

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 |
|---------|----------|

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. |
|---------|---|

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 |