

Conversion.com’s Optimizely Chrome Extension User Guide

What is the tool?

Conversion.com’s Optimizely Chrome Extension is a Chrome Extension that interacts with the available features of Optimizely. This extension allows you to get an overall overview of the experiments running on the page and view relevant info. It has features such as the ability to change variation, get the force variation URL, check optimizely events and many others. All of this is presented in an easy and clear interface!

Active experiments :

- OT 004 Benefits Bar

Variation#1

[Copy Url](#) [Open All](#) [QR Code](#)

- OT 004 Benefits Bar

Variation#1

[Copy Url](#) [Open All](#) [QR Code](#)

Events:

TrackEvent:https://example.com

Active experiments

Force variation URL

Optimizely events

Features available.



The features of the extension include:

- Displaying if Optimizely is running on the page
- See what active experiments are on the page
- Turn on/off QA mode
- View Optimizely events
- Ability to change the variation you are on in an experiment
- Copy the experiment URL to clipboard (including the variation that you have selected)
- QR Code for the experiment URL (including the variation that you have selected)
- Open all the variations of a certain experiment in different tabs
- Directly access the Results and Editor page of an experiment
- See the current Optimizely Revision ID
- Feedback/Bug reporting
- It also works with the platform - Optimizely X

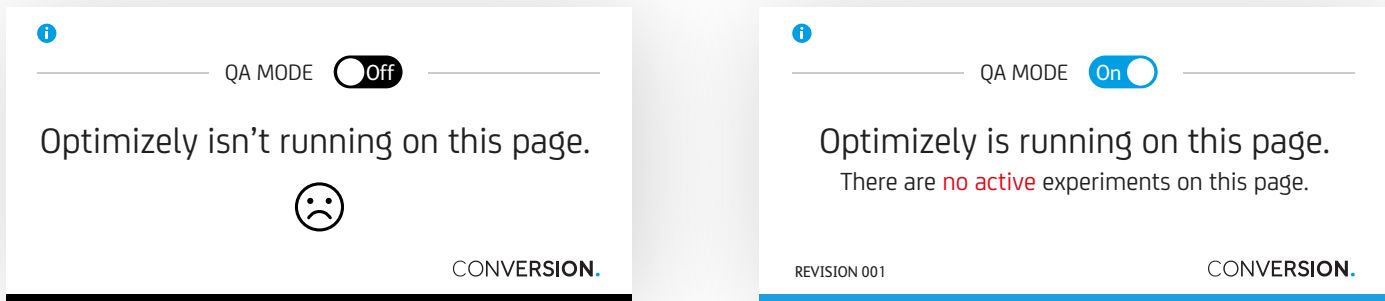
Feature 1 - Is Optimizely running on the page?.

There are two ways to know if Optimizely is running on a page: through the extension icon and when you open the extension itself.

Extension icon:

-  This icon means that there is NO Optimizely code running on the page
-  This icon means that there IS Optimizely code on the page. The number represents the number of active experiments on the page.

Extension content:

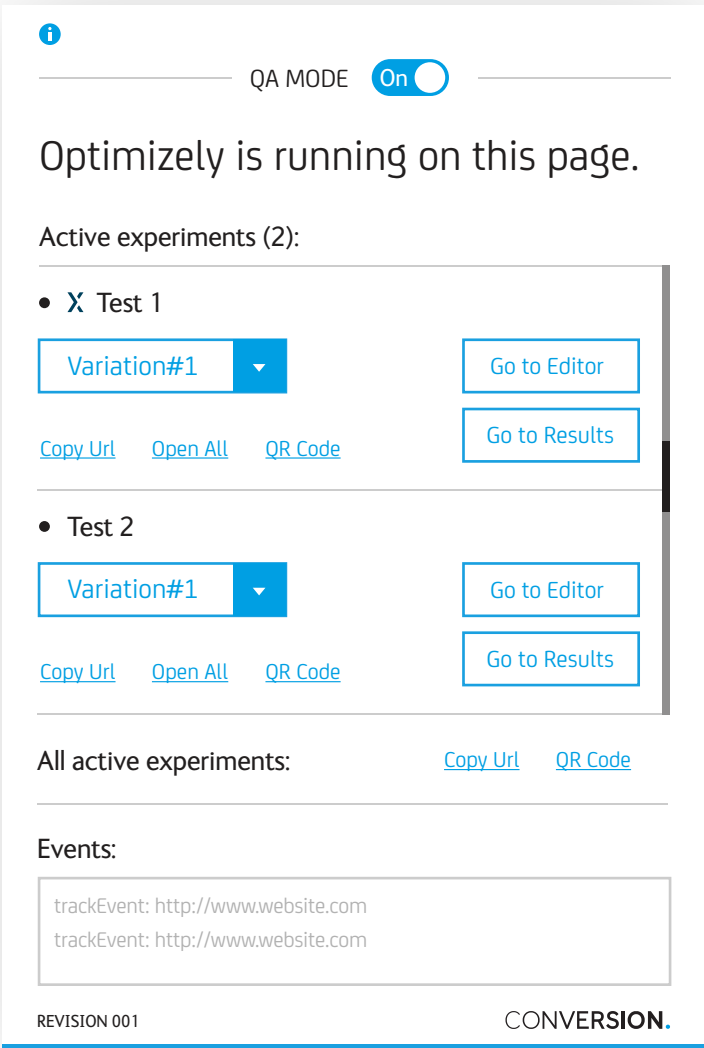


Feature 2 - Active experiments are on the page.

When Optimizely is on the page and there are active experiments the extension will show the following info: experiment name and variations
Below we can see an example of a page where two experiments are active. You can observe that the first experiment name 'Test 1' is currently on the Variation #1. There is also a second test running named 'Test 2'.

Experiments with the icon **X** before the name means that it is an Optimizely X Experiment.

Note: You might not be able to see some active experiment because of the audience conditions. (eg: QA cookie required, just runs on mobile devices, etc...)



Feature 3 - Turn on/off QA mode.

A lot of the time when looking at the page it is important to know whether experiments are in QA mode or not. The extension makes this easy: simply turn on or off the QA mode toggle that is located at the top of the extension.

Here is how it works:

QA MODE ☒

 Shows all the live experiments and also experiments in QA mode

QA MODE ☐

 Shows only the live experiments

When you turn off the QA mode we delete the QA cookie and when you turn on we add the QA cookie.

Note: You might not be able to see some active experiment because of the audience conditions. (eg: QA cookie required, just runs on mobile devices, etc...)

Configure QA mode.

To use the QA mode you must configure it first. If you are not sure how to do this, or what the benefits of using QA Cookie are, visit [setting a test cookie](#) on the Optiverse. By clicking on the QA mode for the first time it will ask you to setup your QA Cookie information. Once clicked, it will open the extension's configuration page (image below).

Configuration page

Conversion. com's Optimizely Chrome Extension

QA cookie name

QA cookie value

equals

SAVE

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Basically on this page you need to setup the Cookie Name (required) and Value (optional) that you use for your experiments that are in QA mode. Then, you just simply save and you are ready to go. Go back to the page you were and turn on the the QA mode.
You can change these values at any time. To do that, right click on the extension's icon and click on 'options'.

Feature 4 - View Optimizely events.

You can check all the Optimizely events happening on the page. Things such as adding the user to a certain segment or a Optimizely goal being recorded can be viewed in the Events Box (pictured below).The log is persistent. To clear it simply click on the 'clear events' link.



On the example above you can see that the Engagement goal has been recorded and the user was added to a segment named 'DimensionName' with the value 'value'.

On this box you can see the following:

- Optimizely tracking
- Segmentation info
- Manual activation info

Feature 5 - Change the variation you are viewing for the experiment.

If you want to see another variation for a certain experiment you can click on the dropdown list and choose which variation you want be bucketed in. The page will automatically reload and show you the variation that you have selected.

On the image you can see a multivariate test running on the page. Although you can't see the full variation name that you are in, if you open the list that variation will be highlighted.

Feature 6- Copy experiment URL to clipboard.

We have created a Copy URL link that copies the force URL with the experiment ID and variation index to the clipboard. This is really useful in order to share with other people so that they can observe exactly the same test and variation as you see it.



Here is an example of a force URL:

- `http://www.website.com/?optimizely_x1111111111=1`
- `http://www.website.com/?optimizely_x[EXPERIMENT_ID]=[VARIATION_INDEX]`

Here is an example of a force URL for the new Optimizely X:

- `http://www.website.com/?optimizely_x=[VARIATION_ID]`

The feature on the right image gives you the ability to copy to clipboard the force URL of all the current active experiments on the page.

Feature 7 - QR Code for the experiment URL.

We have created a QR code link that shows the QR code for the current URL, experiment ID and variation selected for that experiment. This is a very quick way to see the test across any device - particularly useful for checking how a test will display on mobile.



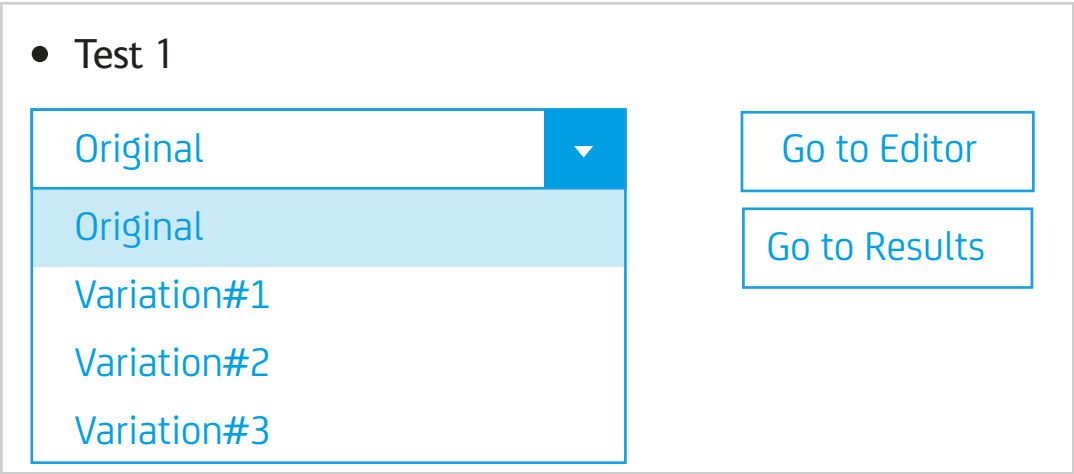
CONVERSION.

After clicking it will show the QR code:

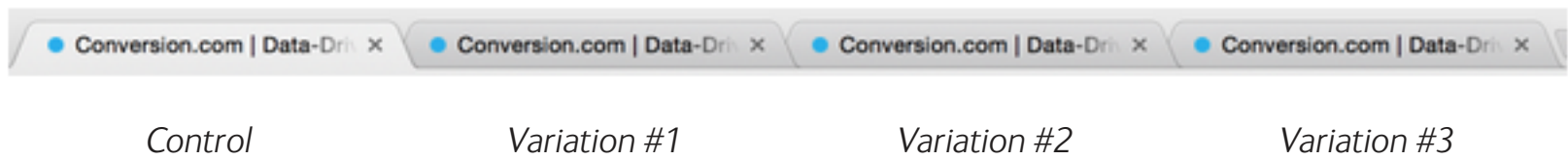


Feature 8 - Open all the variations of a certain experiment in different tabs.

When you click on the Open All link it will open as many new tabs as the number of variations you have for that experiment. In each new tab you can see the same page with each variation. This is an excellent way to give an overview and compare all the variations for a certain experiment.



The right image shows that the experiment Test 1 has three variations. After clicking on the Open All link four tabs (control + 3 variations) will open:



Feature 9 - Directly access the Results and Editor page of an experiment.

There are two buttons on the right hand side for each experiment. Each button gives you direct access to the Editor and Results page of that experiment respectively.

• Test 1

Variation#1

▼

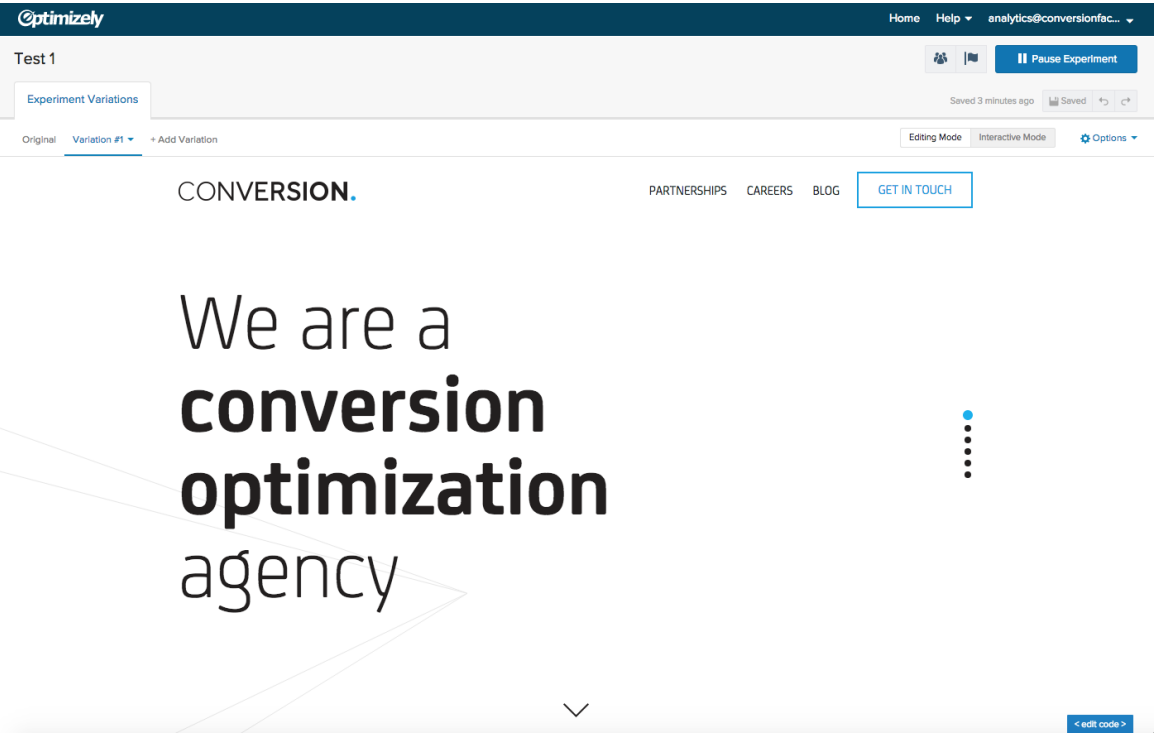
Go to Editor

Go to Results

[Copy Url](#)

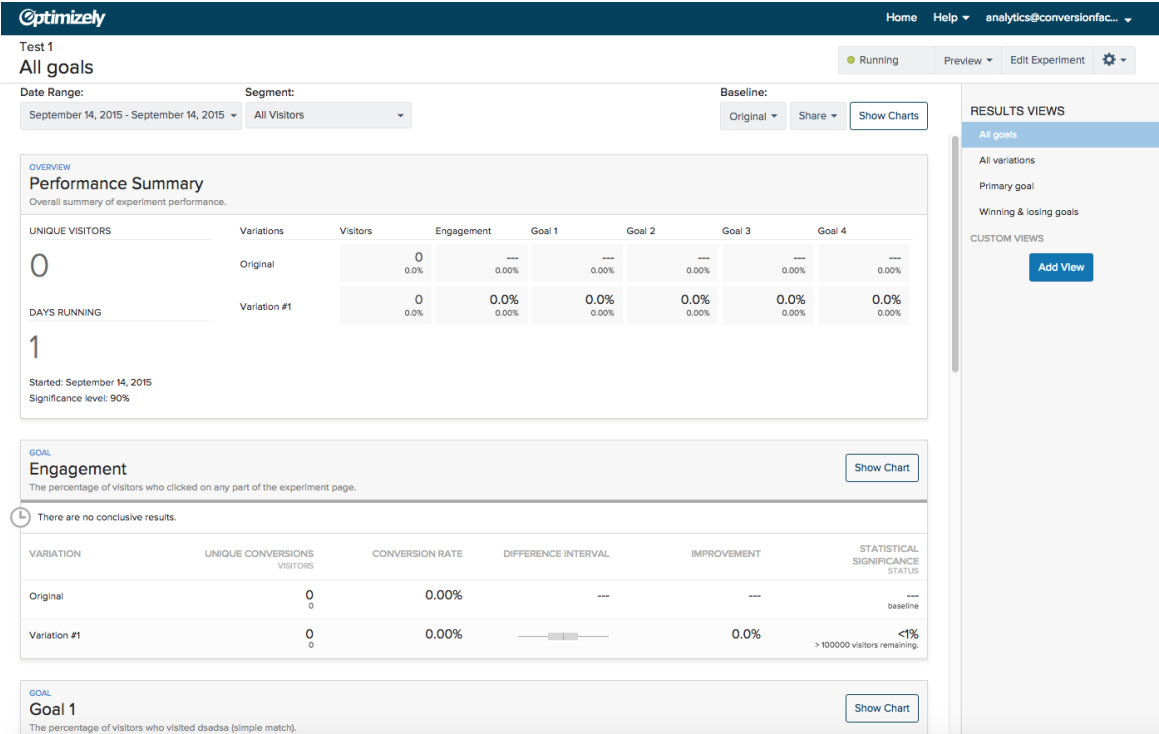
[Open All](#)

[QR Code](#)



Editor Page

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Results Page

Feature 10 - See the current Optimizely Revision ID.

To ensure you are seeing your latest code, you need to have a look at the current revision ID. We have added this info to the bottom of the tool so you can have quick access to it.

REVISIONS 1234

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If you are not sure on what the Revision ID is or how you can check the Revision ID on the editor, here is an excellent blog post that explains it:
<http://conversion.com/blog/6-essential-tips-for-any-developer-using-optimizely/>

Feature 11 - Feedback/Bug reporting..

At any time you can send us feedback, report a bug or simply contact us about any other enquiry. For that, click on the 'email' icon at the very top left of the extension and a form will appear:

GET IN TOUCH

☒ Report a bug

☐ Feature request

☐ Other enquiries

Title

e.g. QR Code

Description

e.g. QR code is not working

Image Url (optional)


e.g. www.conversion.com/image.png


SETUP NOW

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Feature 12 - Check account saved status.

Whenever you change something on the Optimizely editor it is uploaded to the amazon and then to CDN. This can take few minutes and therefore you cannot see the changes immediately on the page your are testing. However if you open the extension, it will tell you exactly when the new changes have been uploaded. You then just need to refresh the page (once maybe is not enough), check with the extension if the revision is new and voilà, you are now looking at the latest updates.

 Checking revision

 Uploading new code to CDN

New code uploaded! [Refresh the page](#)

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