

DynamicView Quick Start Guide



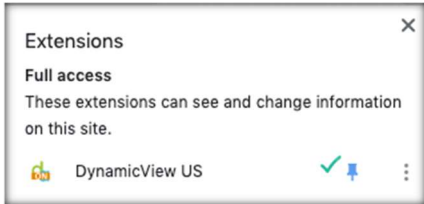
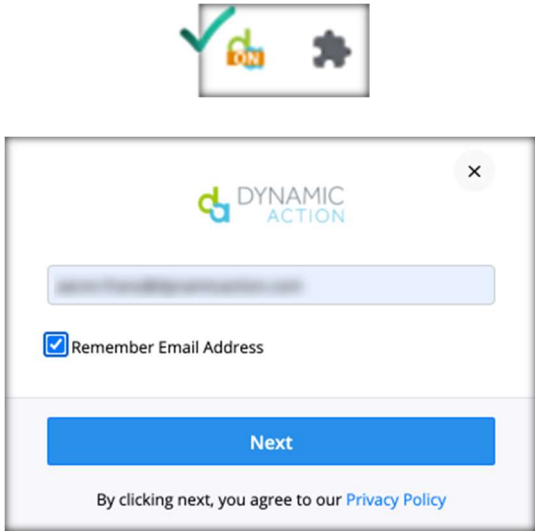
- Requirements:**

To Log in to DynamicView, you need the extension downloaded and a user account*.

*If you have not received an email asking you to complete your account setup/password, please contact support@dynamicaction.com immediately.

- In your Chrome browser, navigate to your favorite category page on your website**

- Sign on to DynamicView:**

<p>Go to <i>Manage Extensions</i> in Chrome via the puzzle piece icon in the upper right-hand corner of Chrome</p>	
<p><i>Pin</i> the DynamicView Extension to your Browser, The DynamicView icon will appear near the puzzle piece icon:</p> 	
<p>Click on the DynamicView icon</p> <p>Log in to DynamicView with your email and newly created password</p>	

<p>Grant Browser Permission</p>		
<p>DynamicView overlay metrics and side panel will appear - You are now ready to explore your site with DynamicView!</p>		

DynamicView at a Glance:

The screenshot shows the DynamicView interface with the following features highlighted by numbered callouts:

- 1:** Overlay Toggle (top right)
- 2:** Overlay Metrics (product comparison cards)
- 3:** Product Comparison Drop Down (Peer Percentile)
- 4:** Gear Icon (top left)
- 5:** Calendar (top left)
- 6:** Product Detail (product cards)
- 7:** Sidebar (left side)

1. Overlay Toggle: Turn on and off the overlay metrics on your website
2. Overlay Metrics: View product metrics with color coding (RAG) product health indicators
3. Product Comparison Drop Down: Select from Category *Peer Percentile* (default), % vs period B, and % vs Total
4. Gear Icon: Change overlay metrics, choosing from over 200 different metrics
5. Calendar: Data can be viewed at a Day over Day level, Week over Week or Month over Month
6. Product Detail: Click into products to view additional KPIs and health indicators
7. Sidebar: Collapse or expand, ability to present sidebar on left or right side of webpage

Example Use Case Metric Overlays

Use Case	User Group	Primary Metric	Secondary Metrics
What is the early read of a new product/collection performance?	Buyer	Units Sold	Product Views Conversion Stock Cover
Are we driving traffic to profitable products?	Site Merchandiser	Product Views	Product Profit Profit per View Product Margin %
Are any products with High Abandonment Rates in key site zones?	Content Team	Abandonment Rate	Add to Cart Rate Product Views Conversion

To learn more about additional value added features, such as Action Impact, review the [User Guide](#) found on your support page or contact support@dynamicaction.com