



Coded Law's custom Pendo installation instructions

What's Pendo?

Pendo is a user experience software platform that offers product analytics and in-app messages to easily build, analyze, and optimize product experiences.

Why is installation required?

To use Pendo, you must first build the bridge between your product and the Pendo platform using a short, customized code script (included below).

Review your IDs and metadata

Define and test the values in your install script to ensure that you're using globally unique identifiers and meaningful metadata that enhances your ability to segment data in Pendo. To adjust any fields, sign into Pendo to update your script. You can always add more fields later.

Copy your customized install script

```
<script>
(function(apiKey){
  (function(p,e,n,d,o){var v,w,x,y,z;o=p[d]=p[d]||{};o._q=o._q||[];
  v=['initialize','identify','updateOptions','pageLoad','track'];for(w=0,x=v.length;w<x;++w)(function(m){
    o[m]=o[m]||function(){o._q[m]==v[0]?'unshift':'push'}([m].concat([].slice.call(arguments,0)));})(v[w]);
  y=e.createElement(n);y.async=!0;y.src='https://cdn.eu.pendo.io/agent/static/'+apiKey+'/pendo.js';
  z=e.getElementsByTagName(n)[0];z.parentNode.insertBefore(y,z);})(window,document,'script','pendo');

  pendo.initialize({
    visitor: {
      id: <visitor-id-goes-here>,
      email: <email-goes-here>,
      firstName: <first-name-goes-here>,
      lastName: <last-name-goes-here>,
    },

    account: {
      id: <account-id-goes-here>,
      accountName: <account-name-goes-here>,
      payingStatus: <paying-status-goes-here>,
    }
  });
})('4b3a2fb1-8b90-4fc6-6e7d-ef997319537f');
</script>
```

Add your install script to your application

Insert the code into your application to start the install process. The install script can go in the `<head>` or `<body>`, in your common HTML template. Update `<visitor-id-goes-here>`, and `<account-id-goes-here>`, and any other metadata with details specific to your Pendo instance.

What happens next

You'll receive an email when we begin receiving data in Pendo. This can take up to two hours.

Useful links



[Plan your direct implementation](#)



[Twilio Segment integration overview](#)



[Install Pendo through the Google Tag Manager](#)



[Segments in Pendo](#)