

Method 2: Using both 'checkout_started' and 'checkout_completed' events via Shopify's web pixels.

Shopify Checkout: Implement Optimizely Snippet at the checkout page for tracking events.

```
function loadOptimizely(callback) {
  if (window.optimizely) {
    callback();
    return;
  }
  var script = document.createElement("script");
  script.src = "https://cdn.optimizely.com/js/XXXXXXXXX.js";
  script.onload = callback;
  script.onerror = function() {
    console.error("Failed to load Optimizely script");
  };
  document.head.appendChild(script);
}

// Modify these event subscriptions

analytics.subscribe('checkout_started', async (event) => {
  // Existing code...

  loadOptimizely(function() {
    window.optimizely.push({
      type: "event",
      eventName: "optly_begin_checkout"
    });
  });

  // Rest of existing code...
});

analytics.subscribe('checkout_completed', (event) => {
  // Existing code...

  loadOptimizely(function() {
    const revenue = event.data.checkout.totalPrice.amount * 100; // Convert to cents
    window.optimizely.push({
      type: "event",
      eventName: "optly_purchase",
      tags: {
        revenue: revenue
      }
    });
  });

  // Rest of existing code...
});
```