

# Alternative Technologies for Site Integration



This page describes the different front end technologies of integrating the Product Guide into your website or applications.



If you don't want to get into the details, just follow our recommendation to use the **JavaScript integration**.

## Introduction

excentos supports various technologies to integrate the Product Guide into your website or applications.

This overview describes the commonly used default functionalities only; please contact excentos if you want to inquire other ways of integrating the Product Guides as there are far more possibilities.

integration	advantages	disadvantages	supported by excentos	comments
JavaScript	<ul style="list-style-type: none"><li>• very <b>flexible integration</b></li><li>• you just need to <b>copy and paste the single-line integration code</b> that is provided to you in the Workbench See example: <a href="https://www.excentos.com/de/how-it-works-integration">https://www.excentos.com/de/how-it-works-integration</a></li><li>• <b>existing Quick Test possibility</b> that allows you to run a test in your website if and how the Product Guide will integrate. See Quick Test documentation: <a href="https://www.excentos.com/en/documentation/site-integration#quicktest">https://www.excentos.com/en/documentation/site-integration#quicktest</a></li></ul>	<p>there are no "real serious" disadvantages.</p> <p>However, please be aware of the following:</p> <ul style="list-style-type: none"><li>• in some cases, there were conflicts of the website's CSS with excentos CSS (especially if the customer's website assigned styles to HTML identifiers instead of using class names)<ul style="list-style-type: none"><li>◦ solution: implement a workaround to rename excentos CSS classes or resolve other conflicts</li></ul></li><li>• in very rare cases, there were conflicts of the website's JavaScript with excentos JavaScript.<ul style="list-style-type: none"><li>◦ solution: excentos will find the conflict and clarify how to solve it</li></ul></li></ul>	yes	it is recommended using the JavaScript integration
iFrame	<p>There is not a significant advantage over using JavaScript. The only reason to use iFrame integration would be</p> <ul style="list-style-type: none"><li>• 100% safe against CSS and JavaScript collisions (but see comments on JavaScript integration above)<ul style="list-style-type: none"><li>◦ You are thus 100% sure that the look&amp;feel corresponds to what you see in the Workbench preview (unless the iFrame does not use dynamic height)</li></ul></li></ul>	<ul style="list-style-type: none"><li>• you or excentos will need to provide an iFrame that dynamically adapts to the size of the Product Guide, also in responsive behavior (e.g. different height for question cards than for recommendation list)</li><li>• the excentos Analytics do not detect the referrer / website that integrated the Product Guide, so it cannot analyze traffic generation within the excentos Analytics. Also for you as our customer, you will be able analyzing the traffic within the webpage that contains the iFrame, but not be able analyzing the traffic within the iFrame</li></ul>	yes, but may require initial support / customization	excentos advises to only use an iFrame if you encountered CSS / JavaScript collisions and if it could not be solved easily

## Further Integration Technologies

If you want to use another integration (e.g. web components, build your own user interface based on our API) please contact our support.