

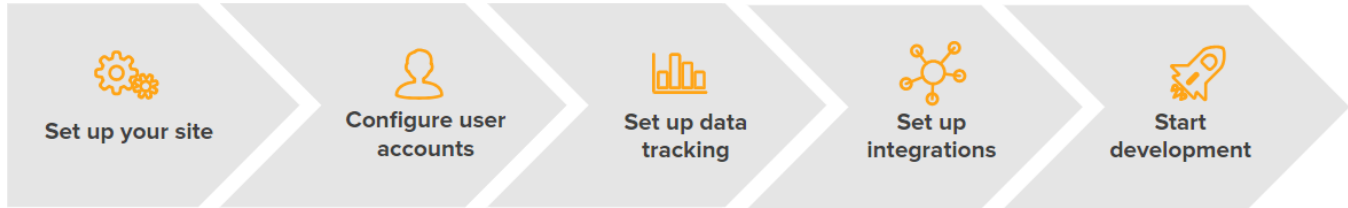
Getting Started

The Frosmo Platform is a solution for improving website functionality and personalizing user experiences. You can use the platform for:

- Data-driven, continuous front-end development
- User experience optimization through personalized visitor journeys
- Making predictions based on data combined from different sources using machine learning algorithms

For more information about the platform and its components, see [Introduction to the Frosmo Platform](#).

To get started with the platform:



1. [Set up the Frosmo Platform for your site.](#)

Learn how to add the Frosmo scripts to your site depending on your site structure.

2. [Configure your user accounts.](#)

Learn how to create and manage user accounts, and how to configure your site in the Frosmo Control Panel.

3. [Set up data tracking.](#)

Learn how to set up conversion and other types of data tracking on your site.

4. [Set up integrations.](#)

Learn how you can integrate the Frosmo Platform with your analytics tools, marketing automation systems, and data management platforms.

5. [Get started with development.](#)

Learn how to create your very first segment, placement, and modification.

Version history

Version	Publication date	Description
2.6	2020-07-31	Updated Setting up data tracking .
2.5	2020-05-22	Updated Setting up the Frosmo Platform for your site and Setting up data tracking .
2.4	2019-12-19	Added Creating your first trigger .
2.3	2019-11-20	Updated the following topics: <ul style="list-style-type: none">• Creating your first placement• Creating your first modification
2.2	2019-05-27	Updated the following topics: <ul style="list-style-type: none">• Creating your first placement• Creating your first modification
2.1	2019-05-06	Site maintenance updates.

2.0	2019-03-29	<p>Added the following new topics:</p> <ul style="list-style-type: none"> • Setting up the Frosmo Platform for your site • Setting up user accounts • Setting up data tracking • Setting up integrations • Creating visitor journeys <p>Updated Introduction to the Frosmo Platform.</p> <p>Removed the following topics:</p> <ul style="list-style-type: none"> • Adding the Frosmo scripts to your site • Basic concepts • How to improve your web UI with Frosmo • Setting up user accounts in the Frosmo Control Panel • Getting started with the Frosmo Platform
1.4	2019-01-09	Site maintenance updates.
1.3	2018-09-13	Removed the Downloads page and the standalone PDFs.
1.2	2018-08-10	<p>Updated Setting up user accounts in the Frosmo Control Panel.</p> <p>Updated Creating your first segment, Creating your first placement, and Creating your first modification.</p>
1.1	2017-10-23	<p>Restructured and consolidated the documentation for better usability.</p> <p>Moved the standalone PDFs from the front page to the Downloads page.</p>
1.0	2017-08-21	First public version of this documentation.