Integration Guide

Please contact your Account Manager with any questions.

AMIGO

Introduction

To power campaigns, Amigo needs to be integrated with your tech infrastructure. This may just mean your website. To provide additional value you may choose to integrate Amigo with your Google Analytics. You may also want to integrate Amigo with your Salesforce CRM.

Amigo implementations are designed to be as light-touch as possible. Your Account Manager is always on hand and should be your point of contact for all enquiries. We do also provide development support, but this is rarely necessary.

Website integration

Amigo is set up on your site with a JavaScript tag.

Tag inclusion - Production

The production-ready Amigo JavaScript tag can be found in the Amigo portal.
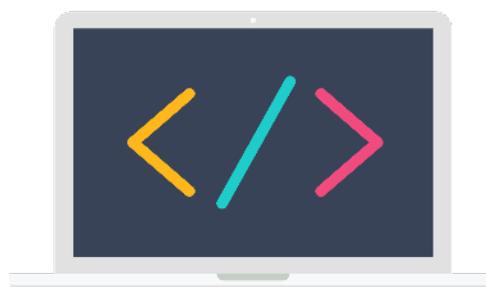
Take me to the tag!

For the full feature-set of Amigo, including anti-flicker, it is recommended that this script is added directly into the <head> of your web site, however it can be added anywhere within the <head> or <body> tags, or loaded by a tag manager. If your site contains any scripts which alter the URL on page load (e.g. via the History API) then Amigo should be included before these.

Tag inclusion - Pre-production

If you have a pre-production, testing or QA environment separate to your main site then we recommend having a slightly different tag on these environments. This version of the tag can also be accessed through the portal.

Please note that you should only use this tag in testing or pre-production environments. On your production site you should use the script from the section above, Tag inclusion - Production. If you are in any doubt about which tag to use where, please contact your Account Manager.

The pre-production tag allows you to test campaigns in your own pre-production environment and it makes it easier to maintain the separation between testing and real user data.

Tag managers

You may choose to implement Amigo through a tag manager (such as Google Tag Manager), rather than directly in your website code.
Google Tag Manager is blocked by some of the stricter ad-blocking and "do not track" software, such as uBlock Origin and Ghostery. If you implement Amigo using Google Tag Manager, your campaigns will be unavailable to users of this blocking software. Whether this is a problem or not depends on your use of Amigo:

- If you will use Amigo for essential features of your website, then we suggest direct integration in order to ensure your campaigns are available to 100% of users.
- If you will use Amigo for auxiliary marketing features, then you may decide that the convenience of a Tag Manager implementation outweighs the cost of not displaying campaigns to a small proportion of users.

For campaigns that significantly alter the user experience we have implemented an anti-flicker mechanism. Anti-flicker masks the flash of original content sometimes seen during page load. Adding Amigo to your site through a tag manager can prevent anti-flicker from working. This is because the tag manager can slow the loading of the Amigo tag. For this reason, we recommend our clients include the Amigo tag directly within the website's <head> tag where possible.

Surfacing appropriate data

For certain campaigns, Amigo needs to access data on your site. For example, a referral campaign might require the following user data:

- ID - the internal ID you use to identify the user, likely the primary key of your user table
- Email address

- Name e.g. firstname.lastname

These values can be made available either through the DOM or through JavaScript variables accessible through the global scope. For example, the following JavaScript would suffice:

```
window.userDetails = {
  id: 'u12345',
  email: 'jake@amigotechnology.com',
  name: 'Jake Clarkson'
};
```

If asynchronous information needs to be passed to Amigo please talk to your Account Manager about your requirements.

If required, this data can be anonymised once the campaigns have ended.

Consistent DOM elements

To ensure that we inject our widgets consistently we may ask you to create static DOM elements with fixed id attributes. We will avoid this unless it is absolutely necessary.

Third-party integrations

Google Analytics integration

Amigo is able to augment your existing Google Analytics (GA) data by marking sessions as belonging to particular A/B variants.

All you need to do is set up a custom dimension in GA and let us know its index.

Fig. 1 For example, if you were to create the "Amigo Enabled" dimension we would simply need to know that Amigo should place data into dimension 1.

We will work with you to determine the appropriate dimensions (and dimension values).

Salesforce integration

Amigo integrates with Salesforce via a native app. We provide separate, detailed documentation on configuration as part of our technical documentation resource pack.

In brief, the Amigo Salesforce app can easily be configured to:

- Pre-generate Amigo tokens for inclusion in emails and to enable 'offline' sharing.
- Inject marketing data into Salesforce customer records - i.e this may be useful for attributing a new subscriber with the original advocate (an existing customer) that introduced them to the brand/product.
- Allow Amigo data to be displayed elsewhere in your site or used in your marketing analysis.