What is the Flipcause Integration Code?

For you to be able to have your Flipcause calls-to-actions, engagement tools, and campaigns integrated into your website, you will need to install the main Flipcause code into your website.

This main code is called the Flipcause Integration Code, and is a snippet of JavaScript code that should be pasted into the header (or footer) area of your website. It's the code that allows your floating buttons, popups, and embedded Flipcause campaigns to work on your website.

Once you have this installed in the header or footer of your website, it should become available on every single page of your website. For this reason, it only needs to be installed once on your site.

The code by itself does not create any visible elements on your site; it works in the background to allow the popup, floating, and embed functionality to work for all the Flipcause "widgets" throughout your website.

Installing this code on your website is the first step to getting your campaigns fully integrated.

How to find and install the Flipcause Integration Code

You will see this code when you use the Code Generator in the Integration Center. It will be the first code block listed, and it always starts with "to" and hit delete to ready your website for the new installation.