

DELIO-UNBOUNCE INTEGRATION GUIDE

delio
Sell More, Sell Better



**THE ONLINE MARKETING PLATFORM
THAT HELPS YOU TO SELL MORE.**

Previous assumptions

To perform the integration between Delio Lead Management and Unbounce , the following prerequisites are required:

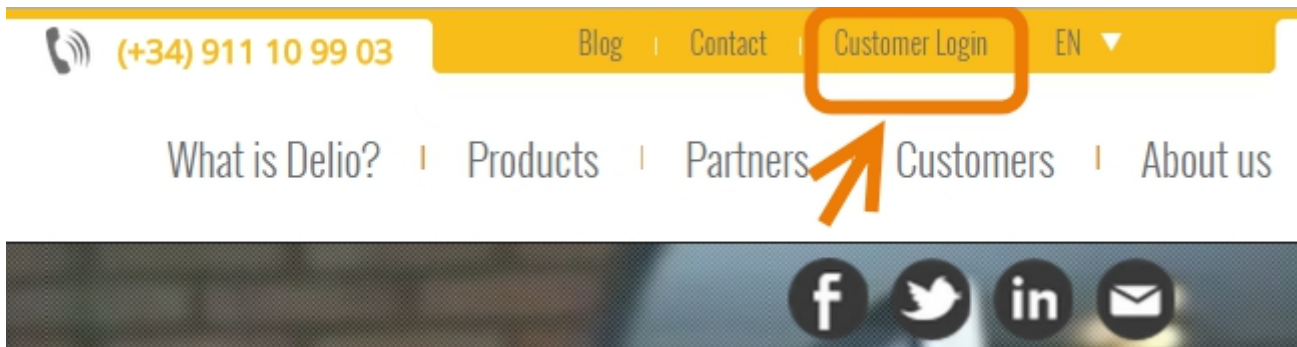
- To have a Unbounce account.
- To have a Landing page in Unbounce.
- To have a Delio Lead Management account.
- To have a Delio API Idtag fot that client.

DELIO SETTINGS.

The steps to follow are:

➤ Login in Delio Lead Mangement platform:

You can access from Delio-lm.com/en:



or directly through url:

<http://apps.walmeric.com/automarketing/environment/login/login.php?lang=en>

➤ Introduce user and password for your account.



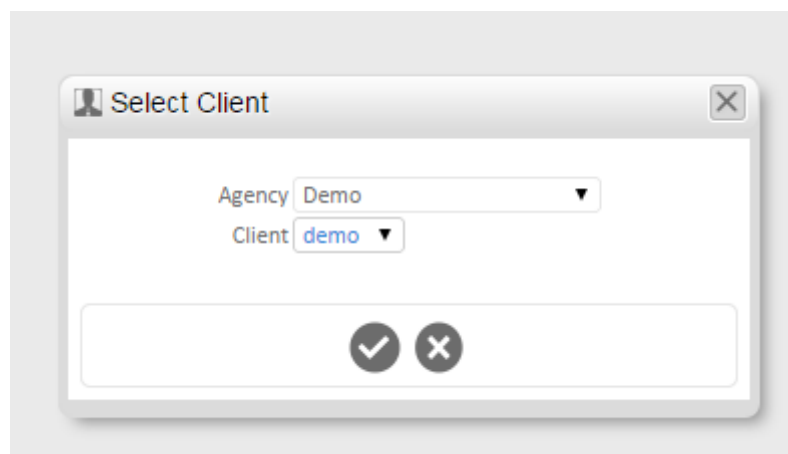
Testdelio

••••••••

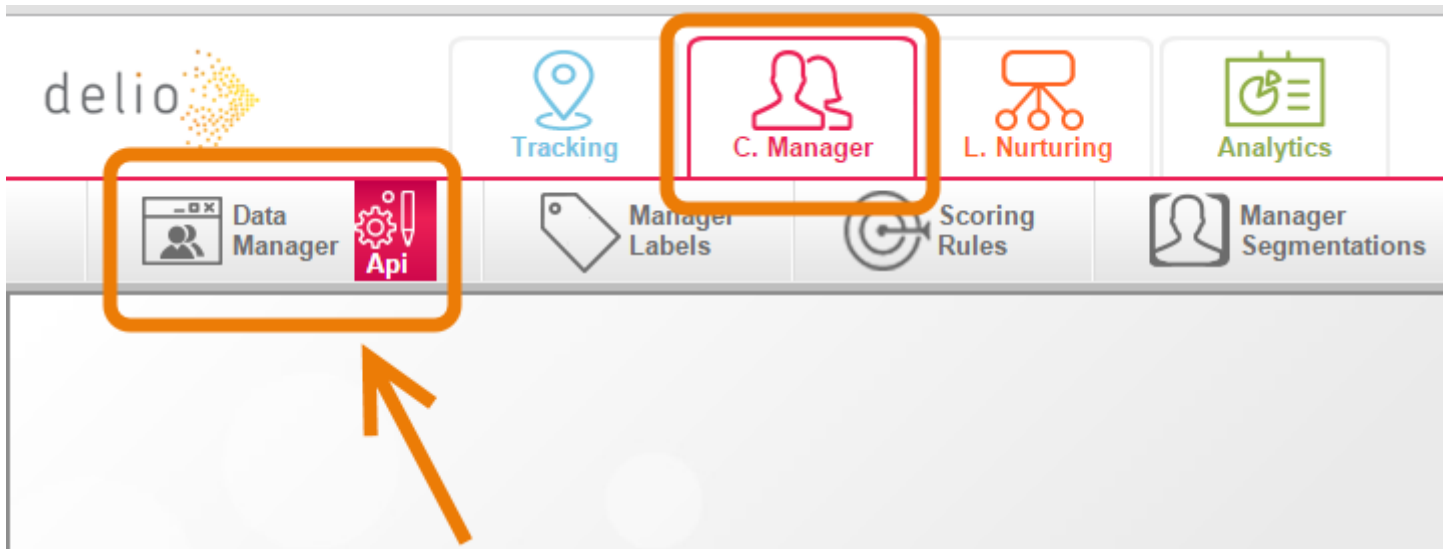
 Did you forget pass/user? [Click here](#)

Enter Delio

➤ Introduce Delio Client.

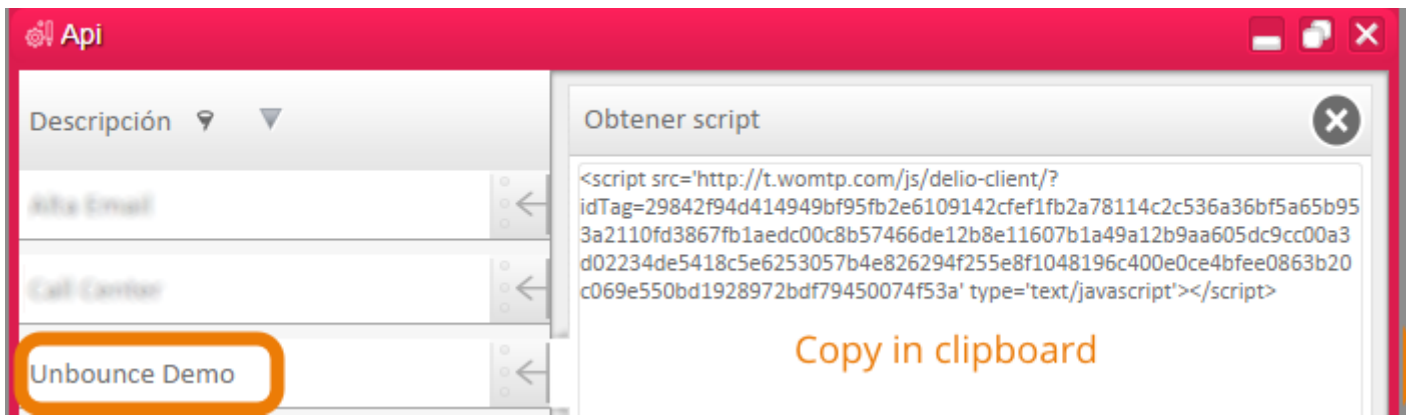


➤ Go to Contact Manager – Data Manager (API).

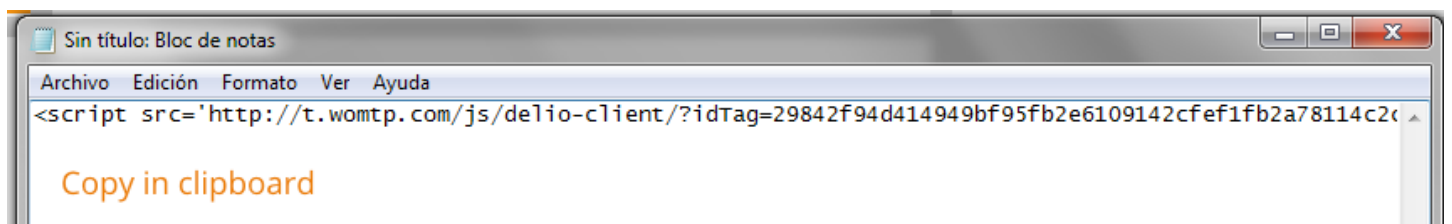


➤ Check that the API Idtag is created.





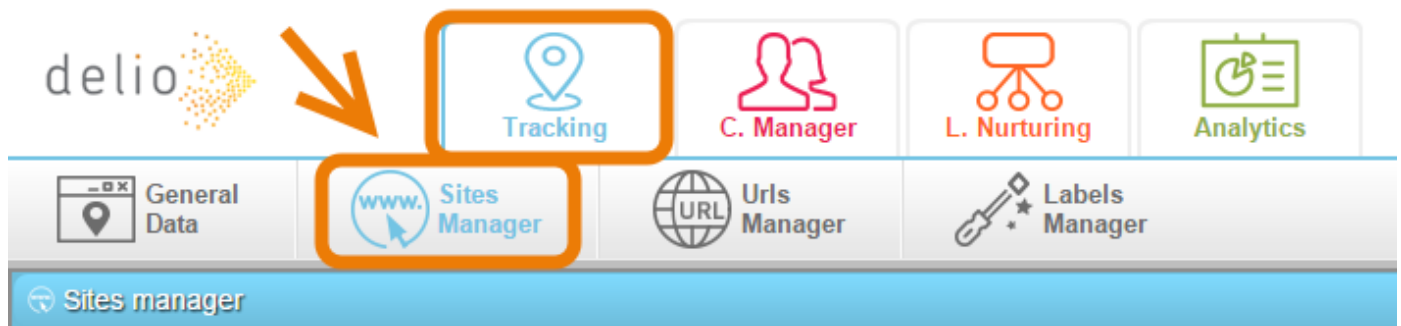
➤ Check the API Idtag is created



➤ Create an URL Tracking in Site Manager.






The example url that we are going to integrate with Unbounce is:

<http://forms.delio-lm.com/unbounce-delio-integration/>




General Data Sites Manager Urls Manager Labels Manager

Sites manager

Url	Descripción	Color	Nº urls	Nº tags
http://blog.delio-lm.com/long-take-contact-lead/	Contacto inmediato	 #00FFFF	3	10
http://forms.delio-lm.com/demo-unbounce-delio/	Site Demo clientes	 #797570	0	5
http://pruebasdelio.com	pruebasdelio.com	 #0B06B2	0	4
http://www.delio-lm.com	Proyecto Delio Site Principal	 #D6EFA7	6	3
http://www.pruebasdelio.com	Site Pruebas Delio	 #CA5FC4	1	2


« « Página 1 de 1 » »




Nuevo

Url <http://forms.delio-lm.com/unbounce-delio-integration/>

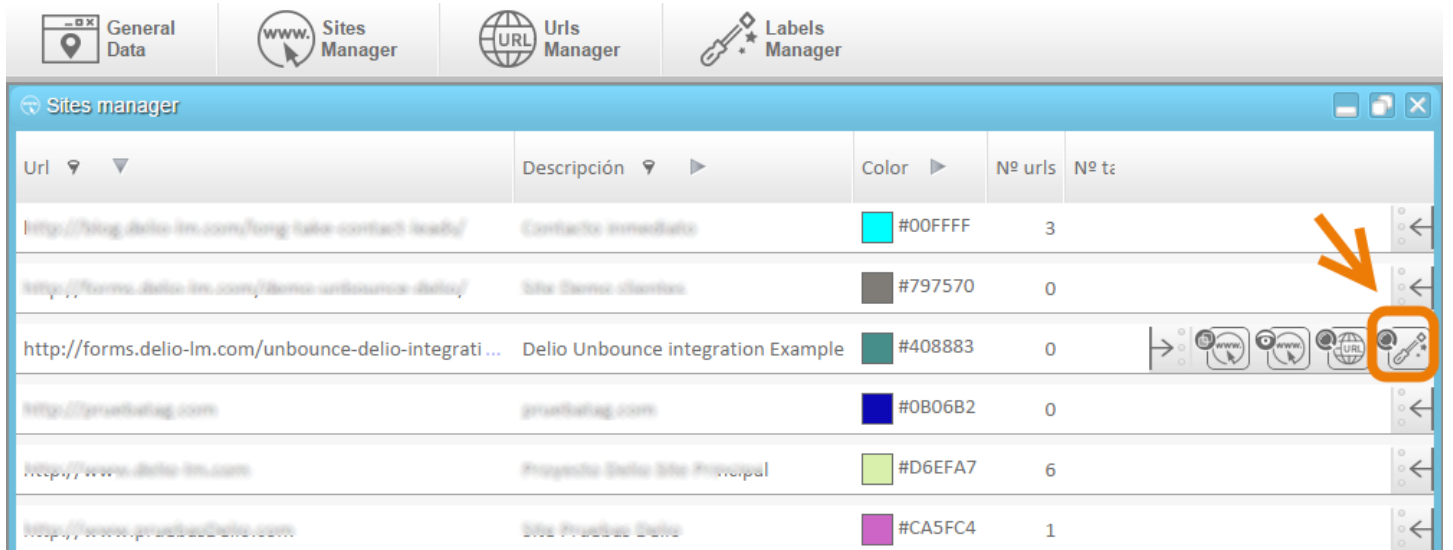
Descripción Delio Unbounce integration Example

Color #408883 



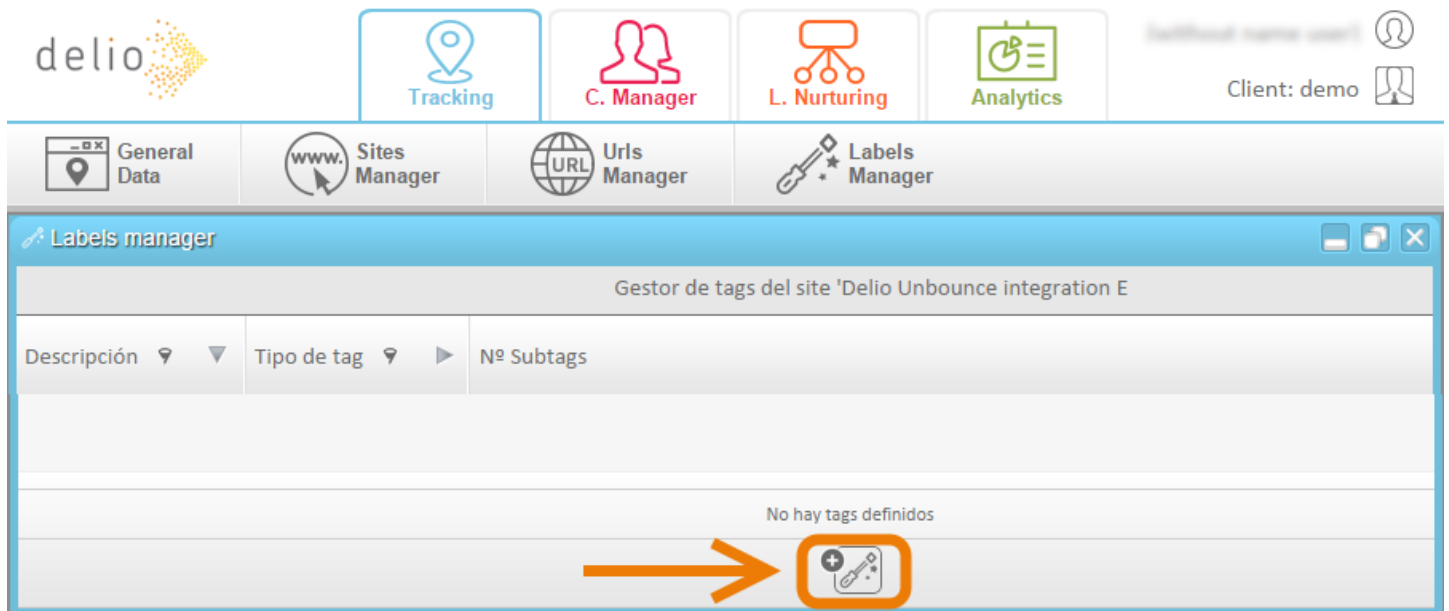
➤ Create a Visit tag.

Go to the Labels manager for that site.



The screenshot shows the 'Sites manager' window with a table of sites. The table has columns for 'Url', 'Descripción', 'Color', 'Nº urls', and 'Nº t:'. The 'Delio Unbounce integration Example' site is highlighted, and an orange arrow points to the 'Labels Manager' icon in its actions column.

Url	Descripción	Color	Nº urls	Nº t:
http://blog.delio-lm.com/long-take-contact-lead/	Contacto inmediato	#00FFFF	3	
http://forms.delio-lm.com/demo-unbounce-delio/	Site Demo clientes	#797570	0	
http://forms.delio-lm.com/unbounce-delio-integrati...	Delio Unbounce integration Example	#408883	0	
http://graveltag.com	graveltag.com	#0B06B2	0	
http://www.delio-lm.com	Proyecto Delio Site Principal	#D6EFA7	6	
http://www.procesodelio.com	Site Pruebas Delio	#CA5FC4	1	



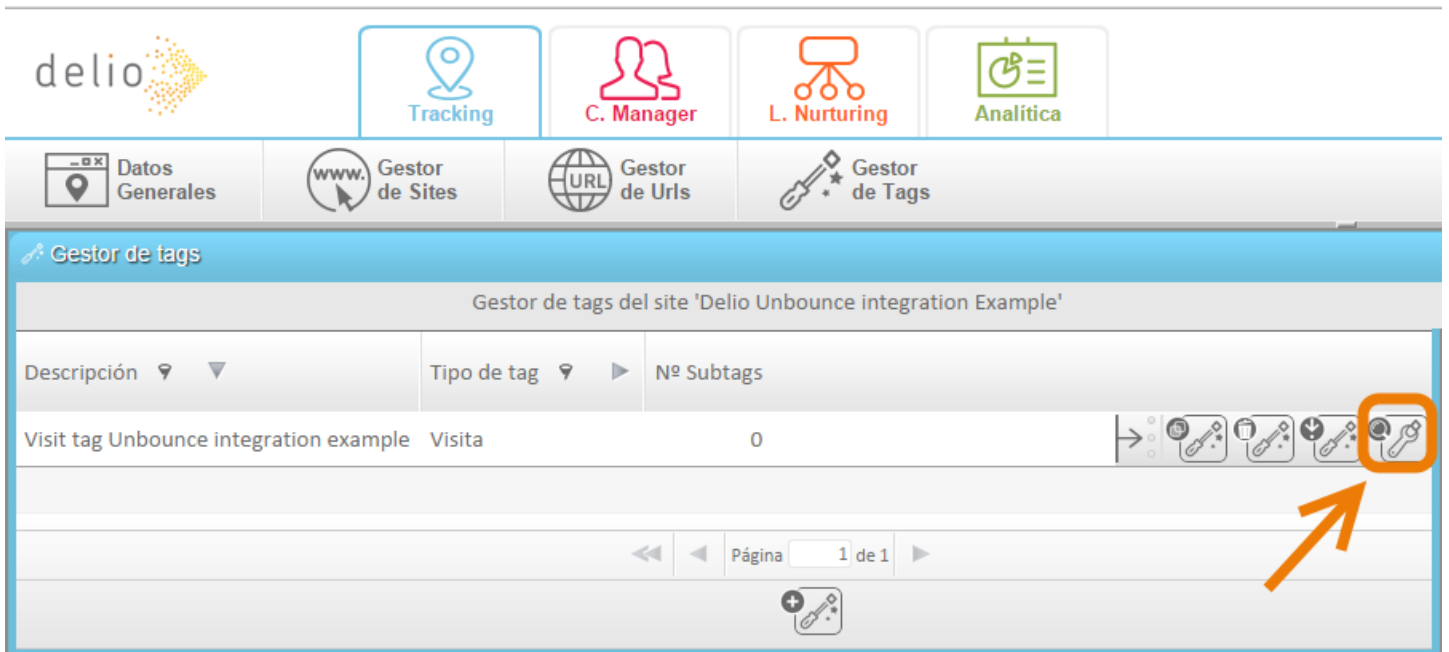
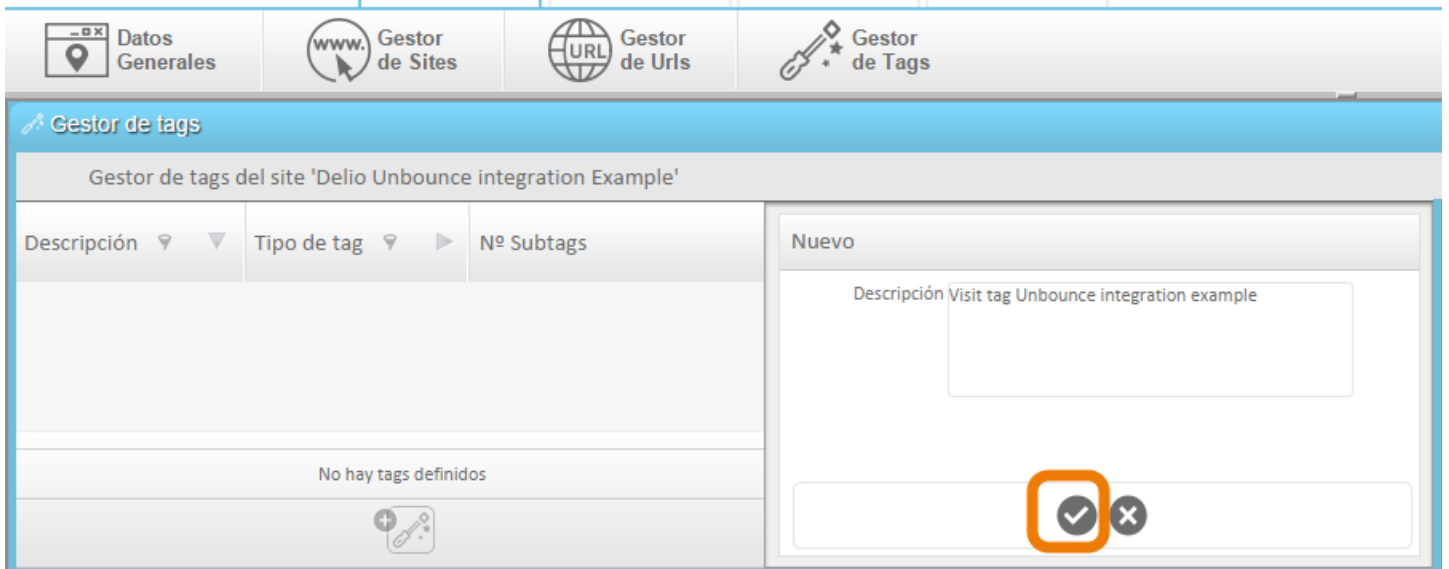
The screenshot shows the 'Labels manager' window for the site 'Delio Unbounce integration E'. The window title is 'Gestor de tags del site 'Delio Unbounce integration E''. The table below is empty, and the text 'No hay tags definidos' is displayed. An orange arrow points to the 'Add Tag' icon (a plus sign with a key) at the bottom of the window.

delio

Tracking C. Manager L. Nurturing Analytics

Client: demo

Descripción	Tipo de tag	Nº Subtags
No hay tags definidos		



➤ Create a Subtag in the Visit tag.

We need to add the following subtag code to the vist tag:

```
var refreshIntervalld = 'undefined';
```

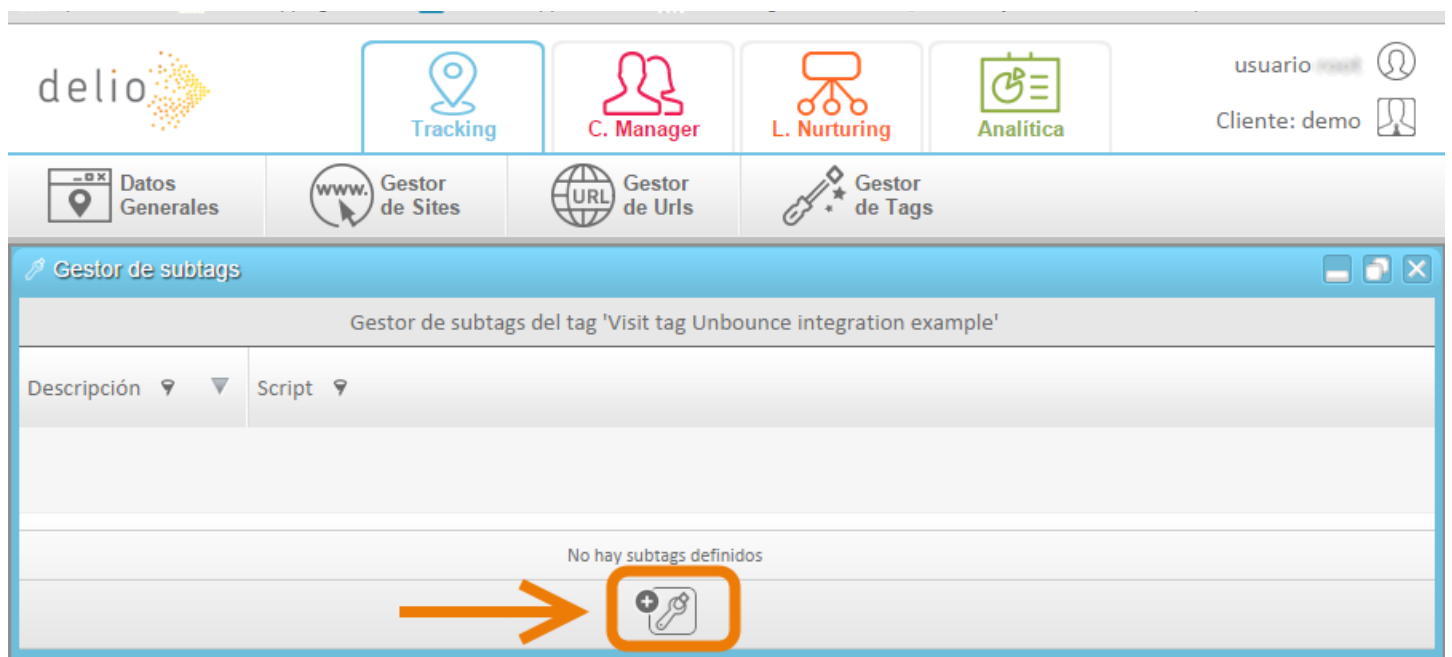
```
var cont = 0;
```



```

refreshIntervalId = window.setInterval(function() {
if(typeof Piwik == 'undefined' && cont <= 5000){
cont += 500;
}else{
clearInterval(refreshIntervalId);
cont = 5000;
if(typeof Piwik != 'undefined') {
var idlead = Piwik.getAsyncTracker().getVisitorId();
var domlead = document.getElementById("idlead");
domlead.value = idlead;
}
}
}, 500);

```



Gestor de subtags

Gestor de subtags del tag 'Visit tag Unbounce integration example'


Descripción	Script
No hay subtags definidos	

Nuevo

Descripción: Visit subtag for Unbounce test integration

Script:

```
var refreshIntervalId = 'undefined';
var cont = 0;
refreshIntervalId = window.setInterval(function() {
  if(typeof Piwik == 'undefined' && cont <= 5000){
    cont += 500;
  }else{
    clearInterval(refreshIntervalId);
    cont = 5000;
  }
  if(typeof Piwik != 'undefined') {
    var idlead = Piwik.getAsyncTracker().getVisitorId();
    var domlead = document.getElementById("idlead");
    domlead.value = idlead;
  }
}, 500);
```



Datos Generales  Gestor de Sites  Gestor de Urls  Gestor de Tags

Gestor de subtags

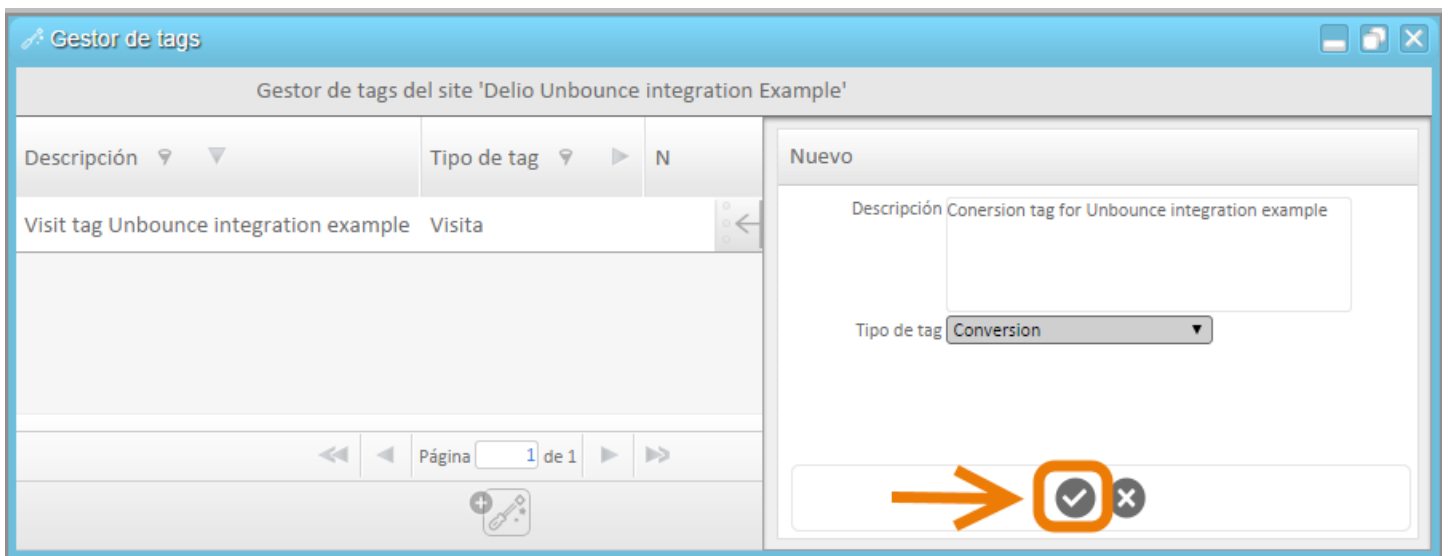
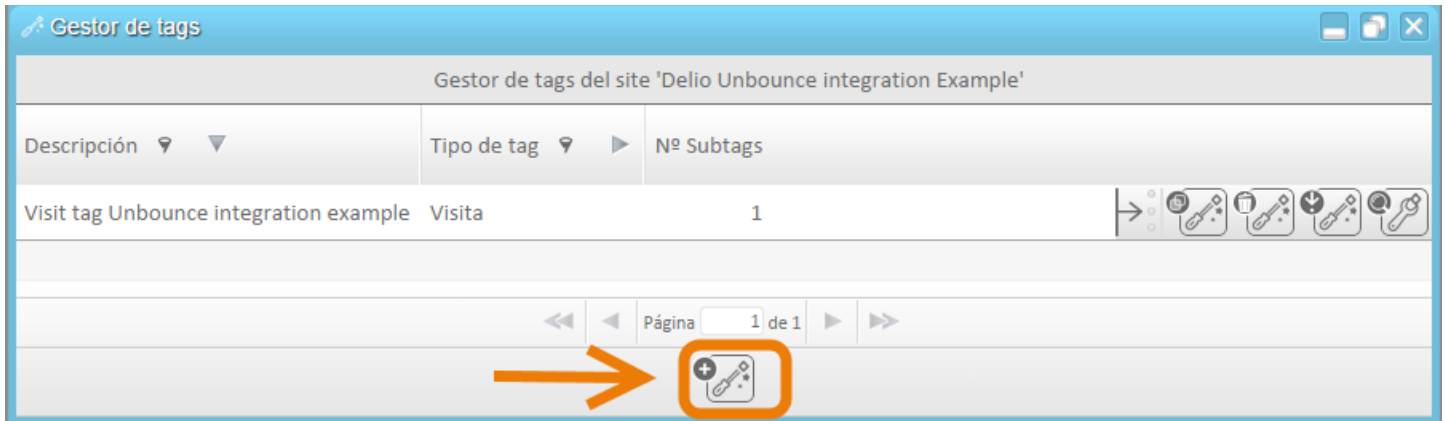
Gestor de subtags del tag 'Visit tag Unbounce integration example'

Descripción	Script
Visit subtag for Unbounce test integration	var refreshIntervalId = 'undefined'; (salto) var cont = 0; ...



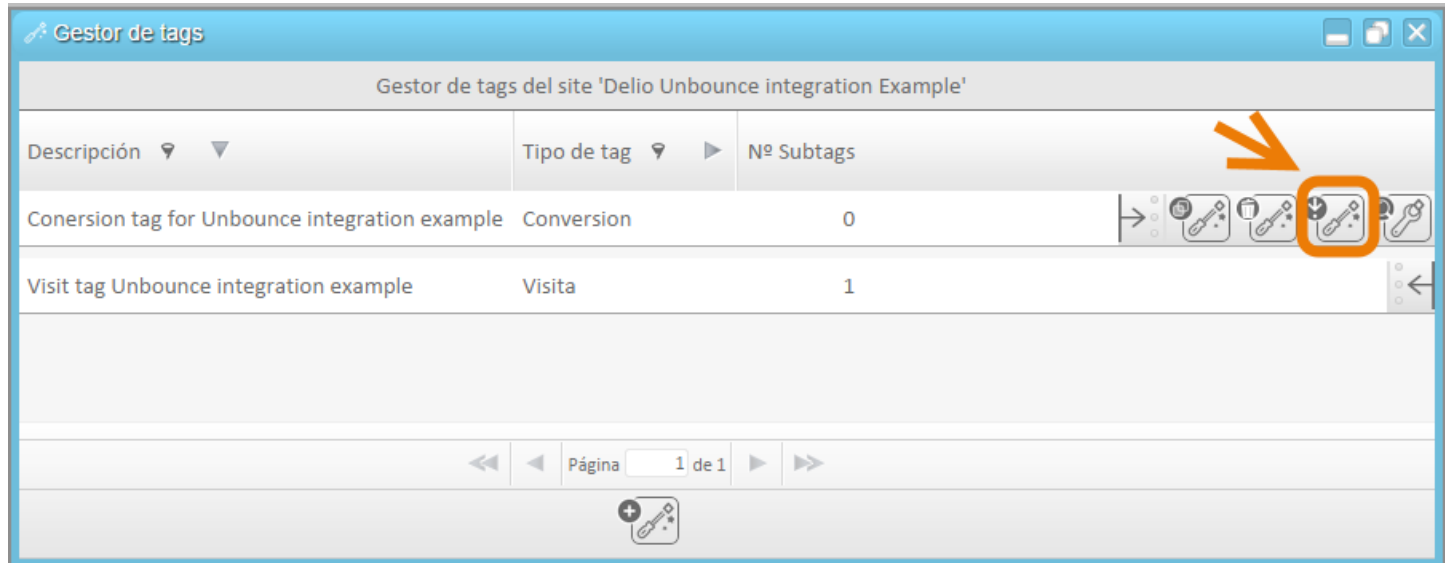


➤ Create a conversion tag.



➤ Copy Visit tag and Conversion tag.

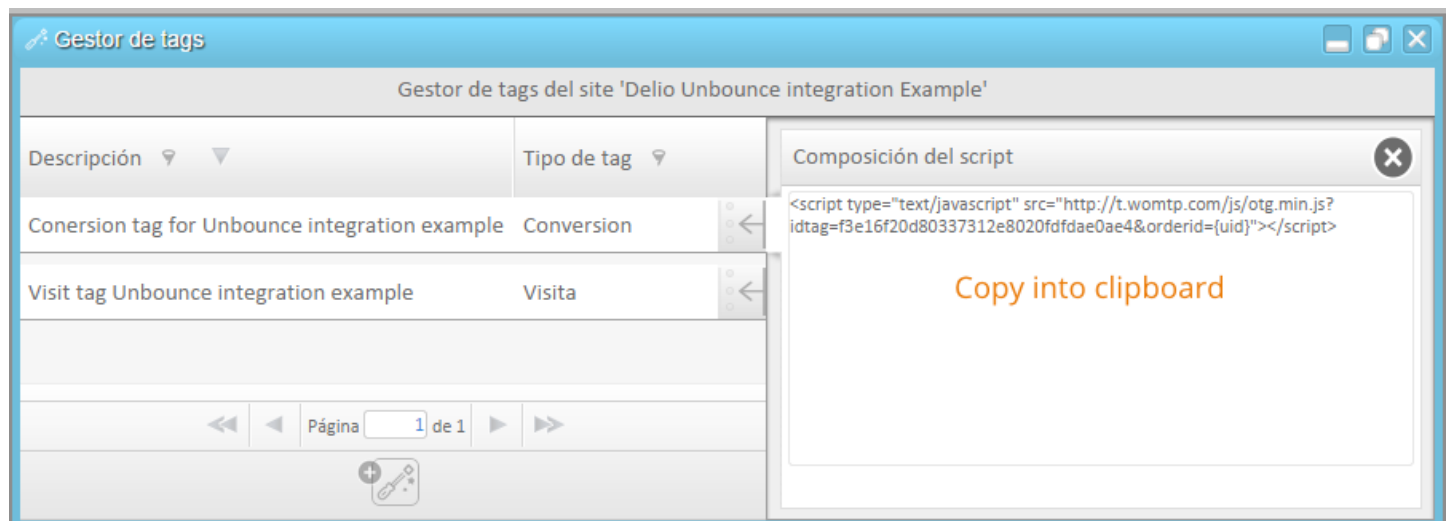
Copy Conversión tag.



Gestor de tags del site 'Delio Unbounce integration Example'

Descripción	Tipo de tag	Nº Subtags	
Conersion tag for Unbounce integration example	Conversion	0	[Copy] [Refresh] [Delete] [Edit]
Visit tag Unbounce integration example	Visita	1	[Copy] [Refresh] [Delete] [Edit]

Página 1 de 1



Gestor de tags del site 'Delio Unbounce integration Example'

Descripción	Tipo de tag
Conersion tag for Unbounce integration example	Conversion
Visit tag Unbounce integration example	Visita

Composición del script

```
<script type="text/javascript" src="http://t.womtp.com/js/otg.min.js?idtag=f3e16f20d80337312e8020fdfdae0ae4&orderid={uid}"></script>
```

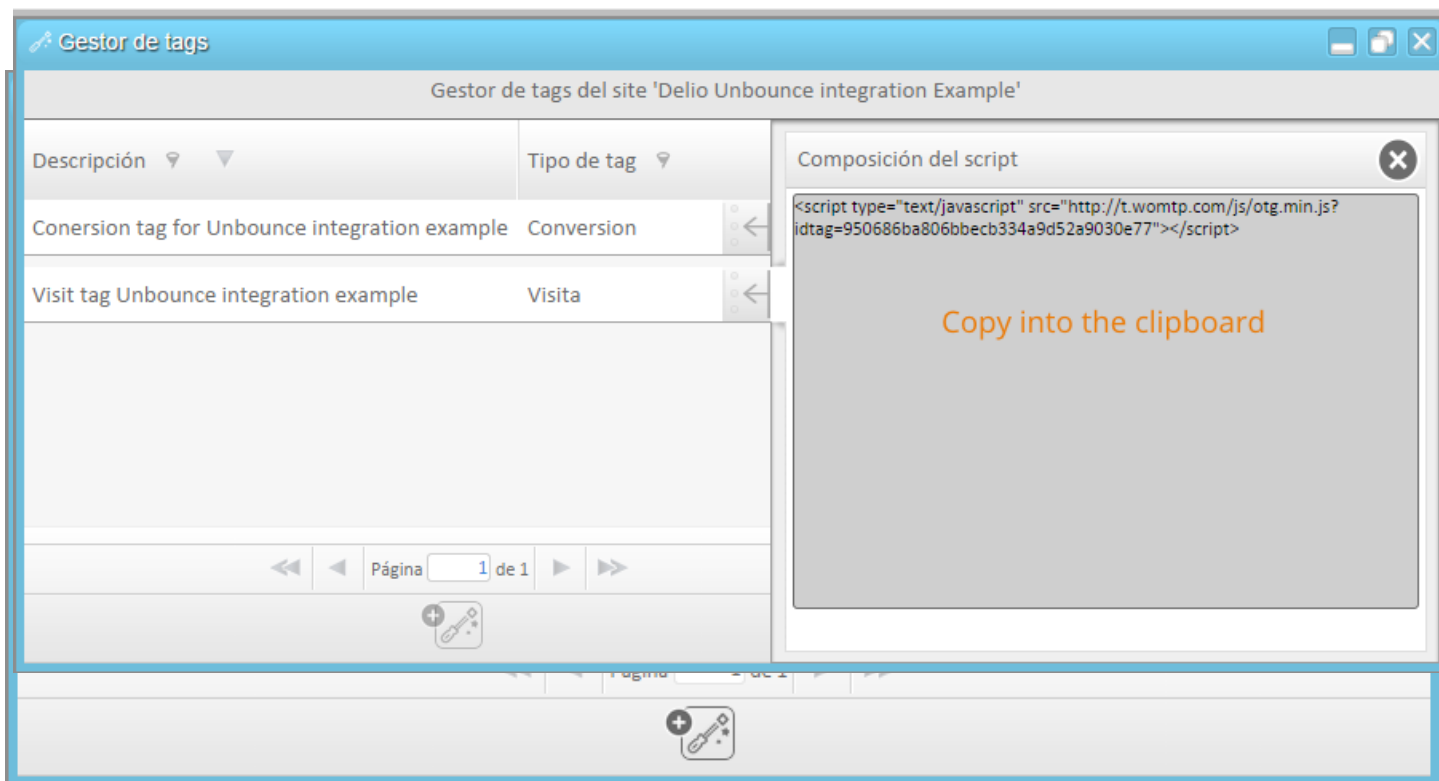
Copy into clipboard

Página 1 de 1



```
Sin título: Bloc de notas  
Archivo Edición Formato Ver Ayuda  
<-- idtag API -->  
<script src='http://t.womtp.com/js/delio-client/?idTag=29842f94d414949bf95fb2e6109142cfef1fb2a78114c2c'  
  
<-- Conversion Tag -->  
<script type="text/javascript" src="http://t.womtp.com/js/otg.min.js?idtag=f3e16f20d80337312e8020fdfdae0ae4&orderid={uid}"></script>
```

Copy Visit tag.



The screenshot shows a web application window titled "Gestor de tags" for the site "Delio Unbounce integration Example". It features a table with two columns: "Descripción" and "Tipo de tag".

Descripción	Tipo de tag
Conversion tag for Unbounce integration example	Conversion
Visit tag Unbounce integration example	Visita

Below the table is a pagination control showing "Página 1 de 1". A modal window titled "Composición del script" is open, displaying the following JavaScript code:

```
<script type="text/javascript" src="http://t.womtp.com/js/otg.min.js?idtag=950686ba806bbebc334a9d52a9030e77"></script>
```

The modal window also contains the text "Copy into the clipboard" in orange.



The screenshot shows a Notepad window titled "Sin título: Bloc de notas" with a menu bar containing "Archivo", "Edición", "Formato", "Ver", and "Ayuda". The text content is as follows:

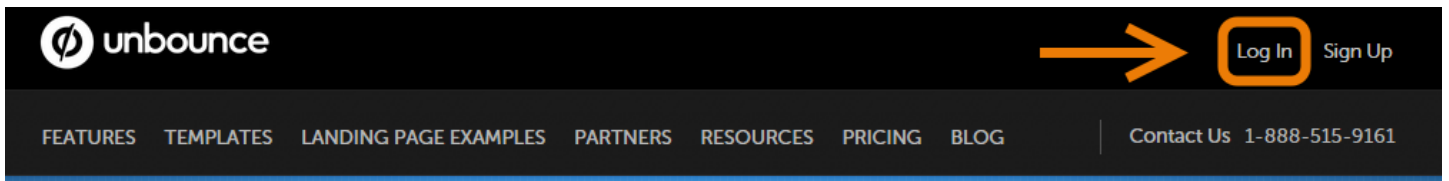
```
<-- idtag API -->  
<script src='http://t.womtp.com/js/delio-client/?idTag=29842f94d414949bf95fb2e6109142cfef1fb2a78114c2c'  
  
<-- Conversion Tag -->  
<script type="text/javascript" src="http://t.womtp.com/js/otg.min.js?idtag=f3e16f20d80337312e8020fdfd'  
  
<-- Visit Tag -->  
<script type="text/javascript" src="http://t.womtp.com/js/otg.min.js?idtag=950686ba806bbebc334a9d52a90
```

UNBOUNCE SETTINGS.

The steps to follow are:

- Login in Unbounce platform:

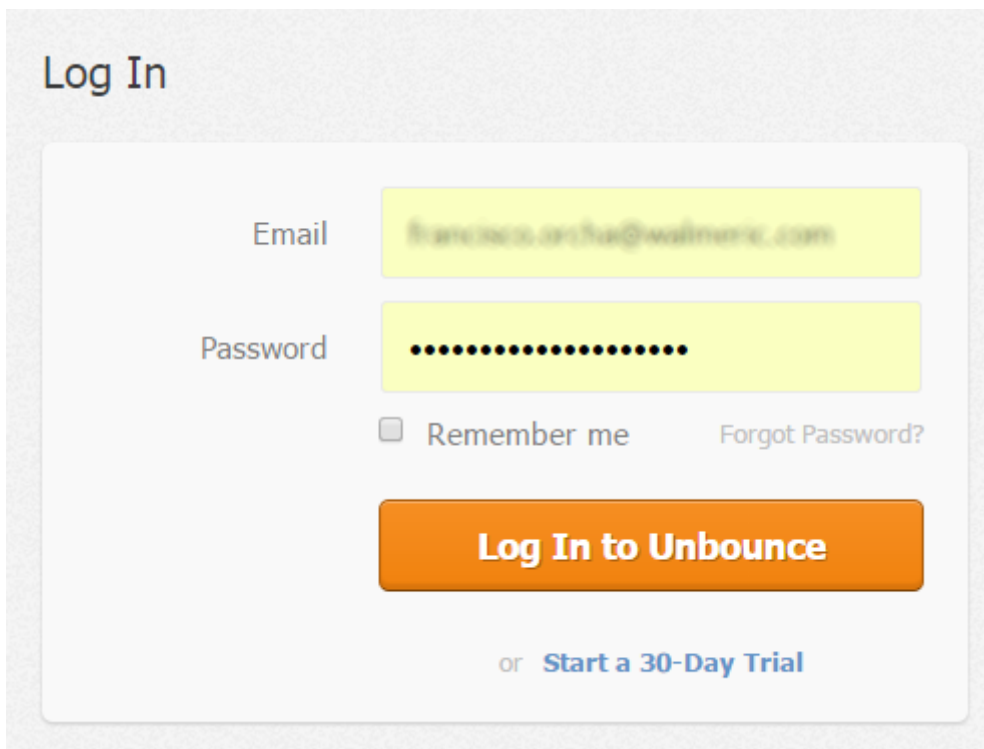
You can access from <http://Unbounce.com/>



or directly through url:

<https://app.unbounce.com/login>

- Introduce user and password for your account.

A screenshot of the Unbounce login form. The title 'Log In' is at the top left. Below it are two input fields: 'Email' with the value 'francisco.ortega@walmart.com' and 'Password' with a masked password of 12 dots. Below the password field are two options: a checkbox for 'Remember me' and a link for 'Forgot Password?'. At the bottom of the form is a large orange button labeled 'Log In to Unbounce'. Below the button is the text 'or Start a 30-Day Trial'.

➤ Choose the Landing Page You want to integrate

All Pages Upload an Unbounce Page

All 11 Published 10 Unpublished 1

Page Name	Visitors	Conversions	Conversion Rate	Actions
Demo Delio-Unbounce integration forms.delio-lm.com/unbounce-delio-integration/	3	2	66.67%	⚙️
Demo Jarasa forms.delio-lm.com/demo-jarasa/	31	22	70.97%	⚙️
This page has Unpublished Changes				
Demo Delio forms.delio-lm.com/demo-unbounce-delio/	40	27	67.50%	⚙️

➤ Edit the Landing Page

Demo Delio-Unbounce integration

Change URL <http://forms.delio-lm.com/unbounce-delio-integration/>


3 VISITORS **2 CONVERSIONS** **66.67% CONVERSION RATE** Created 3 days ago, updated 3 days ago
Miru is a webinar lead

A/B Test Centre

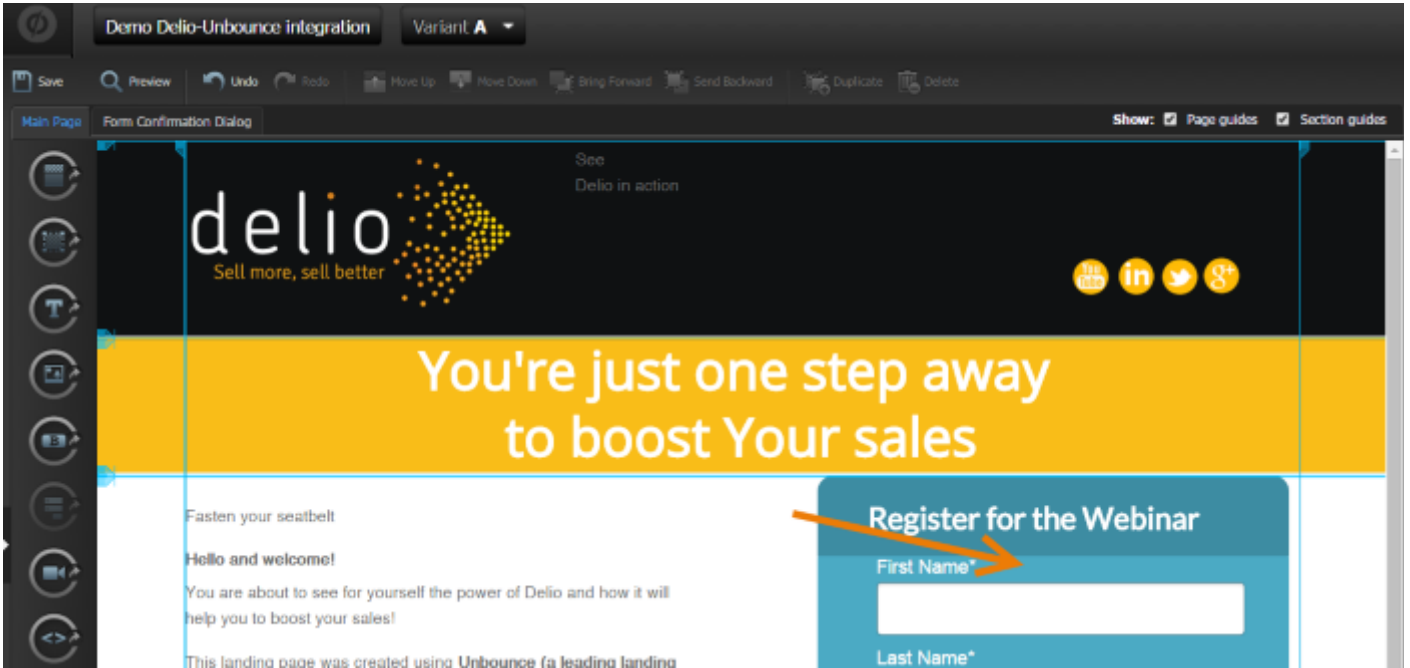
Current Champion

A First Variant
Updated 3 days ago

Edit ⚙️

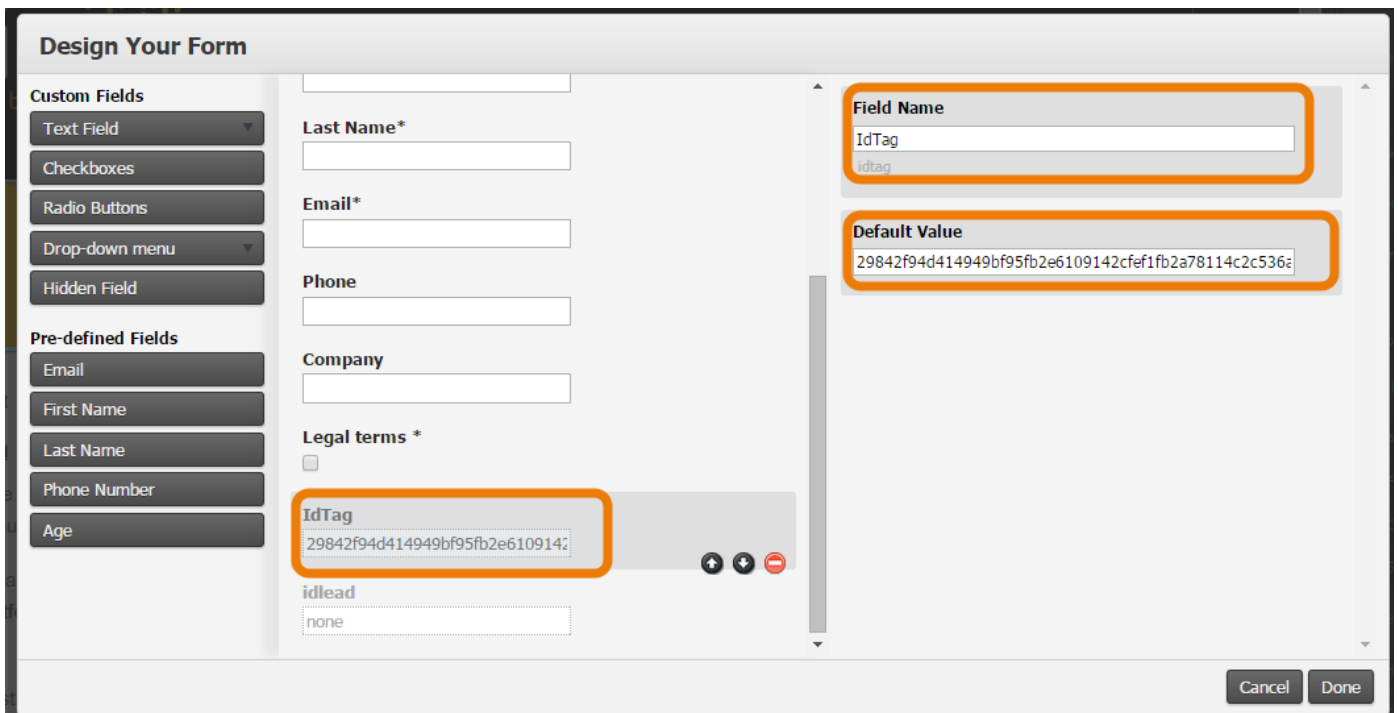
 **Optimize your conversion rate** by testing additional variants of this page. Not sure what to test? Check out our [101 Landing Page Optimization Tips](#) for some advice.

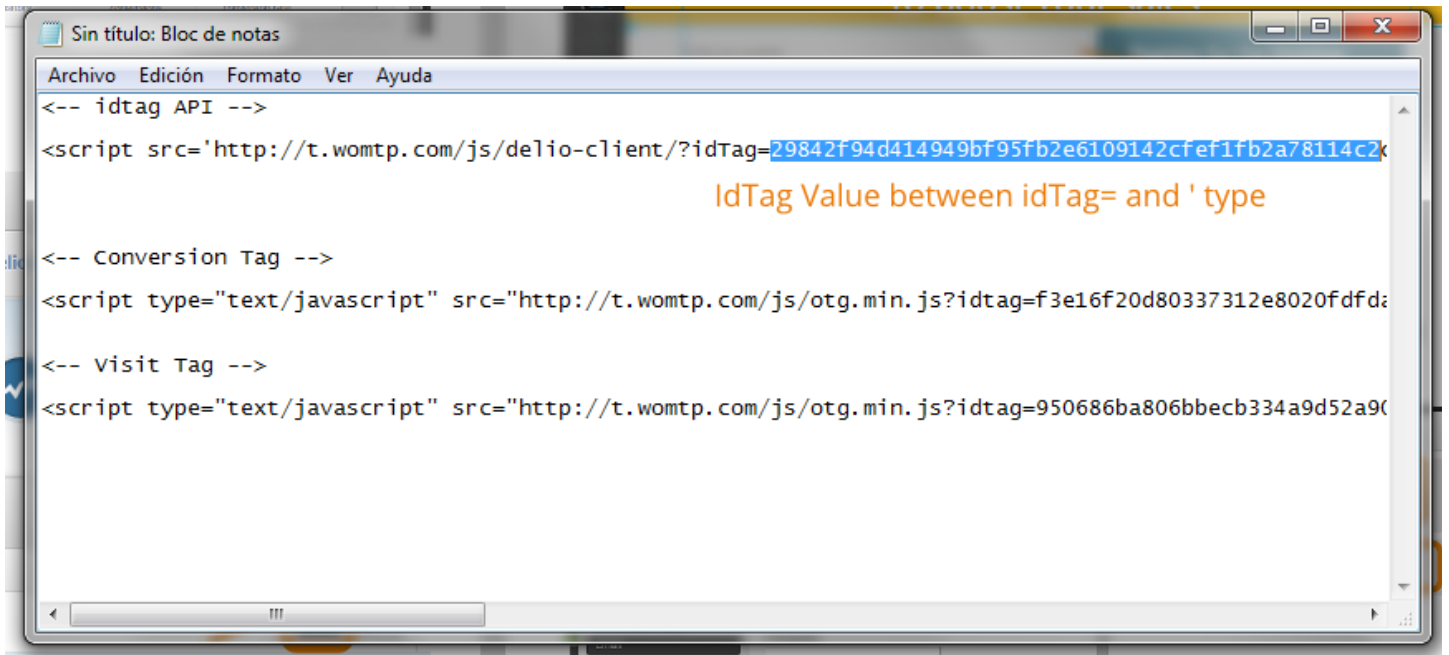
➤ Double Click on the Form



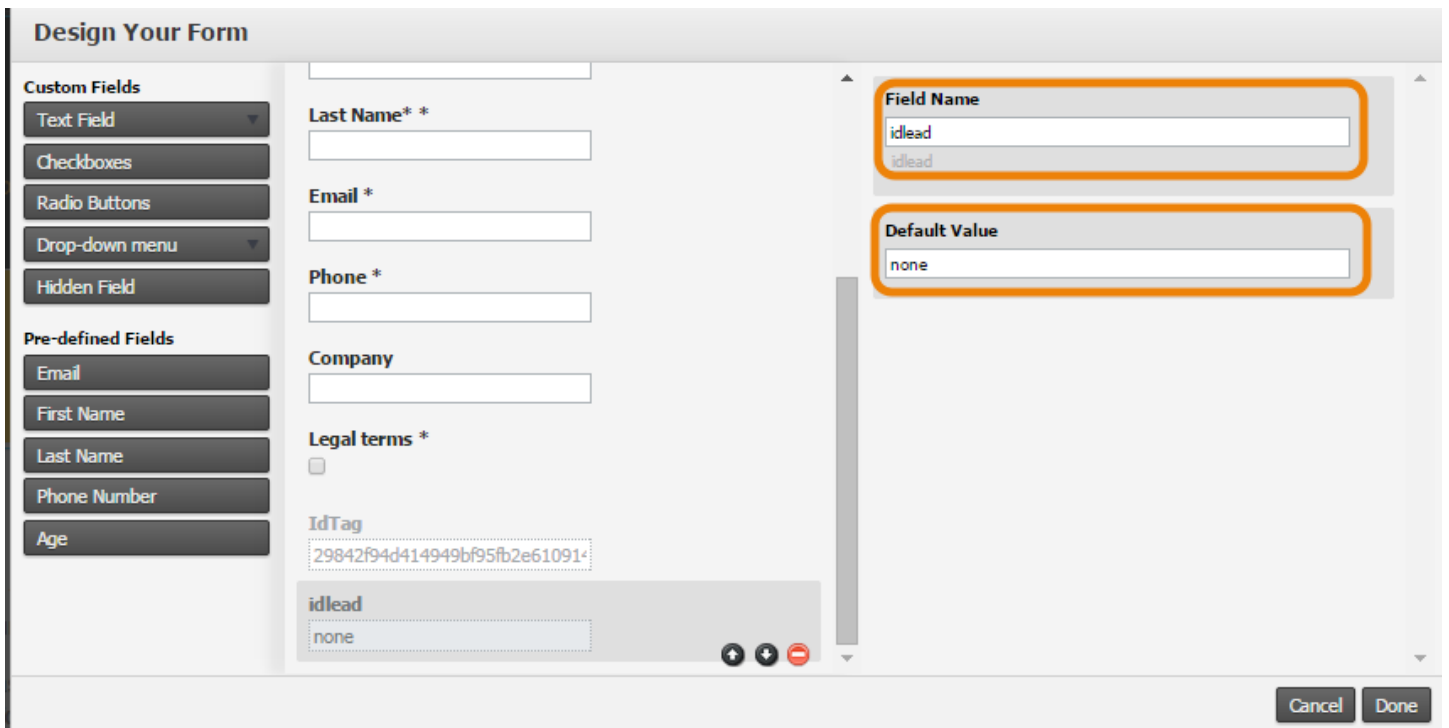
➤ Create a hidden field called "IdTag":

Copy in that hidden field the idtag value that We copied in the Clipboard.





➤ Create a hidden field called “Idlead”:



The idlead default value is “none”.

- Disable JQuery checkbox and add the last version of JQuery.

The last version of JQuery could be load from:

```
<script src="http://code.jquery.com/jquery-latest.min.js"></script>
```

Manage Scripts: Main Page

Add Script to this Variant

SCRIPTS ON THIS VARIANT

Final

head

The following script libraries can be automatically included in your landing page. Simply select which ones you would like to use.

- jQuery (1.4.2)
- jQuery.Fancybox (1.3.4)

Name: head

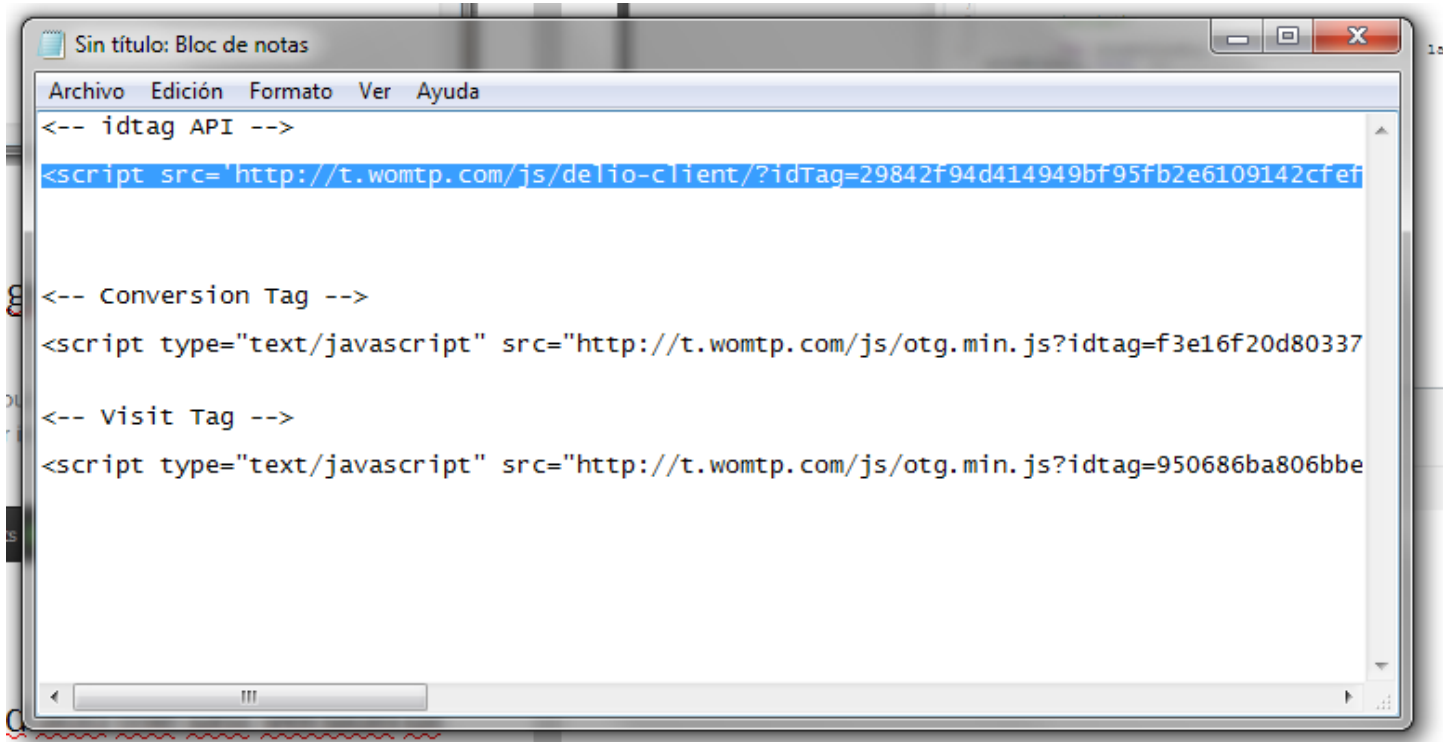
Placement: Head

Paste or type scripts below. <script> tags must be included.

```
1
2
3
4 <script src="http://code.jquery.com/jquery-latest.min.js"></script>
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
```

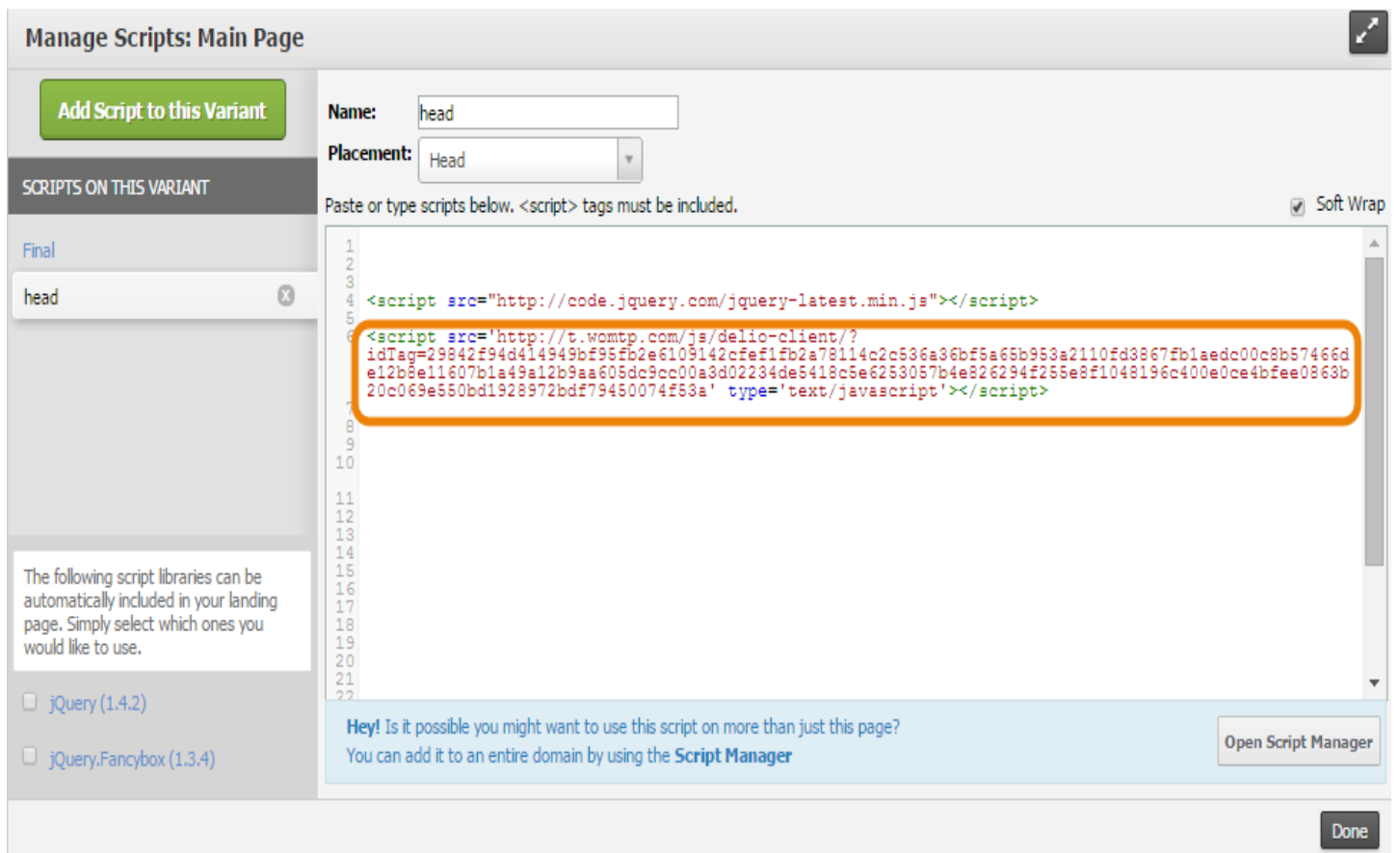
Hey! Is it possible you might want to use this script on more than just this page? You can add it to an entire domain by using the **Script Manager**

➤ Copy IdTag Script:



Sin título: Bloc de notas

```
Archivo Edición Formato Ver Ayuda
<!-- idtag API -->
<script src='http://t.womtp.com/js/delio-client/?idTag=29842f94d414949bf95fb2e6109142cfe1f1fb2a78114c2c536a36bf5a65b953a2110fd3867fb1aedc00c8b57466de12b8e11607b1a49a12b9aa605dc9cc00a3d02234de5418c5e6253057b4e826294f255e8f1048196c400e0ce4bfee0863b20c069e550bd1928972bdf79450074f53a' type='text/javascript'></script>
<!-- Conversion Tag -->
<script type="text/javascript" src="http://t.womtp.com/js/otg.min.js?idtag=f3e16f20d80337" type="text/javascript"></script>
<!-- Visit Tag -->
<script type="text/javascript" src="http://t.womtp.com/js/otg.min.js?idtag=950686ba806bbe" type="text/javascript"></script>
```



Manage Scripts: Main Page

Add Script to this Variant

Name:

Placement:

Paste or type scripts below. <script> tags must be included. Soft Wrap

```
1
2
3
4 <script src="http://code.jquery.com/jquery-latest.min.js"></script>
5
6 <script src='http://t.womtp.com/js/delio-client/?
7 idTag=29842f94d414949bf95fb2e6109142cfe1f1fb2a78114c2c536a36bf5a65b953a2110fd3867fb1aedc00c8b57466d
8 e12b8e11607b1a49a12b9aa605dc9cc00a3d02234de5418c5e6253057b4e826294f255e8f1048196c400e0ce4bfee0863b
9 20c069e550bd1928972bdf79450074f53a' type='text/javascript'></script>
10
11
12
13
14
15
16
17
18
19
20
21
22
```

The following script libraries can be automatically included in your landing page. Simply select which ones you would like to use.

- jQuery (1.4.2)
- jQuery.Fancybox (1.3.4)

Hey! Is it possible you might want to use this script on more than just this page? You can add it to an entire domain by using the **Script Manager**

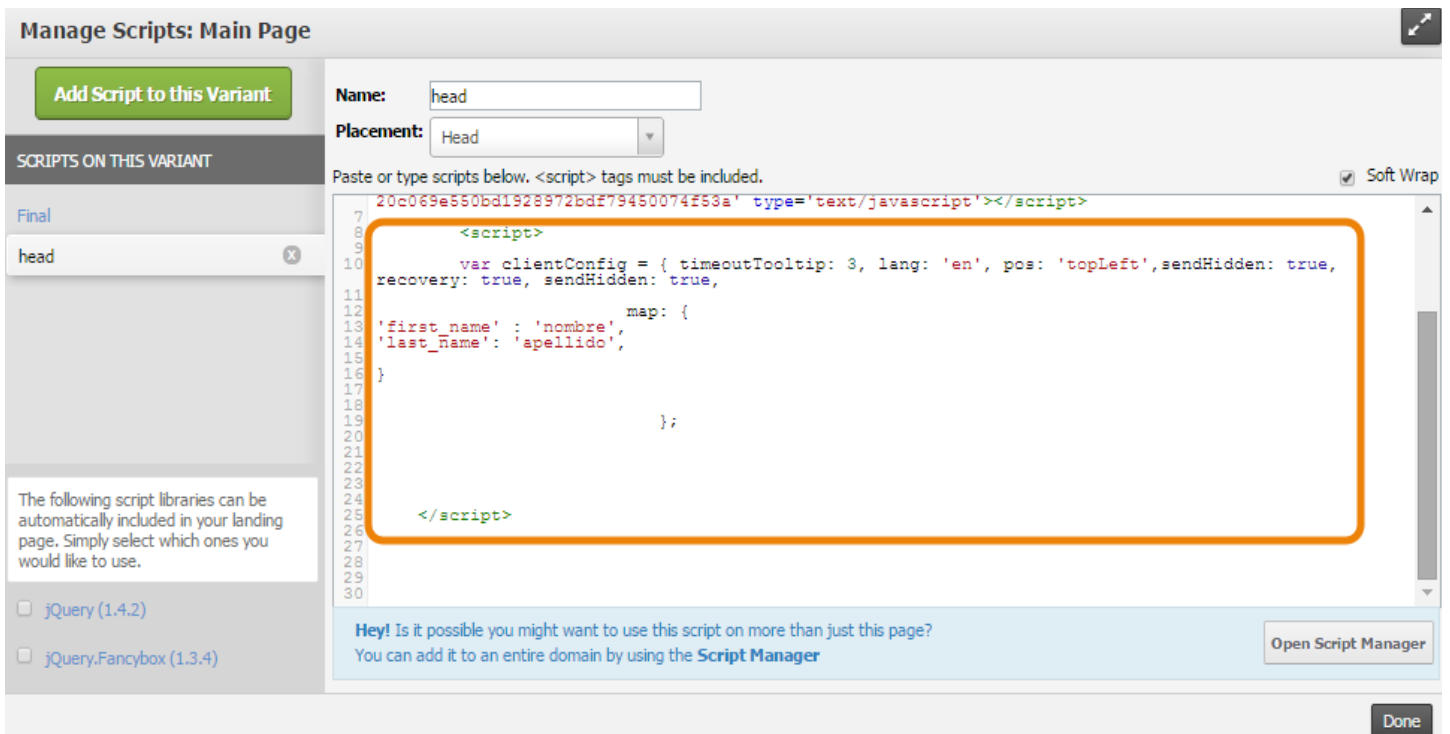
➤ If needed add Validation and mapping script

The mapping is only needed if the names of the form fields will change in the webhook mapping.

In the following example we are going to change in the Unbounce mapping webhook the names of **first_name** and **last_name**.

first_name will be assign to nombre

last_name will be assign to apellido



➤ If wanted for form autocomplete.

In case that you want that the form will be able to autocomplete for returning leads, you need to add the class **wg-idTag** to the id for **idtag**.

You just need to add:

```
<script type="text/javascript">
```

```
$('#idtag').addClass('wg-idTag');
```

```
</script>
```

Manage Scripts: Main Page

Add Script to this Variant

SCRIPTS ON THIS VARIANT

Final

head

The following script libraries can be automatically included in your landing page. Simply select which ones you would like to use.

jQuery (1.4.2)

Name: Final

Placement: Before Body End Tag

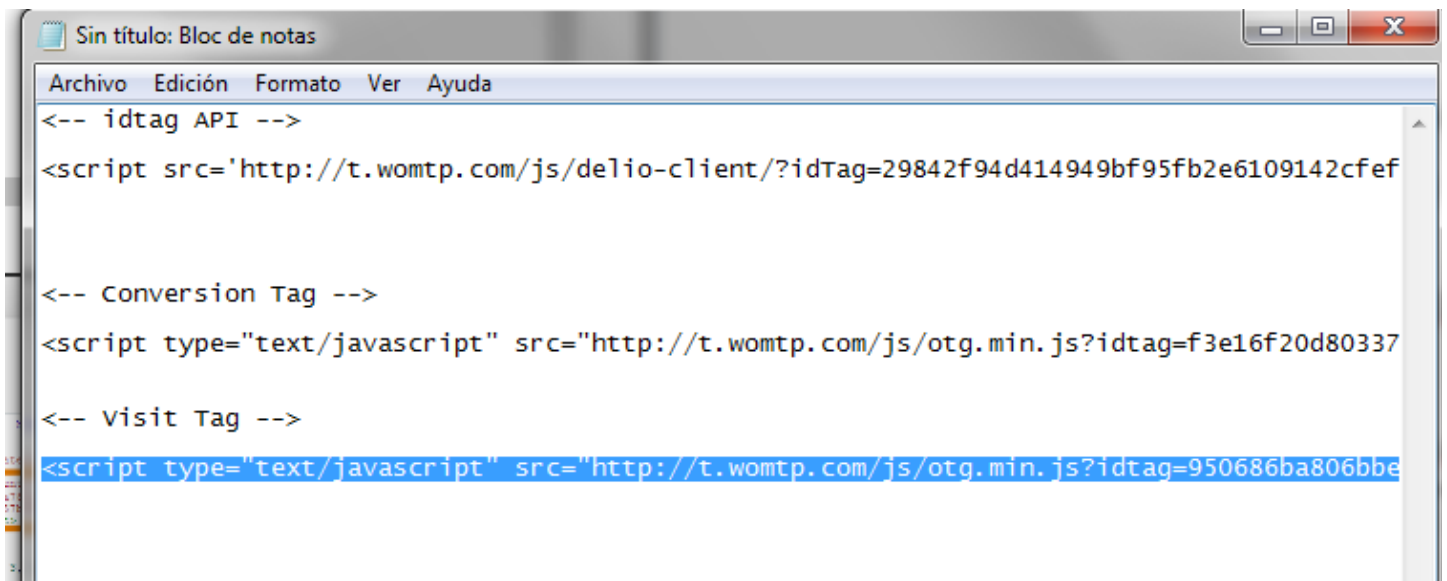
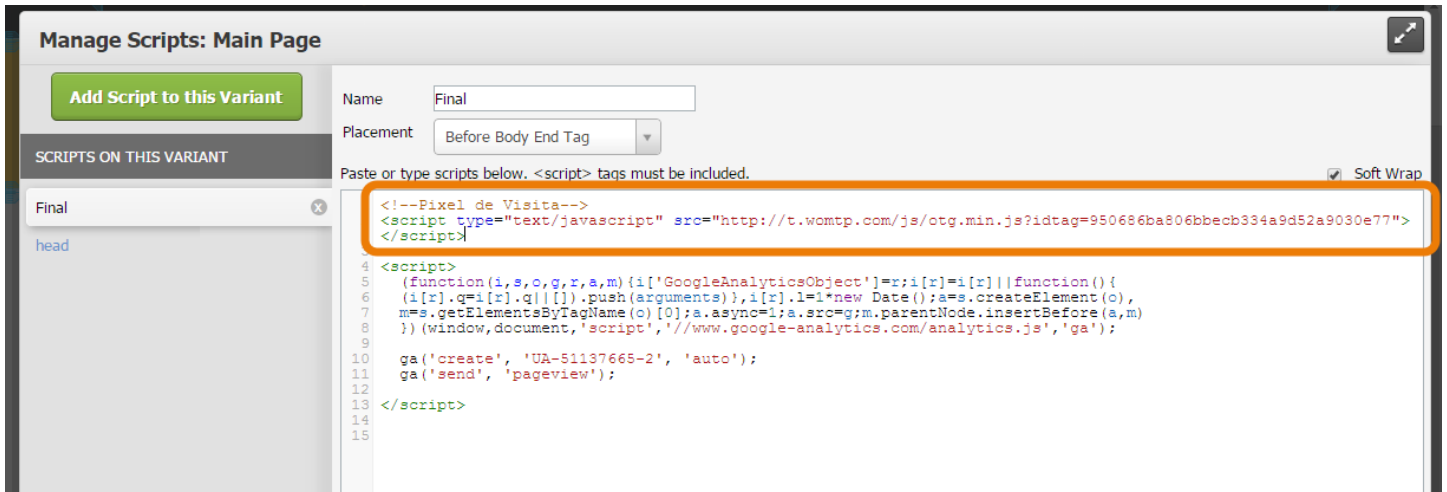
Paste or type scripts below. <script> tags must be included.

```
1 |
2 <script type="text/javascript" src="http://t.womtp.com/js/otg.min.js?
   <script type="text/javascript">
   $('#idtag').addClass('wg-idTag');
   </script>
10
11 <script>
12 (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
13 (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
14 m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
15 })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
16
17 ga('create', 'UA-51137665-2', 'auto');
18 ga('send', 'pageview');
19
20 </script>
21
22
```

Hey! Is it possible you might want to use this script on more than just this page?

➤ Go to Unbounce Landing Page Javascript area before </body> tag

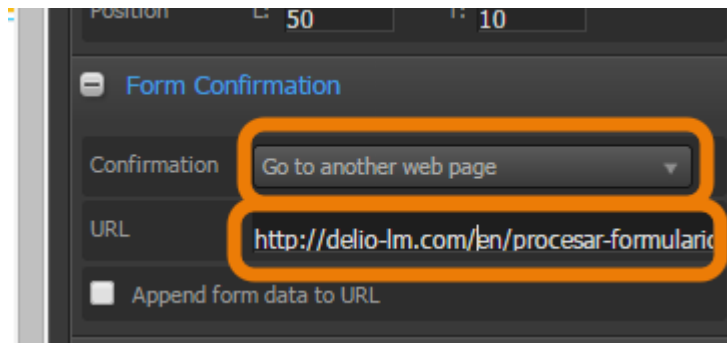
Copy the Visit Tag that we Copied into the clipboard



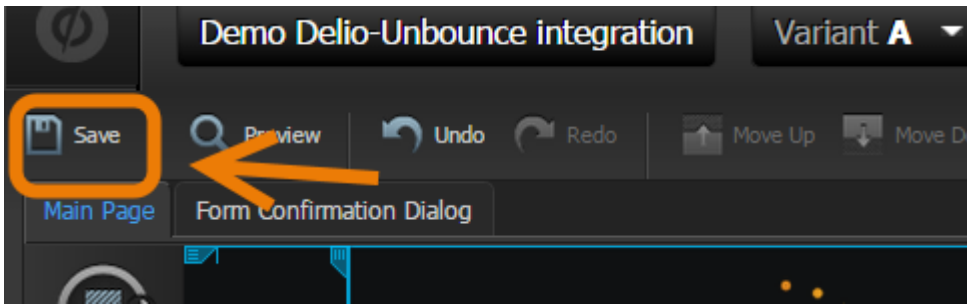
➤ Go to Unbounce Landing Page form confirmation.

We add the redirect to a page with the conversion tag.

We uncheck the box of “append form data to URL”

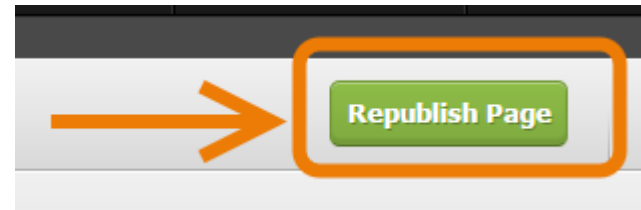


➤ Save the Unbounce Landing Page.

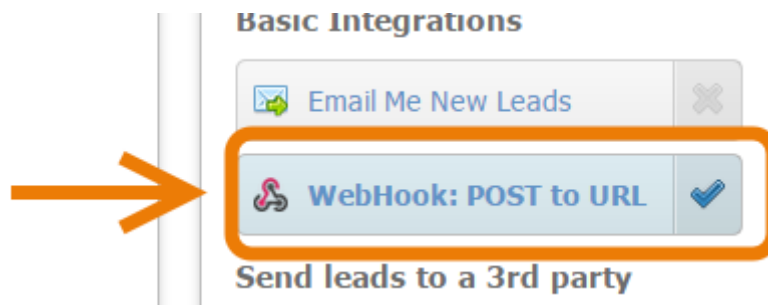


Page.

➤ Republish the



➤ Go to WebHook



The Url for Post is :

<http://ws.walmeric.com/provision/wsclient/sendLeadUnbounce.html>

WebHook: POST your form data to a URL

WebHooks let you POST your forms to any URL that you choose. [Find out more >](#)

What URL do you want us to POST your form data to?

URL for POST:

Cancel Continue →

➤ Configure Unbounce Field Mapping.

You need to map all form fields that are needed to send to Delio.

In case that You want to assign in Delio a different field name that in the form, You need to change in the Webhook field mapping.

WebHook: POST your form data to a URL

WebHooks let you POST your forms to any URL that you choose. [Find out more >](#)

✔ Successfully integrated with WebHook (POST to URL)
[Looking for a different WebHook \(POST to URL\) Integration?](#)

Configure Field Mapping ←

Some articles you might find helpful:

- [How does the form webhook work?](#)

← Change WebHook URL Remove Integration Done

WebHook: POST your form data to a URL

WebHooks let you POST your forms to any URL that you choose. [Find out more >](#)

Unbounce Form Field We assign different field names

WebHook (POST to URL) Field

First Name*	Text (string)	→	nombre
Last Name*	Text (string)	→	apellido
Email	Text (string)	→	Email
Phone	Text (string)	→	Phone
Company	Text (string)	→	Company
Legal terms	Checkbox (string)	→	Legal terms

+ Add another custom field [How do I use Custom Fields?](#)

Cancel Field Map Done

TEST INTEGRATION

The steps to follow are:

- Go to Unbounce Landing Page url and fill the form.

The image shows a landing page for 'Delio' with a yellow header that reads 'to boost Your sales'. The main content area is white and contains the following text:

Fasten your seatbelt

Hello and welcome!

You are about to see for yourself the power of Delio and how it will help you to boost your sales!

This landing page was created using **Unbounce (a leading landing page generator platform)**, one of the main tools you can integrate with Delio.

Please follow the instructions below and experience Delio within minutes

Follow the steps

- 1 Fill out the form so you can see your own info when you access Delio. This info will appear in the demo flow.
- 2 Go to Delio and log in:
 - User: **demo**
 - Password: **demo**
- 3 Enjoy Delio

At the bottom of the page, there is a blue button that says 'Learn More About Delio Requesting a Free Demo' with a white arrow pointing to the right.

On the right side of the page, there is a blue registration form titled 'Register for the Webinar'. The form contains the following fields and options:

- First Name*: Francisco
- Last Name*: Orcha
- Email*: francisco.prueba@landingpage_3.0
- Phone: 600228101
- Company: Walmeric
- I accept the Legal Terms *

Below the form, there is a line of text: 'You will receive an email with the details'. At the bottom of the form is a large orange button with the text 'CHECK IT OUT'. An orange arrow points from the 'Learn More About Delio Requesting a Free Demo' button to the 'CHECK IT OUT' button.

DO YOU WANT MORE INFORMATION?

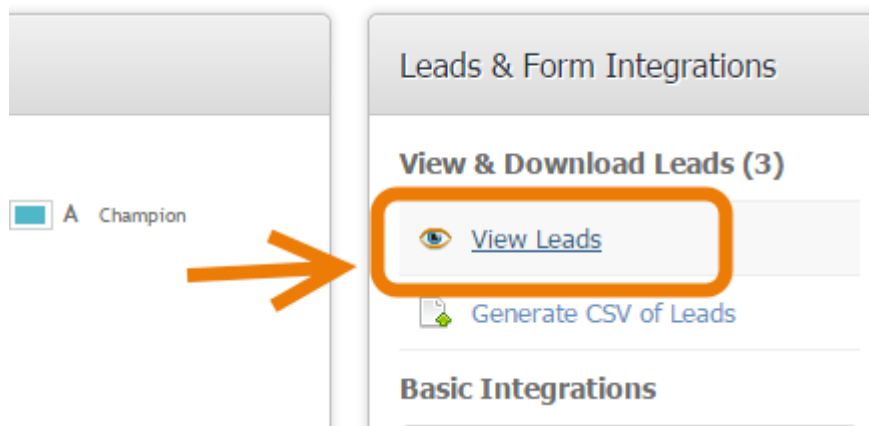
You are **about to experience** the incredible benefits of Delio, and the whole **world of possibilities** that you will have finally within reach.

Thank you very much for your visit

Our sales department is already working on your application

Thank you for trusting the DELIO's technology

➤ Go to Unbounce to check the conversion.



Form Submission Details							Form Fields on Your Page						
Date/Time Submitted	IP Address	Variant	Seccion	Interes	Idioma	First name	Last name	Email	Phone	Company	Legal terms	Idtag	
3 minutes	192.168.1.1	a	Demo	Demo	en	Pablo	Delio	pablo.delio@delio.com	911 10 99 03	Walmeric		29842f94d414949bf95fb2e6109142cfe1fb2	

➤ Go to Delio Lead Management to check the conversion.

1. Delio Login.

2. Click on “C. Manager”.

3. Click on “Leads Detail”.

4. Go to the Last page.

5. Click on the lead that we want to check.

The screenshot shows the Delio Lead Management interface. The top navigation bar includes the Delio logo and several menu items: Tracking, C. Manager (highlighted with an orange box and arrow labeled '2'), L. Nurturing, and Analytics. Below this is a secondary navigation bar with Data Manager, Manager Labels, Scoring Rules, Manager Segmentations, and Leads Detail (highlighted with an orange box and arrow labeled '3'). The main content area is titled 'Leads detail' and contains a table of lead records. The table has columns for Start date, Terminate, apellido, email, and telefono. The second row is highlighted with an orange box and arrow labeled '5'. At the bottom of the page, there is a pagination control showing 'Page 31 of 31' and a 'Last' button (highlighted with an orange box and arrow labeled '4').

Start date	Terminate	apellido	email	telefono
06/12/2014 18:23:46	No		francisco.1823@1823.com	333221122334
06/12/2014 19:01:08	No	Orcha	francisco.alska@1920.com	1281918291
06/12/2014 19:43:43	No	gutierrez	pedro.gutierrez@1943.com	3727828188188
06/12/2014 19:45:31	No	albizu	jonalbizu@seneca.com	3627716172617

Leads detail

All leads are showing

Start date	Terminate
06/12/2014 18:23:46	No
06/12/2014 19:01:08	No
06/12/2014 19:43:43	No
06/12/2014 19:45:31	No

Lead detail

Declaratives

nombre Francisco
apellido Ordoña
email francisco.alka@1920.com
telefono 1281918291
empresa
empleados
pais

3 vs. 0,4 min. 1,6 vis. COMPUTER Opera Windows 7

Lead scoring 0

Deleted

← Mappin files

If you want to see the navigation details:

1 leads detail

All leads are showing

Start date	Terminate
06/12/2014 18:23:46	No
06/12/2014 19:01:08	No
06/12/2014 19:43:43	No
06/12/2014 19:45:31	No

Browsing

3 visit(s)

Date	IP	URL
06/12/2014 19:00:35	178.85.152.245	http://forms.delio.im.com/whousep/delo-integration/
06/12/2014 19:01:58	178.85.152.245	http://forms.delio.im.com/whousep/delo-integration/
06/12/2014 19:02:09	178.85.152.245	http://forms.delio.im.com/whousep/delo-integration/

1 visit(s)

1 visit(s)

lead overview →

3 vs. 0,4 min. 1,6 vis. COMPUTER Opera Windows 7

Lead scoring 0

Deleted

Browsing

lead overview →



www.delio-lm.com © 2014 Walmeric Soluciones SL,
Madrid, Spain - Phone: (+34) 911 10 99 03