

How to Integrate Picreel with BigCommerce

Connect Picreel with your BigCommerce store to capture leads and enhance your user experience.

Use Case: Imagine you run an online store on BigCommerce and want to improve lead generation. Integrating Picreel can help you capture more leads and better understand your customers' behavior.

Benefits of connecting Picreel with BigCommerce:

- **Enhanced User Experience:** Picreel integration provides responsive content for a smoother user experience, making it easier for visitors to engage with your site.
- **Secure Integration:** The integration comes with a dedicated SSL certificate, ensuring the security of your data and customer information.
- **Instant Data Transfer:** Enjoy unlimited API calls for real-time data transfer, helping you keep your customer database up to date.

To Integrate Picreel with BigCommerce

Step 1: Open your web browser and go to [BigCommerce Login](#).

Step 2: Find the Picreel Application

- Go to the BigCommerce app store through this [extension link](#).
- Look for the Picreel application in the BigCommerce app store.

Step 3: Click on the Picreel application to begin the installation process. You'll be redirected to the Picreel campaign setup.

Step 4: Configure Your Campaign

- In the Picreel campaign setup, provide a campaign name and specify the base URL or website where the pop-up should appear.
- In the '**Select platform**' field, choose '**BigCommerce**'.
- Click '**Next Step**' to proceed.

NEW PICREEL CAMPAIGN

1 Campaign Settings

2 Create Template

3 Review & Finish

CAMPAIGN SETTINGS

Campaign Name

Default campaign


Base url

www.my-website.com

Select platform

Bigcommerce

Cancel

 [Watch a Tutorial Video](#)

Next Step >

Go To Dashboard

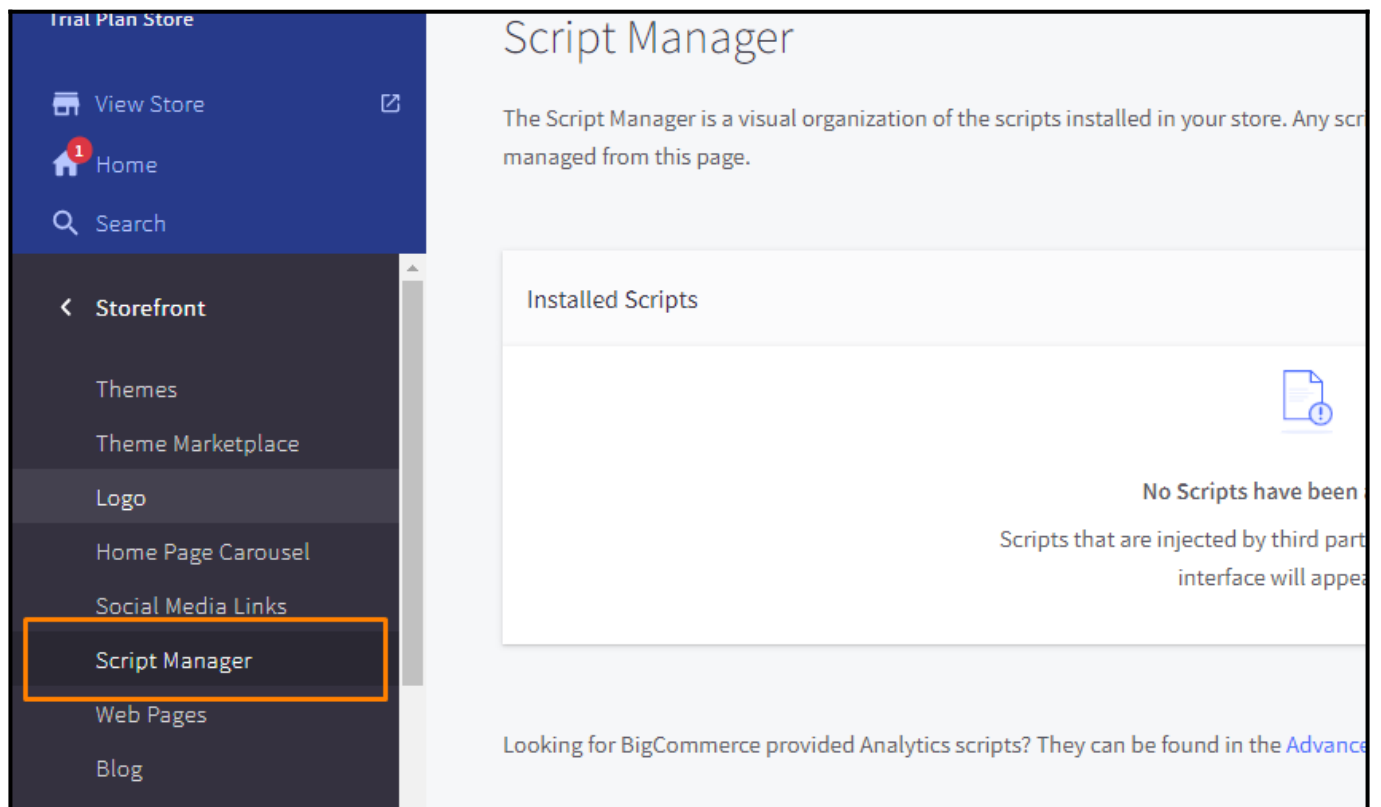
Step 5: Create a Template and Insert the Picreeel JavaScript Code

- Create a template for your campaign.
- You'll receive a JavaScript code to insert on your website.

To find it,

- a. Navigate to the 'Campaigns' category on your Picreeel dashboard.
- b. Click the '**View Code**' button and copy the JavaScript code.

Step 6: Go to the dashboard of your BigCommerce store and click on '**Storefront**' in the left menu.



Step 7: Access '**Script Manager.**' Choose '**Create a script**' on the right side of the screen. Enter a script name and fill in the information as shown in the screenshot.

Create Script

Name of script

Required*

Picreel

Description

Location on page

- ☒ Footer
- ☐ Head

Select pages where script will be added

- ☒ Store pages
- ☐ Checkout
- ☐ Order confirmation
- ☐ All pages

Script category

- ☒ Essential
Essential for the site and any requested services to work, but do not perform any additional or secondary function.
- ☐ Analytics
Provide statistical information on site usage, e.g., web analytics so we can improve this website over time.
- ☐ Functional
Enables enhanced functionality, such as videos and live chat. If you do not allow these, then some or all of these functions may not work properly.
- ☐ Targeting; Advertising
Used to create profiles or personalize content to enhance your shopping experience.

Script type

- ☐ URL
- ☒ Script

Click '**Save**' at the bottom right to create your script. Your script will be created as shown below:

Script createdDISMISS

Script Manager

The Script Manager is a visual organization of the scripts installed in your store. Any scripts installed via our API or added from the Script Manager directly can be managed from this page.

Installed Scripts

Create a Script

Name	Pages	Location	Type	Date	
Picreel	Store pages	Footer	User created	11th Jan 2022	...

1View 20

Looking for BigCommerce provided Analytics scripts? They can be found in the [Advanced Settings > Data Solutions](#) section.

To Check your BigCommerce Integration:

Step 1: Visit your website to check if the pop-up is displayed as expected.

Step 2: Log in to your Picreel account.

Step 3: Click on the '**Campaigns**' category on the left side of your screen.

Step 4: Review Campaign Statistics

- Click the 'Details' link of the campaign you wish to set up.
- Check the statistics section. If you can see impressions, your pop-up has started to run.

You've successfully integrated Picreel with BigCommerce. If you encounter any issues or have any questions, don't hesitate to reach out to our [support team](#).

Related Articles:

- [How to Integrate Picreel With Your Shopify Store](#)
- [How to Get New Leads Notification in My Inbox](#)
- [How to Set Overlay for a Specific Page](#)