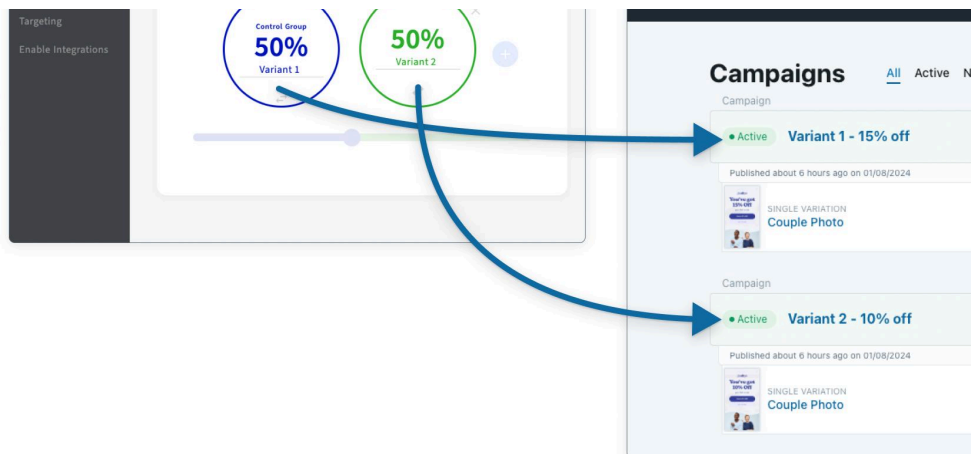


Intelligems Integration

Introduction

We're going to go over how to effectively split test your pop-ups using [Intelligems](#) in conjunction with Mailchimp Forms, to track and enhance e-commerce sales conversion rates.

You'll do this by having [Intelligems](#) "run" the split test and then have [Intelligems](#) notify Mailchimp Forms which Campaign it should run. Usually split testing is handled on Mailchimp Forms inside of the Campaign level but here each Campaign in Mailchimp Forms will map to a test group in [Intelligems](#).



Background

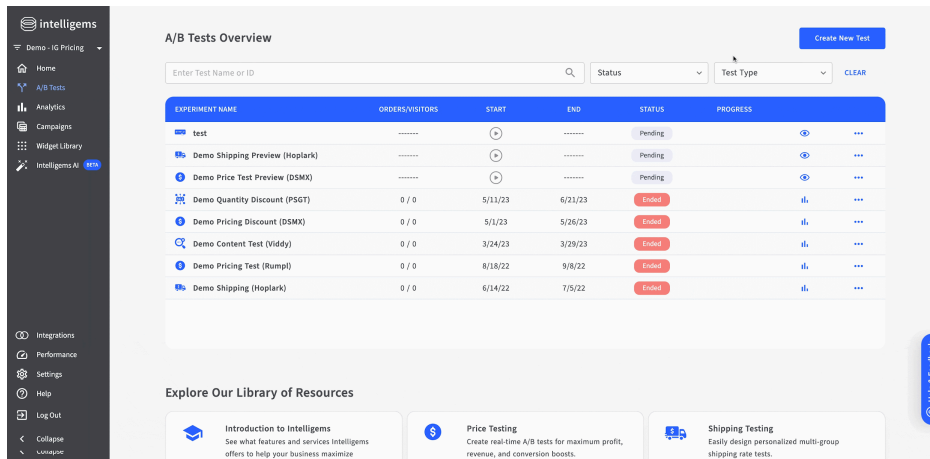
Note that the teams at Mailchimp Forms and [Intelligems](#) are collaboratively developing an automatic split testing feature. Until this feature is available, this guide will be instrumental in setting up your split tests.

Setting Up the Split Test

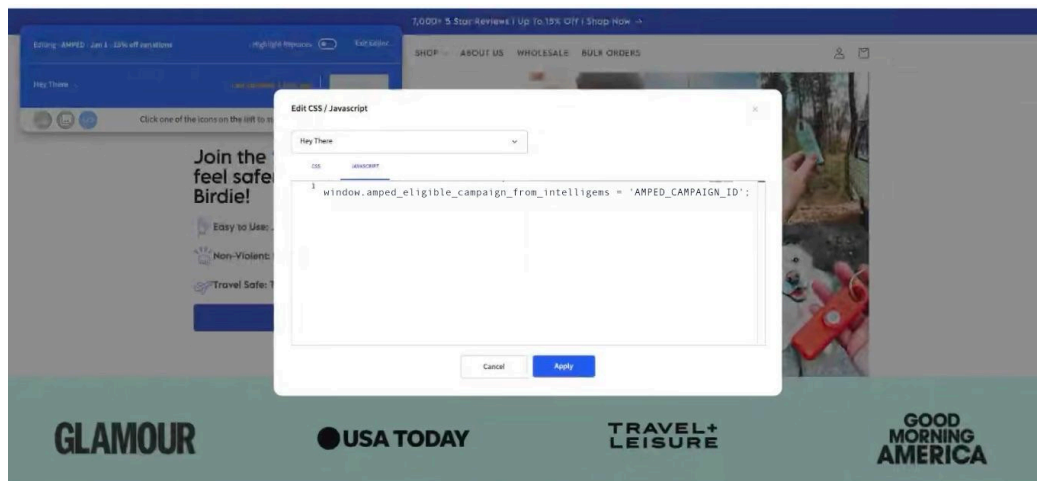


1.) Initial Setup in Intelligems

- Start by setting up a new test in Intelligems of Type “Content Test” and “Onsite Edits”. This number of variants in your test should correspond to the number of variants you plan to create in Mailchimp Forms.



Then for each variant in Intelligems, navigate to the content editor and access the code injection for JavaScript. This is where you will set a JavaScript window variable corresponding to the Mailchimp Forms campaign ID for each variant in Intelligems.



Here is an example of what that code can look like

```
window.Mailchimp Forms_eligible_campaign_from_intelligems = 'Mailchimp Forms_CAMPAIGN_ID';
```

In this example we are setting a javascript variable

- In Mailchimp Forms, identify your campaign ID from the URL, specifically after the word 'experience'. This ID is crucial for your Intelligems setup.

2.) Configuring Mailchimp Forms Campaigns

- With your Intelligems variants set, now let's focus on Mailchimp Forms. For each split test variant in Intelligems, create an individual campaign in Mailchimp Forms.
- Incorporate normal targeting rules in Mailchimp Forms like your targeting for anonymous visitors
- Then, on that same campaign add a custom code start rule to check for the Intelligems JavaScript window variable. This determines if the campaign should be activated.

Example Custom Code Start Rule to Check a window (JavaScript variable)

```
try{
  if(window.Mailchimp Forms_eligible_campaign_from_intelligems === 'Mailchimp
Forms_CAMPAIGN_ID'){ // <-- BE SURE TO SET THIS
    return true;
  }
}catch(e){
  console.log(e);
  return false;
}
return false;
```

3.) Launching the Test in Intelligems AND Mailchimp Forms

- Save and launch your Intelligems test. Ensure this coincides with the launch of your Mailchimp Forms pop-ups.
- Timing isn't mission critical, but starting both components simultaneously is recommended.

Final Steps and Testing 📅

- Once your campaigns are correctly set up in Mailchimp Forms, publish all the relevant campaigns.



- Intelligems will now run its content split test. Each variant will set a specific window variable.
- Mailchimp Forms will recognize these variables and display the corresponding campaign.

Conclusion

Following these steps, you will successfully set up split tests using [Intelligems](#) and Mailchimp Forms, allowing for more effective tracking and improvement of your e-commerce conversion rates and how it relates to your popups.