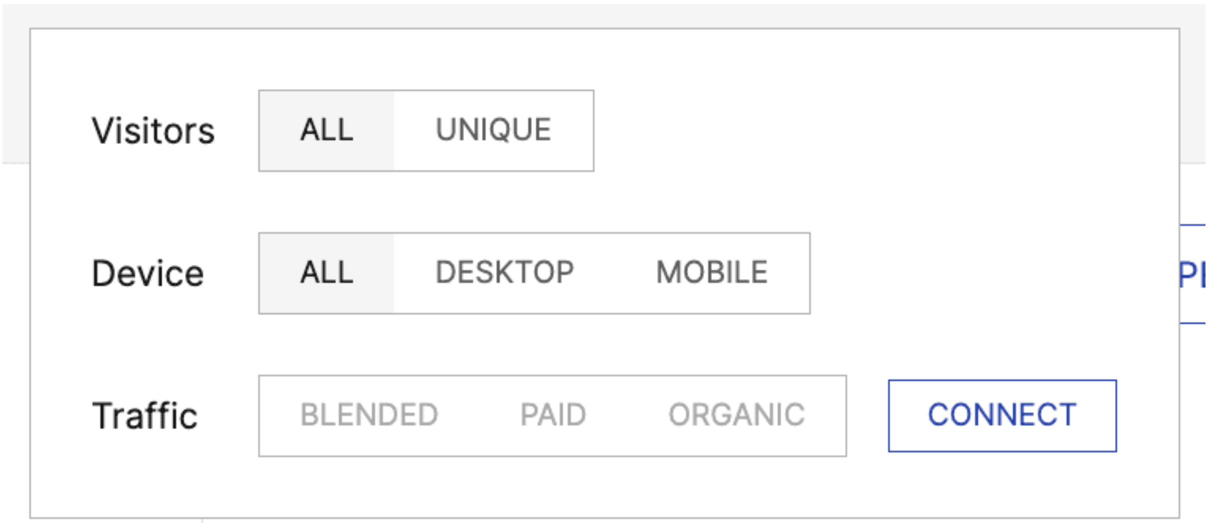
*In the **top bar**, you can quickly switch between pages or see a report per workspace, download a report (only for individual pages), and apply filters.*

You can click on the date range to open the calendar and select the period of time you want to view.



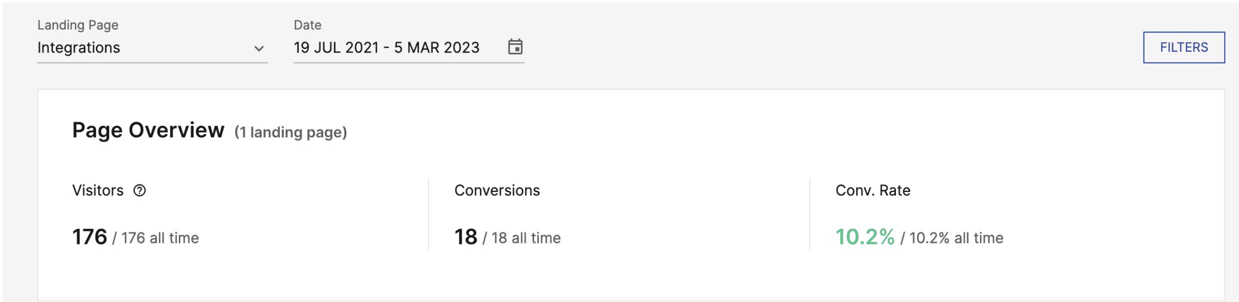


*The **Filters** dropdown will give you access to this menu, where you can choose between All, Desktop, and Mobile visitors, and you can choose to take into account All visitors or Unique Visitors. The **Traffic*** *source filter allows you to choose between Paid and Organic traffic, after you have clicked the **Connect** button and connected your Google Ads account.*



*The **Experience Overview** section shows general information about your experience: Visitors, Conversions, and Conversion Rate.*

*The number of conversions that can be seen here is the total number of form submissions, and link clicks, depending on what conversion goals you have set up for your page in the **Conversion Goals** section of the slider of the page. If you see more conversions than leads, it means that you also have **Click on the link** enabled as a conversion. To learn more about setting up conversion goals, you can refer to this guide: https://d.pr/HH0lmP*



*The **Performance** graph gives you information about visits, conversions, and bounce rate (the percentage of visitors to a particular website who navigate away from the site without converting) in the Count mode and information about your conversion rate in the Rate mode. Just hover your mouse over any date to see the numbers.*

How can I download my analytics data?

You can download your data in .txt, .csv, or .xlsx format if you select an individual experience first, as demonstrated in the GIF below.

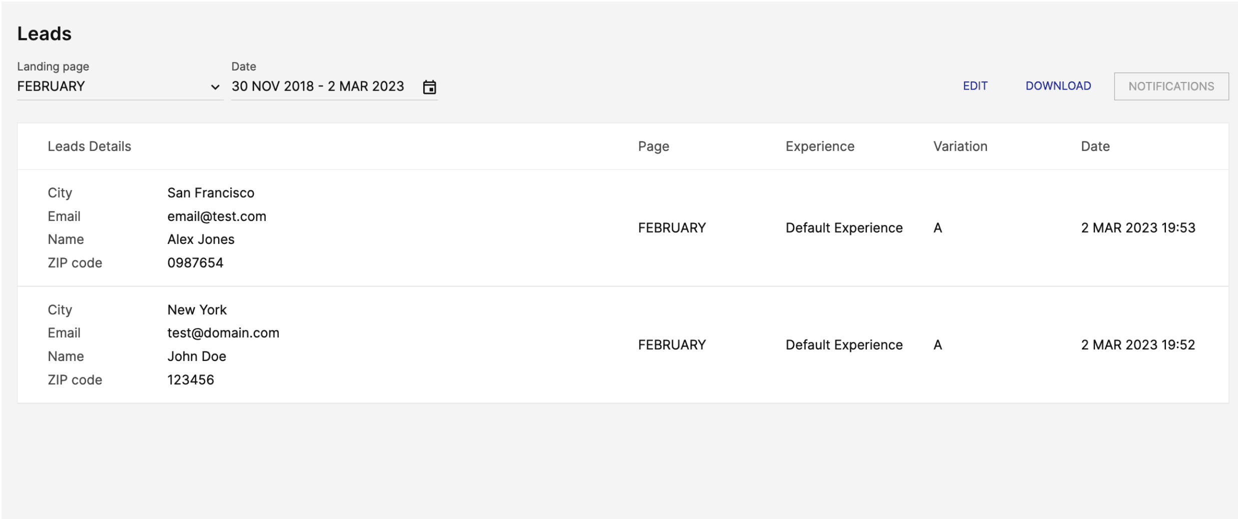
Make sure to select the desired time range first, using the filter on the right, next to the page name.

Lead management

Table of contents

1. What is a lead?

A lead is the set of information that one visitor submits through a form that you placed on your landing page. As an example, if your form fields are Name, Email, City, and Zip Code, then two leads will look like the ones below.



Lead generation is an important aspect of digital marketing and is often the primary goal of landing pages.

2. Access your leads

There are two ways in which you can access the leads.

The first one is by clicking on the three dots next to the page name, just like in the gif below.

*The second one is by accessing the **Name of the Workspace** - **Workspace settings** - **Leads**.*

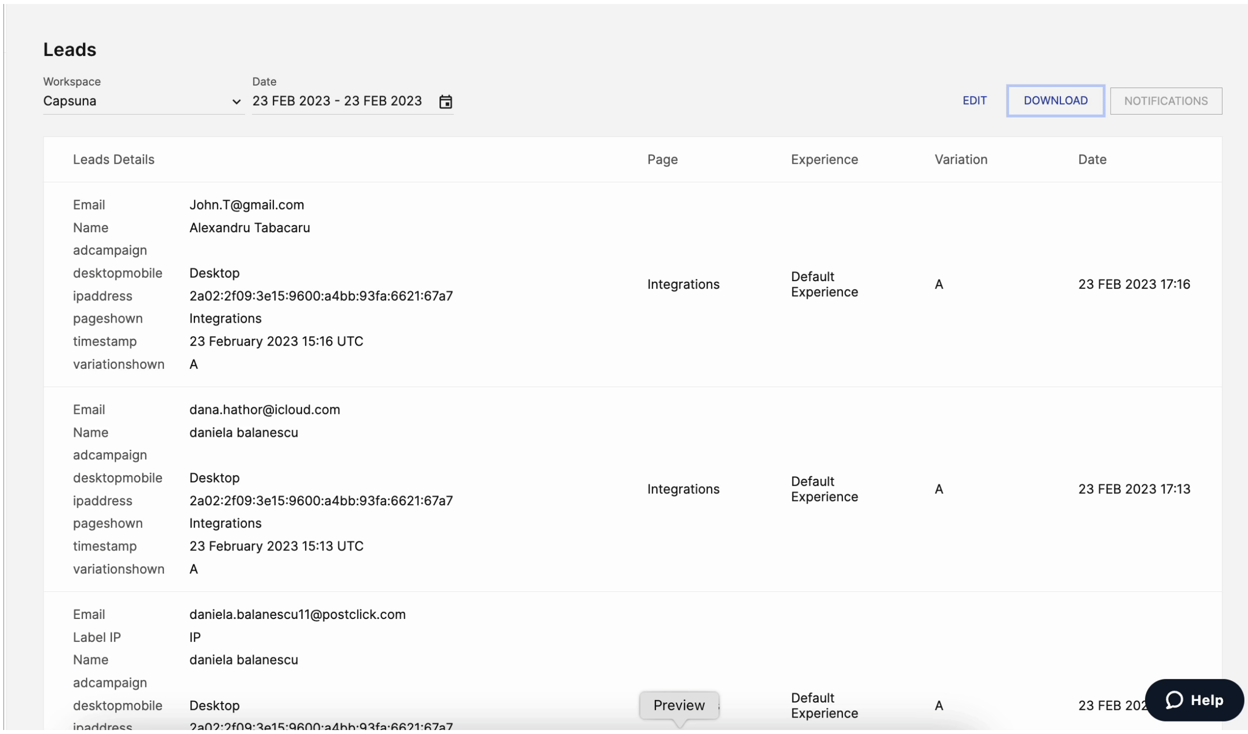
***Note**: The leads will show up in alphabetical order in the leads dashboard.*

3. Filter

While in the Leads dashboard, you can filter them by selecting the desired date range. You can filter them by All, Last 7 Days, Last 30 Days, Last 90 Days or by selecting a custom date range.

4. Download

*You can download the leads by first choosing the desired time range and then clicking on the **Download** button. You can choose Direct Download or Export to Email.*



*The Download Button (shown above) located at the top right corner will allow you to download your entire list in three different formats (**txt**, **csv**, **xlsx**).*

- *What is a .txt file*
- *What is a .csv file*
- *What is a .xlsx file*

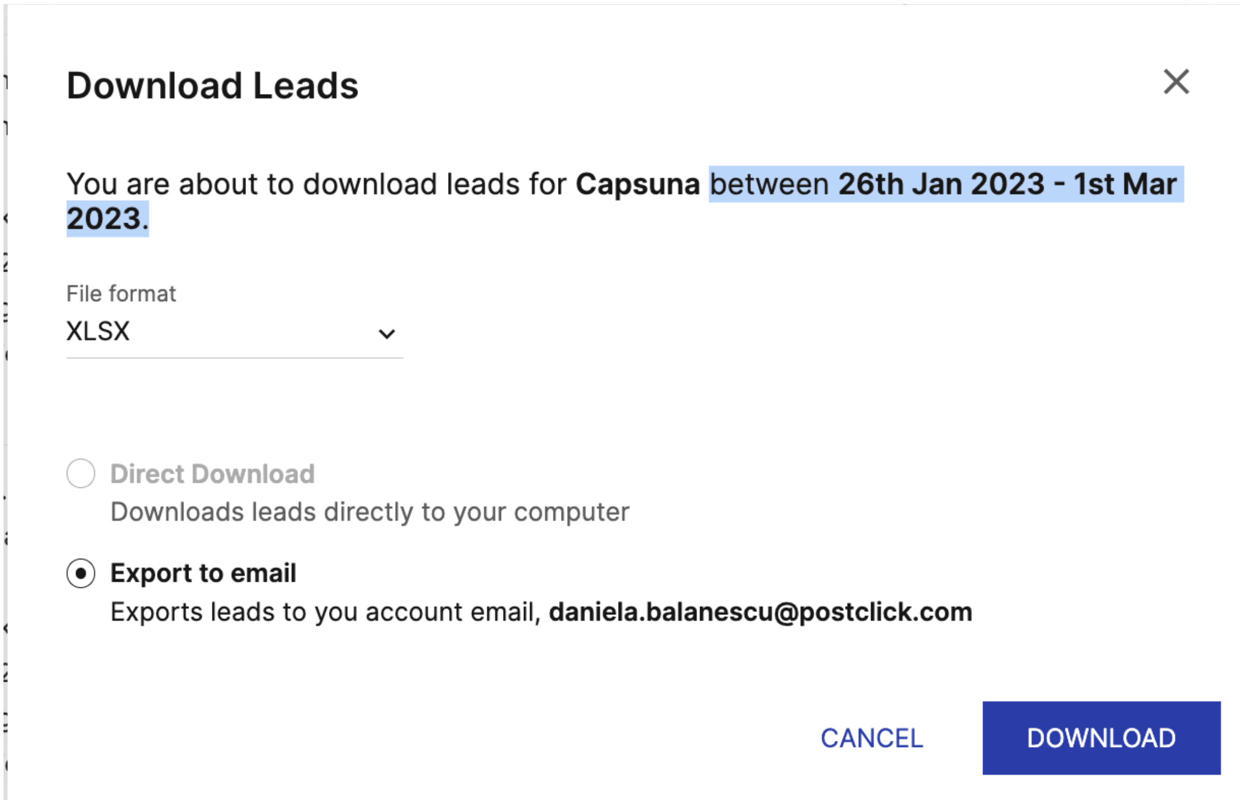
Note: *Make sure you select the desired timeframe in the calendar in the upper right corner. Then you will view the leads from that time frame only, and you will be able to download them together. Make sure that you have one page or one experience selected from the dropdown on the upper left side of the leads view. Otherwise, the Download button will be greyed out.*

Can I bulk download the leads for an entire group of pages or for the entire workspace?

This feature is only available for some of our subscriptions. More information about our currently available subscriptions can be found here: https://instapage.com/plans

*If the **Download** button is greyed out when you have a group of pages or a workspace selected, this means that your subscription does not allow that. Please select a single page or an experience from the dropdown on the upper left in order to proceed.*

*If you do have this available, then clicking the **Download** button while a workspace or a group is selected will present you with a pop-up similar to the one pictured below:*



5. Delete

If you go to your leads dashboard, you will see a list of the leads collected by your landing page. You can click on the ***Edit*** *button to reveal checkboxes that can be ticked to select the leads you want to delete. You can click on the main checkbox to select all of the leads on the current page. Deleting the leads is a permanent action, and if you do this, they can not be recovered.*

6. Notifications

You can set up notifications so that you can receive them in your email each time a visitor submits a form. You can find the step-by-step instructional article on how to set this up here: https://d.pr/pkIjIm

Note: If you would like to automatically send your leads to your CRM/lead management platform, please check out our direct integrations here: https://d.pr/YZZNPK

Why is my conversion rate over 100%?

In cases of very low visitor counts and/or long visitor sessions, your analytics page may show conversion counts that exceed visitor counts, resulting in a conversion rate of over 100%.

This occurs when a visitor's conversion takes place on your landing page during a time period later than the time of their visit. In this particular case, our analytics will display the visit and the conversion with different timestamps and therefore, for a particular period of time, you will see a conversion rate of over 100%.

Rest assured that your analytics page is reporting all visitor and conversion data accurately. In most cases, this anomaly is temporary and is resolved as visitor traffic to the page increases.

Discrepancies between Instapage analytics and third party tracking platforms

How Instapage tracking works

Instapage pixels fire on page load or on specific actions such as form submissions, element clicks, or, for external tracking, on-page visits on another page where the external tracking script is present and set to load once the page loads. You can learn more about setting up conversion goals here: https://d.pr/Tica2x

Once the Instapage landing page loads, the tracking pixel for the visit is triggered and sent to our system.
The tracking is based on cookies. This means that when a new visitor (that does not have an Instapage cookie associated with the specific landing page being visited) lands on the page, he/she is counted as a unique visitor.
Any returning visitor (visitors who came back in a 3-day timeframe from their first visit) will be counted as non-unique and will add to the total number of visitors associated with the landing page. The cookie expiration for the visit pixel is set to 3 days from the moment the first visit occurs.

A. Potential causes for Instapage pixels not working properly

1. *Adblocking browser extensions on the visitor's browser (AdBlocker, AdBlocker Plus, uBlock Origin, etc).*

2. *Other browser extensions that block tracking scripts. For example, the ones provided by antiviruses.*

3*. Browser settings. Examples:*
- Chrome's "Allow sites to save and read cookie data" option, "Allow Javascript" option, or the "Allow images" option
- Safari's "Prevent Cross-Site Tracking" option
- other browsers may have similar options or even more aggressive options.

4. *In some cases, third-party scripts present on the landing page can also interfere with the proper functionality of the Instapage pixels.*

5. *Visitors clicking the URL to visit the page but quitting during the page load, thus not triggering the Instapage pixels.*

B. Potential causes for third-party tracking codes not firing properly on the page

Third-party tracking can fail for the reasons stated above as well, but also because of the following:

1. *If the tracking is implemented via custom code, there might be errors in code syntax or code logic.*

2. *If the data is recent (less than a day), the third-party tracking platform may need more time to properly display data in their system (some platforms can require 24h to 48h for the data to be accurate and up to date).*

3. *Different scopes in the third-party tracking platform (example scope types from Google Analytics: "hit," "session," "user," "product"). Instapage tracking can be considered a "hit" scope type as every visit is counted, regardless of where the visitor is coming from and where it is redirected. Third-party tracking platforms, depending on the settings of their tracking, can have different scopes. An example would be the session scope type which counts only visitors who went through a full funnel of multiple pages or actions (based on how this is configured in the third-party platform).*

4. *Cookie expiration date. Instapage's cookie expiration is set to 3 days. Other tracking platforms might have different cookie* *expiration dates, which results in a discrepancy between total and unique visitor counts when comparing these in the two platforms.*

5. *Different bot systems targeting the page. Depending on how the bot is set up to function and what actions it takes on the page, one system could track the visits done by the bot while the other could block them instead.*

6. *Data Sampling. Some tracking platforms, such as Google Analytics, can have an option enabled (even by default) known as Data Sampling (https://support.google.com/analytics/answer/2637192). This is especially true for tracking platforms that work with huge amounts of data, as is the case for Google Analytics. When this option is enabled on the tracking platform's end, the reports visible there are based on estimations and calculations done by the tracking platform instead of the actual data recorded. The advantage of this option is that it provides a faster report to read in the tracking platform but can sometimes provide inaccurate information. Having this option disabled will provide more accurate information inside the tracking platform but will increase the time needed for the report to be loaded.*

C. Potential causes for why the number of ad clicks would be different than the number of Instapage visits

1. *Small typos in the URL can cause the ad to not redirect to the correct live URL of the page, and the visitors will not arrive on the landing page. In this case, the ad platform can count those clicks, but Instapage will not register a visit since the visitors do not arrive on the landing page.*

2. *Visitors can quit the session by closing the browser tab before the landing page is loaded on their browser. This will also cause the ad platform to count clicks, while Instapage will not count that visit as the page is closed before our tracking script is loaded.*

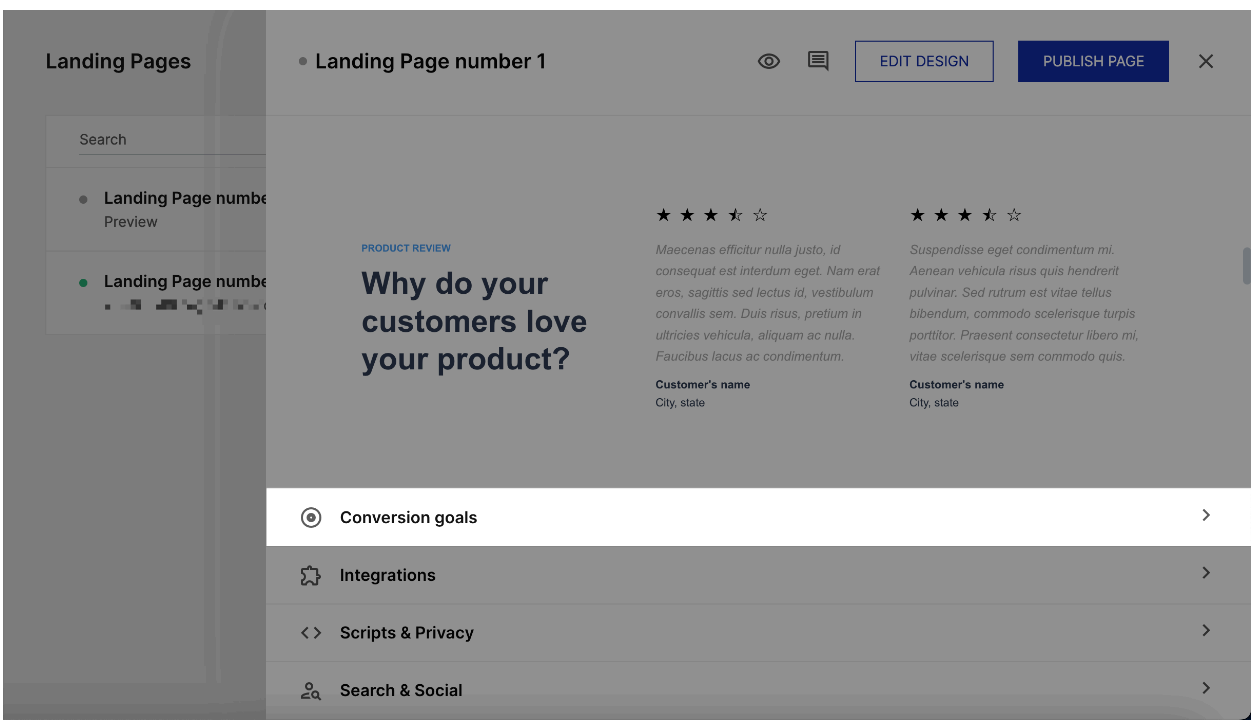
3. *If the page is accessible outside of the ad (when the page is shared via social media accounts, email marketing, etc.), then the visits in Instapage will likely be higher than the ad clicks since there are multiple sources of visitors, instead of having just the ad source alone.*

4. *Browser settings, adblockers, or other extensions, as mentioned in **Section A** of this article.*

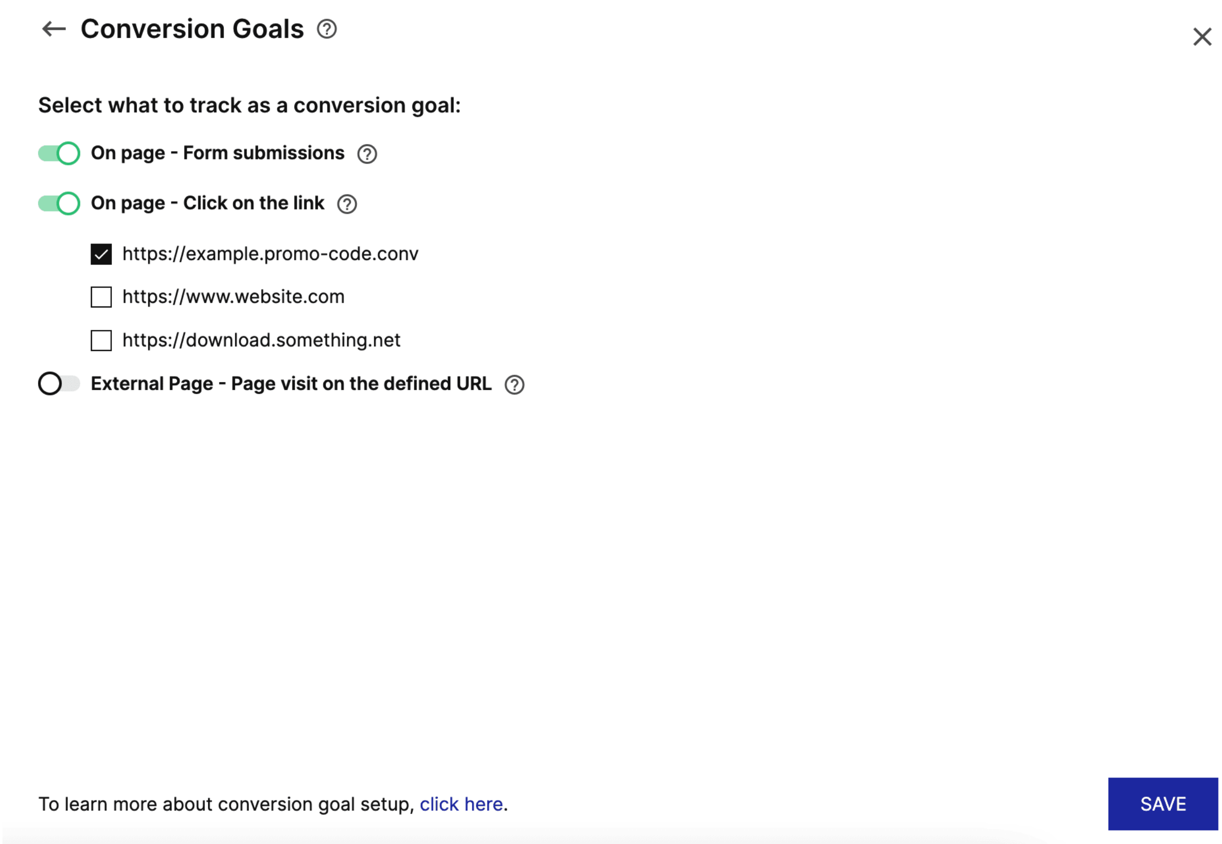
Setting up conversion goals

Many different types of actions can be considered a conversion depending on your own objectives. These typically include button clicks, form submissions, text/image clicks, and reaching a specific step in the conversion funnel.

*While in the **Pages List**, click on the name of the landing page to open the slideout. Click on **Conversion Goals** on the menu and you will be presented with the options.*



***Instapage** has three different types of conversion goals:*



On page - Click on the link *- Individual link tracking for all page links (buttons, images, text); Check this option if you have external links placed on buttons, images, or text elements and you want clicks on them to be counted as conversions.*
On page - Form submissions *(leads) - Check this option if you want to track form submissions towards the total number of conversions.*
External page - Page visit on the defined URL *- External tracking for pages outside of* ***Instapage*** *(thank you pages, shopping cart checkout, etc). See the attached link for more information on setting up external conversion tracking and how it works.*

NOTE: *The forms and links that are recognized as* ***on page*** *conversion goals are the native ones, meaning the ones added using Instapage widgets from the left-side menu in the page editor. Elements added through HTML boxes or Javascript code are not taken into account as they are not part of the page's structure. In order to count conversions triggered by coded elements, please refer to external tracking.*

You can have form submissions and links tracked at the same time, but you will see the total number of conversions without any differentiation between the type of conversion. ***You cannot use both On page and External page at the same time.*** *When you switch one of them ON, the other category will be switched OFF.*

Regardless of the conversion goals chosen, they will all be counted together, so you will see the ***total number of conversions*** *in your Analytics Dashboard, not which element generated them.*