Convizit-Mixpanel Integration Guide

September 2022

A. Introduction

For current or prospective Mixpanel customers who prefer to avoid the sometimes lengthy and complex process of manually instrumenting events, Convizit offers an appealing alternative. With no prior tagging plan or event coding, Convizit's AI-driven solution automatically collects user behavior data in websites and web applications, and sends this data directly into Mixpanel for reporting and analysis. Events are delivered already named, structured and enriched with relevant properties. After adding Convizit's JavaScript tag to a website/application, no development resources are required.

A friendly visual interface makes it is easy to control which events and properties are captured, how they are named, and how they are delivered into Mixpanel. On-demand historical data backfill allows additional behavioral analysis at any time, by sending additional historical data into Mixpanel, even if you initially decided not to receive those events and/or properties.

Convizit handles ongoing website changes automatically so that funnels and reports don't break; no event tracking maintenance is required. Convizit's direct integration with Mixpanel allows you to quickly and easily realize the full potential of the platform within days of deployment, with little or no manual effort required.

This document describes how this integration works.

B. Types of Data You Can Receive in Mixpanel

You may choose for Convizit to send Mixpanel a **specific set of events** from your website, or **complete granular user activity data**. The former is more useful for fundamental reporting and analysis, while the latter can provide an unparalleled depth of understanding and insight into the user journeys occurring in your website or application.

Note that you may choose to get both types of data, and you may change this choice at any time.

Specific set of events

For example, you might want your e-commerce site to generate a number of specific events, such as Product viewed, Product added to cart, Product removed from cart, Cart viewed, Coupon code entered, Checkout started, Checkout completed and Product rated.

You may provide Convizit with a list of the events that you wish to receive into Mixpanel, or Convizit can prepare a set of standard/logical events for you.

Each event is delivered with a set of relevant properties. For the properties, as well, you may specify the properties you wish to receive, or Convizit can automatically deliver a rich set of event properties.

Complete granular user activity data

Convizit's auto-capture technology records every visitor click on every webpage element, enriched with relevant properties. You may choose to receive this complete, enriched data stream into Mixpanel. If any specific events have been defined (as mentioned above), this data stream will also include those events.

C. Getting Started

This is the process to begin receiving event data from your website or application into Mixpanel via Convizit:

1. **Add the Convizit tag to your website or application**

   Place the JavaScript snippet you received from your Convizit account manager at the beginning of the <head> ... </head> section of every page of your website. Details about doing this can be found here: Deploying the Convizit Tag

   As soon as the Convizit tag is operational on your website, Convizit will begin collecting and structuring the site's user behavior data.

2. **Customize the data that Convizit collects (OPTIONAL)**
   - To prevent Convizit from capturing clicks on specific website elements, see: Ensuring Data Privacy
   - To associate your own known customer IDs with Convizit's event data, see: Customer Identification and Enrichment
   - To add your own events and/or event properties to Convizit's event data (using JavaScript), see: Coded Events and Coded Properties

3. **Provide Convizit with some information**
   - Provide your Mixpanel **project token** and **API secret** to your Convizit account manager.
   - Inform your Convizit account manager whether you would like to receive into Mixpanel **specific events only** (you can provide a list or Convizit can create one for you) or **complete granular user activity data**. See descriptions of these options, above. You may change this decision at any time.

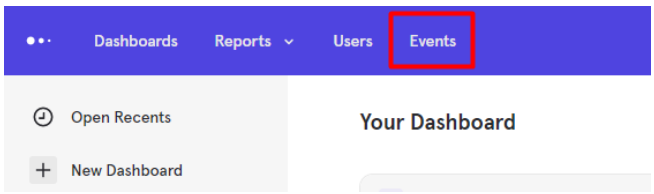
4. **Convizit will deliver your user behavior data into Mixpanel**
   - Convizit will typically begin sending data into Mixpanel within about one week from the time the Convizit tag is added to your website. Low-traffic sites might take longer (Convizit's AI needs a certain amount of actual visitor traffic in order to accurately model a website).
   - Convizit will send data into Mixpanel approximately once per hour.
   - If, at any time, you wish to pause data delivery into Mixpanel, inform your Convizit account manager.

5. Validate that you are receiving data from Convizit

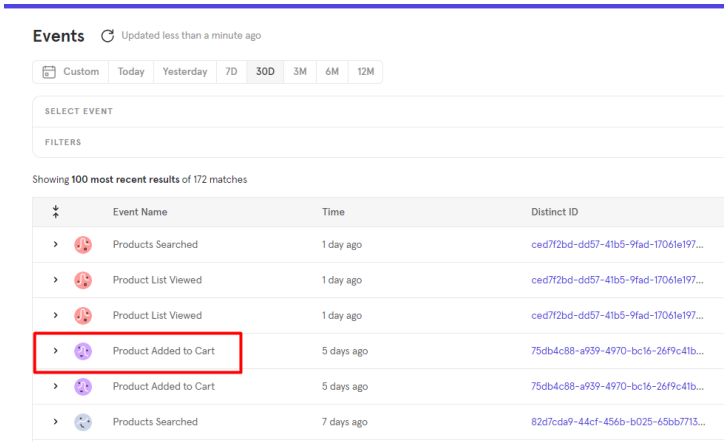
You can see the events arriving from Convizit in Mixpanel in the Events page. Note that it can take up to 20 minutes for the data to appear on this page after it was received.

If you also have other sources of event data in Mixpanel, follow these steps to confirm that events from Convizit's are arriving in Mixpanel:

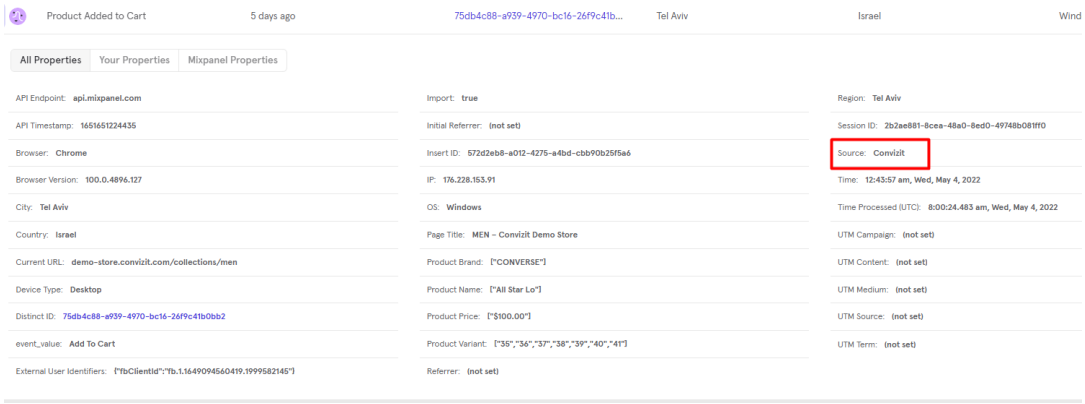
- Navigate to the Events page.



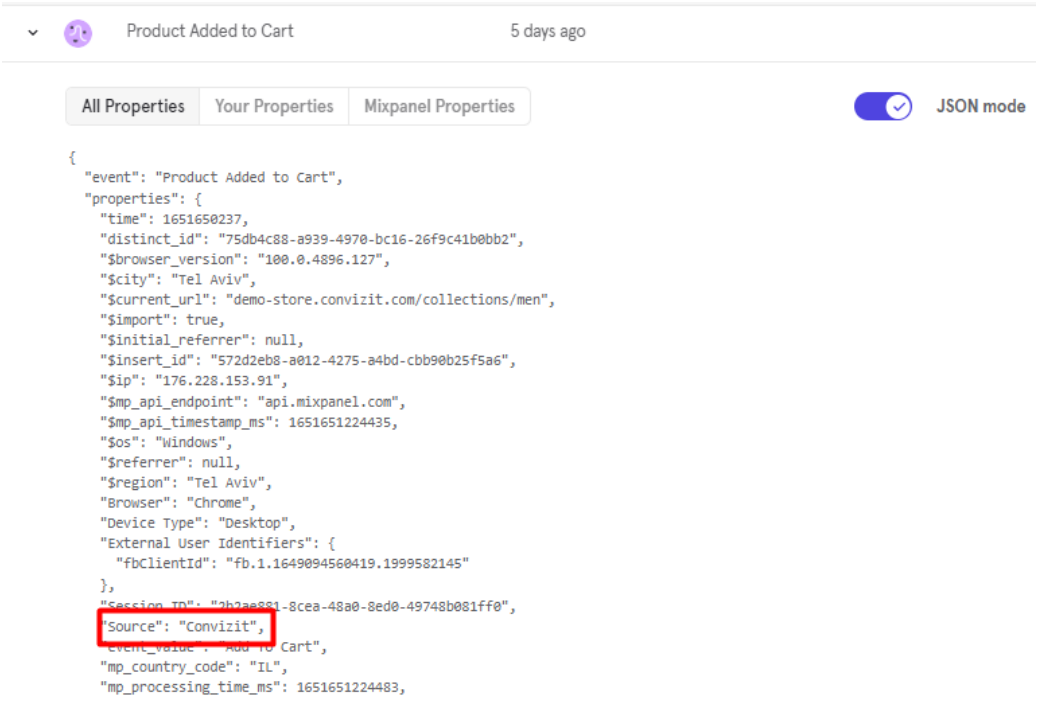
- Open an event by clicking on it.



- Looking in the event properties, you will know that the event was delivered to Mixpanel from Convizit when you see Source: Convizit.



- You may also look for `"source": "Convizit"` in JSON mode:



D. Customizing the Data Delivered by Convizit into Mixpanel

Once you begin working with the data sent by Convizit into Mixpanel, you might want to adjust how the events are delivered. Using Convizit's visual interface, you can easily:

- Review how events are being delivered to Mixpanel
- Change event names
- Select which events to receive into Mixpanel
- Change the names of properties sent with events
- Exclude specific event properties from some/all events

E. The Mixpanel Fields Populated by Convizit

For more technical users familiar with Mixpanel, here are the specific fields that Convizit populates in Mixpanel for each delivered event.

$insert_id	Convizit's unique ID for the event
event	Name of the event (e.g., "Add to cart", "Size chart click")
time	Timestamp of the event in UTC as reported by the visitor's device
distinct_id	Convizit's unique ID of the visitor
$browser	Browser name (e.g., Chrome, Safari)
$browser_version	Browser version number.
$user_id	Identified customer ID passed by the website to Convizit
$current_url	Complete URL of the webpage on which the event occurred
$initial_referrer	Referring URL at session start, or the value $direct when no referrer
$os	OS of the event sender (e.g., Android, iOS, Windows, Mac OS)
$referrer	Referring URL to the current page, if available
$ip	Visitor's IP address
utm_source	UTM Source parameter provided for the session, if available
utm_medium	UTM Medium parameter provided for the session, if available
utm_campaign	UTM Campaign parameter provided for the session, if available
utm_term	UTM Term parameter provided for the session, if available
utm_content	UTM Content parameter provided for the session, if available
deviceType	Visitor's device type (e.g., desktop, tablet, mobile)
Additional data included as properties with each event:	
Page Title	HTML title of the webpage on which the event occurred
Session ID	Convizit's unique ID for the session
External User Identifiers	An array of one or more third-party visitor identifiers, if available (e.g., Facebook client ID, Google Analytics client ID)
Source	"Convizit"