

User Guides

The user guides help you develop and manage your site and monitor its performance using the Frosmo Control Panel. The guides also introduce practical use cases for working with the Control Panel.

Before starting with development, get familiar with the typical development workflow and how different Frosmo Platform features fit in it. For more information, see [Planning visitor journeys](#).

Contents

- [Planning visitor journeys](#) walks you through the typical site development workflow with the Frosmo Platform.
- [Data tracking](#) solutions allow you to track events and other data on your site:
 - [Conversion definitions](#) allow you to set up conversion tracking in the Frosmo Control Panel.
 - [Custom actions](#) allow you to track visitor actions and states that are not basic modification events, conversions, transactions, or product views.
- [Development](#) guides show you how to develop and manage your site, improve its user experience, and create personalized visitor journeys using the Frosmo Platform:
 - [Segmentation](#) allows you to target specific subgroups of visitors with content that matches the interests and needs of those groups.
 - [Placements](#) determine where modifications are placed on your site.
 - [Modifications](#) are real-time changes to web pages designed to personalize or otherwise improve the user experience of your site and guide visitors to complete conversions.
 - [Templates](#) allow you to define web content once and then reuse that content across multiple modifications on your site.
 - [Triggers](#) allow you to detect particular events on a web page and take predefined actions based on those events.
 - [Recommendations](#) are dynamically generated content predicted to appeal to visitors.
 - [Email recommendations](#) allow you to show recommendations in emails.
 - [Workspaces](#) allow you to safely develop and test features in your production environment without affecting the live content of your site.
- [Integrations](#) guides show you how to integrate your systems and services with the Frosmo Platform.
 - [Frosmo Segments for Contentful](#) allows you to attach segments to Contentful entries, which in turn allows the entries to be targeted to website visitors in the selected segments.
- [Testing](#) tools help you test and debug your visitor journeys and the features used to build them:
 - [Frosmo Preview](#) allows you to preview and debug how the Frosmo Platform is working on your site.
 - [Test mode](#) allows you to show modifications only to certain visitors for testing purposes.
 - [Testing data tracking](#) shows you how to check whether data tracking is collecting the correct data and otherwise working as expected on a site.
 - [Testing in incognito mode in Chrome](#) shows you how to allow third-party data in incognito mode in Google Chrome, so that you can test sites that uses shared context.
- [Analytics](#) allow you to monitor the performance of your site through statistics:
 - [Affinity group statistics](#) allow you to explore and study the visitor affinity groups the platform has generated for the site.
 - [Conversion statistics](#) allow you to monitor the number of conversions driven by the platform and the revenue generated by those conversions.
 - [Modification statistics](#) allow you to track modification performance.
- [Troubleshooting](#) guides help you when something goes wrong:
 - [Checking site status](#) shows you how to check whether the Frosmo Platform is receiving data from a site, and whether the data tracking set up for the site is working as expected.
 - [Checking user activity](#) shows you how to view the configuration changes made by users to a site.
 - [Common problems and solutions](#) shows you how to solve the most common problems that you might run into when working with modifications and other features.
 - [Console debugging with Frosmo Core](#) shows you how to debug modifications and other features on your site by using Frosmo Core in the browser console.
- [Administration](#) instructions help you configure your site and manage users:
 - [Sites and users](#) guide shows you how to create and manage sites and users.

Version history

Version	Publication date	Description
14.0	2022-06-14	<p>Added Affinity group statistics.</p> <p>Updated the following documentation to reflect the addition of affinity groups:</p> <ul style="list-style-type: none">• Planning visitor journeys• Placement workflow• Defining targeting for a modification• Using selective profiling• Test mode

13.7	2022-06-14	Updated Basic modification statistics .
13.6	2022-06-07	Updated Conversion statistics . Updated Basic modification statistics .
13.5	2022-05-23	Updated Basic modification statistics .
13.4	2022-05-12	Updated various topics of the modification guide to conform to the UI changes introduced by maintenance release 2022-05-12 . Updated various topics of the workspace guide for UI conformance and usability.
13.3	2022-05-09	Updated various topics of the workspace guide to conform to the UI changes introduced by maintenance release 2022-05-09 .
13.2	2022-04-29	Removed all documentation about target groups.
13.1	2022-04-28	Updated Creating and managing sites .
13.0	2022-04-19	Added Using selective profiling . Updated the following documentation to conform to the UI changes introduced by maintenance release 2022-04-19 : <ul style="list-style-type: none"> • Checking where a template is used • Creating and editing a modification • Creating and editing a recommendation strategy • Creating and editing a trigger and all trigger examples • Working with target groups
12.6	2022-04-07	Updated Creating and editing a recommendation strategy .
12.5	2022-03-24	Updated various topics of the modification guide to conform to the UI changes introduced by maintenance release 2022-03-24 . Updated Creating and editing a recommendation strategy . Updated Creating and managing sites .
12.4	2022-03-18	Updated Enabling and disabling templates for a site .
12.3	2022-03-16	Updated Creating and editing a recommendation strategy .
12.2	2022-02-14	Updated the Contentful app guide: <ul style="list-style-type: none"> • Introduction to Frosmo Segments for Contentful • Installing Frosmo Segments for Contentful
12.1	2022-01-24	Updated Creating and editing a recommendation strategy .
12.0	2021-12-16	Added Contentful .
11.4	2021-11-30	Added Testing data tracking . Updated Activating and deactivating a conversion definition . Updated Checking site status .
11.3	2021-11-04	Added Checking user activity . Updated the recommendation guide: <ul style="list-style-type: none"> • Creating and editing a recommendation strategy • Example: Recommending the most popular items on a site • Example: Recommending the most popular items based on visitor affinity • Example: Creating a new recommendation by duplicating a strategy and modification
11.2	2021-11-01	Updated Checking site status .
11.1	2021-10-11	Updated Creating and editing a recommendation strategy .
11.0	2021-08-17	Moved feature introductions to Platform & Features , and restructured the guides to reflect the move.
10.0	2021-07-12	Restructured and updated the data tracking and basic modification statistics documentation to reflect similar updates elsewhere in the documentation portal.

9.8	2021-06-21	Updated various topics of the modification guide to conform to the UI changes introduced by maintenance release 2021-06-21 .
9.7	2021-05-31	Updated the recommendation guide: <ul style="list-style-type: none"> • Creating and editing a recommendation strategy • Example: Recommending the most popular items on a site • Example: Creating a new recommendation by duplicating a strategy and modification Updated the email recommendation guide: <ul style="list-style-type: none"> • Creating and editing an email recommendation • Example: Recommending most viewed products in a marketing email
9.6	2021-05-26	Site maintenance updates.
9.5	2021-05-24	Updated the email recommendation guide: <ul style="list-style-type: none"> • Introduction to email recommendations • Working with email recommendations • Creating and editing an email recommendation • Editing the item template of an email recommendation • Regenerating an email recommendation • Example: Recommending most viewed products in a marketing email
9.4	2021-03-29	Updated Creating and editing a recommendation strategy .
9.3	2021-03-18	Updated Frosmo Preview instructions in: <ul style="list-style-type: none"> • Common problems and solutions • Test mode Removed references to FProxy.
9.2	2021-03-16	Updated Frosmo Preview .
9.1	2021-03-10	Updated the recommendation guide: <ul style="list-style-type: none"> • Introduction to recommendation strategies • Creating and editing a recommendation strategy
9.0	2021-03-08	Updated the recommendation guide for recommendation strategies: <ul style="list-style-type: none"> • Introduction to recommendations • Introduction to recommendation strategies • Creating recommendations • Working with recommendation strategies • Recommendation examples Removed Error tracking .
8.0	2020-11-05	Restructured and updated the recommendation guide . Moved the recommendation configuration documentation and the recommendation example to Developer Guides .
7.6	2020-10-01	Added Testing in incognito mode in Chrome .
7.5	2020-09-21	Updated Creating recommendations .
7.4	2020-09-09	Updated the modification guide: <ul style="list-style-type: none"> • Creating and editing a modification • Defining the description for a modification Updated the template guide: <ul style="list-style-type: none"> • Introduction to templates • Creating and editing a template • Checking where a template is used
7.3	2020-08-31	Updated Advanced tracking statistics .

7.2	2020-07-31	<p>Updated the conversion guide:</p> <ul style="list-style-type: none"> • Conversion definitions • Introduction to conversion tracking <p>Updated the custom action guide:</p> <ul style="list-style-type: none"> • Custom actions • Introduction to custom actions
7.1	2020-07-27	<p>Updated the trigger guide:</p> <ul style="list-style-type: none"> • Introduction to triggers • Working with triggers • Example: Using a trigger to register conversions
7.0	2020-05-25	Added Email recommendations .
6.10	2020-05-06	<p>Added Checking site status.</p> <p>Updated Introduction to conversion tracking.</p> <p>Updated Developing shared code in a workspace.</p> <p>Updated Creating and managing sites.</p>
6.9	2020-04-03	Updated Common problems and solutions .
6.8	2020-04-01	<p>Updated Segmentation.</p> <p>Updated and renamed Preview Tool to Frosmo Preview.</p>
6.7	2020-03-31	<p>Added Developing shared code in a workspace.</p> <p>Updated the placement guide:</p> <ul style="list-style-type: none"> • Placements • Introduction to placements • Checking where a placement is used
6.6	2020-03-16	Updated Creating and editing a trigger .
6.5	2020-02-17	Updated Templates .
6.4	2020-02-03	Updated Modifications .
6.3	2020-01-10	Updated modification-related documentation to conform to the new modification UI introduced in the Happy Valley release.
6.2	2019-12-19	<p>Updated and renamed Multi-armed bandit optimization. The topic was previously named Optimizing modifications with the multi-armed bandit.</p> <p>Updated modification-related documentation to conform to the new modification UI introduced in the Happy Valley release.</p>
6.1	2019-11-26	<p>Added Migrating from template defaults to templates.</p> <p>Updated Planning visitor journeys.</p>
6.0	2019-11-20	<p>Added Templates. This is a completely rewritten and expanded guide to content templates.</p> <p>Updated Modifications. This guide was rewritten and restructured to conform to the new modification UI and workflow introduced in the Happy Valley release.</p>
5.0	2019-10-17	<p>Added new troubleshooting guides:</p> <ul style="list-style-type: none"> • Common problems and solutions • Console debugging with Frosmo Core
4.4	2019-08-29	<p>Updated the recommendation guide:</p> <ul style="list-style-type: none"> • Creating recommendations • Retrieving recommendation data
4.3	2019-06-17	<p>Updated Creating and editing a conversion definition.</p> <p>Updated Creating and editing a trigger.</p>

4.2	2019-06-06	<p>Updated the custom action guide:</p> <ul style="list-style-type: none"> • Tracking custom actions • Creating and managing custom actions • Using custom actions
4.1	2019-05-28	<p>Updated the following documentation to reflect the UI changes in the Goodnews Bay release:</p> <ul style="list-style-type: none"> • Using custom actions • Creating and using modification templates • Managing triggers • Trigger examples • Example: Developing a site banner in a workspace • Tracking products and transactions for the recommendation • Displaying the recommendation
4.0	2019-05-06	<p>Restructured and consolidated the documentation for better usability by grouping the guides under the following new main topics:</p> <ul style="list-style-type: none"> • Data tracking • Development • Testing • Troubleshooting • Analytics • Administration <p>Moved the recommendation guide from Developer Guides to this space.</p> <p>Updated the following documentation to reflect the UI changes in the Goodnews Bay release:</p> <ul style="list-style-type: none"> • Creating and editing a placement • Managing placements • Creating modifications • Managing modifications • Creating and editing a trigger
3.11	2019-04-08	Added Planning visitor journeys .
3.10	2019-03-11	Updated Tracking custom actions .
3.9	2019-01-09	Site maintenance updates.
3.8	2018-11-05	Updated Publishing a workspace .
3.7	2018-11-01	Updated Test mode .
3.6	2018-10-04	Updated Creating and managing sites .
3.5	2018-09-13	Removed the Downloads page and the standalone PDFs.
3.4	2018-09-03	<p>Added Conversion definitions.</p> <p>Updated Modifications.</p> <p>Updated Introduction to workspaces.</p>
3.3	2018-08-10	<p>Added Workspaces.</p> <p>Added Sites and users.</p>
3.2	2018-04-25	Updated Error tracking .
3.1	2018-04-09	Updated Preview Tool .
3.0	2018-03-14	<p>Added Analyzing modification performance.</p> <p>Added Creating and using modification templates.</p> <p>Added Error tracking.</p>
2.0	2018-01-10	Added Conversion tracking and attribution .
1.3	2017-12-18	Updated Triggers .
1.2	2017-11-28	Added Custom actions .

1.1	2017-10-23	Moved the standalone PDFs from the front page to the Downloads page.
1.0	2017-08-17	First public version of this documentation.