

Popsixle Onboarding - Content Review Document

PAGE 1: PRICING SCREEN (Pre-Setup)

Header Section

Element	Text
Main Headline	Start Tracking All Your Conversions
Subheadline	Join the hundreds of brands using Popsixle to get 20% better ad performance

Pricing Card (Left Column)

Element	Text
Plan Name	Popsixle Core
Price	\$95
Price Period	/month
Feature 1	Includes the first \$10,000/month in revenue
Feature 2	\$1 per \$1,000 after that
Feature 3	Setup in 10 minutes, no engineer required
Feature 4	Send all your conversion data to Meta, Google & TikTok
CTA Button	Start 14-Day Free Trial

Why Brands Choose Card (Right Column)

Element	Text
Label	Why brands choose Popsixle
Benefit 1	20% performance lift
Benefit 2	Easy install
Benefit 3	Real support from real people

Customer Testimonial Card (Right Column)

Element	Text
Quote	"Popsixle has demystified our Facebook attribution. We're seeing higher quality event matches, site metrics and ad performance."
Attribution	- Cozy Earth, Popsixle customer since 2023

Pricing Details (Expandable)

Element	Text
Link Text	View Pricing Details
Section Title	How pricing works:
Detail 1	Base fee: \$95/month after your 14-day trial
Detail 2	Usage fee: \$1 per \$1,000 in purchase revenue processed
Detail 3	Free tier: First \$10,000/month in revenue is always free
Detail 4	Billing: 30-day billing cycles, charged in USD
Example	Example: Processing \$50,000/month = \$95 + (40 x \$1) = \$135/month
Footer Note	Cancel anytime. No long-term contract.

LEFT SIDEBAR (Persistent Across All Wizard Steps)

Store Header

Element	Text
Store Name	Zach's Shop

Navigation

Element	Text
Nav Item	Popsixle Setup
Skip Link	Skip to Dashboard

Setup Steps Panel

Element	Text
Section Title	Setup Steps
Progress Counter	0/5
Step 0	Overview
Step 1	Product Category
Step 2	Pixel Setup
Step 3	Special Cases
Step 4	Review
Step 5	Connect Channels

STEP 0: OVERVIEW

Main Content

Element	Text
Headline	Let's set up your conversion tracking
Description	In just a few minutes, you'll have server-side tracking that sends accurate conversion data to ad platforms.
Video Label	Watch: 2 min overview

Setup Steps Preview

Step	Title	Description	Time
1	Tell us about your store	Select your product category	~1 min
2	Enable the Popsixle pixel	Track 100% of your Shopify store conversion data	~4 min
3	Connect your ad channels	Connect to Meta, Google, and/or TikTok	~5 min

Call to Action

Element	Text

Button	Get Started
Time Estimate	Takes about 10 minutes to complete

Right Panel - Explanation

Element	Text
Label	Getting Started
Title	Why Popsixle?
Paragraph 1	Browser-based tracking has become unreliable due to ad blockers, iOS privacy changes, and cookie restrictions.
Paragraph 2	Popsixle ensures your conversion data is captured and sent to ad channels, bypassing browser limitations and giving ad platforms the accurate data they need.

Right Panel - FAQs

Question	Answer
How long does setup take?	Most merchants complete setup in under 10 minutes. No coding or developer required.
Will this affect my site speed?	No. Popsixle's single line of code runs server-side and has zero impact on your storefront performance.

STEP 1: Product Category

Main Content

Element	Text
Headline	What type of products do you sell?
Description	This helps us configure your tracking correctly.
Tooltip	Different product categories have different tracking requirements and platform policies. Selecting the correct type ensures optimal setup.

Product Category Options

Type	Title	Description
Regular	Everyday Retail Products	Clothing, home goods, electronics, accessories, etc
Health	Health & Wellness	Supplements, pain relief, health care, personal care, etc
CBD	CBD or Hemp Products	CBD-containing products, hemp-derived products, etc
Restricted	Other Restricted Category	Alcohol, firearms, adult content, gambling sites, other restricted products

Unrestricted Banner (Shows for Health/CBD/Restricted)

Element	Text
Title	Your product category may require Popsixle Unrestricted
Description	Health, wellness, CBD, and restricted products often face platform limitations. Our Unrestricted offering was purpose built to provide compliant tracking solutions to these businesses.
Link	Learn about Popsixle Unrestricted

Footer Buttons

Button	Text
Primary	Continue

Right Panel - Explanation

Element	Text
Label	Step 1
Title	Why We Ask About Product Category
Paragraph 1	Different product categories have different tracking requirements due to ad platform policies.
Paragraph 2	Selecting the correct category ensures your tracking is configured properly and compliant with platform guidelines.

Right Panel - FAQs

Question	Answer
What if I sell multiple product categories?	Select the category that represents the majority of your products. You can adjust this later in settings.
What are "restricted" categories?	Products that have been deemed restricted by Meta's Health and Wellness policies. These product categories (like CBD and supplements) have special tracking requirements

STEP 2: PIXEL SETUP

Main Content

Element	Text
Headline	Enable the Popsixle Pixel
Description	The Popsixle Pixel tracks all activity on your site and sends conversion data back to ad platforms.

Status Badge (in instruction card)

State	Text
Default (Gray)	Pixel Not Connected
Checked (Red)	Pixel Not Detected
Success (Green)	Pixel Enabled

Setup Instructions

Step	Instruction
1	Click the button below to open your Shopify Theme Editor
2	Find Popsixle in the "App embeds" left sidebar
3	Click to toggle "Popsixle" on and enable the Popsixle Pixel
4	Click Save in the top right of the screen

Action Buttons

Element	Text
Primary Button	Open Theme Editor
Link	Show me how

Demo Controls (Prototype Only)

Element	Text
Label	Demo Controls (preview states)
Button 1	Not Connected (gray)
Button 2	Not Detected (red)
Button 3	Enabled (green)

Footer Buttons

Button	Text
Secondary	Back
Primary	Continue

Right Panel - Explanation

Element	Text
Label	Step 2
Title	Why the Pixel Matters
Paragraph 1	The Popsixle pixel captures conversion events directly from your store and sends them to our servers.
Paragraph 2	This is the foundation of server-side tracking - without it, we can't capture the data your ads need.

Right Panel - FAQs

Question	Answer
Is this different from the Meta/Google pixel?	Yes. Popsixle replaces standard web pixels, providing full conversion data via server-side tracking.
What if the pixel isn't detected?	Make sure you've saved your theme after enabling it. If issues persist, reach out to our support team for help.

STEP 3: SPECIAL CASES

Main Content

Element	Text
Headline	Any Special Setup Needs?
Description	Alert our team if any of these uncommon conditions apply to your store. Most merchants can skip this step.

Special Case Options

Option	Title	Description	Input Field Label
Landing Pages	Landing Pages Outside of Shopify	Track conversions from external landing pages	Enter the landing page URL below (use commas if there are multiple)
Headless	Headless Storefront	Using Hydrogen, custom React/Next.js, or other headless setup	(none)
Custom Cart	Custom Cart Implementation	Using a third-party cart like Rebuy, Slide Cart, or custom AJAX cart	(none)

Footer Note

Element	Text
Help Text	Not sure? Chat with one of our team members now

Footer Buttons

Button	Text
Secondary	Back

Primary	Continue
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Right Panel - Explanation

Element	Text
Label	Step 3
Title	Special Configurations
Paragraph 1	These options help us ensure accurate tracking for shops with uncommon setups.
Paragraph 2	Most merchants can skip this step, but if you have a custom implementation, these settings ensure accurate tracking.

Right Panel - FAQs

Question	Answer
What is a headless storefront?	A custom frontend that doesn't use Shopify's standard theme system (e.g., Next.js, Hydrogen).
Do I need landing page tracking?	Only if you use separate landing pages outside your Shopify store for marketing campaigns.

STEP 4: REVIEW

Main Content

Element	Text
Headline	Review Your Setup
Description	Confirm your configuration before connecting channels.

Review Items

Item	Label	Default Value	Action
Product Category	Product Category	Regular Products	Edit
Pixel	Popsixle Pixel	Enabled	Edit
Special Cases	Special Cases	None selected	Edit

Summary

Element	Text
Icon	Checkmark
Message	You're ready to connect your ad channels

Footer Buttons

Button	Text
Secondary	Back
Primary	Continue

Right Panel - Explanation

Element	Text
Label	Step 4
Title	Review Your Setup
Paragraph 1	Take a moment to verify your configuration before connecting your ad platforms.
Paragraph 2	You can always change these settings later from your Popsixle dashboard.

Right Panel - FAQs

Question	Answer
Can I change settings later?	Yes, all settings can be modified from your dashboard at any time.
What happens next?	After confirming, you'll connect your ad platforms so Popsixle can start sending conversion data.

STEP 5: CONNECT CHANNELS

Main Content

Element	Text
Headline	Connect Your Channels
Description	Send your conversion data to ad platforms

Visual Flow Diagram

Node	Label
Node 1	Your Store
Node 2	Server-Side Tracking
Node 3	Ad Channels

Channel Cards

Channel	Name	Status (Default)	Button
Meta	Meta (Facebook / Instagram)	Ready to connect	Connect
Google	Google Ads	Ready to connect	Connect
TikTok	TikTok	Ready to connect	Connect

Footer Note

Element	Text
Help Text	Connect at least one channel to continue

Footer Buttons

Button	Text
Secondary	Back
Primary	Go to Dashboard

Right Panel - Explanation

Element	Text
Label	Step 5

Title	Connect Your Ad Channels
Paragraph 1	Connecting to your ad channels allows Popsixle to send tracked conversion data directly to each platform.
Paragraph 2	This will enable improved attribution and event match quality that boost your ad performance.

Right Panel - FAQs

Question	Answer
Do I need to connect all platforms?	No, just connect the ones you actively advertise on. You can add more later.
Is my data secure?	Yes. Data is secured and de-identified in the Popsixle server and is GDPR and CCPA compliant
When will I see results?	Once a channel is connected data will start flowing immediately. Most merchants see improved attribution within 48-72 hours or after 100 tracked conversions.

SETUP ASSISTANCE CARD (Persistent - Right Panel)

Element	Text
Label	Setup Assistance
Link 1	Free Onboarding Call
Link 2	Popsixle Setup Overview
Link 3	Explore Setup Guides

SKIP TO DASHBOARD POPUP

Warning Content

Element	Text
Icon	Warning
Title	Setup Not Complete

Message	You haven't finished setting up Popsixle. Your tracking won't work until setup is complete.
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Need Help Section

Element	Text
Label	Need Help?
Link 1	Free Onboarding Call
Link 2	Popsixle Setup Overview
Link 3	Explore Setup Guides

Action Buttons

Button	Text
Secondary	Skip Anyway
Primary	Continue Setup

GLOBAL UI ELEMENTS

Live Chat Button

Element	Text
Icon	Chat bubble
Tooltip	Chat with us