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## You're live with Popsixle – what happens next?

### Everything you need to know to get the best results with Popsixle

If you're reading this, your site has been fully onboarded with the Popsixle App, you've added a connection to your active ads in Meta, TikTok or Google, and now Popsixle is processing events on your site and sending them to optimize your ads for better performance and accuracy. Congrats!

#### So you may be thinking, *what happens now?*

*What can I expect from "better data," and what can I do to get the best results possible with Popsixle? How does the trial work? How do I know Popsixle is working, and how do I measure results?*

**This guide will help! Read on to learn the answers to these common questions:**

#### Guide overview (click to jump to your question):

- [What can I do to get the best-possible results with Popsixle?](#)
  - [Check your settings for success](#)
  - [Add connections to your other ad platforms \(Meta, TikTok & Google\)](#)
  - [Take optimization to the next level](#)
- [How do I know Popsixle is working? How do I measure performance?](#) Learn how better data benefits your ads.
- [How does the trial work? How do I subscribe or cancel?](#)

Get all the info about Popsixle's trial and subscription

### What can I do to get the best results possible with Popsixle?

#### First things first, double check your current setup to make sure your account is set for success!

**#1 Check for other connections:** Before checking any other settings, make sure there are no other data connections running while using Popsixle. Having other data connections running while using Popsixle will cause data inaccuracies like over-counting and can even block Popsixle's events. Check to ensure all other data connections used prior to Popsixle have been removed/uninstalled. Examples include: Elevar, Hyros, Trackify, Sonar, Orichi, Wicked Reports, Shopify's CAPI, or any other tracking app, conversions API, browser or server-side connection.

#### #2 Check your settings:

*Note for dashboard access: there's no login necessary to access the Popsixle App! You can go into the Popsixle App via Shopify Admin to access the dashboard and settings.*

- Check the Popsixle App Account Settings for the Allowed Domains:**
  - Are the Shopify URL and domains correct?
  - Are there any other domains or landing pages receiving ad traffic that have not been added? If yes, [see Step 3 in the installation guide](#)
- Check your Theme Settings in Shopify Admin:** ensure Popsixle is toggled "on" in the App Embed for all themes in your library (if the app embed is toggled off, the data connection will not be fully functional). See "Shopify settings" [in the installation guide](#).

#### #3 Check the Popsixle App settings for each ad platform you've connected:

##### If you connected Popsixle to Facebook/Meta:

- Pixel:** Is the pixel ID correct? Did you add the pixel that's connected to your active ads?
- Ad account:** Have you added all ad accounts to the settings, and shared access with Popsixle in Meta Business Manager? If not, follow these steps: [Onboarding with Popsixle: Facebook ad account access](#)
- Browser events** - if Popsixle's browser events are toggled on, it's important to check these settings (*Note: If you're experiencing misattribution issues after 1-2 days with Popsixle, check these settings first and make the necessary updates*):
  - Check that data sharing is turned off in the Meta-Shopify settings.** If not, follow these steps: [How to turn off data sharing in the Meta-Shopify settings](#)
  - Check Meta Events Manager:**
    - Ensure Popsixle data is not being blocked by an Allow/Block list ([guide here](#))
    - Ensure all Popsixle events are verified ([guide here](#))
    - Health and Wellness compliance:** If your site offers a Health and Wellness product/service, check if your site has been affected by Meta's new privacy rules, and if needed, you can apply one of Popsixle's Health Data features to restore data and get ad performance back on track. Learn more here: [Popsixle Solutions for Health & Wellness Brands](#)

##### If you connected Popsixle to TikTok:

- Pixel:** Is the pixel ID correct? Did you add the pixel that's connected to your active ads?
- Browser events** - if Popsixle's browser events are toggled on, check these settings **that data sharing is turned off** in the Meta-Shopify settings according to these steps: [How to turn off the Shopify-TikTok CAPI connection for Popsixle](#).

##### If you connected Popsixle to Google:

If you've added a Google connection, remember that Popsixle's role as a data connection will differ depending on whether or not you change its setting. See our guide for more: [Understanding the Popsixle Google Ads data connection](#)

#### Add more connections to expand Popsixle's ad optimization to other channels:

You can add or remove connections to your ad platforms right from the dashboard at any time throughout your Popsixle support. Check out the guides with the steps:

- [Add a Popsixle-Meta Ads Data Connection](#)
- [Add a Popsixle-TikTok Ads Data Connection](#)
- [Add a Popsixle-Google Ads Data Connection](#)

All connections are included as part of Popsixle's subscription plan, so adding/removing a connection does not change the subscription price of Popsixle (just like removing all connections will not cancel the subscription or support. The only way to cancel Popsixle is to uninstall the app in Shopify).

#### Next-level optimization:

**Add optimizations:** Activate the apps' feature to target new vs. returning customers with your ad campaigns. [Click here for the guide](#).

**Learn more:** Check out the Popsixle resources page on our site for more helpful articles about ad optimization and the advantages of an advanced data connection: <https://popsixle.com/articles-podcasts>

**Customizations and performance support:** You can work with our team to add customized events to the app, or improve ad performance with 1:1 specific guidance for your brand's campaign strategy and creative. Additional customization and consulting fees apply. [Send us an email to learn more!](#)

### How do I know Popsixle is working, and how do I measure results?

#### Here's a reminder of how Popsixle's data connection is working to optimize your ads:

Popsixle is processing purchase data on your site and sending as much of it as possible at a constant rate to your ad platforms algorithms. Not only does this fuel your ads to better reach your target customers, it actually trains the algorithm AI to know who your best customers are. This better tracking improves match quality scores, enhances auction performance, and makes your ad spend more effective. **That's how better data = better performance.**

#### Here's an overall picture of what you can expect with Popsixle:

- More Conversions Reported: On average, better data with Popsixle users see:
  - 10% more conversions on Google
  - 20% more Facebook Click IDs captured
  - 25% more conversions on TikTok
- Better Ad Efficiency: With improved data, platforms waste less budget and find better customers.
- Stable Performance: Popsixle helps reduce big swings in performance by providing strong, consistent data.

#### When can I expect to see a difference in performance?

**Popsixle processes and sends your data in real time, so you can see the data connection working as soon as your account is connected with Data Summary on your account's dashboard.**

**Ad platforms will not update in real time:** for instance, performance data for Meta/Facebook updates in Ads Manager for the prior day. In some cases, your platform's algorithm may need a few days to adjust before you start to see an improvement. It's normal to see small changes as they "re-learn" how to use the new signals.

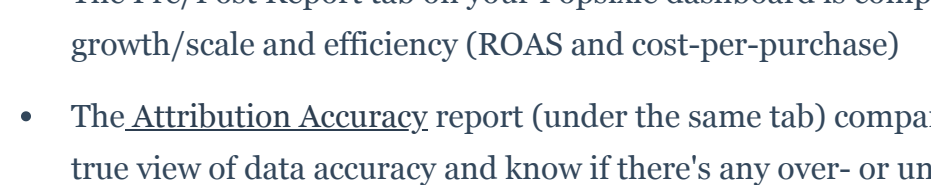
#### How to measure performance with Popsixle

The Popsixle team will check in with you via email throughout your trial, but we have tools and resources to empower you with information about your account's data and performance progress.

#### Measuring Meta performance

If you've shared ad account access with Popsixle, you can get a comparison of performance metrics before-and-after Popsixle's launch at any time from your account dashboard.

**We suggest checking in on these reports after you've been live with Popsixle for about 5 days so there's been enough data processed for the comparison.** Use this guide to support you with your analysis of the data: [How to measure success with Popsixle](#).



- The Pre/Post Report tab on your Popsixle dashboard is compiled with Ads Manager data to help you get a sense of Popsixle's impact on growth/scale and efficiency (ROAS and cost-per-purchase)
- The [Attribution Accuracy](#) report (under the same tab) compares Meta's reported performance to Popsixle-processed purchases so you can get a true view of data accuracy and know if there's any over- or under-reporting happening in your account

#### Measuring TikTok performance

Review our guide to understand Popsixle's impact on performance and accuracy: [How to measure success of Popsixle on your TikTok data connection](#)

#### Measuring Google performance

Review our guide to understand the specifics of Popsixle-Google support and its impact on performance and accuracy: [Understanding the Popsixle Google Ads data connection](#)

#### While measuring performance keep this key point in mind:

No trial happens in a vacuum, which means there may be other performance factors contributing to your trial results: seasonality, promotion/sales, consumer buying trends. If you need help determining the impact of Popsixle support, [reach out to our team](#) so we can share more details about your account's specific improvement.

### How does the trial work? How do I subscribe or cancel?

#### Trial length and subscription:

Popsixle's free trial will conclude 14 days from when the app was first installed for an account, which is when the trial will automatically convert to an active subscription.

**There's no action needed to subscribe:** your Shopify Admin will simply be charged \$95 for Popsixle's monthly subscription fee, plus usage charges according to processed revenue (\$1 per \$1,000 in revenue for monthly Shopify store revenue over \$10,000. See our guide for more: [Popsixle App Pricing & Subscription](#)).

**If you do not want to continue with Popsixle beyond the trial:** you can cancel before your trial's end-date to avoid an unintentional charge. You can also cancel Popsixle's support at any time before or after subscribing, because Popsixle subscription is a month-to-month plan with no contract or long-term commitment.

#### To cancel Popsixle:

**The ONLY way to cancel is to uninstall the Popsixle App in Shopify.** This will cancel the subscription and turn off the connection, which stops Popsixle processing and restoring data for your site.

Removing ad connections in the app, revoking Popsixle's ad account access, or toggling off Popsixle in your Shopify app embed will NOT result in a cancelled subscription. Unless you uninstall the Popsixle App, the subscription will remain active. The Popsixle team is not able to cancel your account support.

#### Important info for cancelling Popsixle:

If you decide to cancel support by uninstalling the app (during or after your trial) know that your account may experience a decline in performance without Popsixle's constant stream of quality, fully-compliant data. Before cancelling, review our off-boarding guide: [What to expect after ending Popsixle support](#)

Post-Popsixle changes in performance or event match quality (EMQ) can actually be helpful serving as a second test of Popsixle efficacy. If you'd like, our team can support you with post-shutoff reports to keep you updated on adverse performance changes.

**You can resume Popsixle's support at any time after a cancel!** Just [re-install the app](#) and repeat the onboarding process to turn the connection back on.

**Have questions or concerns? Reach out to the Popsixle [via email](#) or through the [live chat on our site](#) and a member of our team will get back to you within one business day.**

Was this article helpful?
 Yes
No

### Related articles

[Understanding the Popsixle Google Ads data connection](#)

[How to turn off the Shopify-TikTok CAPI connection for Popsixle](#)

[Installing & Onboarding the Popsixle App](#)

[How to add a Popsixle-TikTok Ads Data Connection](#)

[How to add a Popsixle-Meta Ads Data Connection](#)